Thesis „Ochutnejte Českou republiku!“ – CzechTourism campaign – Czech Specials deals with the CzechTourism campaign. The project with the slogan „Taste the Czech Republic!“ or Czech Specials is trying to remind the culinary heritage, which abounds in the Czech Republic. The first part deals with the theory of marketing and tourism. The second part deals with the CzechTourism agency and the Czech Specials project and contains information about this project and its analysis.