

Abstract

This thesis explores the social changes in Budweis in the 19th and in the beginning of the 20th century from a perspective of local beer brewing and hospitality industry. The principles of economic nationalism are examined on the example of interactions of two local breweries. The second part of this thesis focuses on inns and taprooms in Budweis. These are presented as important locations for social life and consumption. A typology of these establishments is prepared based on multiple factors. The mutual relations between establishments and beer suppliers are also investigated. The locations of both breweries' clients is compared with the local population's character in order to investigate to what degree did nationality determine the preference of a given beer brand. Finally, two case studies present the "dark side" of the hospitality industry and they suggest that nationality was not the main influence on the consumers' relation to a given brand or establishment.

Key words: Budweis, brewery, beer brewing, public houses and taprooms, nationalism, economic nationalism, history of consumption