

## **Abstract**

Destination image plays an essential role in the tourism industry. Not only can it help destination marketing organizations (DMOs) to attract tourists, but it can also be helpful to tourists in making their holiday destination choice. This thesis not only explains the main aspects of destination image, but also assesses the interrelationship between destination image, mass tourism, and communication, especially in the city of Barcelona. Mass tourism and communication are both crucial topics that can influence the image of a destination. Mass tourism affects many places throughout Europe and can harm the image of a destination drastically. Furthermore, with the rise of technology and the development of various communication channels, positive news, as well as negative, can be shared rapidly, and can therefore influence a destination's image. The aim of this thesis was to find out how mass tourism and communication impact the image of Barcelona and how recent incidents changed people's perception of the city. Moreover, the purpose was to identify why Barcelona is one of the most popular cities in Europe.

Results of this study revealed how mass tourism and communication changed the way tourists see the city as a holiday destination. 77.1% of the respondents of the survey are impacted in the way they think about the city by the effects of mass tourism. Moreover, recent news released on several communication channels influenced the perception of Barcelona of 41% of participants. Almost half of the respondents of the survey have a rather negative or very negative image of the city. The answers to open-ended questions revealed that the main reasons to visit Barcelona are its weather, the architecture, the offer of sights, as well as the city's culinary.