

Abstract

The main aim of my thesis was to introduce filmmaking as a possible source of motivation for inbound tourism capital of Prague. My work deals with foreign film tourism in Prague and its development between the years 2000 - 2013. It defines the concept and outlines the history of this phenomenon in the sociological context. I support the theory with several practical world, Czech and Prague's examples. Furthermore I name and describe the institutions which are necessary in communication with foreign film productions. I also present their activities targeted at foreign producers and directors. Then I explain how the basic norms reflect the law. On the development of film production in the Czech Republic, particularly on the decline of interest in the years 2006 - 2010, I demonstrate the importance of such standards. I also describe the world and Czech examples of marketing communications targeted at film tourists. Campaigns are divided according to the type of media that the destination marketing organizations use. My work also contains British research that I apply to film tourism in Prague. Briefly I deal with change that has occurred in this industry after the advent of modern technologies and new media. That affects audio-visual production and its consumption. At the end of my work I present several general recommendations for Prague destination marketing organization.