Abstract

The subject of this bachelor thesis is from the field of tourism, concretely the support of domestic tourism in the Czech Republic. The first part is a theoretic introduction into the topic of services marketing, which differs a lot from the classic goods marketing. The next part contains a summary of the current state of domestic tourism in the Czech Republic. The main part of the thesis, however, focuses on activities, which were performed in year 2009 and 2010 to support domestic tourism, from creating of a logo and an advertising slogan for the Czech domestic tourism, to a contest for the best tourist activity. Most of the attention was given to the Tips for Trips project. The thesis compares the current and the previous versions of the web portal www.kudyznudy.cz, assesses the project's activities on the Facebook social network and it also describes the Tips for Trips publishing activities and annual Tips for Trips contest. In 2010 the project was supported by a large advertising campaign, which is also mentioned in the thesis. There is a detailed analysis of television sport and printed advertising, along with evaluation of the campaign's effectiveness. The last chapter is dedicated to an online survey, which I carried out with the aim to map the public's opinion about the domestic tourism in the Czech Republic. The appendices contain visuals of the communication campaign, survey results and other illustrating materials.