

Abstract

Travel periodicals are one of the means, how can readers - potential tourists to learn about a specific destination, or be motivated to visit presented country. This diploma thesis describes the development and transformation of the tourism magazines that are published in the Czech Republic after 1989. The attention is focused on the title *COT business* (for professionals) and *National Geographic* (for the public). Although targeted at different audiences, both periodicals bring news and coverage from destinations, interviews with travelers, practical travel advices and thus contribute for the increase or decline of demand for various places. Selected magazines gradually gained a strong position on the Czech media market and can be thus described as prototypes in their segment. Especially in recent years in comparison with the competition selected periodicals have declined in sold costs, advertising revenues and readership. The aim of this thesis is to investigate the market overall with selected travel periodicals and also identify opportunities that should selected titles (publishers) include into marketing planning, if they want to stay “leaders” on the media market. The thesis also presents a case study that is comparing the framing methods of selected destinations in order to determine, to what extent chosen periodicals resemble in the manner of presentation of some places from the communicative point of view.