

Abstract

The subject of thesis *Analysis of communication activities of touristic destination Litomyšl* is the analysis and description of communication activities of the city Litomyšl. The thesis also deals with communication activities of other entities involved in the structure of tourism destination. The aim of this thesis is to describe the touristic destination and critically evaluate the communication activities. For this purpose, SWOT analysis will be used. At the end of the thesis, there will be some recommendation, which could improve marketing communication of the destination.