

Abstract

Zoological gardens play an important role in conservation and preservation of wildlife nowadays. Building a positive image and trust of the public is very important for them to be able to work on this mission. Providing the public with up-to-date and positive information about what goes on within the organisation helps keeping up or even increasing visitor numbers. Press staff of the zoos use a set of simple marketing tools to turn some of their animals into iconic celebrities. On the other hand, zoos have their fair share of crisis situations such as the loss or escape of animals, natural disasters, injuries to staff or visitors, loss of trust or increasing entrance fees. This thesis analyses a number of such important crises in Czech zoos using qualitative analysis methods and offers some solutions that might diminish the impact of similar situations in future.