

## **Abstract**

This study aims to identify the perceived socio - cultural impacts of tourism by residents in the city Cesky Krumlov. Based on data from questionnaire survey five main spheres (factors) within socio – cultural impacts were named with reference to the social exchange theory according residents' positive or negative perception during interaction with tourism. According the average answer in each sphere, the cluster analysis produced four types of typology of final attitude - the Advocates, Skeptics, Environmentally Concerned and Not decided. After identification all attitudes, two main problematic spheres were named – socio-cultural and social status as they are seen as the most negative ones. This fact was supported by accompanied survey of businesses and companies structure in the city center, where the results show lack of businesses for residents.