Definition of folklore tourism and determining of folklore tourism spatial distribution and concentration are objectives of my work. Further, I devote to characteristics of social capital as the aspect of folklore tourism development. I outline further touristic influences to sociocultural environment. Thereafter, I apply these theoretical knowledges to Chodsko region, which I try to define through several different views. Chod ethnographic festival in Domažlice occupy an important role in the folklore tourism in Chodsko region, therefore I devote to this ethnographic festival further. Further, I devote to characteristics of Chodsko region visitors in the case study.