

Abstract (English)

The aim of this diploma thesis is to introduce possibilities of oral history, specifically its elements and principles, into services included in tourism. The theoretical part states the essential terms and definitions used in this thesis concerning oral history and tourism. This part also includes a vision of using oral history and its elements within the field of tourism. The empiric part shows the current use of oral history in tourism giving specific examples and supports them by interviews with narrators who work in Open-Air Museum of Mining and a travel agency and their interpretation. A few pages of the empiric part are dedicated for a research of tourist's demand for services in tourism that include oral history elements and a SWOT analysis of integrating oral history into tourism services including tourist guiding and other supplementary services in tourism. The aim is to introduce the strengths, weaknesses, opportunities and threats of this integration. The diploma thesis also notices the understudying of both tourism and oral history in connection with each other and shows the potential of such connection with the benefits for both subjects, travel agencies' clients and visitors to sights such as museums or open-air museums.

Keywords:

Oral history, tourism, narrator in tourism, tour guiding, tour