

Abstract

- Title:** The proposition of marketing communication of outdoor centers Offpark in the Šumava Mountains
- The aim:** Formation of the marketing communication for the summer season 2017 based on the obtained data
- Methods:** The methods of qualitative research were mainly used in the thesis, by the interview with an operations manager of Offpark and by the personal involved observation
- Results:** The result of the thesis is a proposal for a marketing communications areas Offpark for the summer season 2017. Proposed marketing tools were previously in marketing communication Offpark used infrequently or not at all. Among the most significant are online advertising, events and sales promotion.
- Key words:** Marketing of sport, interview, outdoor, the Šumava mountains, National Park

