

The presented thesis studies the language management of six historical objects currently maintained by the National Heritage Institute (NHI). With each, several different aspects were studied. Firstly, the aspect of organized language management, particularly the use of language when communicating with visitors, presenting the object publicly and organizing tours. The linguistic landscape analysis focused primarily on the visitor information system of each of the heritage objects. This provided crucial data for the study of the spatial use and distribution of languages. Furthermore, the matter of language ideologies and their influence on the language hierarchies was addressed. The last, aspect to be scrutinized, was the organizational structure of the NHI, particularly the levels responsible for language-related decisions. The thesis aims to describe the workings of such heritage sites from the aforementioned viewpoints, thus illustrating the language management process in the tourist industry.