

Abstract

Travelling as part of a culture is "transmitted" from generation to generation. Always are, but passed on, and taken up only those elements of travel mobility to force (a function /instead of the structure/ - and often carry symbolic content).

Definitely cannot argue that the current culture of tourism was stable and unchanging, but by maintaining expression of selected travel culture that are considered essential, are felt as an important element of culture. The PhD thesis based on current knowledge of the facts and the national character, how to analyze the role of culture in the area of ethics in the cultural policy of the hotel chains and tourism. Important findings that specify this issue brings its own empirical investigation in the form of probes on the socio-cultural relations between managers of different national cultures and behavior of managers of foreign hotel chains to Czech employees