

Abstract:

The aim of this bachelor thesis is to present advertising as an important part of tourism promotion in the Czech and Russian tourism environment. The author describes the objectives and functions of advertising, its types and the structure of advertising texts. There is also a focus on tourism in this thesis. Here the author specifies its types and forms, describes the history of tourism and also tries to deduce the possible future prospects of this industry. Afterwards, the thesis focuses on the expressive means of advertising in tourism in Russia and the Czech Republic.