

CONTENT

LIST OF ABBREVIATIONS AND SYMBOLS	7
INTRODUCTION	8
1. THEORETICAL BACKGROUND OF THE EXAMINATION OF TOURISM DESTINATION MARKETING COMMUNICATION AND IMAGE FORMATION	11
1.1. Tourism destination as a strategic unit	11
1.1.1. Tourism destination and its characteristics	12
1.1.2. Tourism destination life-cycle	16
1.2. Marketing communication essence	20
1.2.1. Communication strategy of a tourism destination.....	21
1.2.2. Tools of communication mix	23
1.2.3. Integrated marketing communication of a tourism destination	34
1.3. Tourism destination image.....	37
1.3.1. Taxonomy of tourism destination image	37
1.3.2. Formation of a country's destination image	46
1.3.3. Evaluation of a country's tourism destination image	51
1.3.4. Specific features of a country's tourism destination image	55
Résumé	62
2. TOURISM DESTINATION IMAGE OF SLOVAKIA.....	66
2.1. Research methodology.....	70
2.2. Projected image of Slovakia on selected tourism source markets	78
2.2.1. Secondary analysis of national marketing organization activities concerning tourism destination image of Slovakia.....	79
2.2.2. Primary research of positive tourism destination image formation of Slovakia- selected subjects point of view	87

2.3.Perceived tourism destination image of Slovakia on the international tourism market.....	103
2.3.1. Comparison of Slovakia and selected countries’ image based on NBI Index	103
2.3.2. Perceived tourism destination image of Slovakia from the point of view of main tourism source markets.....	107
2.4.Comparison of perceived tourism destination image of Slovakia in context of its overall image	126
Résumé	138
3. POSSIBILITIES OF POSITIVE TOURISM DESTINATION IMAGE FORMATION IN CASE OF SLOVAKIA	144
3.1.Slovakia’s positive image formation model.....	144
3.2.Presumptions of integrated marketing communication application in Slovakia	152
Résumé	159
CONCLUSION.....	161
SUMMARY	168
BIBLIOGRAPHY	170
ANNEXES	187