

EVALUATION OF CONDITIONS FOR RECREATION AND TOURISM IN THE SOUTH MORAVIAN REGION

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Abstract

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The article compares different approaches to an evaluation of tourism development potential. This evaluation is one of the basic research methods used in regional development of tourism. The analyzed approaches were applied in the area of the South Moravian Region and their effectiveness was compared.

Based on evaluation results, the main forms and types of tourism with the largest development potential in the South Moravian Region were defined.

Keywords: tourism, recreation, development potential, South Moravian Region

INTRODUCTION

Tourism is rightly considered as the largest sector of the world economy. Tourism development is influenced by many factors; the most important include the localization conditions of natural and anthropogenic sphere/cultural-historical conditions (Uhnová, Zvara, 2008). These preconditions form the tourism potential (potential for development of tourism). It is the aggregate value of all the preconditions of tourism development, rated on a scoring scale, reduced by the value of negative factors in the tourism development – particularly the poor conditions of the environment (acid rain, poor air quality, pollution, etc.), and land-use of the territory (Zelenka, Pásková, 2002).

The evaluation of the tourism potential is an essential part of the analysis to determine the importance of tourism of cities or regions. It is possible to evaluate both, natural potential as well as cultural-historical potential. There are also synthetic approaches combining both the above mentioned assessments for tourism development potential. Another definition by K. H. Weichert (1980) says that the tourism potential consists of the natural and cultural factors as well as tourist infrastructure.

MATERIALS AND METHODS

Evaluation of Natural Potential

Analysis and evaluation of natural conditions for the tourism development are key processes for identifying real tourist-recreational use in the municipalities, resorts and regions. Based on these analyses it is possible to seriously consider the development conditions of tourism in both, the local and wider scale. Tourism should be developed in areas with the best development conditions (The Proposal of the New Tourism Regionalization in the Czech Republic, 2007).

Description of the main natural conditions of regions helps to get spatial structure, that is important for further description and evaluation (K. H. Weichert, 1980). The natural recreational resources played important role from the beginning in the tourism geography research. It is primarily a principle of evaluation usability of natural recreational resources and conditions for recreation. Natural conditions are decisive localization factors for most activities in tourism and recreation.

There are two main approaches to evaluate the tourism potential (The Proposal of the New Tourism Regionalization in the Czech Republic,

2007). One focuses on the general natural conditions of the territory with the greatest stress on evaluation of relief, climate, hydrological and biographical circumstances. Potential of the recreation areas essentially generalizes the effect of total natural conditions and the intensity of functional land use. This methodology was used in spatial planning in 1970th not only in the Czech Republic (Czechoslovakia) but also in Germany and Austria. The disadvantage of this approach is that it does not include all aspects of natural potential and potential for tourism development. The other approach is the evaluation of potential in terms of the usability of the landscape for a certain form of tourism (cycling, skiing, hiking, etc.). The basis of this approach is defining the activities and the suitability of the landscape. This approach was used in the document „Evaluation of Natural Potential (2001–2002)“ of the Institute for Spatial Development. The methodology was based on evaluation of selected fractional potentials for major activities associated with nature (landscape).

Evaluation of Cultural-historical Potential

The evaluation of cultural-historical potential is problematic because it does not apply to all municipalities/territories. A large group of municipalities does not have any cultural heritage and therefore cannot be evaluated from this perspective. It is therefore appropriate to evaluate the cultural-historical potential together with the analysis of natural conditions.

The methodology for evaluation of cultural-historical potential is based mostly on the quantification of cultural and historical elements. Their relative importance is evaluated using a score system (it may be taken into account if the municipality has a UNESCO monument, a national cultural monument or city/village reservation). There are four main categories to classify municipalities (The Proposal of the New Tourism Regionalization in the Czech Republic, 2007):

- Municipalities with international importance of cultural-historical potential.
- Municipalities with national importance of cultural-historical potential.
- Municipalities with regional importance of cultural-historical potential.
- Municipalities with local importance of cultural-historical potential.

In practice, it is often used the Delphi¹ method (the individual classifications of municipalities based on expert judgment).

Another option is to monitor/evaluate cultural-historical potential on the basis of number of cultural/social events. The number of events may, in comparison with other municipalities, indicate greater potential for tourism development. It is also possible to define the seasonality of cultural potential on the basis of number of cultural events during the year.

Synthetic Evaluation of Tourism Potential

Spatial conditions for the tourism development create a complex multidisciplinary system, therefore the most objective approaches in evaluating the potential of tourism are synthetic approaches of evaluation both, natural and cultural-historical potentials. The synthetic approach was used in the document “Update of the Tourism Potential in the Czech Republic” (Institute for Spatial Development; research task No. B.10/CR, 2010). Clear definition of the measurable segments is very important. Each segment is awarded by a certain number of points. The sum of the points represents the ultimate tourism potential with a certain degree of simplification of conditions for tourism (Bína, 2010).

The evaluation using this method is divided into two sub-potentials. One of them is the potential of tourist attractions, that includes both natural as well as cultural-historical attractions. The second is the potential of surfaces and lines that affect tourism development. It includes not only the evaluation of natural conditions and landscape itself, but also takes into account access to the territory as the external factor – however for tourism potential very important. The comparative analysis of potential recreational areas as well as the synthetic evaluation of tourism potential are used to define major forms and types of tourism in the South Moravian Region. The evaluated units are municipalities with extended competencies and their administrative territories. The analysis is also taking into account other aspects and preconditions for the development of tourism; evaluation of tourism infrastructure plays an important role as well.

The important characteristic of tourism is also its concentration that can influence the conclusions of the analyses carried out at the level of municipalities with extended competencies. Another very important aspect, that will affect the following analysis, is the fact that there are good conditions for the development of wine tourism in the South Moravia.

1 Delphi method is one of the most widely used methods for qualitative risk analysis (the method of expert estimates). It is used to support the implementation of quantitative risk analysis. (<http://www.mestskymarketing.cz/delfi.php>, cit. 2008-02-04).

RESULTS

Potential Recreation Areas by the Land Types

Areas, that can be used for recreation, were selected from the official register of land use. The suitable categories are forest land, permanent grassland, gardens, orchards and water areas. On the basis of the share of the potential recreational areas (to the total area) can be municipalities evaluated according to the following scale (The Proposal of the New Tourism Regionalization in the Czech Republic, 2007; extended by vineyards):

- to 20% of potential recreational areas – very intensively used agricultural landscape, very little suitable natural conditions for tourism;
- 20.0% to 37.9% of the potential recreational areas – agricultural landscape in the lowlands and hills, little suitable natural conditions for tourism;
- 38.0% to 56.9% of the potential recreational areas – rural landscape with average natural conditions for tourism;
- 57.0% to 74.9% of the potential recreational areas – foothill and highlands landscape with favorable conditions for tourism and recreation;
- 75.0% or more of potential recreational areas – mostly mountainous region with very favorable natural conditions.

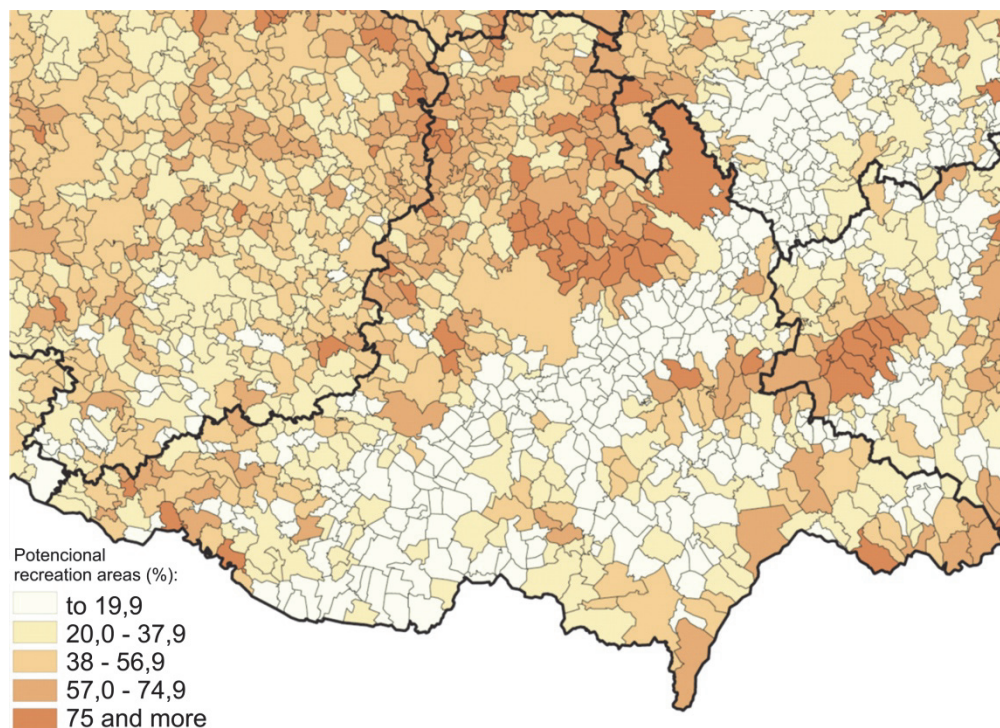
Although the vineyards were included as potential recreational areas, their importance is not fully expressed by this method. The inclusion of permanent grassland into potential recreational

areas is disputed, as these areas can have many forms and uses.

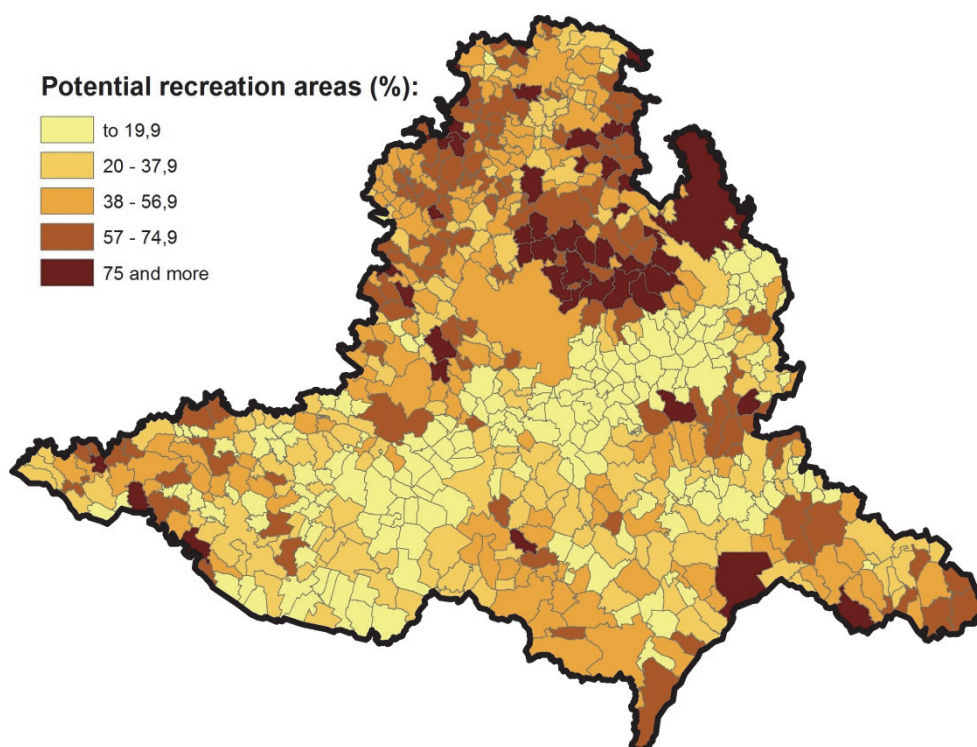
The highest tourism potential by land use exists in the northern part of South Moravian Region, mainly due to the high forest cover. According to this method, obviously, the military territory Březina has the largest share of land suitable for recreation. Higher values are also shown at the eastern part of South Moravian Region (Veselí nad Moravou a Bzenec). Good (and average) conditions can be found also at the surroundings of the city of Brno as well as in the wine regions of Mikulov and Břeclav. Analysis of these results shows that it is necessary to use other methods of evaluation for a clearer idea about the real potential for tourism.

It is also interesting to compare the development of land use between 2005–2012, when the biggest changes occurred in the wine regions of South Moravia. Specifically, the potential of recreational areas increased in the areas of Mikulov, Břeclav and Pohořelice. The reason was the drop of arable land, but especially the increase of vineyards and grass areas. The increase of number of vineyards occurred in other wine regions as well; the increase was caused by increasing demand for wine and by administrative regulations of the EU.

When using the same method for the municipalities with extended competencies, Blansko territory has the highest natural potential for tourism. Conversely, areas with poor natural potential for tourism intersect the South Moravian region from east to west. The territory with the lowest potential is Židlochovice area.

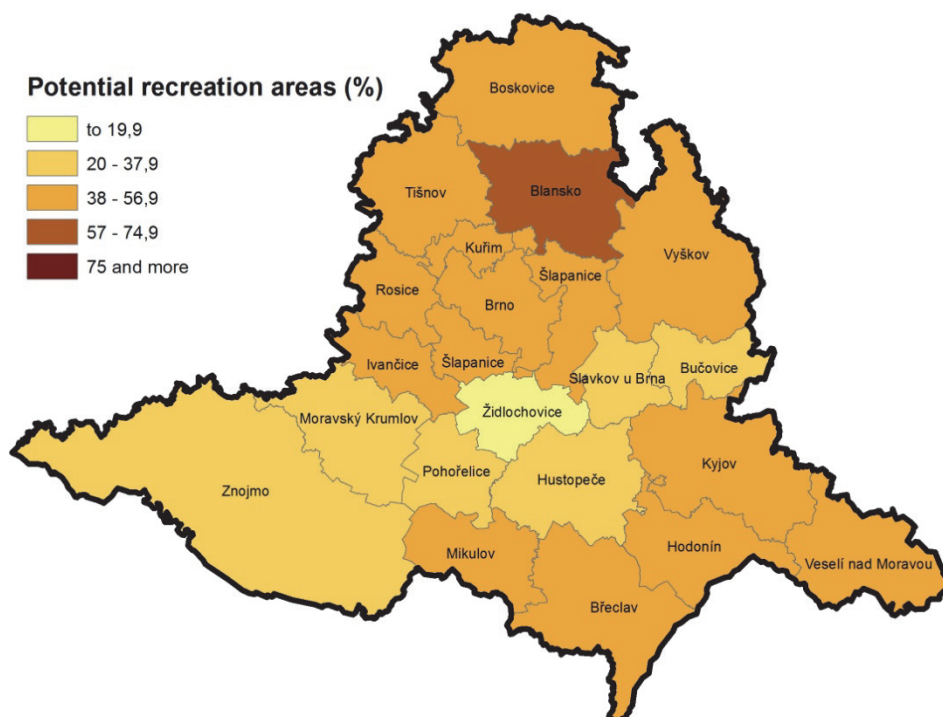


1: Potential recreation areas of South Moravian Region (by land use)
Source: Atlas of Tourism in the Czech Republic, 2006



2: Potential recreation areas of South Moravian Region (by land use)

Source: Czech Office for Surveying, Mapping and Cadastre (ČÚZK), 2012



3: Potential recreation areas in municipalities with extended competencies (by land use)

Source: Czech Office for Surveying, Mapping and Cadastre (ČÚZK), 2012

According to this method Znojmo territory has low potential caused by large areas of arable land,

but some parts of this region have big natural potential (Podyjí, wine regions).

The Distribution of Cultural-historical Potential by Number of Cultural/Social Events

This method is based on the assumption that the municipalities with cultural/social events have higher potential for tourism development. Conversely, municipalities without cultural/social events can be assumed not to have good conditions for tourism development. Cultural/social events used for this method are part of the official calendar of events made by Tourist Authority – South Moravia². This database of events is the most extensive and among different actors well interconnected. Obviously not all events are included in this database; however the most important events are included.

Furthermore, due to the fact that tourism has a strong concentration effect, the quantity of events is higher in larger municipalities. Finally, the database of events is strongly affected by marketing activities. The data sample was taken for the period 2011–2013; seasonality was taken into account by using the monthly distribution of events.

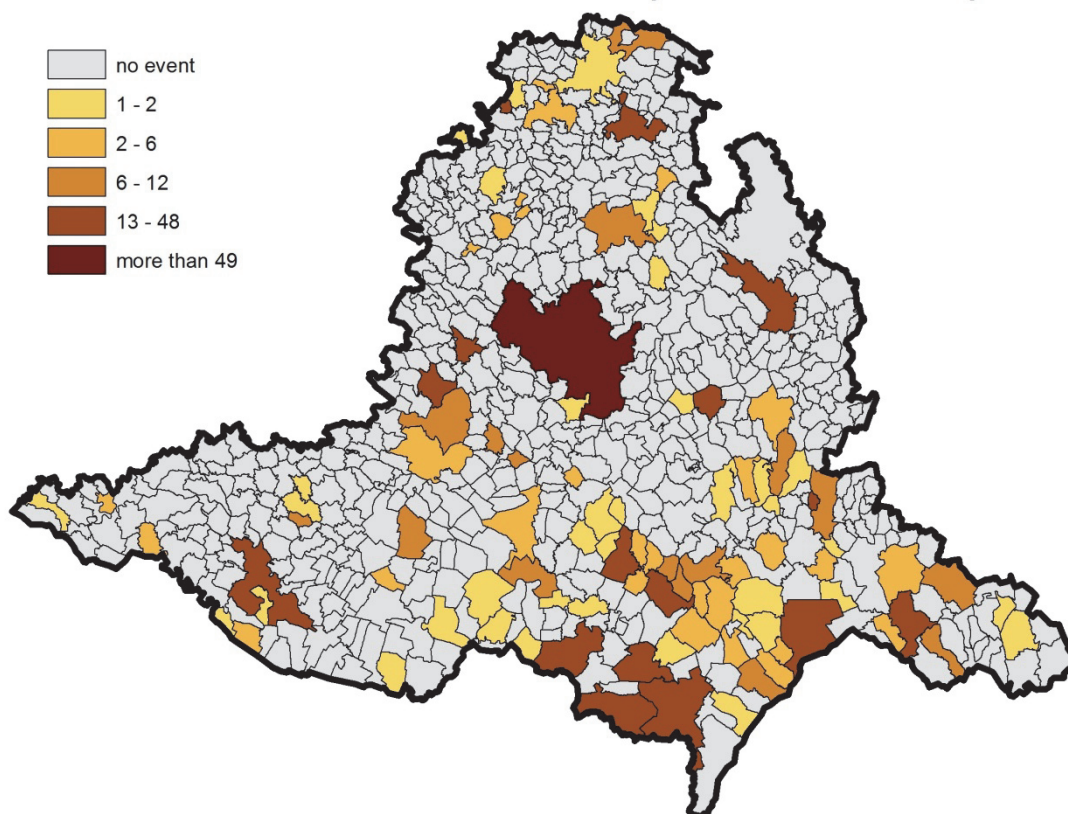
The distribution of the events shows a clear superiority of the city of Brno, despite

a considerable underestimation of the total number of events. Other important areas highlighted by this methodology are located in the wine area (Mikulov, Lednice, Valtice, Břeclav, Hodonín, Čejkovice, Hustopeče, Znojmo and Podyjí). These are the most exposed areas for wine tourism and cycling. Other areas with higher numbers of cultural events are Baťa Canal area (Strážnice, Veselí nad Moravou, Bzenec) and Kyjov area. Other events are concentrated mainly in the larger towns. With the exception of the city of Brno, it can be stated that the higher number of events is held in the south part of the region. In contrast, in the north of the region less events are held but they are more concentrated. Compared, the summer season is rich in cultural events in the south part of the region, especially in the wine areas. Conversely, the number of events in the northern areas of the region increases in winter season.

Synthetic Evaluation of Tourism Potential

The synthetic evaluation of tourism potential according to the methodology of the Institute for Spatial Development is more comprehensive

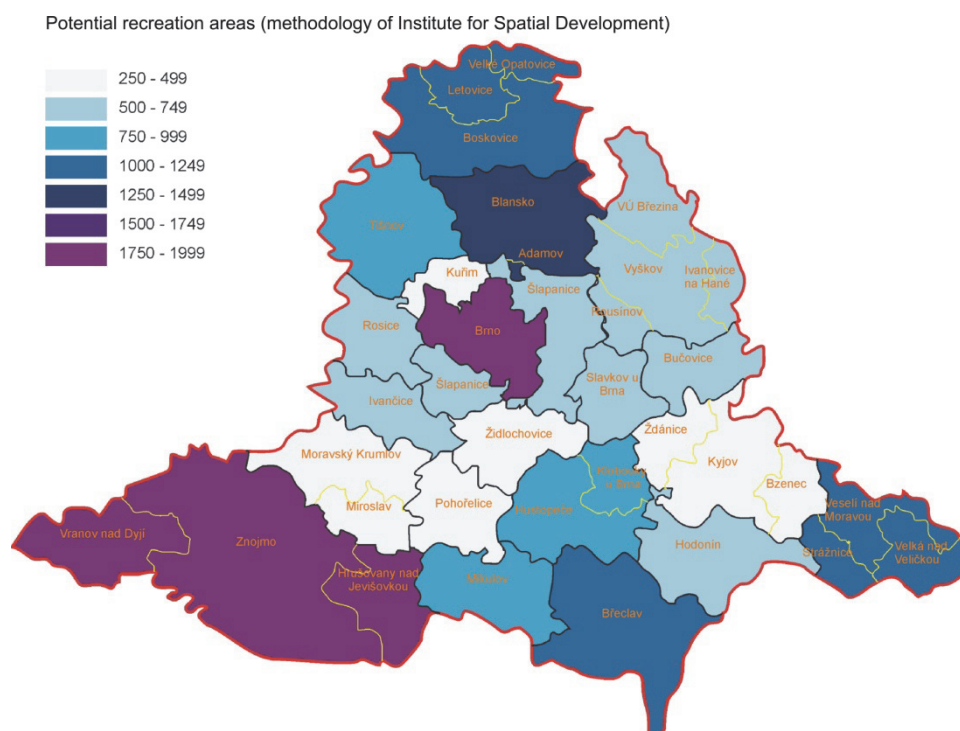
Number of cultural/social events with the impact for tourism development



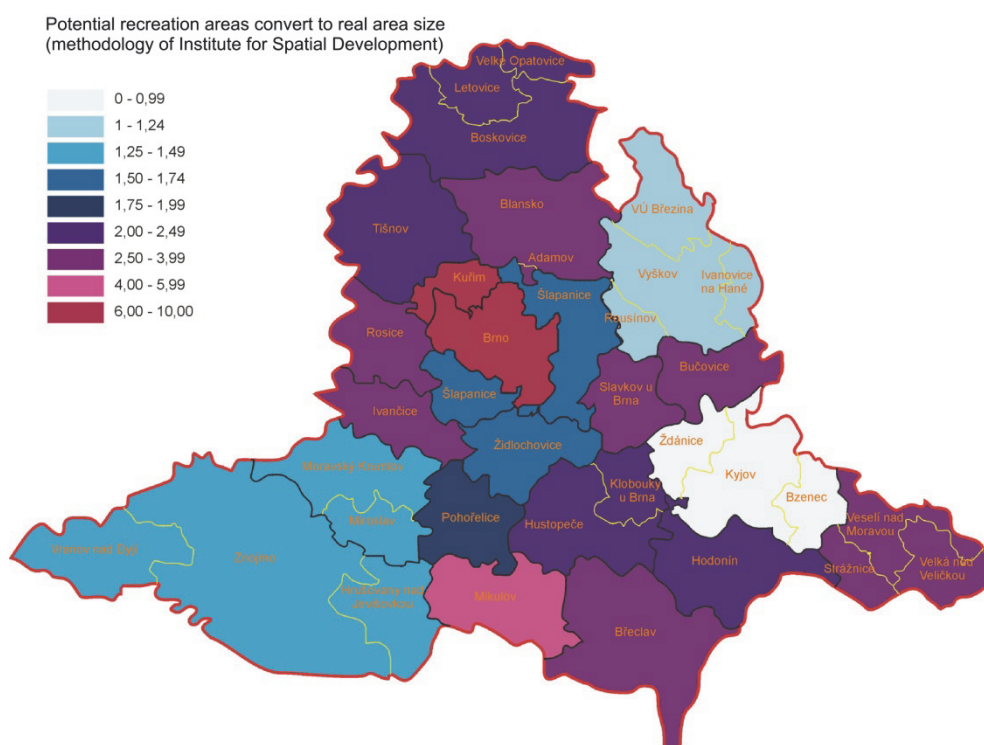
4: *The distribution of cultural/social events 2011–2013*

Source: Tourist Authority – South Moravia

2 Database of Tourist Authority – South Moravia 2011–2013, <http://www.ccrjm.cz/kalendar-akci/>



5: Potential recreation areas in the South Moravian Region according to the methodology of Institute for Spatial Development, 2010



6: Potential recreation areas in the South Moravian Region according the methodology of Institute for Spatial Development, convert to real area size, 2010

approach. This method assigns values to compositional elements of tourism potential (the attractions and the areas/lines affecting

tourism). The value level was determinate equally for the average municipality with extensive competences – the value was more or less equal for

both in terms of the attractiveness and the areas/lines affecting tourism. However, in reality this model situation occurs only rarely, as in most municipalities (areas) either attractions or areas/lines dominate (Bína, 2010).

Recreation areas (defined by the methodology of Institute for Spatial Development) with high potential are located in the southwestern part of the region and in the central part – city of Brno. The absolute values are used for this method, therefore it is necessary to convert these values according to real area size of the municipalities.

The real situation is better reflected by converting the value to real area size of the municipalities. Municipalities with the greatest potential for tourism development are (by this method) city of Brno and its northern surroundings and wine areas in the south part of the region. Lowest potential for tourism is in municipalities Hodonín and Vyškov (as well as in military territory Březina). Low values are also shown in the southern surroundings of Brno and in Znojmo municipality. This kind of evaluation is synthetic; it is possible to identify the potential of municipalities for the major types and forms of tourism by using the detailed analysis.

CONCLUSION

High potential for urban tourism is logically in the city of Brno, and also especially in Znojmo. City of Brno has also the highest capacity and infrastructure for congress and fair tourism. Due to the relief and climate South Moravian Region has a low potential for winter recreation, partial significance for winter tourism have areas/municipalities Boskovice, Blansko and Tišnov. In contrast, high potential for summer recreation is located by large water areas (Nové Mlýny, Vranov dam, Jedovnice). These areas have a considerable amount of accommodation capacity. Brno reservoir has also great potential for summer recreation (dependent on the success of clearing the water).

The potential for rural tourism is evenly distributed throughout the region, with the exception of large cities. Rural tourism is closely connected to wine tourism in wine regions, that is relatively new type of tourism in the Czech Republic and it has great potential for development. This is particularly the case of wine regions Mikulovsko, Velkopavlovicko, Znojemsko and Slovácko (division by Act No. 321/2004).

The determination of territory with the potential for a development of tourism is a key step for consequent, more particularised and thematic planning of a development of tourism in the region. To gain the most accurate spreading of the potential for tourism is used the combination and the comparison of different well-known methods for a measurement of the potential. It is possible also to thematically adapt the measurement of the potential, for example during the research of a territory with the potential for wine tourism it can be used the indicator of the area of vineyard. However, the article describes only a general evaluation because the thematic measurement of the potential is rarely used discipline so far and it can be employed just in specific cases.

Same methodologies (that were applied to the evaluation of the tourism potential of the Czech Republic) were used for the evaluation of the tourism potential in the South Moravian Region. By using the alternations of the methodology of evaluating the tourism potential (covering the specifics of the territory), it is possible to get more precise and more detailed results.

New method using the number of social events was used for evaluation of distribution of cultural-historical potential. This method has many advantages; it is possible to monitor seasonality or different topics of the events. The disadvantage is, however, little complex and also very heterogeneous database.

Overall it can be said that, for the evaluation of the tourism potential many various methods are used. Specifically for the South Moravian Region; all used methods identified south and southeast surroundings of the city of Brno as areas with the lowest potential for tourism development. By using several different methods built on sufficient and actual databases it can be achieved the most accurate results of tourism potential evaluation.

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