

ABSTRACT

This analytical-empiric study presents ethical aspects of the intercultural phenomenon in inbound tourism of Czech Republic focused on Russian tourists mapping topic which hasn't been covered in such a wide scope yet.

The multicultural and intercultural definition of the words is described in great depth in the theoretical part of the of this study as the terminology is strongly ambiguous. The special attention is not only paid to the interests and preferences of the tourists but also to the history especially aimed to so-called "Russian soul" and delimitation of the position "we" and "they" and "they" and "we".

The data, collected by quantitative and qualitative author's research, complete and penetrate the whole theoretical frame of the study. The research part contains quantitative (24 subjects) and qualitative (2 respondents) research. It detects ethic dilemma and presents the specifics of the Russian tourists in inbound tourism of Czech Republic.

We present the result as a substantiated constation that the category "they" has a lot of prejudice from both sides and it causes unpleasant conflicts which can be prevented when the knowledge of when and how the prejudice was created is in place. The ethical problems as the consequence of existing prejudice connected to concrete expressions of Russian culture specifics, the Russian value paradigm and the Russian soul, are then a cause of strong irritation of Czechs against the Russian tourists. The levels of this irritation are between the two highest points (points 3 and 4) of Doxey irritation index in Czech large cities. By evaluating our research we found that the irritation of Czech people against Russian is linked not only to the intercultural interaction in the inbound tourism but also to the amoral activities of Russians living in Russian diaspora in Czech Republic. The last mentioned

ethical dilemma in the intercultural touristic environment is the creation of concrete touristic product and building a destination for a cost of denial of national identity, characteristics of Czech culture and excessive undercutting to Russian tourists.

KEYWORDS: ethical codex, ethics, tourist, the value paradigm of tourism, morale, custom, multiculturalism, inbound tourism, resident, Russian soul, Russian tourist