

Abstract

The bachelor thesis „The role of information centre in marketing a place on an example of agency CzechTourism“ deals with the role of information centre and marketing in the area of tourism on an example of government organization CzechTourism. This thesis describes different functions of the agency, especially its marketing action in area of Czech Republic propagation, as a destination of tourism interest. Basic information about marketing in tourism area will be shown in the introduction. That is followed by Czech Authority of CzechTourism, which contains basic information about agency, agency-used communication form included, marketing concept, marketing strategy, swot analysis of destination, and other forms of CzechTourism marketing. Representation of CzechTourism abroad will be presented in conclusion, together with results of my personal research, which deals with questions about organization actions.