

## **Abstract**

The main objective of the thesis is to evaluate the impact of mass-attended cultural events in the localities where they are organized. As a best practice case studies were selected music festivals in the Czech Republic. Music festivals of its significant implications far wider than the premises, which are organized and directly interfere with the normal life of communities in whose territories are located.

The theoretical part focuses on describing the basic concepts work mainly through the literature. Explained in it, among other things linking tourism, culture and related sustainable capacity of the area, as well as the specifics of music festivals in the Czech Republic and at the end of the economic, socio-cultural and environmental impacts of cultural events in the wider area surrounding the area in which they are organized.

The last part of the theoretical framing is a key issue for the practical part. In it are carried out with the help of surveys among visitors and residents cultural events mapped the effects of socio-cultural and environmental impacts. The economic effects were mainly focused survey conducted between business entities operating in specific affected communities.

Conclusion evaluates the results achieved by the underlying surveys and compares them with pre-defined objectives.