

Abstract

Various destinations today are struggling with a variety of challenges where they are forced to come up with interesting and innovative marketing communication solutions to attract travellers and build their overall image. This is also a difficult task due to the recent Covid-19 pandemic, which has significantly affected the tourism industry. One of the areas that countries and regions are making use of is local gastronomy, and this is no different in the Czech Republic. This thesis aims to find out how the Czech Republic generally works with the topic of local gastronomy, how it is perceived by active travellers and where its communication opportunities lie in this area. The theoretical part of the thesis gradually maps the functioning of local brands, then describes the tourism segment and marketing of this area. It also explores the topic of gastronomy in the context of the national brand and also maps the communication of the Czech Republic and its long-term vision. The research part of the thesis then examines how the Czech Republic works with the theme of gastronomy to attract tourists, whether it is an important decision factor for travellers and describes the opportunities that the country could exploit in its marketing communication. A combination of methods was chosen for this research, specifically semi-structured interviews with representatives of the state agency CzechTourism and a questionnaire survey focusing on active travellers from abroad. These parts were also complemented by the summary of outputs and investments that the Czech Republic is making in foreign markets, which completes the whole picture of the approach to the topic of local gastronomy. Thus, the whole work provides a comprehensive view of the issue of local gastronomy as a destination brand using the Czech Republic as a case.