Abstract

The intention of this work is to monitor changes significant natural place - the Giant Mountains Heidelberg/Zaly in the 19th century, when the topographical point in the country without national or sacred past, becoming a symbolic place of memory, based on an analysis of available sources to determine which social "entities "the creation of this symbolic construct "involved. The culmination of this symbolic metamorphosis in the place of memory was the construction of the observation tower atop Czech tourists in the nineties, who within the nationalist "rivalry" between the Czech and German tourist organizations of "dominating the hill" reluctant to use toponomastic arguments interpreting the origin of the Czech name of the mountain, that, however, not based on the real facts, but only on certain notions of local "culture of remembrance". These ideas survived and were kept for centuries in memories as a myth a symbolic level the collective memory of the local ethnic (Czech) population during the 19th century, and spread thanks to a first layer of civil servants-topographers and later mainly due to expansion of tourist clubs.

To form Heidelberg/Zalý as a place of memory also contributed to the domain owner - provincial and local patriot - Count Harrach, who supported these efforts financially (by sponsoring the construction of an observatory) and symbolically (e.g. that promoted the myth of the visit Comenius). The main motivation for this support, however, was Harrachova efforts to find new sources of its economic income, thus became tourism in the second half of the 19th century aristocratic representation in a new way.