

## Summary

Playing golf became a part of lifestyle of new dominant social and cultural groups but thanks to democratization tendencies and use as a business tool it opens up for more wide range of Czech society. Simultaneously the sporty heritors of golf tradition from the past before November 1989 last till today creating a core of Czech golfers space and teach newcomers the secrets of golf rules and etiquette. There are various groups in Czech golf space which differ from each other in the spirit of game, costs, but also in form of capital acquired. The first group is the mentioned one with long golf heredity. These players are holders of ideas in sense of golf rules, etiquette and skills. It was mainly social capital witch they obtained in golf space before November 1989 in their connections to golf community, nowadays it is according to their skills and traditional club membership symbolic capital. Together with this group it was a then power and wealth elite who started golf playing before November 1989. What its members drew from this activity was a symbolic capital when using golf playing as a demonstration of their wealth while nowadays it is mainly social capital which they can use. Newcomers into golf environment are mainly top executive managers and businessmen encountering golf as a part of corporate events who are at the same time designators of corporate strategy into which they place golf too. Hand in hand with popularization of golf due to a considerable inflow of investment and subsequently a competition of golf fields businessmen and marketing and sales managers are those who have the best condition for running golf as it often becomes a tool and a part of their work (together with other substantial condition which is a sufficient amount of leisure time). Golf fields are a place where they build their social capital by meeting both current and potential clients and business partners. It becomes a place for business meetings which has attributes of ritual where golf rules and etiquette serve as guideline for desirable business behavior, thanks to attendance of reciprocal gifts (consisting namely of inviting others for golf) a symbolic capital is also present. As golf becomes a part of a lifestyle of a particular but still broader level of society at the same time its exceptionality vanishes. What it differs from other sports are the largely present "non-sport" reasons why players start and

their motivation to practice golf where the need to keep contact with their reference group together with assumed capitalization of golf in career life are predominant reasons. To conclude I can say that habitus of this social level is implicit in golf rules and etiquette which makes the question of golf popularization dependent on conditions which this level will have for its development and rise.