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European Union  
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Development Fund

# GOOD PRACTISE EXAMPLES

Region of South Bohemia  
Czech Republic

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# Good Practice Example

## Hluboká nad Vltavou

### ❖ Municipality

- Initially a halfday one-stop shop (Neo-Renaissance Chateau, National Monument). Although very famous landmark (second most visited in the country), it didn't bring any benefits for the local economy
- Later, the additional facility development started
- Targeting not only tourists but also local population
- Connected with EU-funded structural projects (e.g. making Vltava river navigable)
- Snowball effect – once the development started, it attracted more and more entrepreneurs and investors
- Currently, there is a river marina, golf course, connection to transregional cycling path network, wellness facilities, rope leisure centre, sports centre...
- Due to its proximity to the regional capital, Hluboká has become a popular weekend spot for hikers, bikers, families or active seniors

# Good Practice Example

## Hrady na Malši (Castles on Malše River Association)

### ❖ Association

- Castle trail along Malše river (South Bohemia – Upper Austria)
- Until 1989 revolution, these castles lied abandoned and falling into disrepair. Some of them were in the restricted borderline area
- Then the association was formed and, even though they did not own any of the locations, they started to conserve, renovate and make accessible the castles (mostly ruined castles)
- Nowadays, they own their „seat“ castle (Pořešín) which is the most preserved and most extensive area among the castles
- Because of lack of funds, the activities were performed on voluntary basis, creating a later fan base of the association
- Their activities do not stop at simple renovation and conservation
- Regular traditional fairs, events or theatre performances are regularly taking place along the castles, as well as workshops to show traditional building techniques. During the workshops, the castle gets renovated along the way

# Good Practice Example

## Památník Jana Žižky v Trocnově (Jan Žižka Monument in Trocnov)

- ❖ Regional subsidy organization, individual POI
  - Although it represents Middle Ages, the place itself does not include any medieval buildings. It is a birthplace of famous military leader but nothing is preserved on the spot
  - Open air part takes visitors along the countryside with stops at important places (eg. archaeological discovery of house foundations, allegedly the birth house itself)
  - The place was popular in communist era when the Hussite movement was glorified
  - However, they managed to transform the place to attractive, modern and widely recognized place
  - Regular events take place, adding attractiveness and enabling visitors to come repeatedly
  - Even though the target group are tourists, large part of visitors consists of local or regional population

# Failed Practise Example

## Český Krumlov

### ❖ Municipality

- UNESCO site since 1992
- Until 1989 „forgotten“ town in borderlands
- Fast development afterwards, its uniqueness promoted, followed by UNESCO listing
- Recently it suffers heavy overtourism, caused by one-day mass tours from Prague

# Failed Practise Example

## Holašovice

### ❖ Municipality

- Its uniqueness was known for decades
- In 1999 UNESCO listed as a unique example of rural Baroque of Southern Bohemia
- The village is very small (approx. 200 inhabitants), well preserved but it lacks visitors
- Visitors are not cared of, lack of information, bad connections



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**Thank you!**

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*Project media*