

## SET OF RECOMMENDATIONS

### Pilot cultural areas and awareness raising towards local communities

This document indicates one possible way to identify the areas' resources that meet the criteria to become eligible as tourist destinations. The steps shown are the results of the work carried out directly on site in the specific areas that have their own history and vocations. This set of recommendations should be considered as a tool ready to be used in order to shape and develop criteria which should be adapted to the different cases of studies.

#### STRATEGIC RECOMMENDATIONS

The today's tourist industry is a combination of extremely transformative processes – from the qualitative and the quantitative point of view – to determine a rapid, profound and evident modification. Talking about innovation in the field of tourism means talking about:

- innovation in the “contents” and ways of enjoying the tourist offer
- innovation in technology and methods for the commercialisation and selling of the tourist product
- innovation in vectors, logistics and transport policies
- innovation in the technique of representation and “Stories” of the territory and the organizing of the “tourist scene”
- innovation in the instruments for the governance of territory and the overall definition of a territorial brand
- innovation in the competitive horizons and competition/collaboration policies between businesses and territories
- innovation in “production chains”
- innovation in the concepts of accessibility and sustainability of the tourist offer
- innovation in methods of communication and consumer relations
- innovation in financial instruments directed at businesses and consumers
- the re-structuring and expansion in competence of the professional figures involved
- innovation in training models and the technology for transmitting the know-how

The transformation of the paradigm of consumption arises from the progressive convergence between two models which until now have determined what we call:

- experiential tourism;
- holiday tourism.

What we define today as an “active holiday” (cultural or sports, naturalistic or religious) and what represents the present-future of the tourist industry is nothing else than the

result of this convergence and the expression of a new kind of consumer who acting his role as a tourist demands to not only get a rest or entertainment, but the expression of his vocation, and with it new forms of self-expression and new universal relations.

A new type of consumer who through exercising his own passions detects the centre of his own individual and social identity and thanks to the realization of the tourist experience (but not only) the possibility to satisfy it.

In this context the terms “vocation” and “experience” become similar and on one hand they express the needs of the consumer who through being a tourist reveals his own identity and on the other, they are “form of expression” adopted by tourist systems to meet with this kind of demand.

Consequently each new experiential tourist product will be formed by:

- a **CONTENT**, expression of the “values” it intends to represent through tourism
- a **FORMAT**, expression of the functional models through which the content is represented and the experiential devices activated.
- a **WELCOMING SYSTEM** and **CUSTOMER RELATIONSHIP SYSTEM**, a combination of instruments through which the consumer comes into contact with the experience on offer, before, during and after his enjoyment.

The possibility for a territory to remain on the contemporary tourist market comes from its capacity to assert its own distinctive characteristics through a combined system of these three elements.

### OPERATIVE RECOMMENDATIONS

The main objectives of the WP3 were the identification of the Tourism Pilot Areas and the raising awareness towards the local communities. The aim of the first part of the survey was the development of a joint strategy according to the criteria identified as suitable for most of the partner territories.

The two key issues to be tackled: 1) to understand what kind of destination you are and what you can offer. In other words why somebody chooses to spend the weekend/holidays in this destination/region? 2) to understand which markets are potentially reachable and can be easily intercepted without changing the nature of your offer. Nowadays it is essential and necessary to know how to use the new communication tools (especially the Internet). The web is a large window that looks out on potential customers around the world.

The specific undertaken actions are well highlighted in the following key points:

- Step 1) The actors of the territory such as tourism planners, administrators and local citizens were involved in participating to the project activities as to provide their suggestions and criticisms
- Step 2) A set of criteria was formulated in order to identify the Tourism Pilot Areas in each region and then they were duly described.
- Step 3) Creation of the macro areas cultural sites inventory and creation of the cultural tourist attractions inventory on the internet

- Step 4) Examination of the Region's vocations
- Step 5) Verification and exploration of tourist potential
- Step 6) Selection of Tourism pilot areas
- Step 7) Designing Models for attracting tourists
- Step 8) Joint Development Strategy
- Step 9) Workshops and seminars for tourism actors

To be more detailed about step 3 it was necessary to analyze in each partner area:

- the architectural, artistic, cultural and archaeological heritage
- the information about the status of conservation, the ownership, the management, hours of opening to public, admission, the websites • annual tourist arrivals
- events involving the site
- food and beverage services (within the tourist site and also nearby)
- accommodation services (the number and type of accommodation – hotels, cottages, pensions, B&B etc.)
- any cultural routes where the site is included
- any other services (educational, transportation, business, leisure)

Presenting on the internet all the local attractions in the unique inventory is of vital importance on the modern tourist market, because the web is the most economical and immediate way to reach a large number of potential customers. Many surveys highlights that people searching for holiday destinations on the Internet are usually tourists interested in a specific type of offer based on the union of culture, nature, gastronomy and wine.

To be more detailed about step 5: It is important to know who you are and what your tourist offer consists of. Based on this knowledge you should be able to place on the tourist market all the area's resources for touristic exploitation and exploration. Furthermore you have to be sure that you are not selling/offering the tourism product which is not ready for the exploitation yet because of – e.g.: accessibility (lack of transportation), the site is closed to the public, insufficient accommodation system or not ready to welcome foreigners (no signs in foreign languages or lack of basic services).

**Start-up phase:** Once the product is designed and connected with a wider tourism system, an effort must be made in order to specialize in the potential markets..

**Mature phase (pilot testing):** Following the start-up phase is followed by the verification of the, conditions for the realization of the tourism product

**The actions (previously identified and listed) are focused on the knowledge of the operators who manage the area's resources.** The best way how to do so is to physically visit the places and meet with the authorities (the heads of the agencies promoting tourism, the historical resource managers and all the other key local/regional actors). **This is really important step.** Meetings with the managers of the various locations/sites are crucial. It is necessary to define who will be available to cooperate in a tourism development project and to continuously monitor the situation of the pilot areas/tourist destinations.

The selected pilot areas are those areas that meet the defined requirements and can be included into the tourism development policies and strategies. Tourism system of the specific area consists of resources originating from its history and was shaped by local people. **Tourism would never be successful without the participation of the people involved in the decision making process.** That is why **raising awareness among the stakeholders** is one of the priorities of the project implementation under the framework of the pilot actions.

It is useful to organize various meetings and focus groups with the participation of the stakeholders to share:

- a vision that can be addressed to a five-year time-frame. Different points of view shall outline some common aspects and create joint vision. The vision consists of the key points which can be used as instruments for achieving the key objectives (f.e.: promotional strategies, funding, various events, accessibility or the specific tourist products);
- the various problems of the area which might prevent further actions of the tourism development;
- a proposal to design a common network of the different tourist products;
- an analysis of numerical data (attendance, revenue of the tourist sites, museums and castles, foreign tourists percentage) of each area, trying to understand what are the peak season;
- a Swot Analysis identifying the strengths and weaknesses and drawing attention to the opportunities and obstacles;
- a unique promotional strategy of the selected pilot areas, in order to present them with one distinctive image;
- a common theme for the pilot actions which shall be implemented.

The meetings should be organized on the regular basis to ensure that the proposed actions are realized and to consolidate the joint actions in different areas.

**It is also important to focus on the traditional vocations of the areas. The vocations might valorize the tourist experience and attract more tourists.** In order to identify the territory vocations, it is important to point out specific elements such as:

- 1. Natural landscape;**
- 2. Anthropic landscape;**
- 3. Natural and cultural resources for a particular activity;**
- 4. Cultural and ethnographic heritage,** museums, collections, archives and other places where to collect collective memory and folk traditions, local fables and literature, traditional feasts etc.;
- 5. Typical products, crafts and manufactures** which contribute to the creation of the identity of a place: food specialties, wines, oils, cheeses, preserves, handicrafts and products of ancient arts etc.;

6. **Tourist facilities, meeting and socialization places** (recreational facilities, show places, art galleries, sport facilities, transportation and accommodation structures, wellness, health, spa, ball rooms etc.;
7. **Events** - sport and cultural events, festivals, historical-evocative events, feasts, *raves*, balls, political, civil, religious and social events, cultural events (*fan clubs*, etc.), food-and-wine events etc.

The key result of the meetings is to find common links and to give the soul to the pilot areas such as the same historical period, one famous person, a natural element unifying them, a single particular manufacturing piece etc.

**Once you have found the common points it is easier to develop or identify models for attracting tourists.** You can think of organizing a festival or an event or a particular innovative tourism market (be the first one to offer that kind of tourist experience in that field). Afterwards the destination might become a market leader in offering that particular tourism product.

Another model can be based on the connection of the different attractions or historical sites through the creation of the thematic route that connect for example the castles or the places in the life of a famous historical character. This approach will help to keep the tourists in the area longer (they will need more time to explore the whole route).

### **Joint strategy creation**

In order to achieve the best results it is necessary to develop the joint strategy that will bring all the “players” together. It is important that all the project partners continue in the same direction (improvement of one bring the opportunities for others). Because of that the project **should involve all the local actors** who are working in tourism or are interested in tourism such as mayors, hoteliers, restaurant owners, farmers’ associations, marketing agencies and all the citizens.

In order to succeed it is important that every single actor involved believes and participates in all proposed actions and the vocations are shared with all the stakeholders from the pilot area. It is **fundamental to organize** seminars, workshops and press conferences in order to promote the project and raise the awareness among the local communities.

## PILOT ACTIONS AREAS INFORMATION

### RIMINI PROVINCE (ITALY)

#### BASIC DATAS

- **Resident population (year 2008): 294.333**
- **Area dimension: 535 km<sup>2</sup>**
- **Tourist information offices in the territory: 25**
- **Significant cultural sites nearby:**

Archaeological park of Verucchio dated to Etruscans- Villonavans period; 15 boroughs characterised by the domination of the Malatesta Seigniorship from the Middle Ages to Renaissance, with their unique heritage of historical centres, castles and fortresses; roman heritage sites

- **Natural resources nearby of particular significance (parks, protected areas, natural reserves, wet zones, etc.):**

Onferno Caves & Oriented Nature Reserve, The Conca Wildlife and Ornithological WWF Oasis; Marano Natural Park, Marecchia Valley Natural Observatory, The Arboretum in Mondaino, Albereto Wood in Montescudo, Cà Brigida Oasis in Verucchio, Cava Quarry Park in Poggio Berni

- **Distance from the most important town/destination from the tourist point of view: Max 45 km**
- **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)?**

Basically because those who visit Rimini are mainly interested in a kind of sun and relaxing holiday, while the hinterland offers a cultural & naturalistic stay.

## INITIATIVES IN THE FIELD OF SUSTAINABLE DEVELOPMENT

- **Adhesion to the “Aalborg Chart”:** Yes, 1999
- **Start up of Local Agenda 21:** Yes

Since 2002 the Province of Rimini has set itself a series of thematic groups that include the promotion of “Economical Resource & heritage to protect”, “Prevention from the different kinds of pollution” e “Social Quality”. The main objectives are to promote the use of “clean” solar energy on the Adriatic Riviera, electricity and water saving, and awareness of ecological issues among tourists and those operating in the tourist industry. In order to continue the Agenda 21 process implemented back in 2003, the Province of Rimini has renewed its commitment to sustainable tourism with a programme that aims to facilitate relations between the supply of eco-friendly products and the demand for the same from accommodation facilities. The Province of Rimini has also organised two international conferences on sustainable tourism: the first in June 2001, the last in November 2008 which concluded with the approval of the Rimini Charter on Sustainable Tourism.

- **Environment sustainability policies:**
  - quality of water
  - quality of air
  - waste disposal
  - eco-compatible mobility
  - Other Green Public Procurement, Environmental Management Systems (ISO-EMAS), Quality Certification Schemes (Eu Ecolabel)
- **Programmes and on-going projects, financed by national/local public bodies, by European Union, in the field of sustainability:** ROMIT, SUVOT, MAVITRA, PARKS & ECONOMY, ADRIANET, FAREADRI, BARCA IN ADRIAS KOLPOS, PADMALAB, EUROMUSE
- **Projects or initiatives to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS):**

The Province of Rimini gives contributions to private companies operating in its country which introduce Environmental Management Systems according to the international law ISO 14001 and/or EU Regulation March 2001 n° 761/01 (EMAS II) or which intend to apply for the European Ecolabel Brand for tourist accommodation service, approved by E.U. Commission Decision n° 287/2003.

## THE TOURISM DEMAND

- **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)**

	1998	2003	2008
N° annual PRESENCE	15.641.632	15.349.118	15.574.005
N° annual ARRIVALS	2.442.987	2.667.068	2.972.258
Estimate N° VISITORS	809.900	890.000	1.000.000

2008 Estimate n° Presences in private houses  
2.071.418

2008 Estimate n° Arrivals in private houses  
137.234

- **Demand Composition**

	2008
N° national presences	12.136.092
N° foreign presences	3.437.913
N° national arrivals	2.367.810
N° foreign arrivals	604.448

- **Monthly Distribution (2008)**

	Number overall presences	Number overall arrivals
January	205.000	65.009
February	184.209	68.863
March	344.489	128.278
April	512.779	203.096
May	961.491	324.863
June	2.931.859	486.374
July	3.945.730	539.535
August	4.382.411	676.644
September	1.469.682	242.869
October	304.086	110.812
November	183.334	68.152
December	148.935	57.763
Total	15.574.005	2.972.258

## THE TOURISM OFFER

### ➤ Accommodation capacities (2008):

Accommodation	Number of units	Number of beds
<b>Hotels</b>	2.145	137.918
<b>Motels</b>		
<b>Boarding Houses</b>		
<b>Other hotel facilities</b>	125	4.610
<b>Excursion hostels</b>		
<b>Youth hostels</b>	5	455
<b>Tent camp sites</b>		
<b>Holiday youth centres</b>		
<b>Holiday Villages</b>	1	16
<b>Camping</b>	11	13.862
<b>Residence</b>		
<b>Training recreational centres</b>		
<b>Public tourist cottages</b>	78	3.633
<b>Agrotourism</b>	15	146
<b>Private houses</b>	13.080*	52.320*
<b>B&amp;B</b>	66	355
<b>Non classified facilities</b>	98	957
<b>Total</b>	15.624	214.272

Source: Province of Rimini – Statistics Office

\* Estimated data

### ➤ Services of amusement and relief (2008):

Type	Number of units
<b>Restaurants</b>	1.950
<b>Bars</b>	2.200
<b>Discotheques</b>	46
<b>Sport clubs</b>	135
<b>Amusement parks</b>	25
<b>Relaxation and wellness</b>	14
<b>Other</b>	

Source: Province of Rimini – Statistics Office

➤ **Cultural offer (2008):**

Type	Number of units (please specify)
<b>Museums &amp; Galleries</b>	19 museums, 8 galleries
<b>Archeological sites</b>	7
<b>Palaces &amp; Manor houses</b>	13 villas & historical residences
<b>Castles, Towers &amp; Fortresses</b>	23 + 6 boroughs
<b>Monuments (memorial arcs, statues, doors and gates, etc.)</b>	17
<b>Places &amp; sites venues of historical occasions (e.g. for battles, events, etc.)</b>	1
<b>Cemeteries, mausoleums, memorial sites...</b>	2
<b>Churches, monasteries, abbeys...</b>	29 + 8 sanctuaries
<b>Squares, historical &amp; ancient streets, public theatres, town walls...</b>	19
<b>Gardens, historical parks</b>	10 Parks/ Natural Reserve, 9 Gardens
<b>Popular fairs</b>	15
<b>Festivals &amp; Events</b>	30 cultural festivals/events
<b>Food &amp; wine factories (e.g. places where you can visit traditional food or wine production)</b>	40
<b>Other</b>	

Source: Province of Rimini – Tourism Council

➤ **Natural offer (2008):**

Type	Number of units
<b>Bicycle paths/ MB</b>	35
<b>Golf courts</b>	3
<b>Spas &amp; wellness centres</b>	14
<b>Trekking facilities</b>	21
<b>Walking paths</b>	7
<b>Activities in forests</b>	-
<b>Horse tracking</b>	12
<b>Beaches</b>	40 km of beaches
<b>Rivers for sport activities</b>	-
<b>Lakes for sport activities</b>	21 (game fishing)
<b>Other</b>	

## KUJAWSKO-POMORSKIE VOIVODESHIP (POLAND)

### BASIC DATA

- **Resident population (year 2008): 2.066.136**
- **Area dimension: 17972 km<sup>2</sup>**
- **Tourist information offices in the territory: 19**
- **Significant cultural sites nearby:**

Torun - one of the most interesting examples of Gothic bourgeois architecture, The Old Town is included in the UNESCO World Heritage List;

Bydgoszcz - the center of economic activity. Lots of international sports and cultural events (concerts, festivals) take place here. Bydgoszcz has its own International Airport Terminal, therefore the region has a very good communication route with the main European junctions;

Biskupin – reconstruction of a Lusatain culture village, dating at 2,700 years;

Golub-Dobrzyn – gothic castle, famous for knight's tournaments.

- **Natural resources nearby of particular significance (parks, protected areas, natural reserves, wet zones, etc.):**

91 nature reserves, 8 landscape parks, 31 protected areas, 4 rivers, 4 lakes

The rivers are winding their waters through scenic forests and meadows. The most spectacular landscape parks include the Brodnica Park, Gorzno- Lidzbark Park, Krajna Park, Tuchola Park, River Wda Park, Gostynin- Wloclawek Park, Millenium Park at Lake Goplo, and Chelmno and Vistula Parks.

- **Distance from the most important town/destination from the tourist point of view:** Toruń – Bydgoszcz 45km, Toruń- Szafarnia 48km, Toruń- Lubostroń 69km, Bydgoszcz- Lubostroń 30km

- **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)?**

Lack of activities connected with promotion, information and advertisement of less famous destinations, lack of attractive, new tourist offer

### INITIATIVES IN THE FIELD OF SUSTAINABLE DEVELOPMENT

- **Adhesion to the “Aalborg Chart”:** No
- **Start up of Local Agenda 21:** No
- **Environment sustainability policies:** No
- **Programmes and on-going projects, financed by national/local public bodies, by European Union, in the field of sustainability:**

In respect to the territory of whole voivodeship there are many running programmes and project concerning sustainability e.g. Regional Operational Programme 2007-2013, Operational Programme Human Capital 2007-2013, Programme for the Development of Rural Areas 2007-2013 (managed and implemented by the regional authority), ETC programmes, Culture Programme 2007-2013 and others

- **Projects or initiatives in your territory to promote the sustainable tourism through the quality certification of the destinations ("Environmental Management System": ISO and EMAS):** No

## THE TOURISM DEMAND

- **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)**

	1998	2003	2007
N° annual PRESENCE	<i>data not available</i>	2168519	2830316
N° annual ARRIVALS	<i>data not available</i>	627552	756208
Estimate N° VISITORS	<i>data not available</i>	<i>data not available</i>	<i>data not available</i>

- **Demand Composition**

	2007
N° national presences	2mln
N° foreign presences	212685
N° national arrivals	672380
N° foreign arrivals	83828

- **Monthly Distribution (2007)**

	Number overall presences	Number overall arrivals
January	155184	42390
February	168665	43505
March	187580	49835
April	196972	51934
May	254967	77790
June	276940	85158
July	381520	82483
August	349773	84635
September	251773	74124
October	229065	65004
November	208726	55718
December	169151	43632
Total	2830316	756208

## THE TOURISM OFFER

- **Accommodation capacities (2007):**

Accommodation	Number of units	Number of beds
<b>Hotels</b>	88	5093
<b>Motels</b>	6	160
<b>Boarding Houses</b>	2	78

<b>Other hotel facilities</b>	28	1183
<b>Excursion hostels</b>	4	284
<b>Shelters</b>	1	137
<b>Youth hostels</b>	1	33
<b>Camping sites</b>	3	442
<b>Holiday youth centres</b>	67	635
<b>Holiday centres</b>	67	4780
<b>Tent camp sites</b>	17	2304
<b>Training recreational centres</b>	20	2046
<b>Public tourist cottages</b>	22	1224
<b>Weekend and Holiday accommodation establishments</b>	1	8
<b>Non classified facilities</b>	37	5132
<b>Total</b>	<b>364</b>	<b>23,539</b>

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie

<b>Services of amusement and relief (2007): Type</b>	<b>Number of units</b>
<b>Restaurants</b>	1871
<b>Bars</b>	2095
<b>Discotheques</b>	30
<b>Sport clubs</b>	18
<b>Amusement parks</b>	At least 3
<b>Relaxation and wellness</b>	12
<b>Other</b>	

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie

➤ **Cultural offer (2007):**

<b>Type</b>	<b>Number of units (please specify)</b>
<b>Museums &amp; Galleries</b>	26 museums, 11 galleries
<b>Archeological sites</b>	160
<b>Palaces &amp; Manor houses</b>	825
<b>Castles, Towers &amp; Fortresses</b>	124
<b>Monuments (memorial arcs, statues, doors and gates, etc.)</b>	15 monuments
<b>Places &amp; sites venues of historical occasions (e.g. for battles, events, etc.)</b>	58
<b>Cemeteries, mausoleums, memorial sites...</b>	1,042
<b>Churches, monasteries, abbeys...</b>	1,306
<b>Squares, historical &amp; ancient streets,</b>	<i>data not available</i>

<b>public theatres, town walls...</b>	
<b>Gardens, historical parks</b>	36
<b>Popular fairs</b>	At least 9
<b>Festivals &amp; Events</b>	2763
<b>Food &amp; wine factories (e.g. places where you can visit traditional food or wine production)</b>	<i>data not available</i>
<b>Other</b>	

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie, National Heritage Board of Poland

➤ **Natural offer (2007):**

<b>Type</b>	<b>Number of units</b>
<b>Bicycle paths</b>	35
<b>Golf courts</b>	3
<b>Spas &amp; wellness centres</b>	12
<b>Trekking facilities</b>	<i>data not available</i>
<b>Walking paths</b>	107
<b>Activities in forests</b>	<i>data not available</i>
<b>Horse tracking</b>	<i>data not available</i>
<b>Beaches</b>	116
<b>Rivers for sport activities</b>	4
<b>Lakes for sport activities</b>	4
<b>Other</b>	

Source: GUS (Główny Urząd Statystyczny), Regional Touristic Organization of Kujawsko- pomorskie

## VELENJE, SAVINJSKO-ŠALEŠKA REGION (SLOVENIA)

### BASIC DATAS

- **Resident population (year 2007):** 34.140 (Municipality of Velenje) - **Resident population in Slovenia (year 2007):** 2.053.740 - **Population of the town of Velenje (Year 2007):** 26.742

- **Surface:** 83,5 km<sup>2</sup>

- **Tourist information offices in the territory (please indicate the number)** 10

In Velenje we have 1 so called TIC - tourist information centre and 9 tourist society role of which is to promote and prepare different tourist events. Within one year we will establish another TIC on prestigious location – in old city Vila, which is under reconstruction right now.

- **Eventual significant cultural sites nearby:** 15

#### **CASTLES and ARHITECTURAL monuments**

The ruins of **Ekenštain castle** stands on top of rock near the Šalek castle. The castle was first mentioned in 1329 and in the 17th century, after the mansion Gorica was built up, castle Ekenštain start to decay.

**The mansion Gorica** is the legal heir of Ekenštain castle. It was built in the 17th century as one floor building on a rectangular ground plane. Between the years 1853-1857 it has been thoroughly partition.

**Velenje castle** is one of the most preserved castles in Slovenia. It is first mentioned in 1270. First owners were Kunšper gentlemen followed by their relatives Ptuj gentlemen and the family Liechtenstein. Afterwards the castle rapidly changed owners. Family Wagen von Wagensberg entirely renovated the construction in the 16th century: the fortress was transformed in a Renaissance residence. The most important owners in the 19th century were Karl and Bianca Adamovich. The last owner of the castle count Coronini-Kromberg used the castle only as a summer residence until 1943 when Germans drove him out of Velenje after the Italian capitulation. After the Second World War the castle became part of general social property. Apartments were made, a lot of furniture was demolished and the building was falling into ruins. In 1957 Velenje coalmine founded a Museum of Slovene Coalmines in the castle. Gradually first collections were organized and at the same time an intensive renovation of the building was done.

Ruin of **Šalek castle** is situated on a steep, rock, partly precipitous hill, above the village Salek in Velenje. Castle was first mentioned in 1287 and around 1770 destroyed by fire. Its basic ingredient is preserved as multi-storey, triangular tower, while the peripheral components were pulled down. Ruin, which gave the name of the entire valley, is important because of its historical role, exposed positions and triangular tower core, which is the only of its kind in the Slovenian ground.

**The Thurn castle** lies on the slope above the village Hrastovec in Velenje. The castle was first mentioned (as far we know) in 1207, so that today's building may have some Romanesque elements. Castle in today's image shows many signs of modifications, a large extent even from the 19th century, but only detailed studies could gave reliably and valuable information on the history of the building and the former image - this would greatly increase its historical and monumental value. The castle is important because of its medieval design and it is one among the few preserved medieval castle in the Slovenian, who, although with many changes maintained to this day.

**Castle Limbar** - Lilienberg (Limberg) was standing on the hill Gradišče above the village Pesje, near city of Velenje. Castle, of which there are no more trace on surface (we can look for them beneath the earth), is mentioned in the sources since the mid-13th century. We assumed that nearby preserved Romanesque church of St. Jacob in Zabrdu was/could serve as a chapel belonging to the castle. Due to the lack of data currently Limberg remains one of the major puzzles between Šaleška architectures. It can be resolved only through intensive and systematic cabinet and field studies.

**Cultural Center Velenje** is home of city culture, for the execution of cultural events, picture show, symposia, etc.. It is a work of architect Otona Gaspari and it was built in 1959. The facility is located in the northwest of Tito square in middle of Velenje. Cultural centre is a modern and striking geometric-based urban platform, which spatially define copyright designed, modern buildings of public character.

Cultural Center in Velenje is certainly one, among the best integrated facilities-based post-modern architecture in Slovenia. Outdoor and indoor architectural expression of building, as well as floor concept and all the details and the equipment is in strong connection with modern architecture of fifty years of the 20th chair. Cultural Center Velenje was declared a cultural monument by the Decree on the designation of Cultural Velenje home for a cultural monument of local importance in the area of the Municipality of Velenje

**Villa Herbstein**, represents the excellent suburban villa from around 1900, with extremely well preserved surroundings and quality, intact interior, which is in our area extremely rare. Inside the villa is now a pension.

**Villa Bianca**, which was built around the year 1855 by Count Hubert d'Harnoncourt-Unverzagt, then the owner of Velenje castle, is characterized as suburban villas, built in the spirit of the old feudal castles. The building was built-up in neogothic style and is important because of its role in space. Building is right now under reconstruction and it will be open to tourist in second half of the year 2010.

**Kavčnik homestead** is an exceptional museum of folk architecture. The main room of the house is more than 400 years old smokehouse with an open fireplace which was used for cooking and heating. Kavčnik homestead is open to visitors from the 1st May until the 30th of September, from Thursday to Sunday, between 10 a.m. and 5 p.m., for groups also according to previous agreement. Guided tour of a group lasts approximately an hour. Additional offer: According to previous agreement we can light fire in the fireplace and offer you some roasted apples.

## **MONUMENTAL AREA**

In Velenje there are a large number of statues and one of most important is the **monument of Josip Broz Tito** which is becoming more and more recognized and visited among tourist. We have so many statues, that our local artist Stane Špegel decided to produce collection of Velenje statues on postcards in connection with world famous tourists places.

**Memorial room in Topolšica** (10 km from Velenje) is consecrated to the signing of one of four partial capitulations of German army. With this document the Second World War ended for Slovenians. A memorial room that represents partial German capitulation of the army troop E and German forces for southeast Europe is in the health resort in Topolšica. It was signed by General Aleksander Löhr. The memorial room is opened to visitors 24 hours a day. You can see a short film about the events occurring in these parts on May

1945. Behind the glass wall is a reconstruction of signing of capitulation that was one of the most important event on our territory during the Second World War. One of the main curiosities of the collection is also a gun of general Löhr that was confiscated only a few days after the signing of the capitulation by Ivan Dolničar. The gun is exhibited in the middle of the glass cube that symbolizes the captured weapon or the disinclination towards its uselessness.

There are many historically important churches. Among the most important are the church of Saint Andrew, the church of Saint Brikcija, the church of Saint Jošt, the church of Saint Mohorja in Fortunata, the church of Saint Ožbolta in Cirkovce, the church of Saint Tilena, the church of Saint Matere božje (Mother of Good) and the church of Saint Nikolaj in Bevče.

➤ **Natural resources nearby of particular significance (parks, protected areas, natural reserves, wet zones, etc.)**

**The lakes of Šalek** are a consequence of lignite excavation, which is being exploited in Šalek valley for a hundred and thirty years. The first among the lakes of Šalek to take shape, was the Škalsko Lake, before the world war two, the second was the lake of Velenje and the third the Družmirsko Lake. Where are now the lakes, there were rural settlements, which have partially or totally disappeared (Škale, Družmirje, Prelog). The image of the valley is, because of the coal industry, still evolving, also are constantly changing the Šaleška lakes. Lakes, which are feeded by streams got the name after the settlements, which had to withdrawn to the lakes (Škalsko, Družmirsko) and after the city, which is due to the coal industry became lake village (Velenjsko). Velenjsko lake has been polluted due to coal ash, Škalsko Lake was organically polluted and the main environmental problem in Družmirskem lake was the lake high consumption of water for thermal plant Šoštanj.

The municipality of Velenje has in the year 1993 accepted the “rehabilitation/recovery environmental program” which has not yet been implemented in full but has already large achievements. The results are shown in the comprehensive improvement of the lakes, especially the significant progress is seen in the collection of waste water. The most important ecological problems have been solved. Now we are the European example of improvements of water quality (river and lakes). With the increasing of lakes and stabilization of the banks of lake, which also allow the editing and production, have turned lakes into "Creating good«. Large water surfaces in Velenje are an opportunity for the development of Šaleška valley and its people.

**Velunja stove** near the road Slovenj Gradec – Velenj, right above of Vegrad quarry is hidden in the woods exceptionally beautiful natural bridge, around 10 m high. In its walls, the water formed 4 karst caves, deep from 11 to 30 m. Stream under the bridge has created a 5 – 7 foot waterfalls. Stori goes that the spring water is curative, and villas are taking bath in.

On the north western edge of Šaleška valley, where river Paka between steep hills of Tisnika and Pečovnika break limestone lumps, in the narrowest part of the gorge lies **Huda luknja**. Area of Huda luknja represents an isolated karst which combines alpine and

karst features. Because of the diversification of flora and fauna in the area it falls within the Natura 2000 network between pSCI. The biggest attraction of Huda luknja is a karst cave with the same name Huda luknja, which is not the only; above it are also **Špehovka and Pilanca** and some other accessible karst caves.

- **Distance from the most important town/destination from the tourist point of view:** 15 km
- **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)?**

The Dobrna spa is a contemporary health resort and tourist centre. The health resort merges gifts of nature with contemporary medical science, which places it at the exact top of Slovenian tourism. The famous tradition that goes back to the 15th century, climate and an amazing natural environment, relaxation, quality care and services, companionship and recreation. Main tourists comes from central Europe area, where the spas are famous as a health resort for woman's diseases. From Dobrna to Velenje are relatively good traffic connections by road, but not with public transportation. Velenje as very young city with mining tradition since now didn't identify tourists in Dobra as their target public.

Logarska Valley is one of Europe's most beautiful glacial alpine valleys. A tranquil walk in the valley and the surrounding area reminds us of the centuries-old harmony here between men and nature. Logarska dolina is an excellent starting point for hiking to the peaks of the Kamniške-Savinjske Alps or in the interesting immediate area. The Valley is becoming quite famous mountain biking destination.

From Velenje to Logarska Valley is quite bad traffic connection by road. Until now, the tourism in Logarska was mainly identified with mountaineers. But with new forms of tourism (biking, trekking), artificial lakes in Velenje are becoming more and more attractive sites for tourists.

## **INITIATIVES IN THE FIELD OF SUSTAINABLE DEVELOPMENT**

- **Adhesion to the “Aalborg Chart”:** No
- **Start up of Forum of Local Agenda 21:** Yes

Municipality of Velenje adopted LA 21 in April 2004. LA 21 presents a programme for sustainable urban development in Municipality of Velenje.

This program includes:

- General provisions,
- the status of the environmental, economic and social conditions in municipality of the individual regional sources, based on the landscape-ecological and functional-geographical analysis of trends and the creation or modification. advantages and disadvantages use (utilization) of the components of the landscape municipal territory

(natural, eg. water quality, and social and resources, for example. the employment structure of population municipalities),

- targets: for sustainable development-oriented and sustainable individual regional sources (components) of the three fundamental areas (environmental, economic and social) are shown for representatives of NGOs, the public and the profession, resulting in workshops and working group meetings,
- action: relation to the (desired) goals are designed proposals for improving the quality of life (the status quo) MO Velenje in NGOs, public and stroke, resulting in the workshops and working group meetings,
- provisions for the implementation of (the further conduct and guidance) the process of local Agenda 21 oz. complementarity of the LA 21 MO Velenje.

➤ **Environment sustainability policies:**

quality of water

quality of air

waste disposal

eco-compatible mobility

➤ **Programmes and/or on-going projects in your territory, financed by national/local public bodies, by European Union, in the field of sustainability:**

In Slovenia we can apply projects to calls tendered by Government Office for Local Self-Government and Regional Policy and following ministries: Ministry of Labour, Family and Social Affairs, Ministry of Culture, Ministry of Transport, Ministry of Agriculture, Forestry and Food, Ministry of the Environment and Spatial Planning, the Ministry of Economy, Ministry of Education and Sport, Ministry of Health, Ministry of Higher Education, Science and Technology. In the service of Government Office for Local Self-Government and Regional Policy, we report a project business zone Rudarski dom - Technology Development Center Rondo (I and II. Faza) and Revitalization Project of Villa Bianca (I and II. Stage). Projects have been approved and successfully implemented.

**In the financial perspective (period) 2004 - 2006 the following projects have been approved:**

Revitamin / revitalization of degraded areas due to mining industry, INDU.PIK / models of revitalization of industrial heritage; Business Zone Gorenje; Village Marketplace; the URBACT: Culture and regeneration of cities, URBACT: Social inclusion and exclusion; KSSENA - Energy Agency of Savinjska, Šaleška and Koroška Region; Exhibition 360 degrees; EKOSAN; EURESUN; FuturePublicEnergy - energy efficiency in public buildings.

**In the financial perspective 2007 - 2009 the following projects have been approved:**

Business Zone Rudarski dom - Technology Development Center Rondo (I. and II. Phase) – ERDF funds, Revitalization of Villa Bianca (I and II. Phase) – ERDF funds; Central Europe Programme: FREE – project partner and CUSTODOS – project partner.

- **Projects or initiatives to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS):** No

**THE TOURISM DEMAND**

- **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)**

	1998	2003	2008
N° annual PRESENCE	/	14.940	17.295
N° annual ARRIVALS	/	8.436	10.238
Estimate N° VISITORS	/	/	100.000

➤ **Demand Composition**

	2008
N° national presences	4.093
N° foreign presences	13.202
N° national arrivals	/
N° foreign arrivals	/

➤ **Monthly Distribution (2008)**

	Number overall presences	Number overall arrivals
January	1.929	893
February	1.163	752
March	1.264	790
April	1.476	780
May	1.382	947
June	1.938	1.171

July	1.952	930
August	1.542	892
September	1.424	892
October	1.040	738
November	1.186	713
December	990	740
<b>Total</b>	<b>17.295</b>	<b>10.238</b>

## THE TOURISM OFFER

### ➤ Accommodation capacities (2008):

Accommodation	Number of units	Number of beds
Hotels	2	145
Holiday Villages	/	/
Campings	1	400
Residence	1	14
Agritourism	1	15
Private houses	4	80
B&B	/	/
Hostels	1	170
<b>Total</b>	<b>10</b>	<b>824</b>

Source: TIC Velenje

### ➤ Services of amusement and relief (2008):

Type	Number of units
Restaurants	29
Bars	27
Discotheques	1
Sport clubs	22
Amusement parks	/
Relaxation and wellness	5

<b>MC, Kunigunda-Youth Centres</b>	1
------------------------------------	---

Source: TIC Velenje

➤ **Cultural offer (2008):**

Type	Number of units
<b>Museums</b>	2
<b>Archeological sites</b>	2
<b>Palaces &amp; Castles</b>	6
<b>Monuments</b>	24
<b>Historical sites</b>	16
<b>Churches</b>	9
<b>Popular fairs</b>	5
<b>Festivals &amp; Events</b>	35
<b>Food &amp; wine factories</b>	0
<b>Tasting wine and salami in Vinska Gora</b>	1

Source: TIC Velenje

➤ **Natural offer (2008):**

Type	Number of units
<b>Bicycle paths</b>	4
<b>Golf courts</b>	1
<b>Spas &amp; wellness centres</b>	/
<b>Trekking facilities</b>	5
<b>Walking paths</b>	2
<b>Activities in forests</b>	1
<b>Horse tracking</b>	1
<b>Fishing</b>	1
<b>Water sports</b>	1

Source: TIC Velenje

## HODONÍN AND STRÁŽNICE REGION (MIKULČICE REGION), SLOVÁCKO REGION IN SOUTH MORAVIA (CZECH REPUBLIC)

### BASIC DATAS

- **Resident population (year 2008): 2000 (Mikulčice itself) + 63.700 inhabitants in surrounding area**
- **Area dimension: 15 km<sup>2</sup> (Mikulčice) + 335 km<sup>2</sup> (surroundings)**
- **Tourist information offices in the territory:**

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).
- **Significant cultural sites nearby:**
  - ⇒ **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 (9<sup>th</sup> 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 7<sup>th</sup> - 9<sup>th</sup> 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 16<sup>th</sup> 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 13<sup>th</sup> and the 14<sup>th</sup> 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.

➤ **Natural resources nearby of particular significance (parks, protected areas, natural reserves, wet zones, etc.):**

- ⇒ **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 Tuold 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.

➤ **Distance from the most important town/destination from the tourist point of view**

a) **60 km from Brno** (Brno is the 2<sup>nd</sup> 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 km<sup>2</sup>. 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**

1) **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)?**

- ⇒ 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)

## INITIATIVES IN THE FIELD OF SUSTAINABLE DEVELOPMENT

- **Adhesion to the “Aalborg Chart”:** No
- **Start up of Local Agenda 21:** Yes

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.

- **Environment sustainability policies:** Yes

**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 threaten the underground water and also dissension in the matter of standard conception of waste disposal throughout the region.

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

**2) Programmes and/or on-going projects, financed by national/local public bodies, by European Union, in the field of sustainability:**

- ⇒ 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.)

➤ **Projects or initiatives to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS): NO**

**THE TOURISM DEMAND**

- **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)**

	1998	2003	2008
N° annual PRESENCE <sup>1</sup>	N/A	N/A	N/A

N° annual ARRIVALS	N/A	135 544	208 870
Estimate N° VISITORS	N/A	70 000	100 000

<sup>1</sup> 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.

### ➤ Demand Composition

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

### ➤ Monthly Distribution (2008)

	Number overall presences <sup>1</sup>	Number overall arrivals <sup>2</sup>
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

<sup>1</sup> 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.

<sup>2</sup> 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

### ➤ 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
<b>Total</b>	<b>77</b>	<b>2318</b>

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

### ➤ 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	

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

➤ **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 painted 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 16<sup>th</sup> century, Black Gate in Strážnice (15<sup>th</sup> 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 13<sup>th</sup> century, rebuilt into baroque style in 17<sup>th</sup> 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 repetitive 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 Baťa'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 19<sup>th</sup> century.

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

➤ **Natural offer (2008):**

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

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

## IDENTIFICATION OF TERRITORY VOCATIONS

- 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, 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 Tuold 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.
  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 (10<sup>th</sup> 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 Bat'a'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.