Abstract

The bachelor thesis deals with analysis of chosen tourist information centre and its role in tourism destination marketing. The main objective is to determine how users perceive the information centre and its services and to suggest possible recommendations for improvement. The theoretical part explains basic terms and definitions such as tourism, information services, destination marketing and tourist information centre and its activities. Moreover, it briefly describes the activity of The Association of Tourist Information Centres of the Czech Republic. Another chapter deals with CzechTourism, a contributory organisation of the Ministry for Regional Development, whose principal mission is to create and promote positive image of the Czech Republic as a country suitable for tourism. The practical part is focused on chosen CzechTourism information centre and describes it from the point of view of provided services, personnel and equipment. Then the results of questionnaire survey among users of the information centre are presented. Last chapter contains overall evaluation of the information centre and proposes several recommendations for improvement which could lead to higher users’ satisfaction.

[Author’s abstract]