

Abstract

Communication activities of National Heritage Institute in Central Bohemian Region in 2011 and 2012 bachelor thesis deals with description and analysis of marketing tools used in the field of monuments. First, it describes offer of monuments and then it focuses on the communication of institution which administers the castles – National Heritage Institute. The thesis explains basic marketing terms in connection with tourism and consequently describes their application in the process of promotion central-bohemian monument objects. Most analysed tools are online communication and sales support. Great attention is dedicated to using historical places to film production and organizing of social events. The aim was also to find out visitor's view, so that the thesis includes results of questionnaire survey.