

Abstract

The goal of this bachelor thesis is to show, how does the tourism industry affects social and culture aspects of local communities and how it affects life at those places in general. For analysis, I have chosen three destinations – Venice, Barcelona and Iceland. Venice is an exemplary case which shows us how much can sociocultural problems escalate. In a case of Barcelona and Iceland we can find different approaches in dealing with this phenomenon and also ways how do these problems emerge. Despite culture differences of those places, we can find some similar patterns – for example mobilization and activation of local civil society. The second part of the thesis is based on results of the survey, which reveals opinions on mass tourism in Prague city centre.

Key words: tourism, mass tourism, touristification, authenticity, travel, sociocultural problems, Venice, Barcelona, Iceland, Prague.