

The thesis deals with the possibilities of supporting and enhancing the educational role of museums in the lifelong learning process, particularly in the process of family learning. The author defines the conditions of the preparation of a self-guided museum programme for families. The author presents an example of a family guidebook to the exhibition hall of glass and ceramics of The Museum of Decorative Arts in Prague (hereafter UPM). The family guidebook draws on the study of primarily British and American sources dealing with museum education and related disciplines. The thesis also features an analysis of a small visitor study of family visitors of the UPM and a description and analysis of a museum programme during which the guidebook was tested.

According to the author, a self-guided museum programme for families should draw on family audience segmentation and on specific needs of this visitor group. Such a programme should motivate visitors to learn actively from the exhibits, to encourage cooperation and sharing of knowledge and skills among individual family members. The programme should make the visitors feel that the museum is a place not only to learn new things but also to spend enjoyable moments, and encourage them to repeat their visit.