

## **Abstract in English**

This bachelor's thesis deals with the comparison of the guided tour and the thematic museum route "Memory trail", which includes places connected with the Holocaust in Krakow during the Second World War. The aim of the thesis is to enrich the existing "Memory trail" of the Museum of Krakow with a new location based on the inspiration of the book "The Krakow Ghetto Pharmacy" by Tadeusz Pankiewicz. All branches of the Museum of Krakow are supplemented with innovations increasing the attractiveness for the visitors. The author works with the concept of places of historical memory and analyses the way they are presented to contemporary tourists. Based on the findings of the author's own interview with a tourist guide, she observes to what extent and in what way the various historical and memory objects of the "Memory trail" are integrated into the tourist circuits.