

Abstract (in English):

This study analyses Prague travel guides created in the course of the "long" 19th century. In the beginning, I outline the development of travel guides in the examined period with respect to their authors and targeted audience, and put them into the broader context of social modernisation. Subsequently, I introduce agents who stood at the birth of travel guides and demonstrate how their intentions changed within the context of the rise of modern nationalism and mass tourism. Relying on the concept of collective memory suggested by sociologist Maurice Halbwachs, the last part of the work is based on the assumption that modernisation process enforced changes in this collective memory and that tourist guides mediate access to these past memories. That is why in these guides I focus on the question how memories of social groups relating to various "places of memory" were changing during modernisation. In this way, the presented study aims to contribute to the appreciation of travel guides as a historical source, while at the same time it offers insights on their possible scholarly utilisation.