

Zásady organizace outdoorových aktivit

Trasování, output

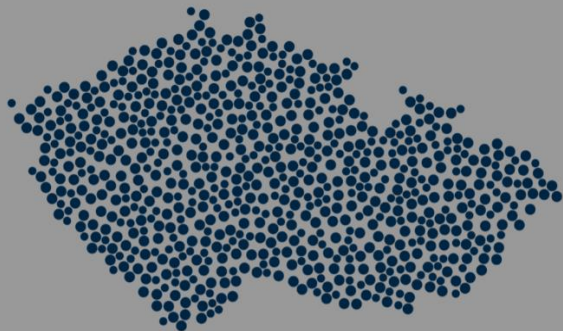
Plánování trasy – prezentace web

- Cílový zákazník - segmentace
- Destinační management
- Geografický potenciál
- Další atraktivity

Destinační management ČR

CzechTourism

Mapa DMO a kontakty



Weby, soc. sítě, marketingové plány DMO

 @visitcz	#Visit <u>Czech</u> Republic
 @visitcz	 kudyznudy.cz
 @czechrepublic	#světové <u>Česko</u>

- <https://www.czechtourism.cz/cs-CZ/a13bee8a-34ab-4fe2-b002-0ec2f14033ac/page/mapa-dmo>

CERTIFIKOVANÉ ORGANIZACE DESTINAČNÍHO MANAGEMENTU



SEZNAM KRAJSKÝCH DMO

1. Prague City Tourism (hl. město Praha)
2. Středočeská centrála cestovního ruchu
3. Jihočeská centrála cestovního ruchu
4. necertifikovaná destinace (Plzeňský kraj)
5. Živý kraj - destinační agentura pro Karlovarský kraj
6. necertifikovaná destinace (Ústecký kraj)
7. necertifikovaná destinace (Liberecký kraj)
8. Královéhradecká krajská centrála cestovního ruchu
9. Destinační společnost Východní Čechy (Pardubický kraj)
10. Vysočina Tourism
11. Centrála cestovního ruchu Jižní Morava
12. Centrála cestovního ruchu Olomouckého kraje
13. Moravian-Silesian Tourism (Moravskoslezský kraj)
14. Centrála cestovního ruchu Východní Moravy (Zlínský kraj)

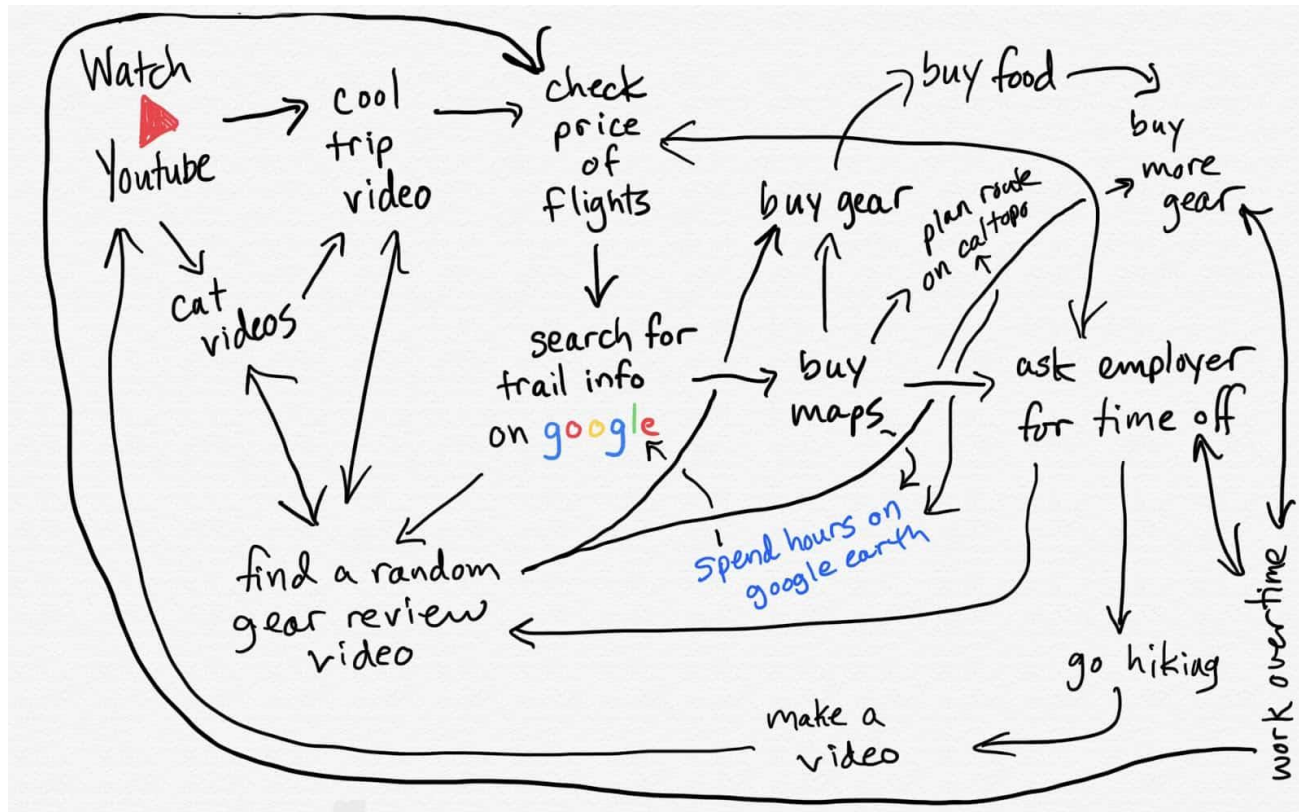
30 15 0 30 60 90 120
Kilometers



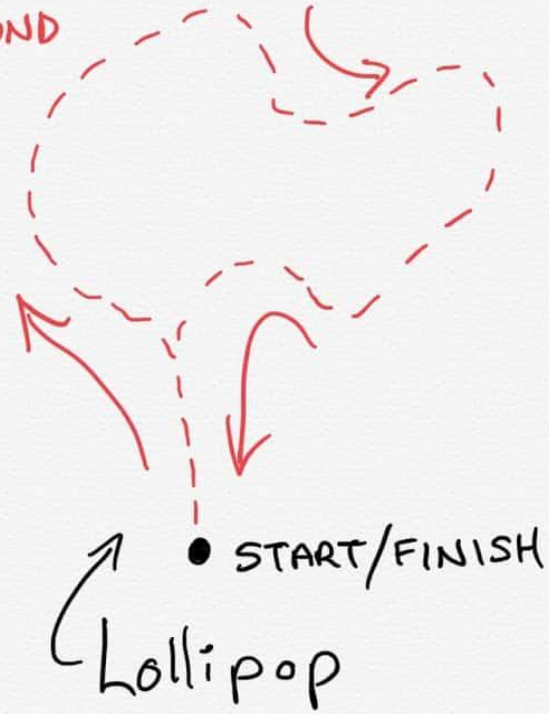
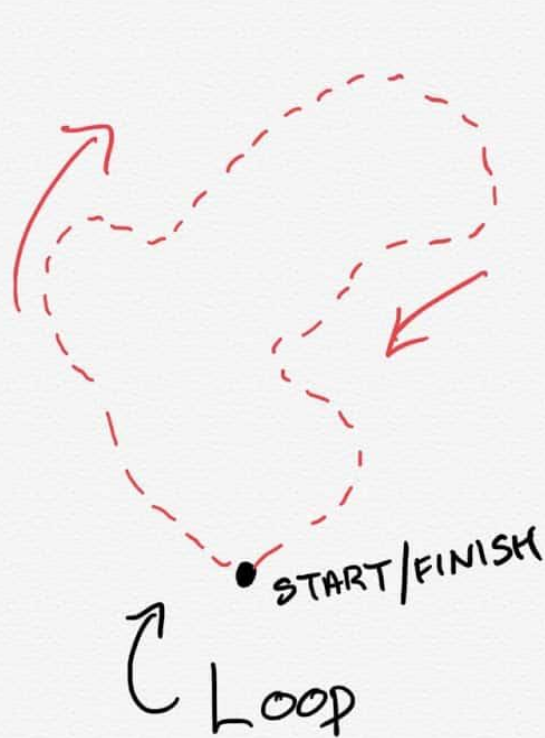
Vypracoval: Institut turismu, CzechTourism
Zdroj dat: CzechTourism
Zdroj geografických dat: ČÚZK
CzechTourism, duben 2024

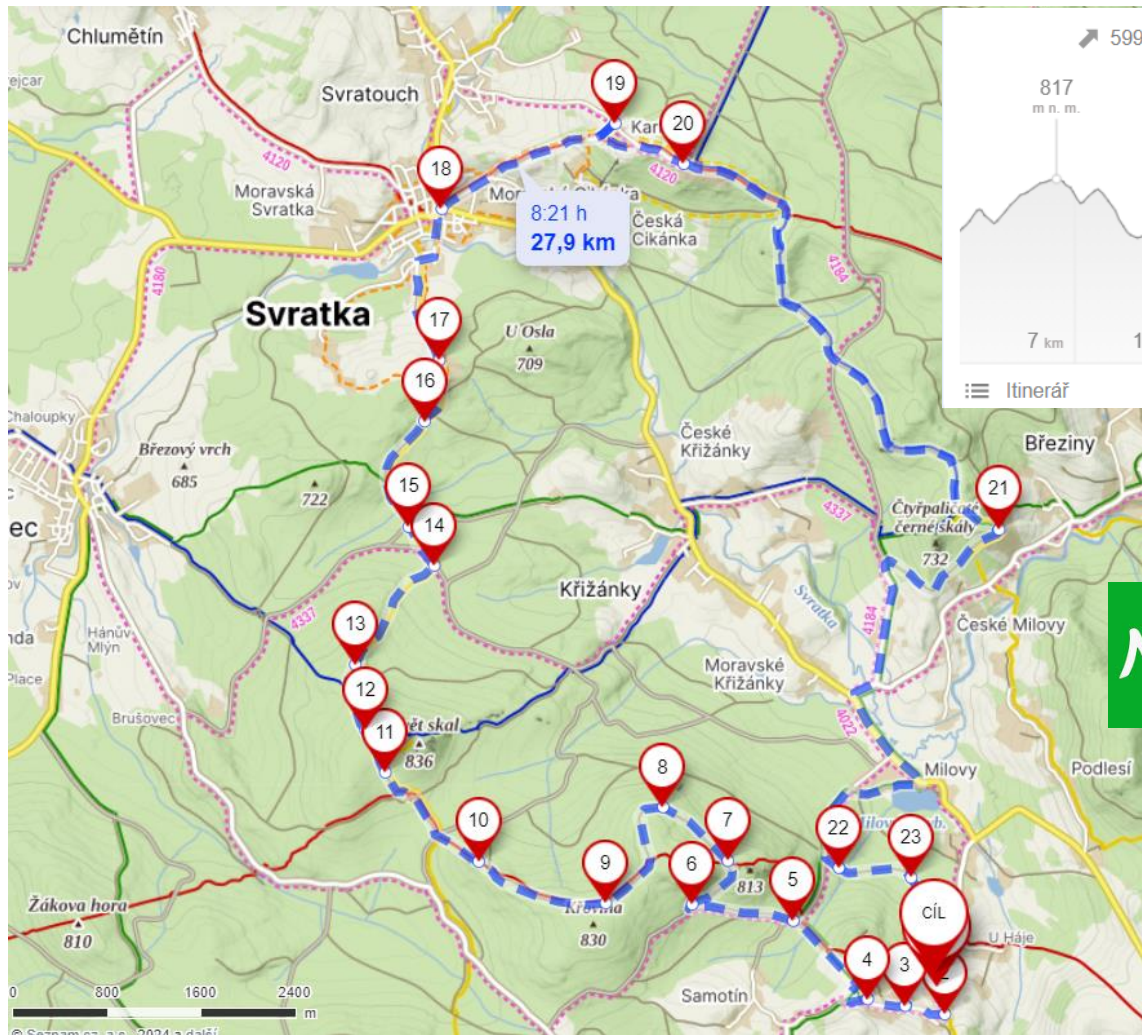
Plánování

- Mapy.cz
- Strava
- Komoot
- Garmin connect
- Google
- Youtube
- Google earth



Thru-hike or
traverse →



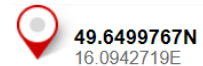


Itinerář

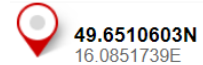


→ odbočte vpravo směrem na Žlutou a pokračujte 234 m

→ odbočte vpravo a pokračujte 17 m



49.6506003N
16.0896022E

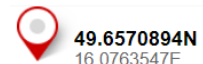


→ odbočte ostře vpravo směrem na zelenou a pokračujte 198 m

← odbočte ostře vlevo směrem na zelenou a pokračujte 386 m

↑ rovně směrem na červenou a pokračujte 376 m

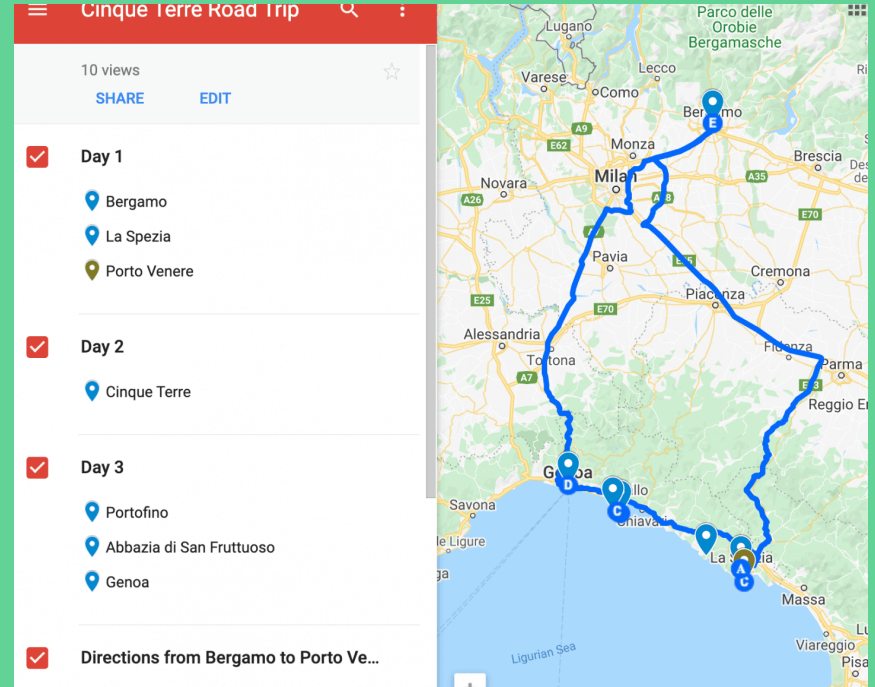
← odbočte vlevo a pokračujte 34 m



49.6570894N
16.0763547E

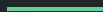
Google earth, maps

- [Planning a Roadtrip in Google Earth Pro](#)
- <https://www.myrouteonline.com/user-guides/google-maps-route-planner>
- <https://www.youtube.com/watch?v=IKgA1FuinIE>
- <https://www.youtube.com/watch?v=fafAm0q3He8>



Google Earth Studio

<https://www.google.com/earth/studio/>



Strava

- <https://trenujemeshop.cz/strava-cykliste-atleti-aplikace>



The image displays three screenshots of the Strava mobile application interface.

Left Screenshot: Segments List

- Current Location: DUBRAVCICE
- Activity: Run
- Elevation: Any Elevation
- Tab: Segments
- Section: MOST POPULAR
- Segment 4: Devínska snežienka - DNV... (2.5 km, 12.8% grade)
- Segment 5: Devínska snežienka - Devín... (3.1 km, 9.1% grade)
- Segment 6: DK Bomby (1.4 km, -7.2% grade)
- Segment 7: Segment (0.3 km, 15.6% grade)

Middle Screenshot: Segment Detail

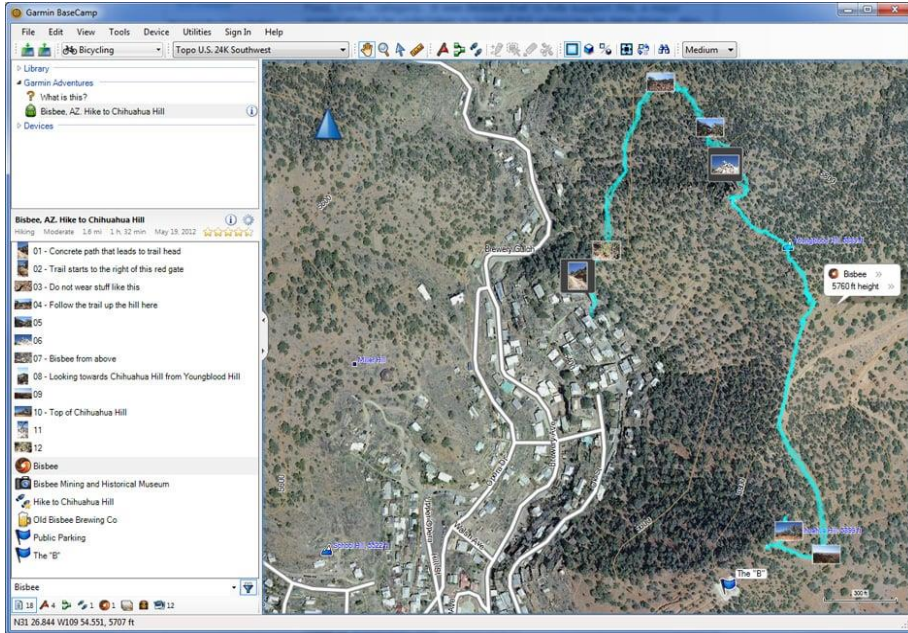
- Segment: schody do neba
- Sport: Run
- Distance: 0,08 km
- Elevation: 26 m
- Grade: 31 %
- Star Rating: 26

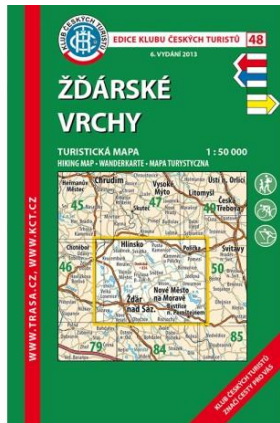
Right Screenshot: Map View

- Current Location: DUBRAVCICE
- Activity: Run
- Elevation: Any Elevation
- Tab: Segments
- Section: MOST POPULAR
- Segment: Bratislavská koruna č. 5 - Ka...

Garmin connect

- https://www.youtube.com/watch?v=mlgepm_V02c

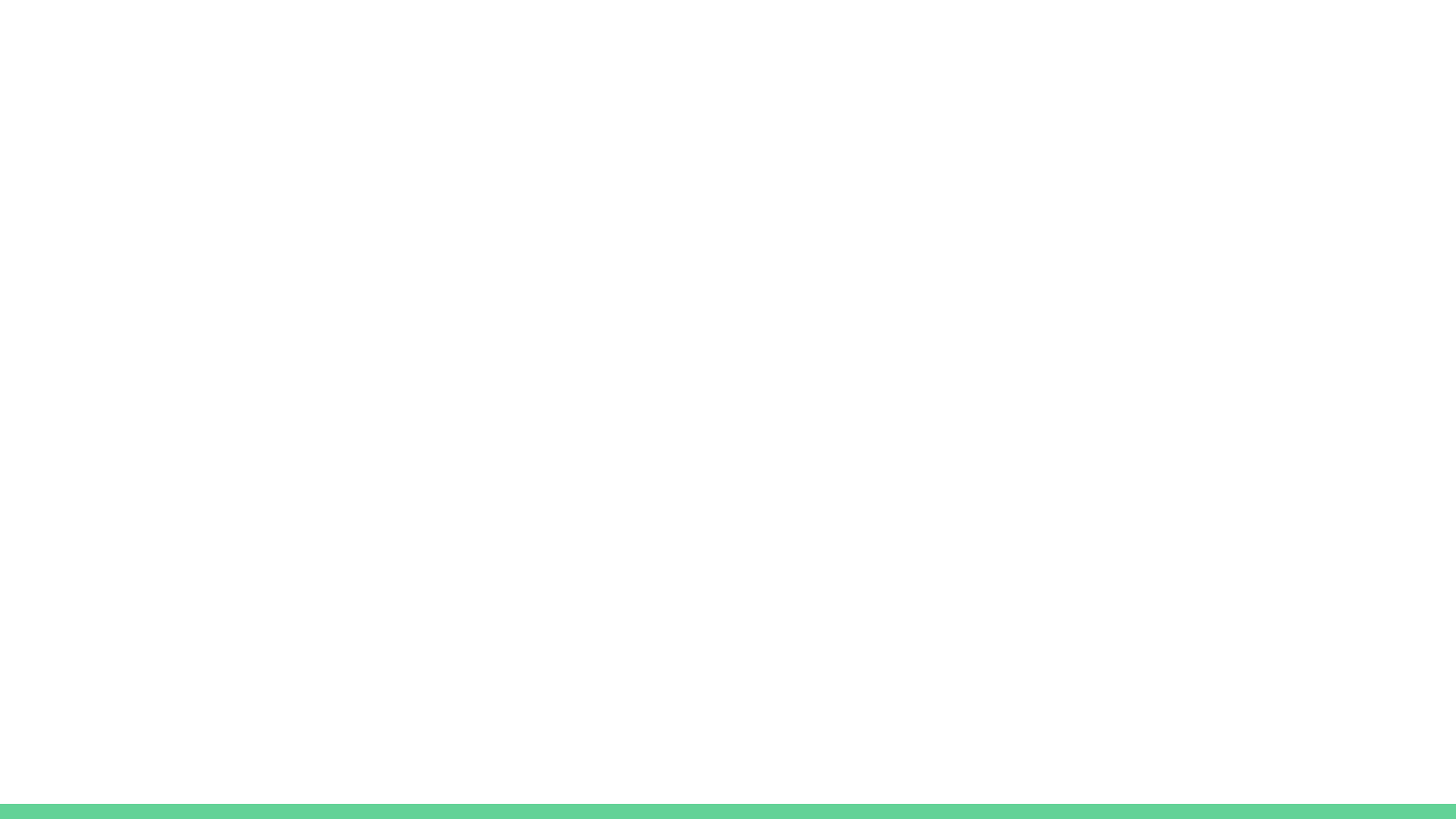




Relive



- <https://www.youtube.com/watch?v=mNw5yoprDkk>
- <https://www.terrahunt.cz/blog/aplikace-relive-prozijte-vase-zazitky-znovu>
- <https://www.relive.cc/view/vYvEnXgxXwO/explore>
- <https://www.relive.cc/cs/view/vYvEnXgxXwO>



Here are five of the most popular apps for planning mountain biking (MTB) trips:

AI



1. **Komoot**

This app is well-known for its route planning and navigation features, which are highly customizable for different types of outdoor activities, including MTB. Komoot allows users to discover new routes, provides detailed maps, and offers offline navigation for remote areas. It's popular for its ease of use and flexibility in route customization.

Key feature: Turn-by-turn voice navigation and topographic maps.

2. **Trailforks**

Tailored specifically for mountain biking, Trailforks offers a comprehensive database of trails worldwide, complete with trail conditions, difficulty ratings, and user reviews. Riders can log their rides and track conditions while exploring new regions.

Key feature: Community-driven trail maps with real-time conditions.

3. **Strava**

While Strava is widely known for its social features and tracking capabilities, it is highly favored by mountain bikers for its route discovery and performance tracking. Strava's segments feature allows riders to compare their performance against others on specific trail sections.

Key feature: Performance tracking and community challenges.

4. **Gaia GPS**

Gaia GPS offers highly detailed topographic maps and is perfect for navigating off-road areas. It's especially useful for remote mountain biking trips where detailed topographic information is critical. The app also supports offline use, making it great for areas without cell coverage.

Key feature: Detailed topographic and satellite maps with offline functionality.

5. **Outdooractive**

This app is another excellent choice for route planning and navigation. It provides detailed trail maps, route planning tools, and information on nearby points of interest. It's suitable for multiple outdoor sports, including mountain biking.

Key feature: Multi-activity route planning and navigation.

These apps are widely used in the MTB community for discovering new trails, planning trips, and tracking performance on routes.

- <https://bikexchange.com/best-cycling-apps/>

Zdroje

- <https://www.rakousko.cz/cs/vse-o-rakousku/lokality/saalbach>
- <https://www.czechtourism.cz/cs-CZ/a13bee8a-34ab-4fe2-b002-0ec2f14033ac/page/mapa-dmo>