

Abstract

The subject of this bachelor thesis on the topic of Communication of the town Mikulov in years 2012 – 2013 is description and analysis of communication activities of the town Mikulov in tourism. The thesis analyzes activities of the city within the communication mix, information centers, presentation at tourism fairs and cooperation with twinned cities. It focuses on wine, active and culture tourism, which is potential for a growth of tourism in the future. At the conclusion the thesis defines by using SWOT analysis strengths and weaknesses of the communication and submits a proposal how to improve communication activities in the future.