

## **Abstract**

The thesis explores the membership programs of museums and galleries and the motivations of their members. The aim is to answer the question of what factors influence the decision of members to join a membership program and what circumstances affect their continued participation in these programs. The research employs both qualitative and quantitative methods, with key data obtained through interviews with members of Kunsthalle Praha and a survey conducted among members of membership programs of museums and galleries. The introductory part of the thesis outlines the role of museums and galleries, the significance of membership programs for their operation, and the theoretical framework of motivation. It also provides an overview of the membership programs of museums and galleries in the Czech Republic. The main part of the thesis consists of the analysis and interpretation of the research results regarding the expectations of members from the membership program. It identifies key motivational factors that influence the decision to become part of the program. The thesis contributes to understanding the needs of members and offers recommendations for museums and galleries on how to optimize their programs and strengthen their relationship with their membership community. It also opens a discussion on whether membership programs can create a community around museums and galleries and how they contribute to engaging visitors.