

## **Abstract**

Bachelor's thesis is focusing on souvenirs in museums, and its goal is to depict souvenir's history, contribution and role in museum shops. The goal was also to map souvenir's presence in chosen museums in Czech republic, with role of museum shop and its running in the museum where it's located. Theoretical part is focused on souvenir as a phenomenon, history and initiation in museums. There is description of purpose and value, which souvenirs have for its owners. The research examined offer of souvenirs in 5 chosen museum shops and the museum shops were compared between each other. From the research, which was conducted by visiting museums personally as well as analyzing museum websites and talking to museum workers, it follows, that the souvenirs are not taken as much as important part of the museums, rather as a additional service. At the same time, the research shows, that the museums are not fulfilling the potencial of online market and distribution. This thesis could be followed by quantitative research, including much bigger museum sample, with this bachelor's thesis as a pilot probe.

## **Key words**

*souvenir, museum, visitor, supply and demand, memories from visit, museum shop*