

Pilot action in the Czech Republic - CUSTODES

Location of the pilot area

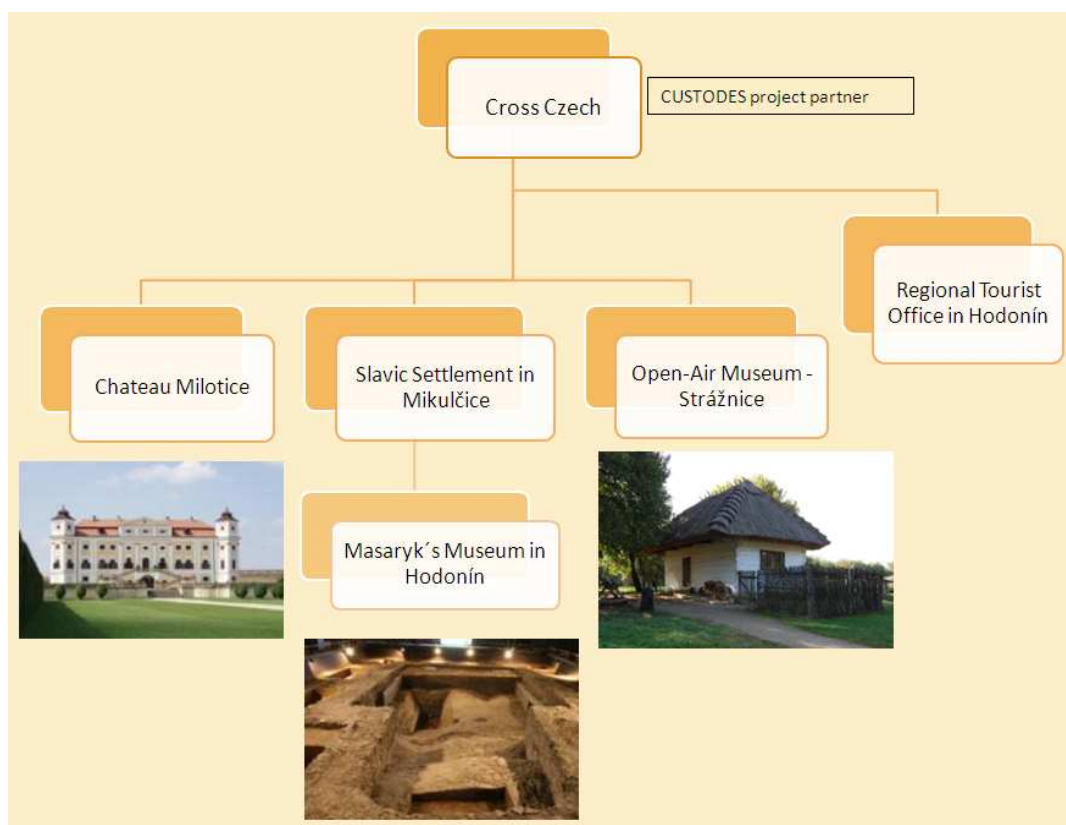
The centre of the Czech pilot area is situated in the Slavic Settlement in Mikulčice (archeological site). The Settlement lies close to the village of Mikulčice which is located in the South Moravia Region, in the district of Hodonín. This site is approximately 70 km far from Brno (Czech Republic's second largest city) and approximately 265 km far from Prague (the capital city of CR). The pilot site is also very close to Slovak border.

Slavic Settlement in Mikulčice – brief description

It is an early – medieval Great Moravian fortified settlement (dating back to the 8th – 9th century). In 1962 was proclaimed the National Cultural Monument. It was extensive settlement agglomeration which was situated on several islands in the Morava River. The settlement belonged among the most important centers of Great Moravia (the first state formation of western Slavs founded in 833). It is also the largest uniquely preserved Slavic excavation in the Czech Republic (10 hectares large). Back in the times of Great Moravia, the Great Moravian Castle of Mikulčice was one of the prominent religious, cultural and powerful centers of western Slavs and it is also believed that it was one of St. Cyril's (Constantine's) and St. Metodej's place of activity. Constantine and Metodej were Slavic missionaries from Greece.

Background and initial idea

The Slavic settlement in Mikulčice can't achieve better visitor rate solely and that is why the cooperation with other cultural sites in the region has been launched. Two more cultural sites (Chateau Milotice and Open-Air Museum in Strážnice) and Regional Information Centre in Hodonín were involved into the project and into the pilot action.



The connection of these places is based on their historical value and geographical proximity. It is possible in one or two days visit cultural sites from the Middle Ages to Modern Times (situated on the relatively small area).

State of the art regarding the promotion of these places is insufficient and very independent which in other words means that the cultural sites in the region do not use the potential of the other ones.

The least visited site is in fact the Slavic Settlement in Mikulčice (the centre of the defined pilot area) and it is believed that this site will profit greatly from the new approach.

New joint product that will connect these places will help the institutions to enhance the visitor rate. The aim is to create an interesting product that will encourage visitors of one site to also visit the other ones => multiplication effect.

The basic requirement of the new product is to attract visitors' attention and also to differ from the other standard products.

During the pilot phase and first phase of its implementation the main target group will be: families with young children, school children, youth summer camps, various youth groups etc.).

New product named: "Let's travel in time – from the Great Moravian Slavs to the 21st century"

Three historical sites (Slavic Settlement in Mikulčice, Chateau Milotice and Open-Air Museum in Strážnice) will be connected with a small figure of a "guide" named Rost'a¹ ("time traveller") – young boy. The picture of the guide will create common identification of the product and will be the same for all new products. The Regional Tourist Office in Hodonín was established during the May 2010 and will be promoting the new product and also will recommend what sites are worth to visit in the town of Hodonín (The Zoo, Museum of the Oil Mining and Geology, Gallery of Visual Arts, Masasryk's Museum in Hodonín, Bata's Canal etc.). This office lies in the centre regarding the other 3 historical sites and also a lot of people/tourists are starting their daily programs from Hodonín. The town of Hodonín is the symbol for the 21st century.



¹ The name was derived from the very well known historical figure – one of the Great Moravian kings who ruled Great Moravia from 846 to 870.

And how will it work in practice?

1. Together with the entrance ticket the family will receive the puzzle board with the set of the puzzle parts but with three parts missing (3 blank places) and brochure that will contain 5 point of interests with short site description and quiz questions.

Slavic Settlement in Mikulčice points of interest:

- 1) Old and Great Moravia
- 2) Kings of the Slavs
- 3) European patrons – Cyril and Metoděj
- 4) The Castle Morava and the city next to it
- 5) Treasure of the Great Moravian Slavs

Chateau Milotice² points of interest:

- 1) Chateau's stables
- 2) Chateau's ford
- 3) Camera Obscura
- 4) Romantic ruin
- 5) Children's room

Open-Air Museum in Strážnice³ points of interest:

- 1) Folk architecture
- 2) Folk customs – Moravian wedding
- 3) Traditional agriculture
- 4) Viticulture
- 5) Handicraft - weaving

2. Following the correct solution to all quiz questions the family will receive one missing part of the puzzle = the figure that will have the same look as Rošťa but different closing => middle-age clothes in Mikulčice, folk costume in Strážnice and beautiful feudal costume in Milotice.
3. The visitors will be able to assemble the whole puzzle only after visiting all three sites. The cover of the puzzle will contain map of the location and photos of the relevant sites. The back side of the puzzle will contain relevant information about the sites, about the game rules and about the Custodes project.

New joint leaflet will also be created and will contain overall information concerning the involved sites, game rules, information about the CUSTODES project and contact information. This leaflet will be distributed throughout the local/regional information centers and accommodation facilities.

² Originally a Renaissance chateau from the 2nd half of the 16th century, rebuilt in Baroque style. Consists of the French garden, an English park, an Orangery and a pheasantry. Historical interiors (The Hall of Predecessors, a library, a chapel...) decorated with stuccoes and paintings, stylish equipment and collections. In the Orangery is situated an exposition of the Baroque sculptures

³ The museum of south-eastern Moravian villages has been open to the public since 1981. The visitors can see village complexes (65 buildings altogether). The exposition of viticulture construction and its equipment with a vineyard show representing wine-growing since the earliest times till these days, is the only exposition of its kind in the Czech Republic. 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.

Plan of implementation of the new product

⇒ **May – July 2010**

- a) Preparation of the graphic design of the new product.
- b) Producing and distributing the materials.

First of all the common brochure introducing the new product will be distributed (July) – overall awareness.

⇒ **August – October 2010**

New product's pilot testing (Summer/Autumn 2010).

⇒ **October – December 2010**

Evaluation of the new product's pilot testing.

⇒ **January – April 2011**

Promotion of the product – local / regional / national / international tourist fairs.

⇒ **May – October 2011**

- a) Year 1 of the new product.
- b) New approach how to increase the visitor rate and attractivity of the sites/pilot area will be developed during this time. The vision is to connect the sites in the pilot area through the idea of geocaching (using the possibility of Multi-Caches⁴) and consequently also connect the Czech pilot area through the idea of geocaching with other identified pilot areas in Slovenia, Poland and Italy.

Contact information:

Slavic Settlement in Mikulčice, 696 19 Mikulčice - Valy, district of Hodonín, Czech Republic

Telephone: +420 518 357 293

Email: f.synek@masaryk.info

URL: <http://www.mikulcice-valy.info>

Masaryk's Museum in Hodonín, Zámecké náměstí 9, 695 01 Hodonín, Czech Republic

Telephone: +420 518 351 834

Email: masarykovomuzeum.hod@iol.cz

URL: <http://www.masaryk.info>

Chateau Milotice (village of Milotice), Milotice, district of Hodonín, Czech Republic

Telephone: +420 518 321 736

Email1: milotice@brno.npu.cz

Email2: centrum@milotice.cz

URL1: www.zamekmilotice.cz

URL2: www.kc.milotice.cz

URL3: www.kcmilotice.cz

Open-Air Museum of Rural Architecture in South-East Moravia, Strážnice, Czech Republic

Telefon: +420 518 306 650

Email1: info@nulk.cz

Email2: martin.simsa@nulk.cz

URL: <http://skanzen.nulk.cz>

⁴ Multi – Caches – each location will be considered as a stage that needs to be discovered before the final stage is reached (final stage = Slavic Settlement in Mikulčice) and the geo-coin is gathered. All the lower stages will contain the clues/messages how to reach the final stage.