



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

Identification of pilot cultural areas and awareness raising towards local communities

GENERAL INFORMATION ON THE PARTNER AREA

1) **Name of the area:** Hodonín and Strážnice Region (with the stress on the Mikulčice region)
=> part of the Slovácko Region in South Moravia, Czech Republic

2) **Contact organisation:**

a) **Masarykovo muzeum v Hodoníně** (Masaryk's Museum in Hodonín)

The address:

Zámecké náměstí 9

695 01 Hodonín

Tel.: +420 518 351 834

Email: masarykovomuzeum.hod@iol.cz

Url: www.masaryk@info.cz

b) **Slovanské Hradiště v Mikulčicích** (Slavic Settlement in Mikulčice) => branch office of the Masaryk's Museum in Hodonín

The address:

Slovanské hradiště v Mikulčicích

696 19 Mikulčice

Tel.: +420 518 357 293

Email: info@mikulcice-valy.info

Url: www.mikulcice-valy.info

Municipality

Province

Region

University

Development Agency

Other (see 2a and 2b)

3) **Country:** **Czech Republic**

- 4) **Resident population (year 2008):** **2000 (Mikulčice itself) + 63.700 inhabitants in surrounding area**
- 5) **Area dimension (in square km):** **15 km² (Mikulčice) + 335 km² (surroundings)**
- 6) **Airport-port services nearby:** **Yes** **No**

If Yes, please indicate the distance in Km of each service:

The nearest airport is in Kunovice (50 km from Mikulčice) and in Brno (Brno – Tuřany - 67 km from Mikulčice), but the majority of the flights heading to the Czech Republic terminate at the Prague International Airport and it is a lot easier to take a train from Prague to Brno (approximately 2,5 hour train ride) than to try to book a flight directly to Brno or Kunovice and then to continue to Mikulčice by local transportation (or taxi/rented car). Accessibility to this region is little bit complicated => Prague is 265 km far away from Mikulčice.

7) **Tourist information offices in the territory (please indicate the number): 2**

The nearest tourist information office is in the town of Hodonín (6 km from Mikulčice). It is also possible to get some tourist information at the local authority of Mikulčice. The other one is in the town of Strážnice (27 km from Mikulčice).

8) **Significant cultural sites nearby (please indicate their number): 6+**

If Yes, please provide a short description:

- ⇒ **Slavic Fortified Settlement and archeological site (National Cultural Monument) in Mikulčice** => significant early medieval Great Moravian fortified settlement with the area of 7ha is the largest and the uniquely preserved Slavic archeological excavation in the Czech Republic. The early medieval ring wall near Mikulčice belonged among the most important centres of Great Moravia - the first state formation of western Slavs (9th century). The historical importance of the locality is stressed by its position in the beautiful landscape environment of the meadows and forests. There is also a museum with the exhibition of archeological findings from 7th - 9th century.
- ⇒ **The church of Saint Markéta Antiochijská** - situated close to the village of Kopčany (Slovak Republic). This church is believed to be the oldest standing sacred site/property in the Central Europe and is also the only one of the 24 known sites preserved from the period of Great Moravia that was preserved at greater size. The church was pronounced national culture monument and is gradually reconstructed.
- ⇒ **Chateau Hodonín** – a Baroque hunter's chateau situated close to the town centre; established in 1642 = > extended in 1746; nowadays exploited by Masaryk's Museum in Hodonín (the exhibition on the life and work of T.G. Masaryk, Czechoslovakia's first president).
- ⇒ **Chateau Milotice** – originally a Renaissance chateau from the second half of the 16th century, built on the place of a medieval citadel, rebuilt in Baroque style. After the fire in 1705 restored. Consist of a French garden, an English park, an Orangerie and a pheasantry. Historical interiors (The Hall of Predecessors, a library, a chapel...) decorated with stuccoes and paintings, stylish equipment and collections. In the Orangerie is situated an exposition of the Baroque sculptures.
- ⇒ **Chateau Strážnice** – originally a Gothic castle from the turn of the 13th and the 14th centuries, rebuilt into a Renaissance chateau, enlarged in the Baroque style (the fortifications), adjusted in the Late Classicism for F.A.Magnis. Recent adaptations for the museum purposes. An English park. The Exposition of folk instruments in the Czech Republic-the only collection of that kind in the Central Europe.
- ⇒ **Open-air Museum Strážnice** - Institute of folk culture => The museum of a southeastern Moravian village has been open to the public since 1981. The visitors can see village complexes, such as Moravské Kopanice, Luhačovické Zálesí, Hornácko, technical water buildings, the complex of viticulture and the complex of meadow agriculture. There are 65 buildings altogether. The exposition of viticulture constructions and their equipment with a vineyard show representing wine-growing since the earliest times till these days, is the only exposition of its kind in the CR. Every year the Institute of Folk Culture organizes festivals and festivities in the complex of the museum, such as May festivities, harvest festivities, presentation of handicraft techniques, programmes for children and the Strážnice International Folklore Festival, which takes place annually, always the last weekend of June.
- ⇒ **plenty of sacred buildings**

9) **Natural resources nearby of particular significance (parks, protected areas, natural reserves, wet zones, etc.) (please indicate their number): 3+**

If Yes, please provide a short description:

- ⇒ **Skařiny Nature Preserve** – the whole area of the Slavic Fortified Settlement in Mikulčice is a part of the nature park “*Mikulčice flood plain (Mikulčický luh)*” spreading from the Kyjovka River to the Morava River. This Nature Park together with the Skařiny Nature Preserve forms the “*Biological centre of a regional significance – Mikulčice*”. The area is one of the biggest rookeries of a white stork, grey heron, king-fisher and penduline tit in the Czech Republic. It is also a natural habitat for an otter. The flood-plain forest still has its basic flood control and water management functions. Cut offs, residual meanders, wetlands and forest lakes emerged after Morava river realignment.
- ⇒ **Natural Park Strážnické Pomoraví** – NP Strážnické Pomoraví was established in 1993. The purpose of the park is to protect the landscape of the alluvial plain of the Morava River. The landscape pattern is similar to the landscape of Skařiny Nature Preserve.
- ⇒ There are other natural resources close to the Mikulčice region. Within 35 km from the Mikulčice visitors can find tens of smaller reservations and preservations and also for example:
 - **Pálava Biosphere Reserve** – the protected landscape area of Pálava extends over the area of the Pavlovské Hills and over part of the riverine forests below the Dolní Novomlýnska Dam in the District of Břeclav. Proclaimed a protected landscape area in 1976, the UNESCO Biosphere Reserve was stated in 1988. The upland part of the protected landscape area belongs to the outskirts of the Carpathian Mountains range and is formed by Jurassic limestone. The limestone, which has a pure chemical structure here, creates beautiful karstic formations, often in the shape of skraks, skrak fields, sink holes and small caves. The Turolď cave is the biggest one. Sandstone, sandy marls, loess and sedimentary deposits of the Dyje River form the rest of the area. Due to a diversity of subsoil, the area has a large range of flora, the most valuable of which originates from steppe and steppe forests. The Křivé Lake is a significant ornithology location.
 - National Natural Monument – **Blow sand area in Bzenec** also called as a Moravian Sahara. The area is formed by several km long and 60 m wide belt of sand dunes and sand hills.

10) **Distance from the most important town/destination from the tourist point of view (please indicate distance in KM)**

- a) **60 km from Brno** (Brno is the 2nd largest city of the Czech Republic and offers tens of cultural sights (e.g.: Tugendhat Villa – UNESCO monument of modern world architecture; Špilberk Castle and fortifications; The Cathedral of St. Peter and St. Paul etc.), entertainment, plenty of restaurants and bars, hotels and hostels, shopping centres etc.
- b) **30 km from The Lednice – Valtice Area** - an extensive Baroque complex built for the Liechtenstein family by renowned architects like C.Tencalla, D.Martinelli, J.B.Fischer von Erlach, and J.Ospel. The area is spread between the little towns of Lednice and Valtice southeast of Brno, and covers 280 km². The complex consists of various chateau buildings, garden structures and decorative sculpture of various styles, set amidst ponds

and woods. The Valtice chateau is surrounded by a beautiful natural park dotted with many Romantic structures, rare trees and greenhouses with tropical plants.

c) **267 km from Prague**

11) **Limits and bonds for promoting tourism in that area: which are the reasons why people visiting the “famous destination” do not go to the nearest and less famous one(s)?**

Please detail:

- ⇒ difficult accessibility
- ⇒ insufficient promotion and PR
- ⇒ insufficient availability of the high-quality tourist infrastructure (high-quality accommodation, sport and free time facilities etc.)
- ⇒ insufficient availability of tourist services (e.g. low density of Tourist Information Offices/Centres)
- ⇒ inadequate exploitation of the natural environment of the region
- ⇒ strong seasonability (lack of winter offers)
- ⇒ unsatisfactory state of some cultural sights
- ⇒ unsatisfactory work of local travel agents
- ⇒ unsatisfactory presentation and display of the archeological discoveries
- ⇒ insufficient cross-border contact with Slovak Republic (discontinuation of the cooperation with the Slovak part of the archeological site)
- ⇒ etc.

INITIATIVES IN THE FIELD OF SUSTAINABLE DEVELOPMENT

12) **Adhesion to the “Aalborg Chart”:** Yes No

If Yes, please indicate the year:

13) **Start up of Local Agenda 21:** Yes No

If Yes, indicate the thematic groups:

The Mikulčice Region itself is not involved in Local Agenda 21 but the town of Hodonín that lies in the watched area (only 6 km from Mikulčice) is in LA 21 involved => project Health city of Hodonín.

14) **Your territory is interested in environment sustainability policies:** Yes No

If Yes, indicate if it concerns one of the following sectors:

- quality of water** (There is also another effort: to revitalize the hydrological network (intrusion of hydrological cycle) and also to make use of river flood-plains during floods.)
- quality of air** (The major polluters are: power plant in Hodonín and vehicle exhaust gases; another problem is also nuisance dust generated by agricultural activities)
- waste disposal** (The major problem is establishment of illegal landfills and also recultivation of old landfills that can threat the underground water and also

dissension in the matter of standard conception of waste disposal throughout the region.

eco-compatible mobility

Other: The crucial problem is also wind and water erosion of intensively used farmlands.

15) Eventual programmes and/or on-going projects in your territory, financed by national/local public bodies, by European Union, or by your organisation, in the field of sustainability:

Yes **No**

If Yes, provide a list:

- ⇒ Archeological Park Mikulčice – Kopčany - not started yet. In 2006 an architectural-urban study was carried out. In 2008 the South-Moravian Region approved first financial support for the bridge across the Morava River – just for the building design. It is expected that all the studies, property purchase and construction work will cost 85 million CZK. The main goal is to connect these two archeological sites (one in Mikulčice, Czech Republic and the other one in Kopčany, Slovak Republic). The South-Moravian Conservationists are also trying to nominate the territory to the List of World Culture Heritage (UNESCO). The results should be known by June 2009.
- ⇒ Development of viticulture paths – EU Structural Funds (Regional Operational Programme)
- ⇒ The South Moravian Region's Strategy of Tourist Trade consist of the list of the possible potential projects (e.g.: *Bicycle path from Hodonín to Veselí nad Moravou; Enhancing attractiveness and amenities of the marina in Rohatec; Bicycle paths in the Hodonín Microregion etc.*)

16) Other projects or initiatives in your territory to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS):

Yes **No**

If Yes, provide a short description:

THE TOURISM DEMAND

In the case you are not provided with the data related to the required years and typologies, you are invited to communicate the data at your disposal.

- 17) Annual arrivals and presences (PRESENCES means the number of nights – ARRIVALS means the number of people – VISITORS means estimate number of people who stay only during the day)**

	1998¹	2003	2008
N° annual PRESENCE²	N/A	N/A	N/A
N° annual ARRIVALS	N/A	135 544	208 870
Estimate N° VISITORS	N/A	70 000	100 000

¹ There was no data gathering in 1998 (only few municipalities were able to provide these data) so this column stays empty.

² There is no exact source where to put together the number of annual presences. But according to the gathered data it is estimated that approximately 25% of all visitors stay at least one night in this region (in the summer time most visitors stay from 4 to 7 days in the region). The average of the stay is 2,2 nights. And according to the gathered data approximately 15% of all visitors are foreigners.

Most of the municipalities do not monitor the difference between national and international visitors and it would be very inaccurate to try to estimate these numbers.

18) Demand Composition

Indicate the number of national and international presences/arrivals:

	2008
N° national presences¹	N/A
N° foreign presences¹	N/A
N° national arrivals	177 540
N° foreign arrivals	31 330

¹ see table 17, no. 2

19) Monthly Distribution (2008)

	Number overall presences¹	Number overall arrivals²
January	N/A	2000
February	N/A	2000
March	N/A	3500
April	N/A	6700
May	N/A	15 000
June	N/A	23 000
July	N/A	49 000
August	N/A	48 000
September	N/A	32 100
October	N/A	12 000
November	N/A	8000
December	N/A	7 500
Total	N/A	208 800

¹ The number of overall presences is not available but the “presences” copy the number of arrivals and the majority of it is gathered into the summer months.

² The column concerning the “Number of overall arrivals” contains the estimated data gathered at the municipality level. The majority (almost 75%) of the visitors come to the region during the summer time (from June to September).

THE TOURISM OFFER

In the case you are not provided with the data related to the required years and typologies, you are invited to communicate the data at your disposal.

20) Accommodation capacities (2008):

Accommodation	Number of units	Number of beds
Hotels	6	873
Motels	1	50
Hostel	7	305
Boarding Houses	22	352
Camping	4	x
Tent camp sites		265
Cottages		170
Agrotourism	6	45
Private houses	27	258
Total	77	2318

Very popular is accommodation provided by wine makers in the region – stay in the “wine cellars”.

Source: a) Survey carried out at the municipality level; b) The data gather from the Czech Statistical Office
c) www.hodoninsko.info and www.straznicko.cz

21) Services of amusement and relief (2008):

Type	Number of units
Restaurants	92
Bars	17
Wine rooms	20
Discotheques	6
Sport clubs	65
Relaxation and wellness	12
Other	

Popular throughout the region are wine rooms.

There is also the swimming pool, skate-park, tennis courts, multi-functional sport fields, squash courts, bowling, billiard, football stadiums, gyms, etc. available throughout the region.

Source: a) Survey carried out at the municipality level; b) The data gather from the Czech Statistical Office
c) www.hodoninsko.info and www.straznicko.cz

22) Cultural offer (2008):

Type	Number of units (please specify)
Museums & Galleries	12
Open air museum & popular architecture	7
Archeological sites	1
Castles, Towers & Fortresses	2
Monuments (memorial arcs, statues, doors and gates, etc.)	45
Chapels	11
Places & sites venues of historical occasions (e.g. for battles, events, etc.)	2
Cemeteries, mausoleums, memorial sites...	23
Churches, monasteries, abbeys...	21
Squares, historical & ancient streets, public theatres, town walls...	2
Gardens, historical parks	15
Festivals & Fairs & Events	100
Food & wine factories (e.g. places where you can visit traditional food or wine production)	47+
ZOO	1 (in Hodonín)
Other	The Baťa's Canal Lookout tower Tvarožná Windmill in the village of Starý Poddvorov

Detailed specification:

Chateau Hodonín and Masaryk's Museum – the Masaryk's Museum is located within the rooms of a Baroque chateau. It is a permanent exhibition named "T.G.Masaryk and his native region". The traditional form of this exhibition combined with an audiovisual projection shows the life of the most famous native of the town of Hodonín.

Open-air Museum Strážnice - see chapter 8 of this template

Petrov-Plže – village memorial conservation area => the famous village with wine cellars in the hillside above the village. The facades of some cellars are targeted in a beautiful blue and white pattern, and some are decorated with colourful ornaments.

Slavic Settlement in Mikulčice – see chapter 8 of this template

Archeological site in Mikulčice – see chapter 8 of this template

Chateau Strážnice – see chapter 8 of this template

Tens of small statues of various Saints (Statue of St. Florián, Statue of St. Josef, Statue of St. Jan Nepomucký, Statue of St. Václav, etc.), **tens of small sacral symbols** (crosses along the roads and inside the villages); Portals in Strážnice (dating back to 16th century, Black Gate in Strážnice (15th century, gothic)...

Chapels – Chapel of Saint Roch in Strážnice (National Cultural Monument); Chapel of Saint František from Assisi in Prušánky; Chapel of Virgin Mary; Chapel in Petrov; Chapel in Žeraviny; Chapel of Saint Martin in Kozojídky

Churches – the Church of Saint Vavřinec in Hodonín (dating back to 13th century, rebuilt into baroque style in 17th century), the Church of Virgin Mary in Strážnice, the Church of St. Isidor in Prušánky, the church of Saint Markéta Antiochijská in Kopčany, ...

Each town or village has its own program of **festivals and events** that are typical and usually are repetitious year after year. These concern for example: *the Festivities of St. Vavřinec in Hodonín* (held in August) – folklore event with the rich cultural program and folk fair; The celebration of wine in Hodonín (held in September); *the Imperial Feast* – revival of the significant historical tradition dating back into 1786 when the Roman Emperor and Czech King Josef II established the date of the emperor feast on the third Sunday in October. In these days it is a great social event to strengthen the unity of the surrounding villages; *the Symposium of the sculptures in Lužice* – workshop for the students of the art schools, the sculptures created during this symposium are after this event placed throughout the village; *St. Václav Feast* – held in September in the village of Dolní Bojanovice – the folk festival also connected with the vintage; *The Spring Music Festival* – held in Dolní Bojanovice before Easter; *the Road running race “Great Moravia”* – held in Mikulčice in April; *The stum and wine from the open wine cellars* – held in August in Mikulčice, ...

There are tens of local wine producers. Producing wine is the typical activity of the region and also the vintage is typical for all the villages in the area – held in September.

The Bat’a’s Canal – historical waterway; about 60 km long; going from the town of Otrokovice to town of Sudoměřice; representing a new way of exploring the Slovácko region. From May to September it is possible to either buy a recreational cruise (with sightseeing and gastronomic packages) through the canal or hire a boat (kayak or canoe) and explore on its own.

Lookout tower Tvarožná - is located in the village of Tvarožná Lhota. From the tower - wonderful view of the surrounding countryside of the White Carpathians, Chřiby Mountains and the Pálava Hills. In good weather, you can see even the Alpine giants. In the courtyard of the look-out tower, there is an exhibition of fauna and flora of the White Carpathians nature reserve.

Windmill in the village of Starý Poddvorov – a wooden mill of the Dutch style from the 19th century.

Source: a) Survey carried out at the municipality level; b) The data gather from the Czech Statistical Office
c) www.hodoninsko.info and www.straznicko.cz

23) Natural offer (2008):

Type	Number of units
Bicycle paths	6
Golf courts	0
Trekking facilities	4
Walking paths	countless
Activities in forests	countless
Horse tracking	2
Rivers for sport activities	1 (Morava)
Lakes for sport activities	4
Spas	2
Other	

Source: a) Survey carried out at the municipality level; b) The data gather from the Czech Statistical Office
c) www.hodoninsko.info and www.straznicko.cz

IDENTIFICATION OF TERRITORY VOCATIONS

This section aims to propose an investigation of your relevant territory, to classify the resources which potentially could take on the form of tourist experience, and be considered as significant for attracting tourists. The following typologies help to recognise areas and sectors of tourism resources:

1. **Natural landscape** (woods and forests, lawns, savage flora, natural parks, beaches, cliffs, quarries, caves, hills, mountains, particular climatic aspects, characteristic fauna, etc...)

The area around Mikulčice offers plenty of possibilities concerning great nature potential:

- ❖ **Skařiny Nature Preserve** – the whole area of the Slavic Fortified Settlement in Mikulčice is a part of the nature park “*Mikulčice flood plain (Mikulčický luh)*” spreading from the Kyjovka River to the Morava River. This Nature Park together with the Skařiny Nature Preserve forms the “*Biological centre of a regional significance – Mikulčice*”. The area is one of the biggest rookeries of a white stork, grey heron, kingfisher and penduline tit in the Czech Republic. It is also a natural habitat for an otter. The flood-plain forest still has its basic flood control and water management functions. Cut offs, residual meanders, wetlands and forest lakes emerged after Morava river realignment.
- ❖ **Natural Park Strážnické Pomoraví** – NP Strážnické Pomoraví was established in 1993. The purpose of the park is to protect the landscape of the alluvial plain of the Morava River. The landscape pattern is similar to the landscape of Skařiny Nature Preserve.
- ❖ There are other natural resources close to the Mikulčice region. Within 35 km from the Mikulčice visitors can find tens of smaller reservations and preservations and also for example:
 - **Pálava Biosphere Reserve** – the protected landscape area of Pálava extends over the area of the Pavlovské Hills and over part of the riverine forests below the Dolní Novomlýnska Dam in the District of Břeclav. Proclaimed a protected landscape area in 1976, the UNESCO Biosphere Reserve was stated in 1988. The upland part of the protected landscape area belongs to the outskirts of the Carpathian Mountains range and is formed by Jurassic limestone. The limestone, which has a pure chemical structure here, creates beautiful karstic formations, often in the shape of skraks, skrak fields, sink holes and small caves. The Turolď cave is the biggest one. Sandstone, sandy marls, loess and sedimentary deposits of the Dyje River form the rest of the area. Due to a diversity of subsoil, the area has a large range of flora, the most valuable of which originates from steppe and steppe forests. The Křivé Lake is a significant ornithology location.
 - National Natural Monument – **Blow sand area in Bzenec** also called as a Moravian Sahara. The area is formed by several km long and 60 m wide belt of sand dunes and sand hills.

2. **Anthropic landscape** (churches, sanctuaries, artworks, cemeteries, public and environmental art, ancient roads and paths, railways, castles, historical sites, small villages, squares, gardens, fields, mills, etc...)

The area is typical for the countless of sacral buildings (churches, chapels, monuments ...), there are two chateaus, each town/village has its own cemetery, etc. For more detailed information see chapter 22.

3. **Natural and cultural resources for a particular activity**, such as a river for *rafting*, *kayak* or *sports fishing*; a beach for the way “waves break” can be an attraction for surfers, etc...)

There is possibility to use river Morava for some water sports (canoe, kayak), popular among visitors is also the Baťa's Canal.

There are also very popular bicycle paths – not too hilly going through the countless vineyards.

4. **Cultural and ethnographic heritage**, museums, collections, archives and other places where to collect collective memory and popular traditions, local fables and literature, traditional feasts, etc...

There can be found various museums, archeological sites dating back to the period of Great Moravia (10th century), open air museum, historical wine cellars, folklore festivities, traditional fairs, vintage festivities and much more throughout the region.

5. **Typical products, crafts and manufactures** which contributed to the creation of the identity of a place: fruits of the cultivation of the land and of farming, food specialties, wines, oils, cheeses, preserves, handicrafts and products of ancient arts, etc...

Typical product of the region is wine so that is why many festivals and events are connected to the wine production. Other typical regional arts and crafts are: lace making, metalworking, pottery (inspired by folk culture) and carving,

6. **Tourist facilities, meeting and socialization places** (playing and recreational facilities, show places, art galleries, sports facilities, logistic and accommodation structures, places for wellbeing, health, rest, meeting and socialization places, ball rooms, etc...

Unfortunately the recreational and accommodation facilities for tourist are not overall in very good shape but there is great potential in these. Tourist can find almost anything from the sport facilities, spas, restaurants, bars, swimming pool, but the quality of the services provided is not on the expected level.

7. **Events**, through which a particular *community* meets and becomes visible: sports and cultural events, festivals, historical-evocative events, feasts, *raves*, balls, political, civil, religious and social events, cultural events (*fan clubs*, etc.), playing events, food-and-wine events, etc...

Most of the events held in the region are connected to the certain time during the year (Easter, Christmas, Vintage,...). Every village has its own cultural program throughout the year and all these festivities, feasts, concerts and fairs are great time for socialization and strengthening the unity of the surrounding towns/villages.

All these categories can be potentially touristic and can draw the tourist attraction. The area offers countless activities from sightseeing, riding bikes, enjoying the activities on Baťa's Canal, wine tasting, wine harvesting, exploring the history of Great Moravia, enjoying the traditional folklore festivals and fairs, getting to know the regional arts and crafts.

CHECKLIST to recognise IF your resource can be touristic

Once the resource is identified, please follow these points and topics, to describe it and detail its main features

Because of the countless touristic possibilities and attractions that could draw tourists' attention and interest it was not easy to choose but the primary attention is aimed at the "*Slavic Settlement in Mikulčice*" so this checklist is concerning this settlement.

Slavic Settlement in Mikulčice

A) What it is composed of (is it a place, an event, a particular situation, etc.).

It is a place - fortified settlement and the uniquely preserved Slavic archeological excavation.

B) When it takes place or, more generally, in which period it is usable (occasionally, full-time, in certain periods, etc.)

It is open from the 1st April to 31st October. During the winter time it is possible to visit the site for the groups after the booking in advance.

C) Brief historical picture (for example, when it was built or established, how, by whom, etc.)

Significant early medieval Great Moravian fortified settlement and preserved Slavic archeological excavation dating back to the 9th century. In the period of Old and Great Moravia, The Castle of Mikulčice was one of the prominent religious and centre of west Slavs. It was also probably one of St. Constantine's (Cyril) and St. Metodej's place of their activity. All of this can be proved by discoveries of 12 churches built of bricks, a palace and more than 2.500 uncovered graves. The importance of excavation is demonstrated by the set of more than 250.000 collection objects - jewellery, weapons, riding equipment and objects of clerical and daily secular needs (collected by archaeologists in the period 1954 – 1992). Other important excavations were discovered in the period 2006 – 2008.

D) The economic means which regulates it (it is a public / private resource; it is economically self-sufficient / it is a territorial asset supported by public funds; it creates employment at a local / extraterritorial level, etc.)

The Slavic Settlement in Mikulčice is a branch office of Masaryk's Museum in Hodonín and this museum is an allowance organization established by South-Moravia Region. This means that the majority of financial resources are public (87% is a contribution from SMR; 2% is a contribution from the state specific funds). The earnings from the ticket sales form only 3%.

E) What makes it characteristic and particular

Its historical background, dating back to the medieval age (7th – 10th century) and also valuable archeological findings and excavation. In addition to the historical background, the settlement is also situated in the beautiful natural park "Mikulčický luh (Mikulčice flood plain)".

F) How it is perceived within the local community

The local community is certainly proud to have such an important and interesting site in their backyard but on the other hand it is like everywhere else, they don't care that much about it.

G) How much it is usable (it is easily accessible, it is served by accommodation facilities, etc.)

One of the biggest problem is accessibility of the settlement. It is situated 3 km off the main road (from village of Mikulčice) and Mikulčice village is approximately 8 km from the D2 highway connecting Brno and Bratislava. Without own vehicle it is almost impossible to visit (especially for the handicapped visitors). There are only few accommodation facilities in the village of Mikulčice (the capacity is cca 30 persons). Tourists can be accommodated also in the nearby towns/villages (the capacity then rises up to 2000) but then the tourists encounter the accessibility problem. They can use the public transportation that will take them to the Mikulčice village but not directly to the Slavic settlement. No shuttle operates there. They can either walk or ride a bike.

H) Its degree of sustainability

Without further investments (modernization and reconstruction) it would be hard and maybe impossible for the Slavic settlement to "survive". The average number of visitors per year is 15 000. There are 2 major initiatives to be hopefully realized. These are: 1) building up of the Archeological park Mikulčice-Kopčany (financing from the EU Structural Funds – Regional operational programme) and 2) The South-Moravian Conservationists are trying to nominate the territory to the List of World Culture Heritage (UNESCO). The results should be known by June 2009.

These two projects would enhance the sustainability of the whole area.

Now please check if the identified area could be considered as a tourism potential resource

1. Can the identified resource be defined as a tourist experience?

YES

2. How is this experience materially carried out? Who has to organize it?

Not sure how is this question meant. Concerning the promotional materials those are mostly distributed by South-Morava Region (SMR) and the Tourist Information Offices. The Slavic settlement has also its own leaflets and brochures.

3. Within the territorial offer, is this resource individual or is it part of an itinerary and/or a wider system of homogeneous resources?

According to the data available, the promotion of the Slavic settlement is part of the promotion of the tourist attractions throughout the whole SMR. Detailed information can be found at www.jizni-morava.cz and tourists can also find the offers for the weekend or longer stays organized by local travel agents (only one though offers the visit of the Slavic settlement). Another resource of the information can be found at the www.hodonin.eu. Even though the information concerning the Slavic settlement can be found it is very easy to omit it because of the quantity of information about other areas (more famous one).

4. Is this resource addressed to a specific target of tourists or to the wider universe of generalist tourism?

The Slavic settlement and archeological site is addressed probably to those tourists who are at least somehow interested in the history. It doesn't have to be interesting for all visitors. To increase the number of those visitors who are not that much interested in the history and archeological findings, better promotion, better services offered and interactive program, is needed and is inevitable.

5. How may this be expressed from the viewpoint of the tourist offer (offer packages, product clubs, etc.)?

First of all, the place (Slavic settlement) needs to invent some tools that will draw the attention of the visitors and will enhance their interest to come and all of this needs to be promoted and offered via for example the Tourist Information Centres, local travel agents, czechtourism.cz etc.

6. What is the average interest that you think can rise from this resource, for the tourist target?

The historical potential of the area dating back to the 7th – 9th century.

7. Is there a communication plan to disseminate the value of this area? Is it included into a general and territorial plan?

The communication plan is compiled at the regional level (www.jizni-morava.cz) but this plan covers the whole area of the SMR and the provided information is concerning everything what might tourists need and look for (sightseeing, art and history, natural monuments and parks, sport facilities, festivals and fairs, religious activities,...). The value and importance of the area is mentioned but it might take some time to find it.

8. Is there a link between this resource and the local production system? How is this relationship realized?

Not exactly.