

Abstract

The aim of this thesis, based on archive research combined with the oral history method, is to provide a complex overview of the Czechoslovak tourist guide profession during the so called normalisation period together with their role in the society. Several aspects of being a tourist guide with a special focus on incoming tourism and the city of Prague were subjected to a research with help of the theoretical framework defined in the first part of the thesis. Those are following. Motivation of the guides to carry out their profession, conditions guides had to meet, how they managed to cope with ideological side of their job and what benefits could they enjoy. At last, the transformation of tourist profession after Velvet revolution in 1989 is being discussed.

Key words

Tourist guide, tourism, the so called normalization period, oral history.