

# **Suggestions for the Development of the Velké Karlovice Activity Park Kyčerka within the Context of the Tourism Industry**

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Bachelor Thesis  
2014/2015



**Tomas Bata University in Zlín**  
Faculty of Humanities

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Univerzita Tomáše Bati ve Zlíně  
Fakulta humanitních studií  
Ústav moderních jazyků a literatur  
akademický rok: 2014/2015

## ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

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Osobní číslo: **H11291**  
Studijní program: **B7310 Filologie**  
Studijní obor: **Anglický jazyk pro manažerskou praxi**  
Forma studia: **prezenční**

Téma práce: **Návrhy na rozvoj Aktivity Parku Kyčerka v kontextu s cestovním ruchem Velkých Karlovic**

Zásady pro vypracování:

Vysvětlení základních pojmů a legislativních východisek týkajících se cestovního ruchu a regionálního rozvoje  
Zpracování socio-ekonomické analýzy oblasti Velkých Karlovic se zaměřením na oblast cestovního ruchu  
Formulace hypotézy, dotazníkové šetření  
Zhodnocení zjištěných informací a ověření hypotézy  
Návrhy na rozvoj Aktivity Parku Kyčerka a cestovního ruchu ve Velkých Karlovicích  
Závěr

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

**Baggio, Rodolfo, and Jane E. Klobas. 2011. Quantitative Methods in Tourism: A Handbook. Bristol: Channel View.**

**Kotíková, Halina. 2013. Nové trendy v nabídce cestovního ruchu: Nové produkty z hlediska motivace účastníků cestovního ruchu, nové trendy v nabídce turismu pro specifické skupiny, názorné příklady ze zahraničí i z České republiky. Praha: Grada.**

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<http://www.velkekarlovice.cz/main.php?pg=0000>.**

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Datum zadání bakalářské práce:

**28. listopadu 2014**

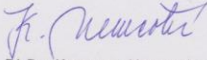
Termín odevzdání bakalářské práce:

**7. května 2015**

Ve Zlíně dne 23. ledna 2015

  
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## **ABSTRAKT**

Pro svou bakalářskou práci jsem si vybrala téma Návrhy na rozvoj Aktivity Parku Kyčerka v kontextu s cestovním ruchem Velkých Karlovic. Bakalářská práce je rozdělena na teoretickou a praktickou část. Teoretická část se zabývá vymezením pojmů a problematikou cestovního ruchu, regionálního rozvoje a kulturního dědictví. Praktická část je věnována socioekonomické analýze obce Velké Karlovice, SWOT analýze Aktivity Parku Kyčerka, ale především dotazníkovému šetření, na jehož základě byly definovány návrhy pro rozvoj celého resortu.

Klíčová slova: socioekonomická analýza, dotazníkové šetření, návrhy na rozvoj Aktivity Parku Kyčerka, kulturní dědictví Valašska

## **ABSTRACT**

I have chosen the topic of Suggestions for the Development of the Velké Karlovice Activity Park Kyčerka within the Context of the Tourism Industry for my thesis. The thesis is divided into theoretical and practical parts. The theoretical part deals with definitions of terms and issues of tourism, regional development and cultural heritage. The practical part is devoted to a socio-economic analysis of the municipality of Velké Karlovice, SWOT analysis of Activity Park Kyčerka and especially to a survey which forms the basis for definition of proposals on development of the entire resort.

Keywords: socio-economic analysis, survey, proposals for development of Activity Park Kyčerka, cultural heritage of Moravian Wallachia

## **ACKNOWLEDGEMENTS**

I would like to thank my supervisor Ing. Jiří Macháček for his help during the writing my bachelor thesis. Then I would like to thank my family for the patience and their support during my studies.

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## INTRODUCTION

Velké Karlovice is due to its area of 82 km<sup>2</sup> one of the largest municipalities in the Czech Republic. Recently, it becomes a popular tourist destination and place with considerable investments. Although I do not come from Velké Karlovice and I do not even live there I like this municipality very much and I spend there most of my leisure time. I had the opportunity to participate in shooting of Doktor Martin series being prepared in Czech-Slovak co-production and see Velké Karlovice from another perspective. Nature, people and atmosphere of Velké Karlovice simply won my favour.

In this thesis I will first address the theoretical aspects regarding tourism, regional development, cultural heritage and important terms associated with these topics. In the second, practical part I will examine socio-economic analysis of the municipality of Velké Karlovice, SWOT analysis of Activity Park Kyčerka and subsequently evaluate the survey which will form the basis for proposals on development of this resort.

## **I. THEORY**

## 1 TOURISM

It can be said that tourism has become a phenomenon of our modern times. It involves almost all people – whether they act as tourism participants, as employees in tourism services, or as the local population in the centres of tourism. The need to develop and promote tourism is mentioned in nearly all strategic development documents. However, every destination is not able to optimally utilize its potential for the tourism development.

### 1.1 Definition of tourism

Despite the fact that people have travelled from time immemorial, tourism as such began to develop since the mid-19th century and the efforts of an exact definition of the term date back to the beginning of the 20th century. These efforts in defining are associated with the development of education in tourism and especially with the emergence of the tourism as a theoretical discipline as well as the research subject.

The beginning of the development of the tourism as a theoretical discipline is connected with two Swiss scientists, Walter Hunziker and Kurt Krapf. These scientists are also the authors of one of the first definitions of tourism according to which it is a sum of relations and phenomena resulting from a stay of non-residents, in so far the stay does not lead to permanent residence and is not connected with any permanent or temporary earning activity. (Hunziker and Krapf, 1942) This definition formed a basis for so-called Gallen definition of tourism which was adopted at a tourism conference in St. Gallen in 1971: Tourism is a sum of relations and phenomena resulting from travel and stay of people for whom the place of stay is not a place of residence or place of an earning activity. (Kopšo 1979) At the same time, this definition became the official definition of tourism adopted by the International Association of Scientific Experts in Tourism Aiest (Association Internationale d'Experts Scientifique du Tourisme). In this context, a definition created in 1978 in former Czechoslovakia cannot be neglected. An author of the definition was a professor Gúčik from the University of Economics in Bratislava: Tourism is a form of meeting the needs in reproduction of physical and mental powers of man which occurs outside the standard environment and during leisure time. (Kopšo 1979) The later definition is particularly interesting because it does not only attempt to describe tourism as a specific phenomenon but also emphasizes the needs which are met during the course of tourism. It can be said that it presents a modern approach similar to marketing concept.

A conference of World Tourism Organisation (WTO) held in Ottawa in 1991 has become a milestone in defining of tourism. A definition of tourism was formulated here which was subsequently adopted as the official definition of tourism in 1993: Tourism is an activity of people travelling and staying outside their usual places of stay for less than one year for the purpose of leisure, business, and other purposes.

The above mentioned WTO definition differs from previous definitions mainly by perceiving tourism not only as a leisure activity but as a human activity associated with travelling. Apart from spending leisure time this definition presents business and other incentives to be possible purposes of travelling. (Kotíková 2013)

When looking at a detailed description of tourism in an explanatory dictionary of tourism it is obvious that the definition of tourism here understands tourism as a complex phenomenon concerning both, the participants in tourism – demand and the tourism destination as well as service providers – supply of tourism. This definition then defines tourism as a complex social phenomenon involving activities of people travelling outside their usual environment or staying in such places no longer than one year for the purpose of entertainment, recreation, education, business, or any other purposes and activities of entities providing services and products to these travellers as well as operation of facilities providing services for the travellers including all activities of people offering and providing the services, activities associated with use, development, and protection of resources in tourism, and all political and public administration activities and reactions of local communities and ecosystems to the mentioned activities. (Zelenka and Pásková, 2012)

## **1.2 Basic tourism terms**

The English word tourism is translated into Czech in many correct ways; however in English we only use one equivalent to all these terms that is tourism. Therefore, in this thesis terms travelling and tourism will be used. The term travelling for temporary individual travels with a certain incentive and the term tourism for travelling with an incentive for a limited time which is accompanied by provision of specific services and creation of special products provided by business or non-profit entities established for this purpose. (Kotíková 2013)

The above definitions are based on the fact that tourism cannot only be considered as a phenomenon (as it is in the WTO definition) but the fact has to be taken into account that

tourism is an important element of the economy and a significant social phenomenon. Tourism can also be perceived as a designation for theoretical or scientific disciplines.

It is important to mention tourism industry and tourism economy as well. The tourism industry is an aggregate of direct business activities and material conditions of tourism, that is a set of accommodation and catering services, activities of travel agencies and complementary services (guiding, animation, transportation, spa treatment, sales network, entertainment industry, production of souvenirs, financial services, etc.). (Burian, Ryglová, and Vajčnerová, 2011) While the tourism economy is a somewhat broader term: in addition to activities involved in the tourism industry it also includes all induced (indirect) economic activities associated with implementation of tourism. (Burian, Ryglová, and Vajčnerová, 2011)

Other tourism terms include a tourist (or an overnight visitor) who is a temporary visitor who stays at least 24 hours (one overnight stay) but no longer than one year (main purpose of the stay is other than performance of a remunerated activity). A sightseer or a same-day visitor stays only one day without staying overnight. Furthermore, a visitor is a person who travels to a place other than his/her place of residence and outside his/her usual environment for a period not exceeding twelve months while the main reason for travelling is other than an earning activity. It follows that it could be a tourist or a sightseer. A resident or a permanent resident is a person who lives in the country at least one year. In domestic tourism this is a person who lives at least six months in that place. A destination is another term. A destination is tourist location or tourist area characterised by certain common features and distinctive characteristics. The last-mentioned term is a source country, a source territory from the perspective of the destination a country or a region from which the largest number of destination visitors comes from. (Burian, Ryglová, and Vajčnerová, 2011) „Many disciplines, and tourism is no exception, require large quantities of data. The main challenge a researcher has today is that of managing a huge quantity, variety and complexity of data types, and of being sure to obtain useful and valid outcomes.“ (Baggio and Klobas, 2011, 5) In the research in a tourism industry there is used two types of data – primary and secondary data. „Primary data are those collected directly from the original or primary source by researchers through methods such as direct observation or questionnaire surveys. ... The main sources of secondary data are government agencies (statistical bureaus, public tourism departments, international associations and institutions, private research companies and industry associations. Data from these sources are available

directly from the provider organization or from libraries and electronic databases.“ (Baggio and Klobas, 2011, 6 - 7)

### **1.3 Tourism typology**

A tourism typology sometimes also called a tourism classification strives for further definition of tourism and its division, identification by certain characteristics. In connection with the tourist typology two divisions – types and forms of tourism. According to this categorisation the types of tourism are outputs of the division according to the incentive of participation in tourism (e.g. recreational tourism cultural and sightseeing tourism, etc.) In contrast, the forms of tourism present the definition according to specific conditions in which tourism takes place (e.g. short-term tourism, organised tourism, etc.). (Kotíková 2013)

#### **1.3.1 Types of tourism**

Types of tourism are determined by the place where the tourism services are used, or more precisely as to the balance of payments – export, import, and domestic consumption) and by the following characteristics:

- Domestic tourism – people permanently residing in a country travel within the country and do not cross its boarder; as to the balance of payments this is domestic consumption;
- Foreign tourism – crossing the boarders of one or more countries occurs; it includes:
  - Active tourism (incoming), that is arrivals of foreigners into a destination; it is actually export of services which are used by tourists for foreign currency in the destination (foreign exchange revenues)
  - Passive tourism (outgoing), that is travels or domestic tourist abroad; as to the balance of payments it is import, import of foreign services for which domestic tourists spend their resources abroad (foreign exchange expenses);
- Transit tourism – it is a traveller transit through the territory of the transit country to the destination country usually without an overnight stay, or within the period set by the transit country or it is a traveller transfer in an airport during a plane stopover without undergoing a customs clearance and a passport control.



Tourism is also further divided according to the place of prevailing realisation of tourism services:

- Internal tourism – it includes domestic tourism, that is travels of residents within their own country and an active (incoming) tourism, that is travel and stay of foreigners in the country;
- National tourism –it includes domestic tourism and passive (outgoing) tourism, that is travels of the country residents to foreign destinations;
- International tourism – it includes all tourism where a country boarder is crossed whether it is active (incoming) or passive (outgoing) tourism.

Tourism is further divided according to the method of financing:

- Free tourism (commercial) is tourism where participation is not subject to official conditions and participants pay it in full from their own resources; service facility is open, prices are determined based on an agreement;
- Bound tourism (social) – that is tourism where participation is “bound” to fulfilment of certain conditions (e.g. a membership in an organisation, a patient in spa tourism); it is a (partial) payment of services from social funds (corporate funds, cultural or social needs fund, a health insurance, etc.); or it can be a corporate recreation in own corporate facilities, spa treatment, or a children’s recreation.

Depending on a length of the stay tourism is divided into:

- Short-term with length of stay shorter than three overnight stays;
- Long-term with more than tree overnight stays.

Depending on a manner of participation – travel arrangements – tourism is divided into:

- Organised, when travel and stay is arranged primarily by travel agencies or other intermediaries;
- Unorganised, when services are chosen and usually arranged by the participant; this type of tourism is still growing in favour.

Tourism is also divided according to the number of participants into:

- Individual, when a visitor or a tourist participates in tourism by himself/herself or with his/her family;

- Collective which is associated with participation of more people; it may also take form of group or mass tourism; club tourism is then a very special type of tourism.

Depending on a season, tourism is divided into:

- Seasonal (summer and winter season), where a season is a period of high traffic of the place and thus the maximum range of services; it is also a period of maximum prices;
- Off-seasonal which is characterised by a period of low traffic of the place which is often accompanied by a reduced range of services at lower prices.

The last mentioned division of tourism in this thesis is division based on environmental impact and impact on socio-cultural environment:

- Hard which is often associated with “hard” extensive investments where the main criterion is profit regardless of ecological, social, and cultural environment of the destination in which it is realised; it is mainly a “typical” mass tourism in all its forms;
- Soft (responsible, friendly, green, etc.) which tries to achieve equilibrium between benefits and impacts on ecological, socio-cultural, and economic environment of the destination in which it is realised. (Burian, Ryglová, and Vajčnerová, 2011)

### 1.3.2 Forms of tourism

Forms of tourism correspond to needs of tourist participants. There are two different forms of tourism – basic forms which correspond to the broadest needs and specific forms which meet specific requirements and needs of its participants. The basic forms include:

- Recreational tourism – contributes to regeneration and reproduction of physical and mental powers of man; it is realised in suitable recreational environment (waters, forests, and mountains); a trait specific to Czech environment is going to holiday homes and weekend cottages;
- Cultural and sightseeing tourism – is focused on learning of history, culture, traditions, and customs, and so forth.
- Sports and hiking tourism – uses people’s interest in active recreation, active participation in sports activities; it may also include organising of passive participation in sports events;

- Medical and spa tourism – is focused on treatment, prevention, relaxation, overall regeneration of physical and mental power of an individual. (Burian, Ryglová, and Vajčnerová, 2011)

## **1.4 Factors affecting tourism**

Factors that affect tourism can be divided into three groups – localisation, realisation and selective factors. Localisation factors or natural and social attractions are sort of “natural” base for meeting possible demand in short, it means what can be seen. The use of these factors is determined by realisation factors which include particularly transport, accommodation, and other services, it means how to get there, where to eat and stay overnight. The last group of factors affecting tourism are selective factors which present cooperation, management, political situation, and perception of an area by guests or if someone comes and if so, who and how many. It is important to note that tourism is primarily an economic activity. Impact of these three factors is therefore necessary to be assessed pragmatically in terms of commercial success of the area of which the factors are analysed and assessed as well as from the perspective of long-term economic usability in constantly growing competition. (Burian, Ryglová, and Vajčnerová, 2011)

### **1.4.1 Localisation factors**

Localisation factors are fairly consistent since they are given by the area. These mainly include natural conditions (climate, landforms, water conditions, natural attractions, and fauna and flora) and social attractions, that is attractions which emerged and exist due to human activities, for example monuments, customs, festivals, and gastronomy, and so forth. From the traveller’s point of view, a localisation factor is primarily “must see.”

Localisation factors are especially important to predetermine what kind of tourism will be the most benefiting for the area – whether it is a mountain area with lots of snow where winter sports or mountaineering can be developed or more temperate terrain suitable for example for cycle tourism or an area with plenty of water suitable for water sports or spas. These also determine the fact whether short-term or long-term stays will be realised in the area. Determination of individual areas (tourist regions, areas, and destinations) can be achieved with localisation factors since mainly the localisation factors determine what will the given tourist area present and how it will differ from competitors. (Burian, Ryglová, and Vajčnerová, 2011)

### 1.4.2 Realisation factors

Realisation factors allow to reach (transport) and utilise (service infrastructure – accommodation, catering, and other services – sometimes also referred to as material and technical base of tourism) the area. It is not technically feasible to utilise the potential of the area without adequate service capacity. Tourist products cannot be even prepared and the area offered in the market without an appropriate offer of certain quality services. Economic benefit of tourism cannot be sustained in the long-term, let alone increase without sufficient quality of services even with satisfactory capacity. To access the level of realisation factors a number of indicators is used – a number and structure of visitors in a certain area, number of accommodation facilities, number of beds, days of accommodation (a product of occupied beds and days or nights), number of seats at the table, indicators of accommodation and catering facilities, profitability of municipal facilities, amenities (business, exchange, and bank services), renovation and restructuring of accommodation and catering facilities, and so forth. (Burian, Ryglová, and Vajčnerová, 2011)

### 1.4.3 Selective (incentive) factors

Selective factors are associated mainly with consumer behaviour which is affected by four basic psychological factors – motivation, perception, learning, and attitude. Incentive factors affect tourism at all levels whether at international, macroeconomic, or regional level.

Selective or incentive factors stimulate the emergence and development of tourism. While localisation factor present what “must see” and realisation factors if a traveller can reach “it”, and have where to sleep and eat, selective factors determine whether anyone ever arrives and if so who arrives and in what number and whether tourism can even exist in the region. These factors include for example the level of destination management, cooperation among individual entities, perception of the importance of tourism policy which determines the level of tourism public support, income situation of potential guests (objective incentive factors) but also psychological and marketing factors such as the status of the assessed area in comparison with competitors, its image at desired target groups, the ability to fulfil their needs, and so forth (subjective incentive factors). (Burian, Ryglová, and Vajčnerová, 2011)

## 1.5 Regions

### 1.5.1 NUTS

EU divides territorial units according to the NUTS system. NUTS system has been introduced across the EU for the purposes of statistics and assessment of region levels and to establish means and amount of their support from common EU funds. In practice, mainly applicants for grants encounter the NUTS term. In the Czech Republic the standardised classification of territorial units is called CZ-NUTS. It consists of the following levels:

- NUTS 0 = country (Czech Republic) – 1;
- NUTS 1 = territory (Czech Republic) – 1;
- NUTS 2 = area (associated regions, so-called cohesion regions) – 8 (see P I);
- NUTS 3 = region (higher local governments) – 14 (see P II);
- NUTS 4 = district – 77;
- NUTS 5 = municipality (a basic territorial unit) – 6,254. (Burian, Ryglová, and Vajčnerová, 2011)

### 1.5.2 Microregions and tourist regions

Apart from the official administrative territorial units with division according to the NUTS system there are several other terms used in tourism.

Microregion can be generally defined as a territory that consists of several administrative districts of municipalities which have joined in order to achieve a common goal. It usually emerges on its own initiative rather than an order of a superior authority or by law. It is a relatively small territory which is delimited by either a natural landscape relief or historically given areas such as nature reserves, places of interest or historical aggregate of municipalities. Microregions arranged in this manner can be in the role of applicants for financial support from various funds.

Tourist regions are defined as areas where tourism connects and unites various typical elements of the area but also differentiates them from other regions. The major importance of tourist regions was expected in the possibility of a comprehensive presentation of the country abroad and in the support of domestic tourism with individual regions being presented through tourist products which should differ from each other. ... The tourist

regions system has a limited financial and thus marketing support apart from activities organised by Czech Tourism and promotes only with difficulty. (See P III)

## **1.6 Destination management**

Destination management is a form of administration of the area or destination in order to increase the efficiency of activities which are associated with tourism and its sustainable development. The main objective of the destination management is to co-ordinated activities of various interest groups that contribute to development of tourism in the destination. These may include service providers, investors, local population, environmentalists, and so forth. Other objectives of the destination management present creation of strategic plans for destination development, utilisation of support funds, organisation and promotion of cooperation between commercial and non-profit sectors as well as realisation of marketing activities and eventually management of the entire destination in order to maintain competitiveness in the market. It can be said that the destination management is a process based on the principle of voluntary cooperation between business and public entities and optimum assessment and utilisation of all positive effects of this connection. A product containing a specific value added is the result. Supply is made by service providers but the environment for their provision is created by local government and administrative bodies. (Burian, Ryglová, and Vajčnerová, 2011)

### **1.6.1 Organisation of the tourism in the destination**

The task of tourism organisation is to manage tourism and its development in the destination. Concurrently, it is promotion of cooperation, development and sale of joint products which create an area attractive to tourism that generates income from tourism.

Tourism organisation acts at all levels:

- Local tourist organisation;
- Regional tourist organisation, it is for example Tourist Authority of South Moravia;
- National tourist organisation, it is for example Czech Tourism, British Tourist Authority;
- Continental tourist organisation – European Travel Commission – ETC

The level of the destination management in the Czech Republic roughly corresponds with a few exceptions to a development stage that the most advanced tourist destinations

undergone from the 70s to 80s of the 20th century. This includes mainly promotional activities such as a joint promotion of places and regions or participation in tourism fairs, and so forth. Efficiency of the destination management is conditioned by the cooperation of various tourism organisations and entities which form the supply side and provide visitors of the destination with various services. Tourism developed countries understand a simple rule which is that entrepreneurs (e.g. accommodation facility operators) will not generate the necessary profit without arranging efficient public services (e.g. access roads, cycle paths) as well as a municipality will not thrive without the support of small businesses that provide services in tourism. In these developed tourist areas, partnership between public and private sector applies on “3P” principle (private – public – partnership). Private sector is represented with:

- Catering and accommodation facilities;
- Relaxation and rehabilitation facilities;
- Travel agencies and agents;
- Operators of sports and cultural facilities;
- Providers of sports and cultural services.

Public sector includes:

- State institutions – ministries, Czech Tourism, river basin management, mountain rescue, and so forth.
- Self-government – regions, cities, towns, and municipalities.

### **1.7 Promotion of tourism from public funds**

Since tourism is an important sector of national economy, both ministries and regions pay considerable attention to its development as regards an area of financial resources. This promotion is secured through support programmes. European Union strives for steady economic and social development of all member states and their regions. The main goal is obviously to mitigate differences in living and economic standards within EU countries as well as to increase EU ability to meet challenges of the 21st century.

In the EU programming period regarding the financing of tourism (2007 - 2013), the Czech Republic received up to 26.7 billion EUR (about 774 billion CZK).

Operational programmes for tourism:

- Integrated Operational Programme (IOP);
- Regional Operational Programmes (ROP);



- Rural Development Programme (EAFRD);
- Education for Competitiveness OP (ESF);
- Cross-border Cooperation OP.

The potential of tourism in the Czech Republic is currently not utilised in full. It is caused by lack of infrastructure and low quality of basic and complementary services but also problems associated with skilled labour. Czech regions are characterised by a great potential of natural beauty, cultural and historical monuments, but the conditions for tourism development are very unbalanced. Quality improvement and functional interconnection of existing regional information system and among others a network of tourist information centres are very important. (Šilhánková 2010)

### **1.8 Specific forms of tourism**

Tourism, like any other economic sector, is constantly growing and apart from proven forms of tourism new forms are emerging which respond to lifestyle changes (Internet expansion, individualisation, independence or prolongation of active life). New forms of tourism are based on specific activities and needs that cause the actual journey or are derived from the age of participants.

- Tourism of children and youth – this is tourism of families with children up to 10 years of age as well as tourism of school children and youth 10 – 19 and tourism of youth 20 – 29 years;
- Congress and incentive tourism – includes visits of events that have a professional goal (conferences, symposia, congresses). Incentive or motivational tourism and tourism as a reward are organised by companies for their employees;
- Business tourism – the object of which is to visit business partners, customers, these are simply trade routes;
- Rural tourism – the object of which is a stay in a rural area, usually on the farm (agritourism);
- Gastronomic (culinary) tourism – the core of which is to learn foreign cultures and regions via various food and drinks, this is a part of cultural heritage and identity;
- Hiking and cycle tourism – hiking has more than hundred years of tradition in the Czech Republic and recently enjoys great popularity also thanks to a unique network of marked hiking trails. Cycle tourism is rather a phenomenon of the last

few years but it should be noted that it is growing very quickly. (Burian, Ryglová, and Vajčnerová, 2011)

## **2 REGIONAL DEVELOPMENT**

Regional sciences are generally interested in regional specifics, differences, and other questions concerning existence and development of regions. The main focus of this field is the study of regions and regional development. One of the most important terms of regional sciences is the term regionalism. Regionalism can be defined as a feeling of characteristic traits, solidarity, group consciousness or regional identification and loyalty to a certain territory. Regionalism is a part of social and cultural relations and processes which reflect commonly jointly inhabited area and experienced historical events. In other words it is about attitudes, opinions, and personal ties of people to a particular area where they live and experience their social, political, economic, and cultural life. Current theoretical approaches define regional development as a complex and dynamic process which is based on the ability of regional (local) communities to define priorities and strategies that in turn affect and primarily ensure balanced development of the regions, municipalities, and microregions.

The aim is to promote such regional development activities that will lead to improved quality of life in the regions. In the long-term prospects, the regional development strengthens economic performance of the area as well as supports social stability and cohesion but primarily increases the standard of living of the population. (Kadeřábková and Trhlínová, 2009) Since their establishment, the regional sciences aim to be consistently linked to the practice. Not by coincidence these sciences constitute in developed countries an integral part of economic life in both the academic and practical spheres. (Sucháček 2009) It should be noted that the potential of local development is determined not only by natural resources but mainly by socio-cultural characteristics of the municipalities, cities, towns, and regions.

### **2.1 Attractiveness of the territory in regional development**

Attractiveness of the territory is an important aspect in regional development. It can be understood as a set of such economic, social, cultural, and environmental characteristics of the territory which create space for meeting the need of population and representatives of private sector. These needs in all societies change in the historical development due to many external factors. The attractiveness of the region perceived in this sense is not only important for tourism development but especially for entry of business sector and investors and for interest of population to live in the location. (Kadeřábková and Trhlínová, 2009)

## 2.2 Concept of sustainable development

Sustainable development is represented by theoretical concepts that form a compromise among economic, social, and environmental impacts of various development measures at the regional level. This implies that development policies of municipalities, cities, towns, and regions should on the basis of these theoretical approaches fully integrate and respect the economic, environmental, and social objectives. It should be noted that decision-making processes on the future development of the territory should be flexible and should take full account of the priorities and needs of citizens.

Sustainability and future prosperity of the territories is then based on co-ordination of the three fundamental pillars:

- Economy – employment, GDP, tax revenue of the territory, development of private enterprise, increase in number of the area visitors, revenue growth of local governments, and so forth;
- Social conditions – high-quality public services accessible to all social groups, social inclusion, safety, high-quality and accessible education and health facilities, affordability of housing for different social groups, local and regional culture, participation in decision-making, population development, possibility of using leisure time;
- Environment – urban and architectural environment of locations, high-quality environment, green areas and parks, public area, sustainable energies.

If the principles of sustainable development are observed, citizens and other participants in the location are happy and at the same time natural resources are utilised to the extent that their use can be compensated through natural and economic processes such as revitalisation of agricultural and industrial zones, urban regeneration, monuments reconstructions, and so forth. (Kadeřábková and Trhlínová, 2009)

## 2.3 Rural settlements

The term rural area can be defined either from an economic perspective as sparsely populated area where major part of economy is bound to agriculture or from demographic perspective as a settlement with a small number and density of population per square kilometre. A definition of the rural area by social disciplines is interesting. They define it as a settlement where residents live in another way of life than residents in cities and towns

in terms of social relationships, family ties, neighbourhood and social control. (Kadeřábková and Trhlínová, 2009)

Delimitation of rural areas seems to be very difficult. Delimiting the borders of rural areas is affected by current trends of urbanisation which to a certain extent fades away the differences between urban and rural areas.

Rural areas can be divided into four groups:

- Rural areas lying near highly urbanised areas – these areas are situated on the outskirts of large agglomerations, their development is often connected with urban expansion;
- Rural areas utilised for tourism – are areas attractive for recreation and tourism thanks to the preserved natural and cultural heritage. Sufficient accommodation and catering infrastructure and of course transport accessibility are the necessary conditions for development activities linked to tourism in these areas. Tourism development in these areas is usually bound to the agricultural economy and specific local culture. However, the principles of the landscape and natural resources protection has to be observed in connection with the tourism development;
- Predominantly agricultural areas – agriculture prevails in the economic structure of these areas;
- Rural areas with difficult access – these rural areas are located in naturally and geographically isolated areas mainly in mountain and highland areas. (Kadeřábková and Trhlínová, 2009)

Currently, the development of rural settlements is primarily supported by national funds and European resources. Subsidies from the Ministry of Agriculture of the Czech Republic focused on comprehensive rural development and Rural Development Programmes of the regions which followed the Rural Development Programme arranged by the Ministry for Regional Development of the Czech Republic up to 2003 (as a part of country regional policies) played a key role in the rural development. These programmes were focused on the overall development of rural areas. These included for example educational projects, realisation of seminars and conferences, repairs and investments into local infrastructure (pavements, reconstructions of municipal offices, and cultural monuments, etc.) or establishment of multi-cultural centres and other projects. (Kadeřábková and Trhlínová, 2009)

## 2.4 Voluntary associations of cities, towns, and municipalities

The Czech Republic has a specific form of settlement structure that is characterised by plenty of rural municipalities and small and medium-sized cities and towns. This arrangement is given by historical development and to a certain extent it is also the result of transformation process in the early nineties of the 20th century when the formation of municipalities and implementation of local governments was considered to be one of the pillars of the democracy restoration in the Czech Republic. Reform processes and changes that took place after 1989 also significantly affected the settlement structure.

Similarly to the countries of Western Europe the Czech Republic comes to a stage of development where public policies at local and regional level become increasingly important. Philosophy of local interests, tendencies to adopt innovations or on the contrary a trend towards cultural traditionalism should be taken increasingly into account. This is a development stage where more than in other stages of the society development regional and local identity play an important role which reflects cultural, historical, and social experiences of the locations.

It can be said that the main argument for merging of municipalities can be especially a limitation of small municipalities in terms of economic resources, financing and options of municipality management comparing to big cities and towns. Not only the central government but the municipalities themselves have soon begun to realize that economic problems arising from a small population. Therefore, inter-municipal cooperation has started in order to solve problems related to limited financial and technical capacity. In this sense we can talk about so-called voluntary association of municipalities or creation of purpose-built regions. The aim of such regions is primarily to support local economic and social development as well as the provision of public affairs. Currently, we can see two types of voluntary associations of municipalities – microregions and Euro regions that were described above. (Kadeřábková and Trhlínová, 2009)

### 3 CULTURAL HERITAGE

The term cultural heritage can be understood as a reflection of historical development and cultural memory of all places and communities and at the same time an integral part of modern life. It interconnects natural and cultural environment of each society via terms contained therein such as landscape, natural and build-up places, collection objects, cultural experiences, historical sets of monuments, traditions and last but not least, manufacturing processes. It is also important that socio-cultural relations, cultural works and artefacts that were created in the past reach beyond the period of their creation and enrich our contemporary culture.

A relation between the society and cultural heritage is currently undergoing development which can be characterised so that the most of objects currently indicated as cultural or technical monuments experience steady decline of their economic justification, that is their original utility value is being lost or disappeared. In the past, it was true in connection with transition of an agrarian society to an industrial society and today it applies to subsequent transformation of the industrial society to the information society. Most objects retain only aesthetic, spiritual, or historical value and it is questionable whether these values are indispensable for a modern society. Therefore, the question is how and whether the society's relation towards cultural heritage will change in connection with value hierarchies of the society. A positive aspect of the whole thing may be that cultural heritage and especially its preservation is perceived as necessary in economically developed countries unlike the less developed ones. This fact is primarily reflected in a greater willingness to invest in protection and subsequently in further appreciation of cultural heritage. (Heřmanová and Patočka, 2008)

#### 3.1 Local culture

The term local culture is linked to a certain allegiance to the location. It comprises both, elements of material culture and elements of non-material cultural elements, such as folklore, traditions, or folk culture.

Likewise, material and non-material culture cannot be strictly separated. There are only few non-material, invisible components of culture. These include mostly orally transmitted heritage (fairy tales, legends, superstitions, rhymes, weather lore, songs, local names as well as regional dialects, etc.), specific behaviour and opinions passed by upbringing on (social standards, religion, and partly political affiliations, etc.). Conversely,



a purely material component of culture does not exist at all. If an artefact is separated from its cultural context, it only remains a not very useful object of unknown importance. Even so tangible manifestation of local culture such as for example vernacular architecture would not be created without traditional practices generationally passed without spiritual (i.e. intangible) effects of time and place. (Zemánek 2003)

The term folklore originally referred to a summary of folk wisdom or a summary of what people know. Currently, this term forms a part of folk culture and is used to denote folk creations and activities that have been preserved in certain territories from ancestors – literary expressions, folk crafts or music, drama, and dance manifestations. Folklore originated in the long-term and based on earlier work and ceremonial practices. That is customs related to ceremonies throughout the year, such as Christmas, Easter, Shrovetide, harvest home, and so forth or ceremonials related to the course of human life – birth, christening, wedding, and funeral. The basic characteristic of folklore is orality that is a high proportion of oral transmission as well as anonymity of authors, collective sharing and also considerable variability. Folklore as a lore is also reflected in tangible form – elements depicted in paintings, architecture, handicrafts, jewellery, dressing or gastronomy. Customs denote frequent repetition of the same behaviour which over time becomes characteristic for a certain local group of people. This repeated behaviour has some local importance and causes. (Heřmanová and Patočka, 2008)

### **3.1.1 Material elements of local culture**

Material elements of local culture both in general and in the context of the Czech Republic can be divided and described in the following groups:

- Architectural monuments – for example vernacular architecture, religious monuments or technical and military monuments;
- Other material elements of local culture – for example artistic, arts and crafts, and other small monuments, cultural infrastructure, cultural organisations and institutions and their material background and last but not least, traditional gastronomy or traditional manufacturing processes.

Recognized elements of vernacular architecture include both internal arrangement of farmsteads and external elements such as used building materials or shape and ornamentation of windows. Religious monuments not only include monasteries, churches, cathedrals or basilicas but also crosses, bell towers, chapels, and so forth. Locations of

these monuments are also strategic. Churches are usually located on high ground, religious buildings used to be located in places that people formerly considered to be dangerous or in places that have been associated with some unfortunate events.

Cultural infrastructure of the territory constitutes a foundation for realisation of live culture. It includes for example a community centre, local library, museum or local pub or shop – it functions as a centre of local social and cultural life. The term cultural organisations and their material background may imply both municipal office and local kindergarten or involved parish office primarily as functioning institutions which fulfil their missions in support of local culture of the municipality. And last but not least, gastronomy and traditional manufacturing processes are very important components. Traditional, regional or local dishes, traditional festive rustic dishes or traditional manufacturing processes of some foods, handicraft techniques or traditional products are perceived as an important legacy of the past and also form a part of local culture. (Heřmanová and Patočka, 2008)

### **3.1.2 Non-material elements of local culture**

Non-material (invisible) elements of local culture include prevailing way of life, religious and society life or traditional customs and festivals.

Prevailing way of life of the territory population is a characteristic of local culture. It is a factor which determines both a form of local culture and its impact. It can be said that respective local cultures may differ in various degrees of traditional values. Common way of life may be reflected in preferred leisure activities, electoral preferences, and so forth. Intensity of religious life in the locality is closely linked with traditions and customs. In municipalities where religious life has completely disappeared, a relation can be observed in society life which partially revives local traditions. Fire-fighters, huntsmen or Sokol are the main representatives of society life. Preservation of traditional customs and festivals can also be understood as cultural identity of population that is population awareness of certain cultural, language or social group. The most important and still preserved traditions include Shrovetide entertainment and parade wit masks, burning witches, erecting a maypole and of course preservation of traditional customs at Easter, Christmas, and St. Nicholas Day, and so forth. (Heřmanová and Patočka, 2008)

### **3.2 Regional culture**

If we talk about the term culture it is necessary to assume a certain difference from other regional cultures particularly its relation to a certain territory – region. It is obvious that regional culture can be observed through its manifestations and attributes such as regionally specific ways of life, regional material culture heritage, level of regional education, regional identity and mentality, regionally specific stereotypes in behaviour, regionally limited occurrence of a certain cultural element, regionally specific traditions or socio-cultural potential of the territory and population, and so forth.

It is evident that regional culture incorporates elements of traditional, folk or popular culture and many cultural layers, remains of various cultural influences and also overlaps due to past or ongoing diffusions and innovations. Cultural region or regional culture can thus be understood as a space-time intersection or a common point of past and present societies and their cultures. (Heřmanová and Patočka, 2008)

## **II. ANALYSIS**

## **4 SOCIO-ECONOMIC ANALYSIS OF VELKÉ KARLOVICE3**

The municipality of Velké Karlovice is a typical Wallachian municipality – preserved pastures with flocks of sheep, buildings in mountains where people farm or typical cultural and natural monuments for example chapel at Javorníček or Razula primary forest with many protected plant species can be found here. Tourist utilisation of Velké Karlovice is very diverse – hiking and cycle tourism in summer, ski resorts and numerous tracks for cross-country skiing with various degrees of difficulty in winter.

### **4.1 Basic characteristics of the municipality of Velké Karlovice**

The municipality of Velké Karlovice is located in Beskydy Protected Landscape Area. Thanks to its area of 82 km<sup>2</sup> is one of the largest municipalities in the Czech Republic. Just for comparison, Zlín area is 102.8 km<sup>2</sup>. Charles Henry of Žerotín founded Karlovice in 1714. Some of the architectural monuments date from this period, for example the Church of Our Lady of the Snows from 1754, a reeve's manor from 1793 or merchant house today serves as the museum of Velké Karlovice which presents the life in Wallachia. In the history, there were many disputes over demarcation of Karlovice borders and clashes between Karlovjans and Slovaks. Maria Theresa ended these disputes herself in 1774 by separation of Karlovice into Malé and Velké Karlovice. Only in 1966 the area and borders of the municipality were finally determined and Malé and Velké Karlovice were merged into one municipality – Velké Karlovice.

### **4.2 Table of infrastructure – economically active, cultural, educational, sports and medical facilities**

The table of infrastructure represents economic activity, cultural, educational, sports and medical facilities.

It describes the total number of business entities in the municipality of Velké Karlovice and how many business entities are in which industry, then the cultural facilities are described. It can be seen that there are many cultural facilities, for example a cinema or a museum. Talking about education, there is only a kindergarten and a primary school. On the other hand, there are many sports facilities, such as outdoor swimming pool, gyms or open stadium. Anyway, according to the table of infrastructure, there are not many healthcare facilities.

Economic activity	Total number of business entities	614
	Agriculture, forestry, and fishing	113
	Industry total	116
	Construction industry	62
	Wholesale and retail; repairs and service of motor vehicles	66
	Accommodation, catering, and hotel industry	68
	Professional, scientific, and technical activities	40
	N/A	23
	Other activities	126
Culture	Public library incl. branches	1
	Permanent cinemas	1
	Museum (incl. branches and separate memorials)	1
	Gallery (incl. branches and exhibition halls)	1
	Other cultural facilities	6
	Religious building	1
	Cemetery	1
Education	Kindergarten	1
	Primary school – higher level (first to ninth class)	1
Sports	Outdoor swimming pool and swimming pools	2
	Pitches (with an operator or manager)	8
	Gyms (incl. school gyms)	2
	Open stadiums	1
	Indoor and outdoor ice rinks	1
	Other facilities for physical education	20
Healthcare	A separate general practice for adults	1
	A separate general practice – dentist	1
	Detached workplace of a separate general practice – gynaecologist	1
	Detached workplace of pharmacy	1

Table 1: Table of infrastructure (Source: CSO)

### 4.3 European structural and investment funds

There are currently total of 17 realisations funded by the European Union from the European Regional Development Fund in the municipality of Velké Karlovice. The largest project in programming period 2007 – 2013 includes:

1. ROAD II/478: NOVÝ HROZENKOV – PODĚTATÉ; 1st STAGE – VELKÉ KARLOVICE

The project involves reconstruction of a 2nd class road in through road of the municipality of Velké Karlovice. The road is particularly important since it will connect municipalities in administrative district of Vsetín and also redirect transit traffic to Slovakia.

Date of realisation: 15 April 2010 – 31 January 2012

EU subsidies: 191,946,853 CZK

Total amount: 225,819,826 CZK

Operational programme: ROP Central Moravia

2. EXPANSION OF ACCOMMODATION, SPORTS AND RELAXATION SERVICES OF HORAL HOTEL

This project represents the next stage in the expansion and improvement of services which the applicant successfully provides and constantly develops over a decade in the location.

Date of realisation: 18 July 2008 – 20 October 2011

Your subsidies: 36,561,880 CZK

Total amount: 107,534,940 CZK

Operational programme: ROP Central Moravia

3. CONSTRUCTION OF SKI AREÁL SYNOT MALÉ KARLOVICE – PLUSKOVEC

Proposed project follows the fulfilment of goals and vision of the applicant to establish appropriate facilities for downhill skiing in the region of Horní Vsacko, which offers relatively favourable conditions for development of infrastructure for winter tourism a sports in the Czech Republic.

Date of realisation: 11 May 2009 – 31 December 2010

EU subsidies: 25,818,361 CZK

Total amount: 7,936,355 CZK

Operational programme: ROP Central Moravia



#### 4. RENOVATION OF THE OUTDOOR SWIMMING POOL IN VELKÉ KARLOVICE AND CAR PARK NEXT THE TO OUTDOOR SWIMMING POOL

Project Renovation of the Outdoor Swimming Pool in Velké Karlovice and Car Park next to the Outdoor Swimming Pool is an investment project of the municipality of Velké Karlovice which in line with development strategies of Horní Vsacko territory contributes to complement of existing tourism infrastructure and its development in the region with great tourist potential.

Date of realisation: 1 February 2009 – 21 July 2009

EU subsidies: 34,720,900 CZK

Total amount: 43,222,830 CZK

Operational programme: ROP Central Moravia

#### 5. REPAIR AND DREDGING OF JEZERO RETENTION BASIN IN JEZERNÉ, CADASTRAL OF VELKÉ KARLOVICE, ZLÍN REGION

Repair, complete reconstruction of building facilities of the retention basin “Jezero”, a capacity increase through dredging. Regulation of inflows and construction of a settling tank for early capture of deposits.

Date of realisation: 28 August 2009 – 20 October 2011

EU subsidies: 12,058,942 CZK

Total amount: 15,763,322 CZK

Operational programme: OP Environment

#### 6. BESKYDSKÁ MAGISTRÁLA

The main task of the project is to increase the attractiveness of tourism in the region. A comprehensive marketing product will be created for cross-country skiing and cycling.

Date of realisation: 15 July 2009 – 23 May 2011

EU subsidies: 6,256,811 CZK

Total amount: 7,360,953 CZK

Operational programme: ROP Moravia-Silesia

### 4.4 Development of population in the municipality of Velké Karlovice

Year	Population
2003	2,651
2004	2,650
2005	2,635

2006	2,600
2007	2,594
2008	2,596
2009	2,599
2010	2,596
2011	2,578
2012	2,567
2013	2,538

Table 2: Development of population in the municipality of Velké Karlovice (Source: CSO)

Population continues to decline. In 2006 – 2010 population stabilised at nearly the same number but in the following years there a declining trend can be observed again. The reason is a population outflow to work in larger cities and towns because there is not a large employer in Velké Karlovice. It is anticipated that this trend will continue.

#### 4.5 GDP development per capita in Zlín region

Year	Zlín region	Czech Republic
2003	222,357	274,579
2004	234,629	299,567
2005	254,560	318,345
2006	278,640	341,604
2007	300,583	371,204
2008	323,242	384,992
2009	316,007	373,810
2010	313,138	375,921
2011	320,938	383,208
2012	323,936	385,152
2013	329,403	388,771

Table 3: GDP development per capita in Zlín region  
(Source: CSO)

Gross domestic product is the total monetary value of goods and services produces in the given period on the territory of the country. GDP development in Zlín region corresponds to GDP development in the Czech Republic. As one might expect, the GDP in Zlín region reaches lower values. From previous development it can be concluded that the future GDP development in Zlín region will continue to have the same character as that of GDP in the Czech Republic. It can be said that GDP will gradually and slightly grow.

#### 4.6 Number of visitors in collective accommodation facilities in the municipality of Velké Karlovice

Year	Number of guest arrivals	Residents	Average number of overnight stays
2003	31,147	28,285	3.6
2004	31,049	28,753	4.1
2005	41,011	38,322	3.2
2006	39,978	37,739	3.2
2007	50,899	48,367	2.5
2008	45,245	42,712	2.7
2009	38,025	35,203	2.8
2010	51,481	49,787	2.4
2011	42,840	40,663	2.7
2012	47,000	44,655	2.6
2013	46,441	44,383	2.4

Table 4: Number of visitors in collective accommodation facilities in the municipality of Velké Karlovice (Source: CSO)

Number of visitors in years 2003 – 2012 fluctuates but it is obvious that non-residents or citizens of the Czech Republic constitute a considerable part of visitors. As shown in the graph, the number of visitors grows in the last two years but an interesting thing is an average number of overnight stays – it gradually decreases. This fact implies that visitors reduce the length of their stays – in 2003 they resided in this destination an average of 3.6 nights but in 2013 it is only 2.4 nights. It can be said that people travel to Velké Karlovice only on weekends. This trend can be supported with special wellness weekends of local resorts and it is assumed to continue.

#### 4.7 Number of collective accommodation facilities in the municipality of Velké Karlovice

Year	Number of facilities	Beds
2003	29	1,450
2004	28	1,468
2005	28	1,411
2006	27	1,352
2007	29	1,476
2008	27	1,445

2009	25	1,434
2010	24	1,320
2011	24	1,233
2012	31	1,491
2013	31	1,495

Table 5: Number of collective accommodation facilities in the municipality of Velké Karlovice (Source: CSO)

The number of collective accommodation facilities was almost identical until 2012 but after this year the number increased to a total of 31 collective accommodation facilities. It is probably due to higher demand from visitors. An increasing trend in the number of collective accommodation facilities can be assumed until a glut of the market occurs and there will be too many of those facilities in the municipality of Velké Karlovice. A higher number of collective accommodation facilities is on the other hand beneficial to the competitiveness of the facilities.

#### 4.8 Unemployment rate in the municipality of Velké Karlovice

Year	Velké Karlovice	Zlín region
2003	-	-
2004	-	-
2005	11.75	6.6
2006	11.53	6.02
2007	8.31	4.83
2008	8.46	4.09
2009	13.10	6.69
2010	12.50	7.65
2011	11.60	6.97
2012	-	6.95
2013	-	7.94
2014	-	7.55

Table 6: Unemployment rate in the municipality of Velké Karlovice (Source: CSO)

The unemployment rate in Velké Karlovice again follows the trend in Zlín region where over the years this indicator grows. As can be reasonably expected, the unemployment rate in Velké Karlovice is higher than in Zlín region and the development trend is sharper. This is due to a smaller number of jobs. Although the data from the municipality are missing the same trend as in Zlín region is expected.

## 5 INTRODUCTION OF ACTIVITY PARK KYČERKA

Activity Park Kyčerka is located in the Pluskovec valley in the largest municipality of the Czech Republic, in Velké Karlovice. At the beginning of the Pluskovec valley there is Barvič house named after the last Karlov reeve. This house today serves as a museum and an information centre where you can find current programme and much other interesting information not only about the Pluskovec valley but also about Velké Karlovice and its opportunities. Just above the museum there is a Wallachian log Church of Our Lady of the Snows which belongs to the most beautiful buildings in Velké Karlovice. It is also unique in its layout of an isosceles cross. The interesting fact about Karlov church is that it was built without a single metal element.

About halfway through the Pluskovec valley there is Aktivitý Park Kyčerka comprised of 23 Valašské chalupy, Hospoda Kyčerka, Gaudeamus guest house, and Kyčerka luxury suits. These form some kind of centre, core of the whole complex and therefore the name Activity Park Kyčerka will be used for the aforementioned segments. Ski Park run by Otto Kořístka and Bike Park run by Roman Kalabus which are widely used by tourists are parts of Activity Park Kyčerka.

Activity Park Kyčerka offers services of professionals and trainers from Valašská rekreologická společnost who are able to prepare programmes for both individuals and groups. These programmes offer several courses. These courses include Nordic walking, skiing, rafting or cardio-training programmes for professional as well as casual athletes. Neither companies will get the raw deal. One of the possibilities is preparation of psychosocial games or team-building activities for team building. Schools can be potential clients of Activity Park Kyčerka. Thanks to good air quality of Velké Karlovice grant funds were approved for the development of recovery stays focused on the overall strengthening of immunity. This opportunity is mainly used by schools from Moravian-Silesian region where exceeding of emission limits is a real issue. Other forms of school stays are ecological and interactive educational programmes focused on environmental education.

Activity Park Kyčerka provides accommodation of several types at various prices. The most luxury and also the most expensive type of accommodation is accommodation in Kyčerka suits situated directly in the building of Hospoda Kyčerka which is located next to the slope. There are 3 suits available which are divided according to size. Price for the small suite for 2 persons is 1,900 CZK per night. The large suite which can comfortably accommodate 4 persons can be rented for 2,400 CZK per night. The prices include

breakfast. Another form of accommodation is accommodation in stylish Valašské chalupy of various sizes. There are 6 of them and the prices range according to the size of the cottage from 1,400 to 5,000 CZK per night. Valašské chalupy complex is used not only as an accommodation for winter and summer holidays but also as facilities for corporate events, weddings, and family celebrations. The last and the cheapest form of accommodation offers Gaudeamus guest house. A night in here costs 350 CZK plus charges for breakfast, half board or full board. Accommodation in Gaudeamus guest house is primarily used by schools for organising the aforementioned stays.

Activity Park Kyčerka however offers not only accommodation and recreational services. Last but not least reason of frequent visits of many tourists is a small open-air museum. Wooden carvings of traditional handicrafts, wooden nativity scene and local tree of life complete the atmosphere of Moravian Wallachia. Wallachian spirit is preserved in Hospoda Kyčerka which is situated above Valašské chalupy and Gaudeamus guest house. It offers both regional specialities and gourmet gastronomy when professional chefs not only from the Czech Republic prepare their creations directly in front of visitors. It is pride of its own smoke house and associated meat products and home-made bread. (“As of April 13, 2015, Hospoda Kyčerka listed on its website...”)

Not only Kyčerka but also the atmosphere of Velké Karlovice facilitated shooting of a Czech Television series in co-production with Slovak Television. In May 2014, shooting of the series with leading Czech and Slovak actors started in Velké Karlovice. Miroslav Donutil, Jitka Čvančarová, Jana Štěpánková or Milan Kňažko starring in the series. The entire crew and actors were accommodated in Kyčerka, Gaudeamus and Valašské chalupy. The shooting took place in January 2015 and the crew will come back to Velké Karlovice again in June of this year and will start shooting of the next series in July. The series with working title of Doktor Martin will be broadcast in autumn 2015 and it is expected to bring a relatively high promotion to Velké Karlovice as well as to Wallachian cultural identity.

## **5.1 Management and employees**

The sole owner of Activity Park Kyčerka assets is Synot a.s. Current tenant of the complex is Mirka Pavelková who rents Kyčerka since October 2014 which is a relatively short period for assessment of her success. Until then, Restwood s.r.o. was the tenant represented by Mirek Horák and Jitka Holánová. They worked here since the second half of 2011 and it can be said that they originated Activity Park Kyčerka as we know it today. Both of these

people have long-standing experience in the field of hospitality and gastronomy. Jitka Holánová was the operator and representative of Restwood s.r.o. in Activity Park Kyčerka complex. She has lifelong experience with economic operation and gastronomy both in our county and abroad, she managed for example hotels in Austrian Alps.

Mirek Horák is a recognized expert in gastronomy and hospitality. He is engaged in gastronomy the whole life and not only in gastronomy, he is an expert in all aspects related to gastronomy, such as consulting, planning and subsequent realisation of operations or management of holding operations. He writes cookbooks and participates in their preparation, publishes articles and lectures or writes scripts for programmes associated with gastronomy, for example “Jak šmakuje Moravskoslezsko?” He is a recognized expert not only on regional gastronomy. He speaks about gastronomy as to be a part of cultural identity and thus moves it to a higher level we can say. As he always says, food is in addition to housing and clothing an integral part of basic conditions of existence. Complete knowledge of these components of folk culture than brings us to the substance – to our cultural identity. (“In a text message to the author on March 3, 2015, Mirek Horák revealed...”) He promotes Moravian dishes, walks the direction that shows that today it does matter what we eat. He fights for recovery and promotion of regional dishes, customs and traditions. He participates in educating and use of local ingredients and resources.

Activity Park Kyčerka becomes under the management of Mr. Horák and Mrs. Holánová within one year a popular resort with economic growth during the economic crises. It is no coincidence that Hospoda Kyčerka won an award of The Best Wallachian Pub of 2012.

Currently Activity Park Kyčerka has 17 employees. 10 employees have contracts for full-time employment and the remaining 7 employees are temporary workers.

## **5.2 SWOT analysis of Activity Park Kyčerka**

SWOT analysis describes strengths, weaknesses, opportunities and threats of an object. Strengths and weaknesses are internal factors that can be changed and improved, while opportunities and threats are external factors. These factors cannot be improved so easily, it depends on many other realities.

As can be seen below, the strengths of Activity Park Kyčerka are based on traditions – traditional Wallachian architecture and cuisine, while the weaknesses are about promotion, absence of wellness centre or non-cooperation with other resorts.

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Natural potential for tourism development	Low car park capacity
Good accessibility	Absence of a wellness centre
Emphasis on traditional Wallachian specialities	Non-cooperation with other entities in creation of joint offer of services
Wallachian architecture	Insufficient promotion of the resort
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Tourism development in the location	Lack of funds for care and preservation of landscape and infrastructure
Cross-border co-operation with Slovakia	Possible decrease in turnout of the location
Public interventions to increase turnout of the destination and maintaining employment	Unwillingness of entities to co-operate
Inflow of private capital to tourism in the territory	Natural disaster

Table 7: SWOT analysis of Activity Park Kyčerka (own creation)

### 5.3 Survey

The survey was conducted in the period from 1 August 2014 to 19 October 2014 and 200 visitors of Activity Park Kyčerka participated in it. The questionnaire consists of 18 questions. Majority of them, that is 150, were in printed copies directly in Hospoda Kyčerka, the remaining 50 questionnaires were filled in on-line. These were competition questionnaires which meant a chance to win after filling in the questionnaire (see P IV and P V). There were five interesting prizes in the competition – piglet, goose, canned poultry liver, Wallachian slivovitz, and Wallachian pie. On 19 October 2014 a draw took place and prizes were delivered to winners the next week. Prizes were used as an incentive to fill in questionnaires.

All 200 questionnaires were divided into 3 groups according to age categories. The first age category was 18 – 35 years, 68 questionnaires in total. The second age category was 36 – 55 years, 85 questionnaires in total and the third age category was over 55 years with 47 questionnaires in total.

According to this division it is apparent that the largest group of Kyčerka visitors is the middle age category that is people aged 36 – 55 years, but the age category of 18 – 35 years is also quite large. Especially families with children. 200 questionnaires is a relatively small sample compared to total number of Activity Park Kyčerka visitors so it cannot be



precisely determined which age group is the largest one. Generally, people of all age categories seek the resort whether due to gastronomy, or recreation and relaxation.

### 5.3.1 Assessment of the survey and putting the answers in the context of proposals for development of Activity Park Kyčerka

In this chapter, there will be assessment of the survey and all the answers will be put in the context of proposals for development of Activity Park Kyčerka.

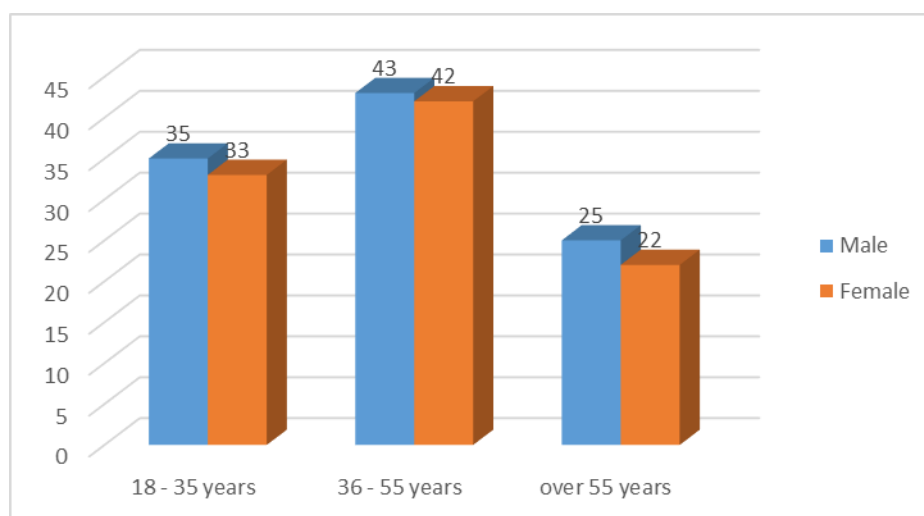


Figure 1: Answers - Gender of respondents

There were more male respondents in all categories, but it has to be noted that numbers of women and men were very balanced.

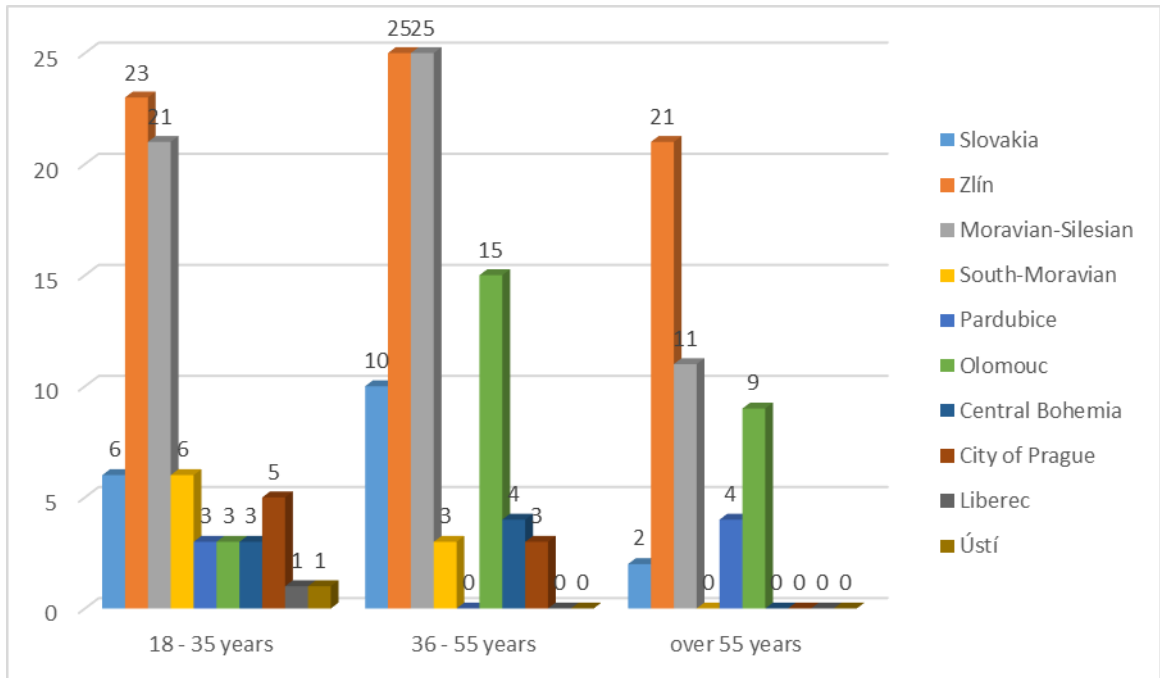


Figure 2: Answers – Which region have come from?

The most respondent came from Zlín and Moravian-Silesian regions. It is quite logical since the municipality of Velké Karlovice is located in Zlín region and Moravian-Silesian region is very close. Especially people from Ostrava take the advantage of pleasant environment and health air which Velké Karlovice offers. Also visitors from Slovakia have to be mentioned since there were not only a few of them. The oldest participant of the survey was a respondent from Slovakia, Ivan Slamka aged 87. From the graph it is apparent that Activity Park Kyčerka is visited by people from different parts of the Czech and Slovak Republic.

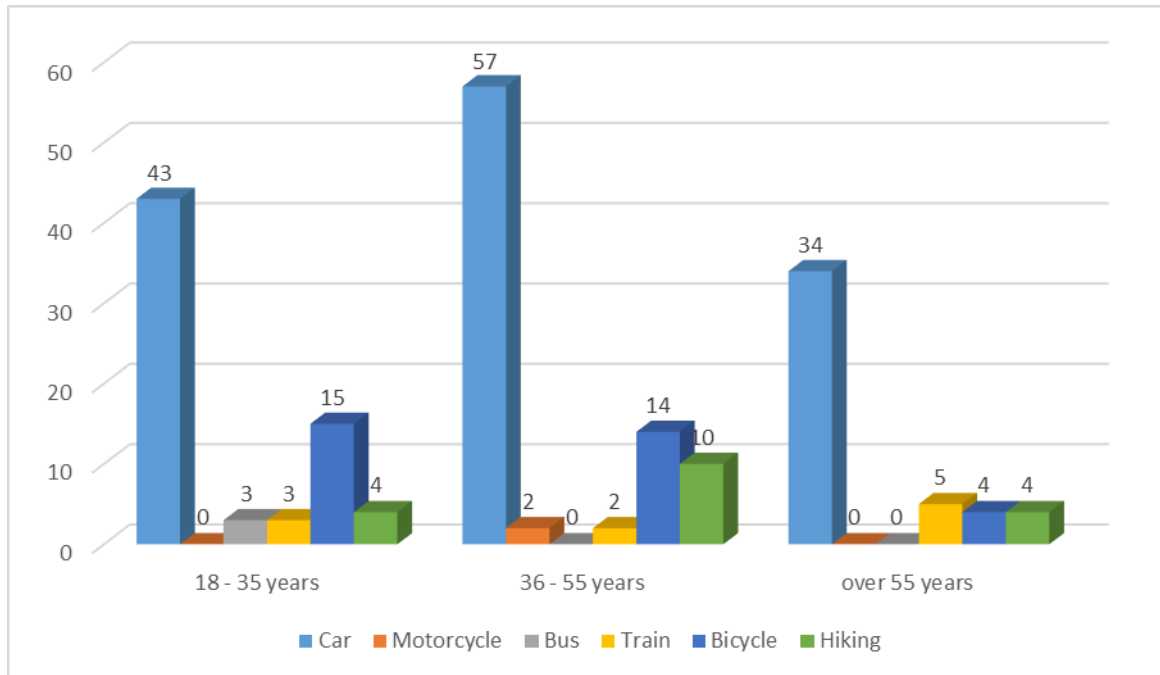


Figure 3: Answers - What means of transport do you usually use when travelling to Kyčerka?

The most commonly used means of transport when travelling to Activity Park Kyčerka is car which is hardly surprising today. The second largest group was bicycle and hiking. This suggests that Kyčerka is really located in the tourist location which people use for physical activities and spending their leisure time.

The largest group of answers regarding the promotion of Activity Park Kyčerka was “word of mouth” group. This means that the most important promotion tool of this resort is reputation and enthusiasm of people who continue to spread it among their families, friends or acquaintances. Many visitors also discovered Kyčerka by themselves. It implies that these people could either pass through Velké Karlovice or notice an advertisement board next to the road and then visit the resort or they could be on holiday and Kyčerka was one of many places they visited or they are locals who regularly visit nearby locations.

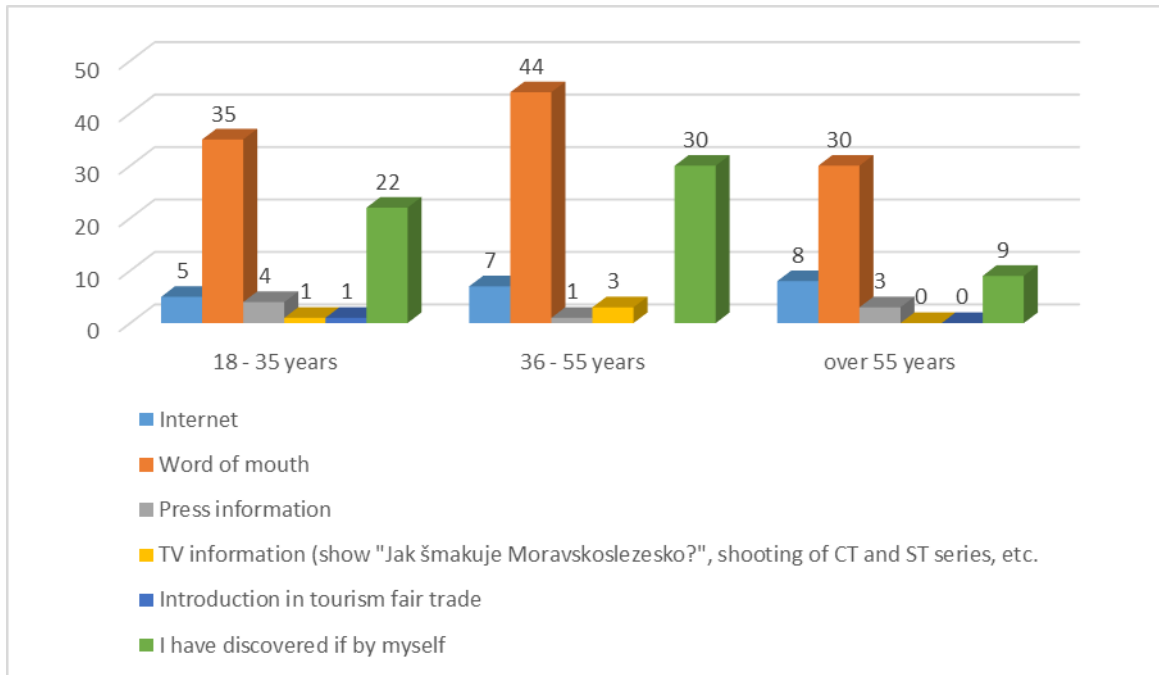


Figure 4: Where did you learn about Activity Park Kyčerka?

The largest group of answers regarding the promotion of Aktivita Park Kyčerka was “word of mouth” group. This means that the most important promotion tool of this resort is reputation and enthusiasm of people who continue to spread it among their families, friends or acquaintances. Many visitors also discovered Kyčerka by themselves. It implies that these people could either pass through Velké Karlovice or notice an advertisement board next to the road and then visit the resort or they could be on holiday and Kyčerka was one of many places they visited or they are locals who regularly visit nearby locations.

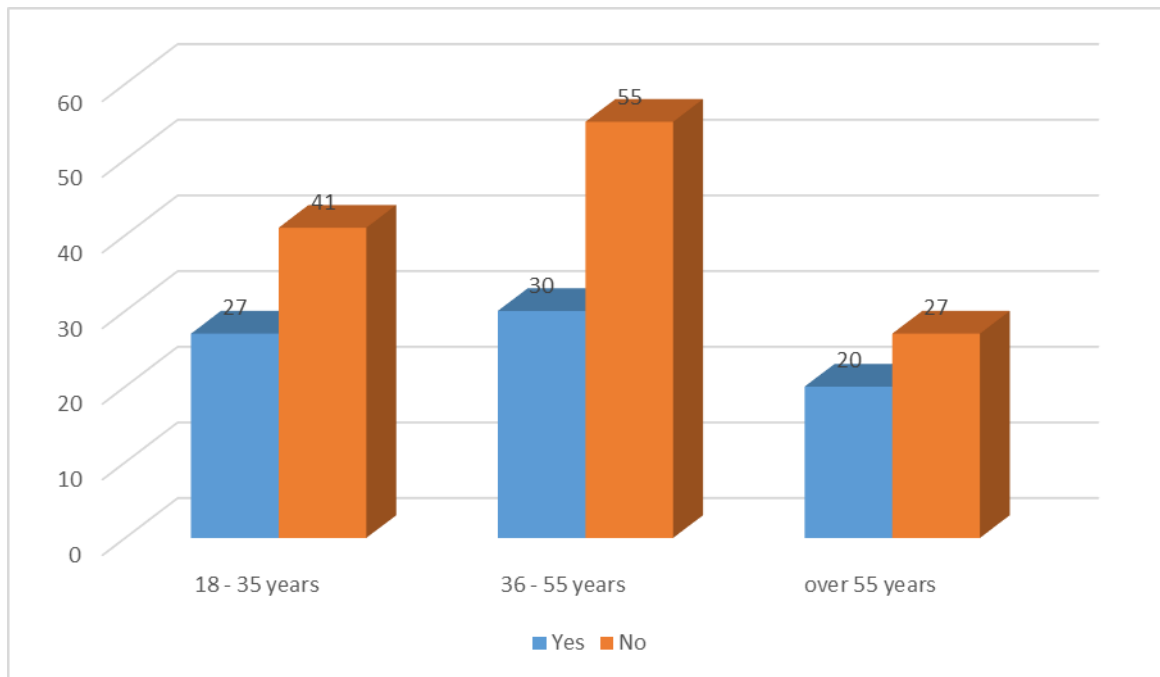


Figure 5: Answers - Do you think that Kyčerka is well promoted?

In the question relating to promotion of Activity Park Kyčerka there is an obvious difference in the answers. Most people of all age categories think that Activity Park Kyčerka is not sufficiently promoted. In these answers an idea appeared to promote Kyčerka more beyond the borders of Zlín region.

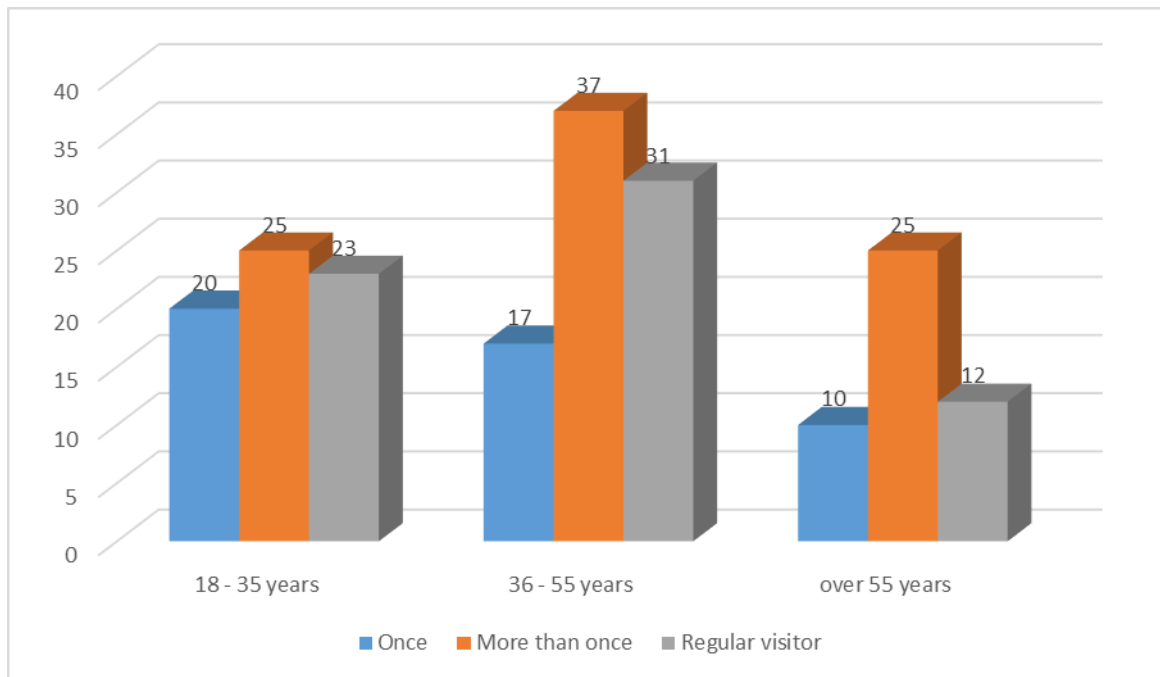


Figure 6: How many times have you visited Kyčerka so far?

All three groups visited Kyčerka more than once. A relatively small number of respondents visited Kyčerka only once or for the first time. Visitors belonging to the first and second age category visit Activity Park Kyčerka regularly which means that they like to come back and possibly spread – “promote” their enthusiasm from this resort further.

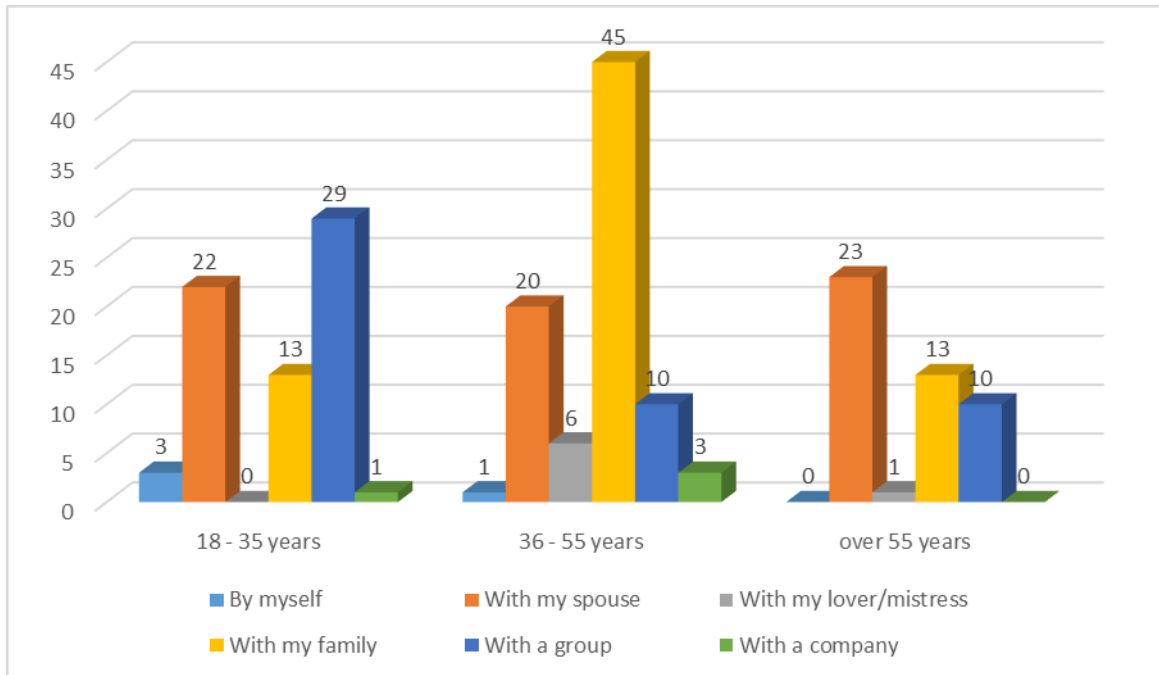


Figure 7: Answers - Who did you come with to Kyčerka?

Answers to question 7 are quite distinct – this is due to age categories. Age category 18 – 35 years comes most often with a group – with friends and spouse. The second age group aged 36 – 55 visits Kyčerka most often with family or spouse. The answer “with a lover / mistress” was understood rather as funny variation of the questionnaire; however there were several respondents, mostly men from the middle age group (largely men from 45 to 50 years) who selected this answer. But this is the subject of another research. The last age group that is people over 55 years visit Activity Park Kyčerka mostly with a spouse, family or friends.

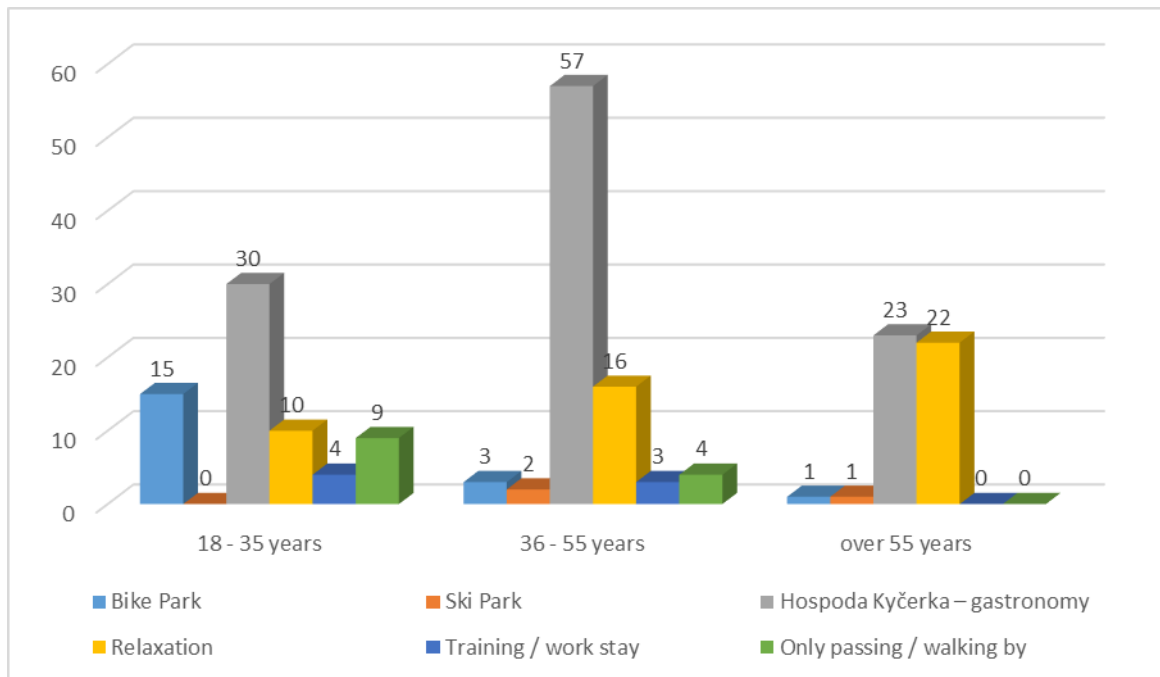


Figure 8: Answers - What is the purpose of your visit to Activity Park Kyčerka?

The next question applies to the subject of the visit. In the first two age groups the answer is unequivocal – gastronomy. Many young people visit Bike Park or Ski Park, people from the other two age categories prefer recreation and relaxation.



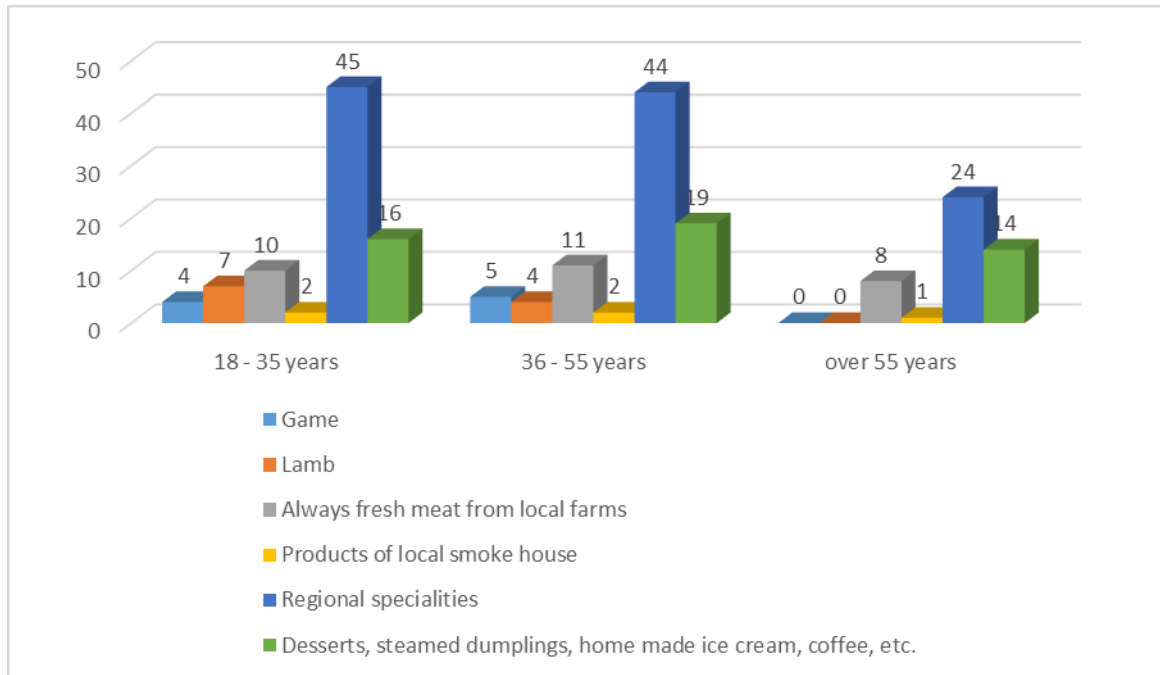


Figure 9: Answers - In terms of gastronomy – what is your favourite dish in Kyčerka?

Since the answers to the previous question were obvious and shown that most people visit Kyčerka due to gastronomic experience, the further question suggests itself, and it will be question concerning gastronomy. Clearly the highest number of answers implies that visitors of Kyčerka prefer regional specialities – local and regional gastronomy. Moravian Wallachia is unique both in architecture and gastronomy. It is very important to preserve Wallachian cultural identity and gastronomy is an ideal means. An answer “always fresh meat from local farms – support of local agriculture and production” is related to it as well. Again, an important component for preservation and deeper restoration of cultural identity of this popular tourist area which Wallachia undoubtedly is.

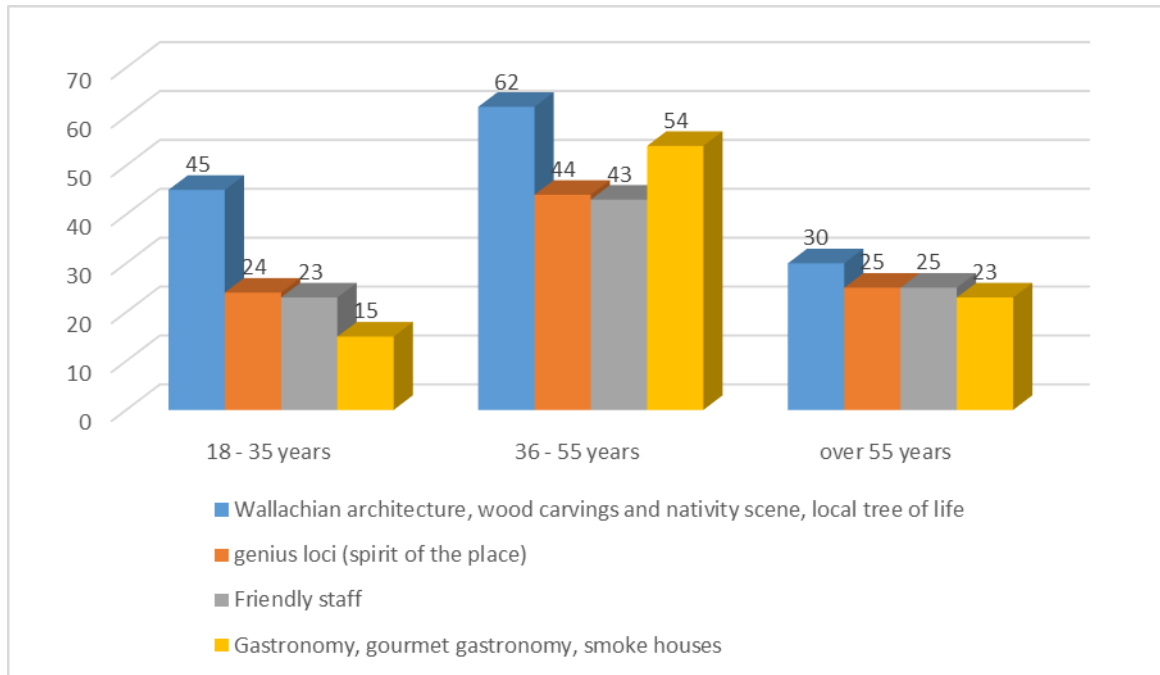


Figure 10: Answers - What did you find the most interesting in Activity Park Kyčerka?

Visitors were mostly interested in Wallachian architecture, wooden carvings representing traditional handicrafts, wooden nativity scene and local tree of life made from one piece of wood. Another numerous component is genius loci that is the spirit of the place which Kyčerka undoubtedly emanates. A considerable number of respondents answered that they were attracted with proper home cooking and smoke houses in which local products are smoked. Friendly staff of the place radiating peace and positive energy is a natural thing therefore, not surprisingly many respondents also selected this answer.

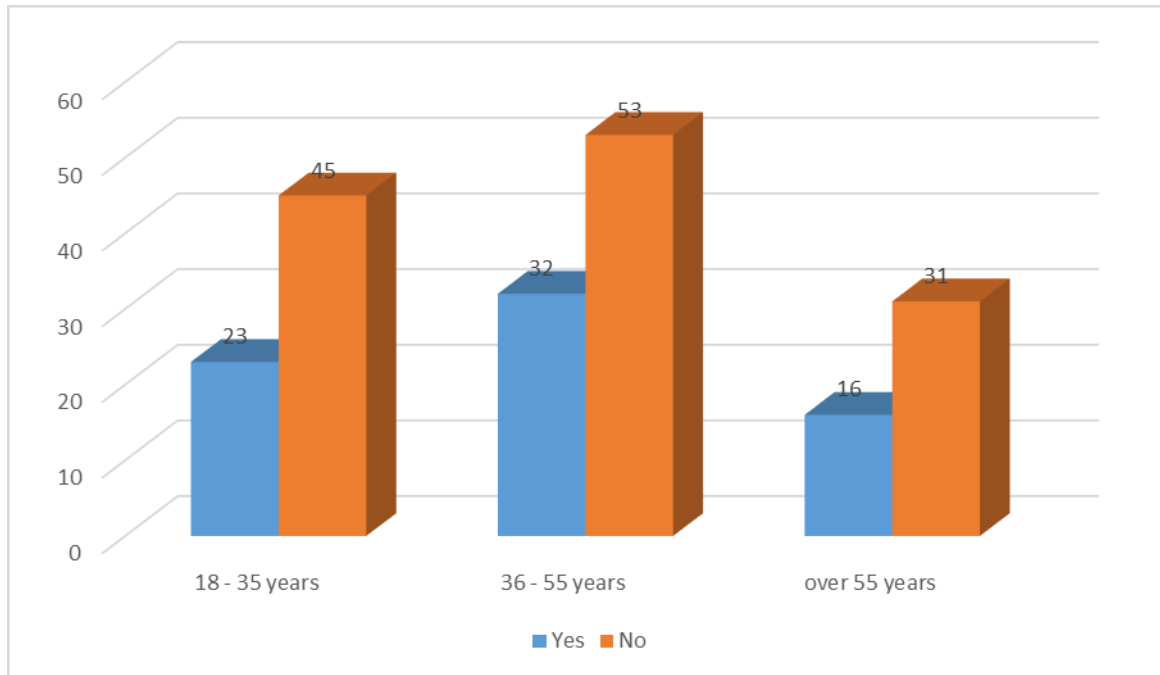


Figure 11: Answers - Do you know that Activity Park Kyčerka also offers timekeeping on ski slopes, ski school, personal trainers, and bike trails with various difficulty levels and cooking courses for students?

Majority of respondents does not know that Activity Park Kyčerka offers timekeeping on ski slopes, ski school, personal trainers, bike trails with various difficulty levels or that there is an opportunity of cooking courses for students. This fact is again related to insufficient promotion of the resort, and therefore it would be helpful to focus more on promotion for example advertising in radio or press not only in Zlín region. Propagation should reach beyond borders of Zlín region that is these types of advertisements could be placed in Moravian-Silesian and Olomouc region – these regions are the closest one as to the distance. Of course, promotion of high summer and winter seasons should reach beyond borders of Moravia since there are many tourists from Bohemia in Activity Park Kyčerka.

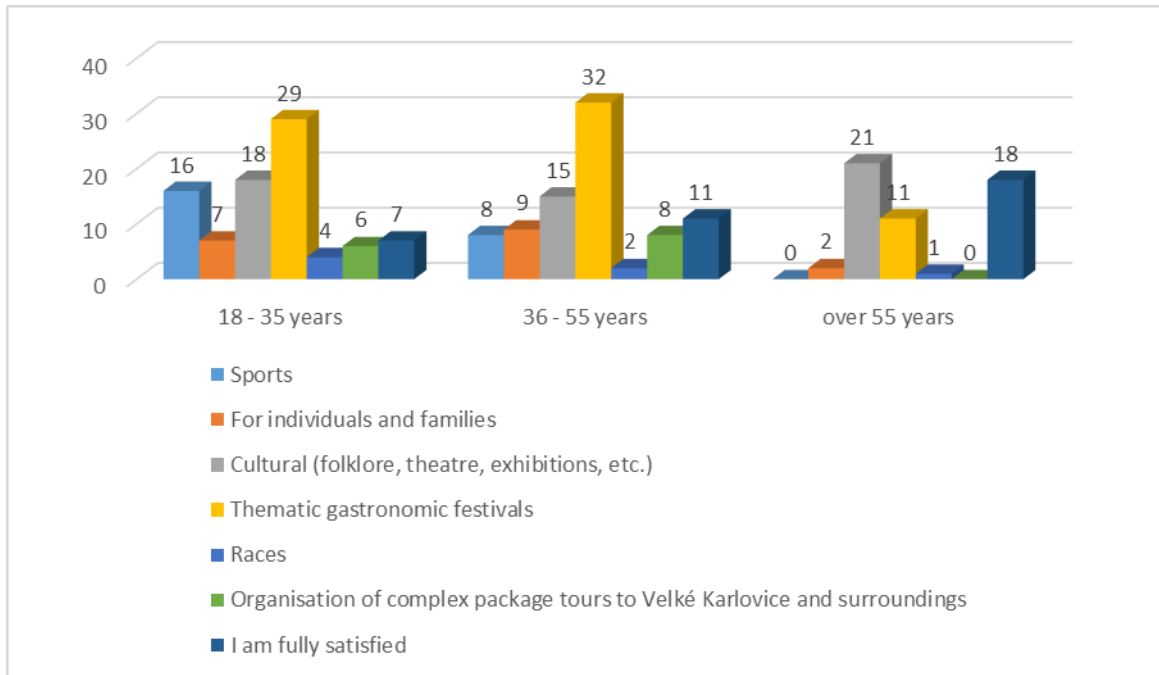


Figure 12: Answers - Would you appreciate events and programmes outside summer and winter seasons? If yes, what kind of events and programmes?

Extension of summer and winter seasons is very difficult but many visitors would appreciate it. Most people tend to thematic gastronomical festivals and cultural events such as theatre, folklore or exhibitions. A significant group of proposals for events and programme is organisation of more sports events, children programmes or organisation of complex package tours to Velké Karlovice and surroundings. The highest number of satisfied people who more or less do not miss anything in Activity Park Kyčerka comes from the last age category.

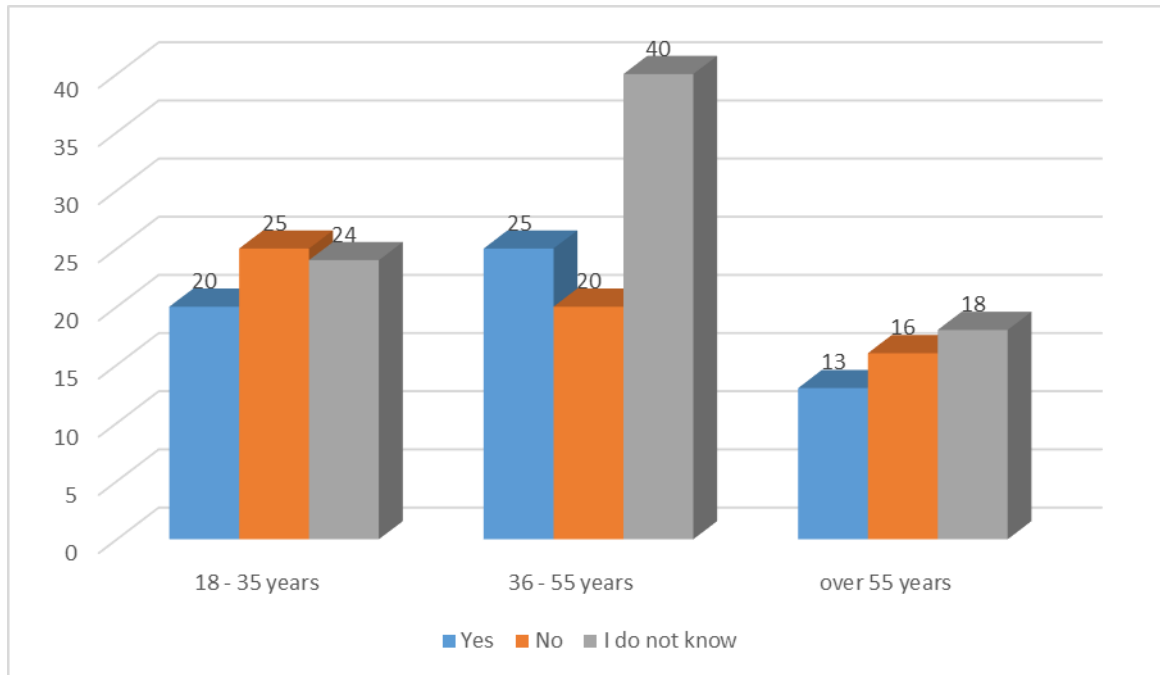


Figure 13: Answers - Do you think that Activity Park Kyčerka offers and promotes other segments as well – information centres, other hotels, restaurants, etc.?

As to promotion of other segments the answers are quite balanced. The rest of visitors do not really care about promotion of other segments. Interconnectedness and mutual assistance of resorts and the municipality is an important aspect for development of all resorts. In practice, this means that if Activity Parky Kyčerka for example does not have its own wellness centre it will recommend their clients another resort with wellness even though this is a competitor. Promotion of the local information centre, museum and events organised in Velké Karlovice is also very important. If the largest entities in Velké Karlovice that is Activity Park Kyčerka and Resort Valachy would follow this path it is likely that a tourist complex would emerge in the municipality with larger “power” in terms of funding and promotion. On the other hand, incomplete cooperation of the two largest resorts ensures competitive environment.

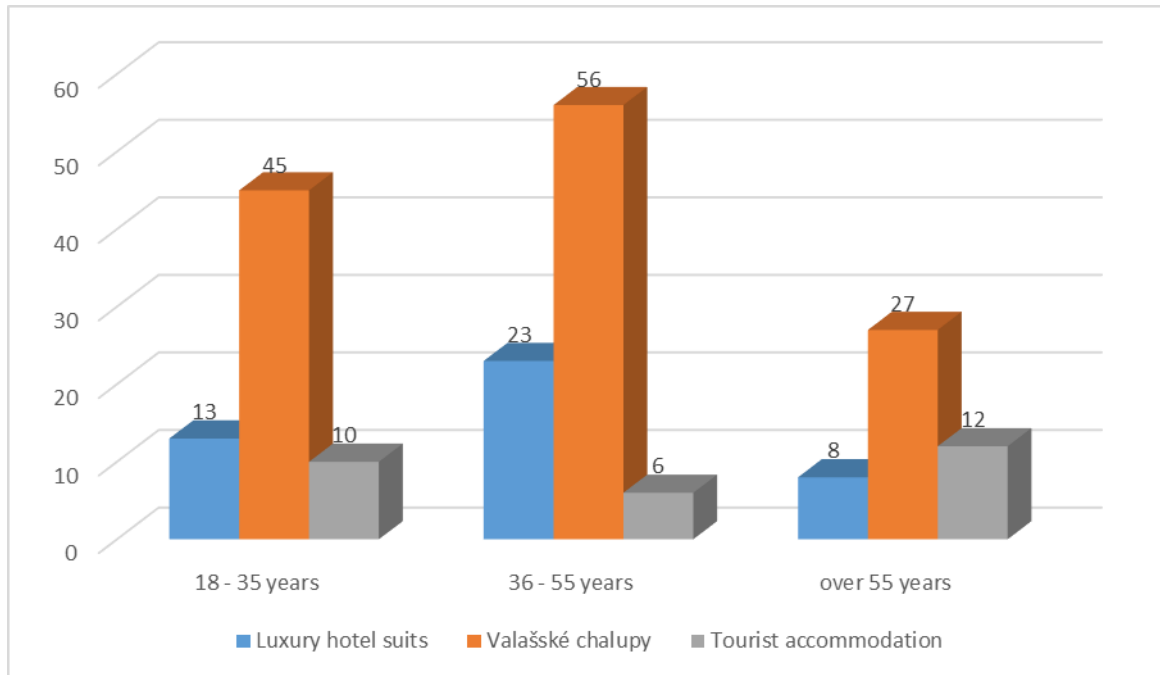


Figure 14: Answers - What type of accommodation do you prefer?

The answers here are again very clear. Most respondents prefer accommodation in Valašské chalupy. This form of accommodation is the most demanded and popular – it offers visitors traditionally furnished cottages they simply have a feeling that they are in their own cottage. A question suggests itself in this regard whether it would not be beneficial to build more Valašské chalupy and extend the entire Activity Park Kyčerka.

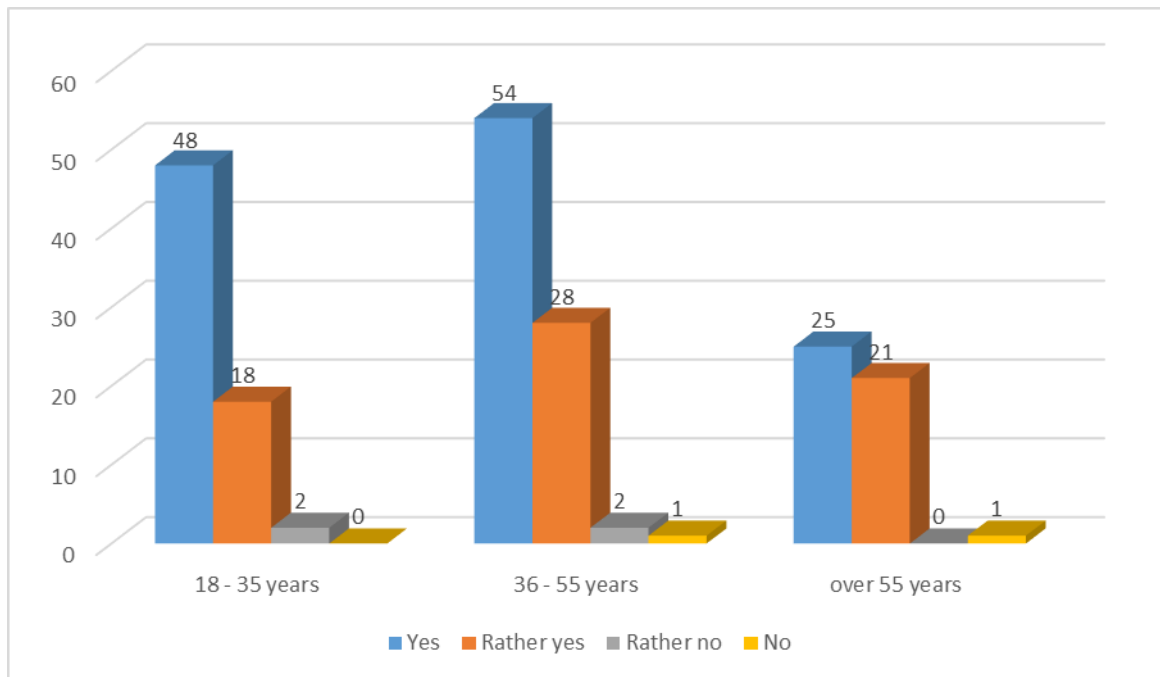


Figure 15: Answers - As to services and facilities, did Activity Park Kyčerka meet your expectations?

In the vast majority of answers Activity Park Kyčerka meet expectations of visitors. This is undoubtedly related to positive advertising and awareness of this resort among the people.

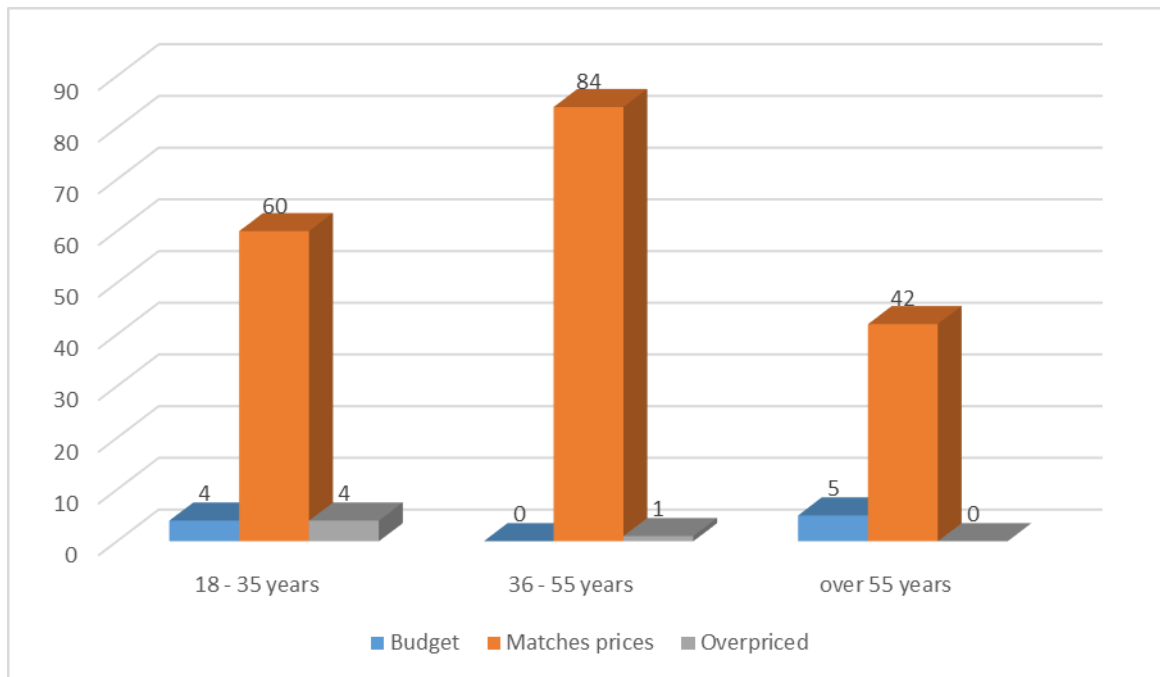


Figure 16: Answers - How would you rate the price level of Activity Park Kyčerka?

Another question with obvious prevailing of answers. The vast majority of respondents considers prices in Kyčerka reasonable, adequate to quality. Again a good means of positive promotion of the resort.



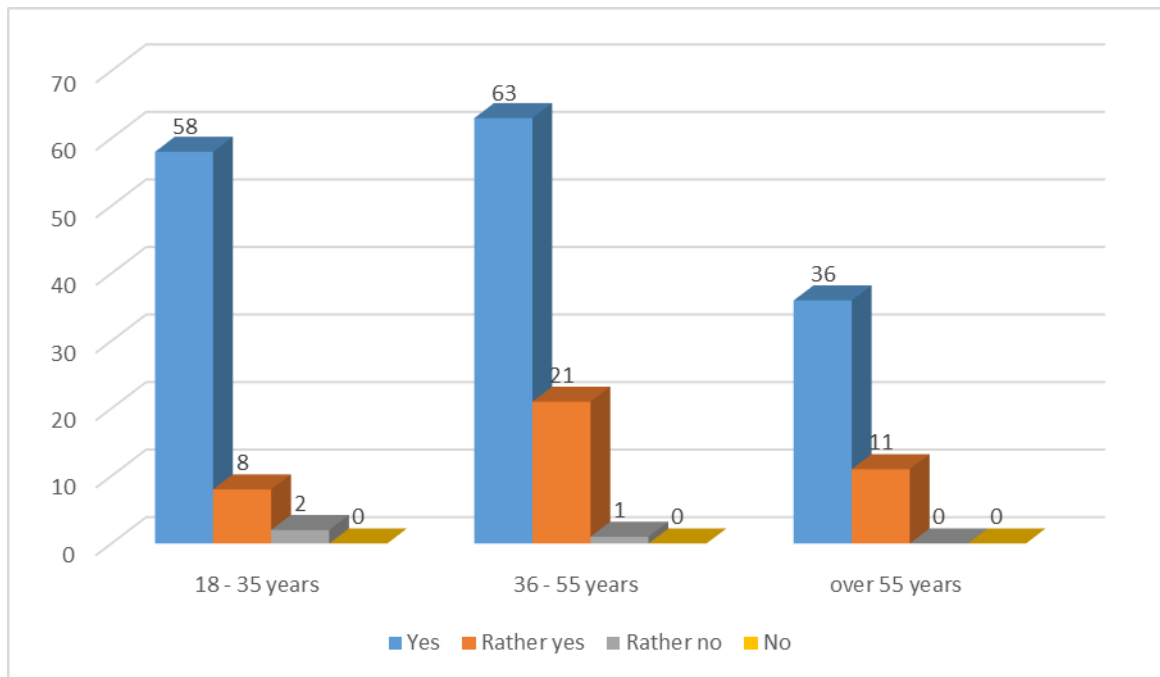


Figure 17: Answers - Do you plan to come back to Kyčerka in the future?

A vital question for operators of Activity Park Kyčerka is whether the visitors plan to come back to Kyčerka in the future. The vast majority of answers was yes or rather yes which a good indicator is for operators that they do their job well and people want to come back.

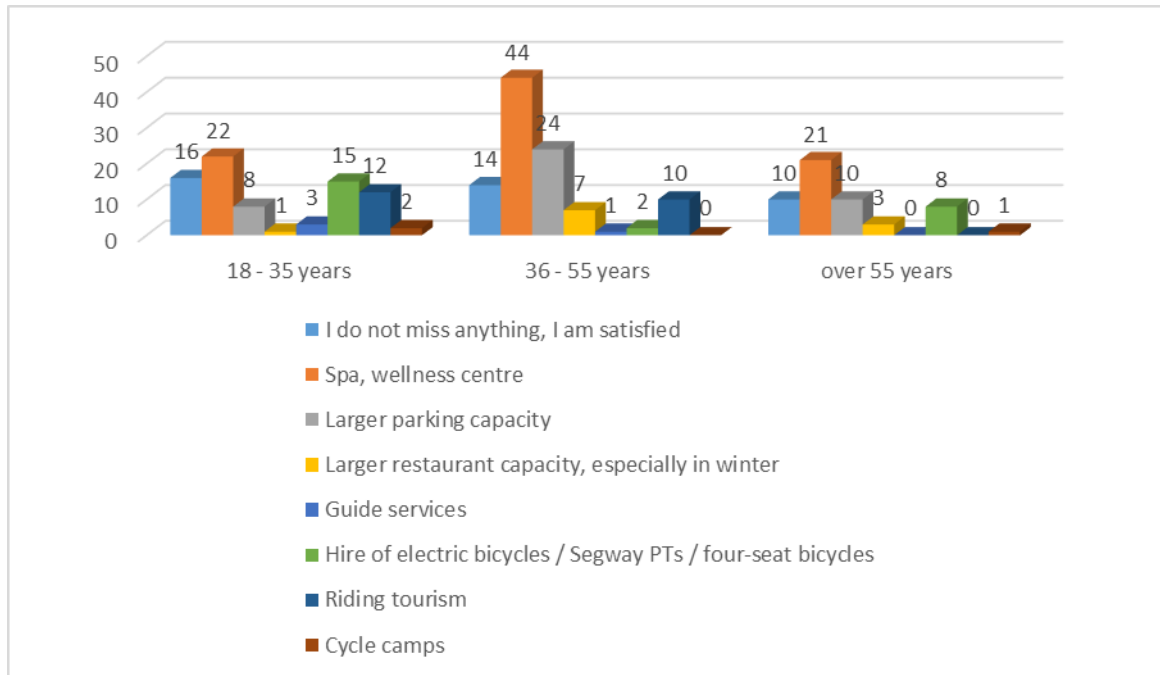


Figure 18: Is there anything what you miss in Activity Park Kyčerka?

The last question was if visitors of Activity Park Kyčerka miss anything in here. Most of the answers involved wellness centre. Not having its own spa or wellness centre is a considerable disadvantage of Activity Park Kyčerka. Today most visitors take it for granted and require it. Another weakness is the car park capacity and transport from the lower car park to the ski slope in winter. There is a possibility of introducing a ski bud between ski slopes and car parks. Quite a few respondents also circled riding tourism which would certainly fit into the local colour and the possibility of renting electric bikes, four-seat bicycles or Segway PTs.

#### 5.4 Concrete proposals for development of Activity Park Kyčerka

All the proposals were mentioned in the previous chapter. In the following two subheads will be described two concrete proposals for Activity Park Kyčerka.

##### 5.4.1 Project No. 1 – Construction of a wellness centre

An alarming fact coming out of the survey is the absence of a wellness centre. Many people see this fact as a great disadvantage and it is almost certain that the construction of this element would bring substantial profits and customer satisfaction throughout the year. It would be an ideal means for extension of summer and winter seasons.

The construction of the wellness centre would not be feasible in the immediate vicinity of the Valašské chalupy and Hospoda Kyčerka complex but it can be built in the grounds of a former sawmill about 800 m away. According to management, Synot a.s. already owns this object so an investments connected with acquisition of the premises were realised. Further investments in the construction of the wellness centre cannot be precisely enumerated; however it is obvious that it would require subsidies from the European Union. The applicant would be Synot Real Estate, a.s. based in Prague 8.

The wellness centre could be mad of thee interconnected parts – swimming pool, sauna, and relaxation area. It would be appropriate to offer various kinds of massages and therapies as a complement to active leisure time. Guests of Activity Park Kyčerka would have free entry the others would pay admission fee.

#### **5.4.2 Project No. 2 – Promotion of Activity Park Kyčerka**

Promotion of the entire Activity Park is of course connected with all the aforementioned proposals. It is necessary to start promoting Kyčerka beyond borders of Zlín region that is promotion especially in Moravian-Silesian and Olomouc region, because they are the closest ones. Specific activities would include:

- Current weekend event and programmes
- Services of Valašská rekreologická společnost
- Weekend stay packages
- Offer of stays for schools
- Sports and relaxation stays, and so forth.

Measures:

- Posters on buses and in stations in Zlín, Moravian-Silesian, and Olomouc region
- Advertisements in shopping centres in Zlín, Moravian-Silesian, and Olomouc region
- Publishing of promotional materials for Activity Park Kyčerka
- Unification of websites and a possibility of browsing in English

Promotion beyond borders of Moravia that is in the territory of Bohemia is also important. In Bohemia, it would be primarily promotion of Velké Karlovice that is rather Wallachian architecture, culture, gastronomy, and traditions although Kyčerka represent all these mentioned attributes.

## CONCLUSION

In the theoretical part I have defined the basic terms connected with tourism, regional development, and cultural heritage.

In the practical part I have created a socio-economic analysis of Velké Karlovice and focused on Activity Park Kyčerka – general presentation, accommodation options, information on management and employees and SWOT analysis. The main point of my thesis was the survey which revealed both weaknesses and strengths of Kyčerka. The results of the survey also confirmed the hypothesis which suggests that the operators will continue to focus on traditional Wallachian gastronomy, architecture, and traditions. Activity Park Kyčerka seems to be insufficiently promoted and therefore one of the proposed projects focuses on promotion. According to survey results, visitors of Activity Park Kyčerka are missing a wellness centre so the second project addresses the construction of the wellness centre.

Operators should also develop cultural identity of the environment because Kyčerka cannot be seen only as a separate complex. It is of course a part of the whole municipality of Velké Karlovice and thus another of the many development proposals of Activity Park Kyčerka is to unify destination management and co-operation with other entities in particular.

Velké Karlovice is located in a very attractive tourist location with typical Wallachian landscape. This provides excellent conditions for tourism development. Based on socio-economic analysis it has been found that the municipality has enough collective accommodation facilities. The number of visitors is growing in recent years which is certainly beneficial for the municipality.

As to the cultural heritage of Velké Karlovice there are many cultural monuments but many of them are not exactly in good condition. Activity Park Kyčerka also contributes to traditional Wallachian architecture. There is a road in Kyčerka complex lined with wooden carvings of traditional handicrafts, wooden nativity scene, three of life made from one piece of wood or newly built wooden chapel of St. Hubert.

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## APPENDICES

P I NUTS 2

P II NUTS 3

P III Tourist regions in the Czech Republic

P IV The questionnaire

P V The text to the questionnaire

# APPENDIX P I: NUTS 2

Statistické jednotky NUTS 2 - Česká republika



Zdroje dat:  
 Český statistický úřad.  
 Mapový podklad - ARC ČR 500, soubory správních a katastrálních hranic 2010.

Ústav územního rozvoje  
 Brno, leden 2012

# APPENDIX P II: NUTS 3

Statistické jednotky NUTS 3 - Česká republika



Zdroje dat:  
 Český statistický úřad.  
 Mapový podklad - ARC ČR 500, soubory správních a katastrálních hranic 2010.

Ústav územního rozvoje  
 Brno, leden 2012

# APPENDIX P III: TOURIST REGIONS IN THE CZECH REPUBLIC

## Turistické regiony České republiky



## APPENDIX P IV: THE QUESTIONNAIRE

### COMPETITION QUESTIONNAIRE: ACTIVITY PARK

#### KYČERKA – research for thesis

1. Please, provide your full name, age and phone number (phone number only if you wish to compete for the piglet and other prizes)

.....  
.....

2. Which region have you come from?

.....  
.....

3. What means of transport do you usually use when travelling to Kyčerka? (Please, select only one answer.)

- Car
- Motorcycle
- Bus
- Train
- Bicycle
- Hiking

4. Where did you learn about Aktivita Park Kyčerka? (Please, select only one answer.)

- Internet
- Word of mouth
- Press information
- Radio information
- TV information (show Jak šmakuje Moravskoslezsko, shooting a series of Czech Television and Slovak Television with leading Czech and Slovak actors, etc.)
- Introduction in tourism fair trade
- I have discovered it by myself
- Other (please specify) .....

5. Do you think that Kyčerka is well promoted? (Please, select only one answer.)

- Yes
- No
- I would change it (please specify)

.....

6. How many times have you visited Kyčerka so far? (Please, select only one answer.)

- I have not visited it yet

- Once
- More than once
- Regular visitor

**7. Who did you come with to Kyčerka? (Please, select only one answer.)**

- By myself
- With my spouse
- With my lover/mistress ☺
- With my family
- With a group
- With a company
- Other (please specify) .....

**8. What is the purpose of your visit to Aktivita Park Kyčerka? (Please, select only one answer.)**

- Bike Park
- Ski Park
- Hospoda Kyčerka – gastronomy
- Recreational, entertainment programme / stay
- Relaxation
- Wedding
- Training / work stay
- Hunting
- Only passing /walking by
- Other (please specify) .....

**9. In terms of gastronomy – what is your favourite dish in Kyčerka? (You can select multiple answers.)**

- Game
- Lamb
- Always fresh meat from local farms
- Products of local smoke house
- Regional specialities
- Desserts, steamed dumplings, bilberry pancakes, home-made ice cream, etc.
- Other (please specify) .....

**10. What did you find the most interesting in Aktivita Park Kyčerka? (You can select multiple answers.)**

- Wallachian architecture, wood carvings and nativity scene, local tree of life
- genius loci (spirit of the place)
- Friendly staff
- Gastronomy, gourmet gastronomy, smoke houses
- The possibility to take a memory of Kyčerka in a form of canned meat specialities or other delicacies
- All the above mentioned
- Other (please specify) .....

11. Do you know that Aktivita Park Kyčerka also offers timekeeping on ski slopes, ski school, personal trainers, and bike trails with various difficulty levels and cooking courses for students? (Please, select only one answer.)
- Yes
  - No
12. Would you appreciate events and programmes outside summer and winter seasons? If yes, what kind of events and programmes? (You can select multiple answers.)
- Sports
  - For individuals and families
  - Cultural (folklore, theatre, exhibitions, etc.)
  - Thematic gastronomic festivals
  - Races
  - Organisation of complex package tours to Velké Karlovice and surroundings
  - I am fully satisfied
  - Other (please specify) .....
13. Do you think that Aktivita Park Kyčerka offers and promotes other segments as well – information centres, other hotels, restaurants, etc.? (Please, select only one answer.)
- Yes
  - No
  - I do not know
14. What type of accommodation do you prefer? (Please, select only one answer.)
- Luxury hotel suits
  - Valašské chalupy
  - Tourist accommodation
15. As to services and facilities, did Aktivita Park Kyčerka meet your expectations? (Please, select only one answer.)
- Yes
  - Rather yes
  - Rather no
  - No
16. How would you rate the price level of Aktivita Park Kyčerka? (Please, select only one answer.)
- Budget
  - Matches prices
  - Overpriced
17. Do you plan to come back to Kyčerka in the future? (Please, select only one answer.)
- Yes
  - Rather yes

- Rather no
- No

**18. Is there anything what you miss in Aktivita Park Kyčerka? (You can select multiple answers.)**

- I do not miss anything, I am satisfied
- Spa, wellness centre
- Larger parking capacity
- Larger restaurant capacity, especially in winter
- Guide services
- Hire of electric bicycles / Segway PTs / four-seat bicycles
- Riding tourism
- Cycling camps
- Other (please specify) .....

Thank you very much for your answers. Have a nice day! ☺



## APPENDIX P V: THE TEXT TO THE QUESTIONNAIRE

# !!! ATTENTION !!! COMPETITON !!!

Hello,

As a part of my thesis which concerns proposals for promotion and development of Aktivita Park Kyčerka in Velké Karlovice I am carrying out research among tourists, Kyčerka employees, and locals. Therefore, I would like to ask you to fill in this questionnaire which will serve as the basis for my thesis.

Since this is a competition questionnaire, **by answering all the questions you enter into a draw of exciting prizes. FIVE questionnaires will be drawn and receive one of the following prizes: a golden piglet, sweet smelling goose, canned meat specialities from Kyčerka, proper Wallachian slivovitz or genuine Wallachian pie !!!**

(All questionnaires will be numbered at collection and then five numbers will be drawn.)

**!! The draft will take place on 19 October 2014 !!**

Please, provide your **full name, age and your phone number.**

(In case you do not wish to participate in the competition, you do not need to provide your phone number).

Yours sincerely,

Tereza Bartošová – a student of TBU in Zlín, English for Business Administration