

'Enjoying the Czech Traditions with All Sences!': Tourism Product Promotion

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Abstract : 'Enjoy the Czech traditions with all sences!' is the main communication headline of one of the major current marketing project representing the intangible cultural heritage of the Czech Republic to its visitors. The project CZ.1.06/4.1.00/12.08915 and CZ.1.06/4.1.00/12.08916 which is solved in the period 2013-2015 is co-financed form the EU financial sources from the Integrated Operational Programme. The primary goal of the project was to analyze the dislocation and potential of the intangible cultural heritage in the Czech Republic. Further goal was to prepare a useful regionalization. An as solution based on the outcomes the creative and media strategy was created and prepared. The processor - CzechTourism expect the following web and mobile application development and successful marketing campaign in 2015.

Keywords : traditions, intangible cultural heritage, Czech Republic, CzechTourism, digital performance

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