

The purpose of my Bachelor thesis is to analyse the destination marketing of the town Cesky Krumlov and to suggest the optimal solution of the marketing communication to other member towns on the UNESCO List of World Heritage sites in the Czech Republic. The theoretical part of the thesis describes Cesky Krumlov as a cultural destination (product), the specifics of the destination marketing, the communication activities of organizations promoting Cesky Krumlov plus the role of the Destination management. Analytical part focuses on Cesky Krumlov's marketing strategy and promotion of first three "marketing phases" or "core marketing objectives". The thesis closes with a SWOT analysis.