

Abstract

This bachelor thesis investigates the effect of promotion on the clientele change of the Priessnitz Spa in Jeseník. The thesis takes into account the origins of the spa and its history and focuses specifically on the First Republic period. It analyses the brand and promotional activities used by the spa. The introductory section presents the theoretical concepts that are the foundations to the practical application discussed in the latter part of the thesis. Based on these foundations, an analysis of the communication and promotional materials published and used during the First Republic period is presented. Subsequently, the theoretical segment introduces the historical context, providing an overview of the events of 1914 to approximately 1919, including the economic, social and political dynamic in newly formed Czechoslovakia. This is followed by an overview of the history of the spa industry and a list of competing spa establishments in Czechoslovakia, more specifically in the border region of Silesia. The promotional materials used are presented. The thesis then focuses on Priessnitz Spa itself, analysing the brand, communication and promotional activities and clientele. On the basis of providing a temporal context and a content analysis of historical materials, it is examined how the spa's clientele changed in the period roughly 1918–1938 as a result of the situation in the new state, including through brand promotion and communication.