

This research report on Communication of the City of Hradec Kralove in Years 2009-2011 analyses the communication activities carried out by the statutory city of Hradec Kralove particularly in tourism. It distinguishes communication within the Czech Republic and abroad. The work investigates promotion activities in the city's information centres, tourism organizations, tourism fairs and cooperation with twinned cities.

The aim was to establish the effectiveness of communication channels and if Hradec Kralove manages its communication in tourism through destination management. In the research report, the city itself is seen from the vantage point of its history, urbanism and main tourist attractions. SWOT analysis comes from the literature material and describes deficiencies and successful enterprises of Hradec Kralove's communication to visitors. The analysis also implies other opportunities for the city. The literature work also contains particular suggestions for improving the city's destination management in the future. These ideas should help the city strengthen its positioning among other cities as a city of cultural events and host city of important congresses.