

Abstract:

This diploma thesis deals with the current use of traditional folk culture in the form of souvenirs. These are tendencies that have accompanied traditional folk culture since its extinction in the natural environment. The work will focus on these manifestations in a selected part of Prague center. It maps the range of offer souvenirs and focuses on them in relation to three key groups. Sellers, tourists and residence of Prague. In conclusion, the work tries to address the issue in an applied way, by designing its own part of the concept of traditional folk souvenirs, which are inspired by regional specifics. From a theoretical point of view, the work pay attentetion to the very source of inspiration for this type of souvenirs, the theories that are associated with traditional folk souvenirs and a selected ethnographic region.