

Abstract

Bachelor thesis „*Comparison of marketing communications of tour operator Trip and tour operator Kudrna*“ describes and analyses marketing activities and tools employed by two tour operators: Trip and Kudrna. The focus of this thesis is the comparison of marketing communications of both subjects. Compared elements are demonstrated through the marketing mix, communication mix, SWOT analysis and corporate identity. The key communication tools analyzed in this work are online presentations and printed catalogues of the tour operators. The focal point of this work is marketing communication, which is based on the entire character of organizations and is linked to their history, products, services, corporate culture, etc. In order to improve the analysis of the subject, the work covers each of the areas individually.