

Abstract

Title: Marketing communication of the travel agency Surf-trip

Aims: The main aim of this bachelor's thesis is based on the analysis of the current marketing communication of Surf-trip from the perspective of the customer and management to create a proposal for its improvement for 2022.

Methods: To evaluate the current marketing communication, a qualitative method was used in this work in the form of a semi-structured interview with an employee of Surf-trip and data analysis. Furthermore, a quantitative method in the form of an electronic questionnaire with customers was used. The questionnaire was created using a Google form.

Results: This bachelor's thesis is a proposal for marketing communication of the travel agency Surf-trip for the year 2022, which is based on an analysis of current marketing communications. The analysis showed that the travel agency uses for its communication mainly online form of communication, which was subsequently used in the design of marketing communication for 2022.

Keywords: Travel agency, marketing communication, social networks.