

Abstract

The bachelor thesis focuses on introduction to marketing communication of film tourism in the Czech Republic and presents the city of Kroměříž as a destination whose tourism is significantly influenced by film tourism.

The thesis is divided into three main chapters. The first chapter describes terms as tourism, marketing communication, marketing communication mix, film tourism and also discusses current trends in film tourism.

Second chapter defines film tourism in the Czech Republic and introduces two important agencies – CzechTourism and Czech Film Commissions.

The crucial chapter presents the city of Kroměříž, its history, tourism and film-induced tourism. SWOT analyses is finally used to analyse marketing communication of film tourism in Kroměříž.

The thesis aims to describe principal terms and to present the marketing communication of the city of Kroměříž.