

## **Abstract**

The subject of this bachelor thesis on the topic of *Marketing communication of the city Terezín and its project named “Terezín – revitalization of historical sights”* is a description and analysis of communication activities of the City of Terezín and its project “Terezín – revitalization of historical sights”. In 2010 the city has received a grant worth over 500 million from the EU and its development will affect the future shape of tourism in Terezín. The aim of this thesis was to map the current form of marketing communication of the city and of the Terezín Memorial, which is responsible for a significant part of the local sights, including their promotion. On the basis of expert resources, my own research and performed survey the marketing mix of the fortress Terezín as a whole was subjected to criticism and recommendations were proposed. Those are based on the fact that Terezín is currently working on the reconstruction and development of local hiking trails and attractions and the communication activities are still only being prepared.