

Annotation:

The presented Diploma thesis deals with the ways in which it is today, more than twenty years after the “Velvet Revolution”, communist period presented to foreign tourists in Prague and in the sector of mass tourism.. It is based on my field research that took place in the Museum of Communism, during the especially on communism oriented guided tours and but rather complementary, in the Propaganda pub and also on the semi-structured formal and informal interviews with guides. The thesis focuses on the differences in the presentation of communism in different generations of guides, it monitors how their personal, or, conversely, indirect or mediated experience affects their references. My work observes communism not only as marketing tourism product, but using the concepts of social memory I try to point to range of different individual memories based on everyday experiences. These small personal histories of everyday life complement established, or rather the one that is still being instituted. The thesis also monitors and reflects some possible adjustments and transformations of social memory and outline what could be the motivation for these changes.

Keywords:

Mass tourism; communism; social memory; identity; places of memory – “les lieux de mémoire”.