
**DEVELOPMENT OF TOURISM IN THE CITY
OF BRNO (IN CONTEXT OF THE SOUTH
MORAVIA) – GEOGRAPHICAL, ECONOMICAL,
SOCIAL AND OTHER ASPECTS**

Geographical Thought

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PLANS VS. REALITY

- PLANS
 - METHODOLOGY
 - PROGRAMME OF THE TOURISM DEVELOPMENT
 - IMAGE AND CITY IDENTITY
 - SUSTAINABILITY
-

DEVELOPMENT OF TOURISM IN THE CITY OF BRNO (IN CONTEXT OF THE SOUTH MORAVIA) – GEOGRAPHICAL, ECONOMICAL, SOCIAL AND OTHER ASPECTS

- Analysis of existing preconditions of the area for tourism development (potential of the region / area)
 - Evaluation of the development of tourism in the city of Brno (and the South Moravia), currently used strategies in tourism development connected to strategic documents, their focus, methodology of their creation and implementation
 - Formulation of the roles of subjects in tourism development and suggestions for principles of their co-operation and definition of their competences
 - Definition of needs of the city in the field of tourism and formulation of the conclusions for sustainable development of tourism
 - Description of changes in forms of leisure activities – especially in trends of short-time tourism in postfordism period – emphasis on increasing attractiveness of city tourism (sights, culture, shopping, ..)
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METHODOLOGY

- Literature search
 - Analysis of conceptual, strategic documents in the city and the region
 - Definition of the City Identity
 - Comparative Analyses with other cities
 - Own research
 - ...
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STARTING POINTS

- Programme of Tourism Development in the City of Brno
 - Image of the City
 - Corporate Design
 - City Identity
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- Sustainability
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PROGRAMME OF TOURISM DEVELOPMENT IN THE CITY OF BRNO

- The purpose of the document is to support the tourism development in the city of Brno, to create clear profile of the city of Brno in the field of tourism and to clearly define steps leading to fulfilling the goals marked in this document
 - The goal of the Programme is to make more efficient coordination and creation of conceptual processes in the field of tourism and city marketing
 - Expert groups (public, academical, non-governmental, private sector)
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CITY IDENTITY

- Forthcoming study – city identity (T: spring 2010)
 - Suggestion for the methodology for creation of the City Identity
 - City Identity is a summary of unifying values of the city of Brno
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IMAGE OF THE CITY AND CORPORATE DESIGN

- Brno City Strategy (Image of the city; inner /outer relations)
- Corporate design (2005)

B | **R** | **N** | **O**

The image shows the word 'BRNO' in a stylized, bold, red font. Each letter is separated from the next by a vertical red bar. The height of these bars increases progressively from left to right: the bar after 'B' is the shortest, followed by 'R', 'N', and 'O', with the final bar after 'O' being the tallest. The letters themselves are positioned between the bars, with the 'B' and 'R' being slightly taller than the bars they follow, and the 'N' and 'O' being shorter than the bars they follow.

WHAT IS SUSTAINABLE TOURISM?

- Sustainable tourism in its purest sense, is an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is responsible tourism that is both ecologically and culturally sensitive.
 - Thus, Sustainable tourism activities have minimal impact on the environment and culture of the host community.
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SUSTAINABLE TOURISM TODAY

- modern concept
 - without deeper meaning
 - Regional Operation Programmes
 - missing indicator systems for measuring the sustainability !!!
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SUSTAINABLE TOURISM – POINTS OF VIEW

1. sustainable tourism as the activity
 - to make tourism sustainable as the activity by using sustainable forms of tourism (ecotourism, ecoagrotourism, ect.)
 2. sustainable tourism as sustainable locality/region
 - to make the regions sustainable for tourism by behaving according the rules of sustainable development in all of mankind's activities
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SUSTAINABLE TOURISM ...

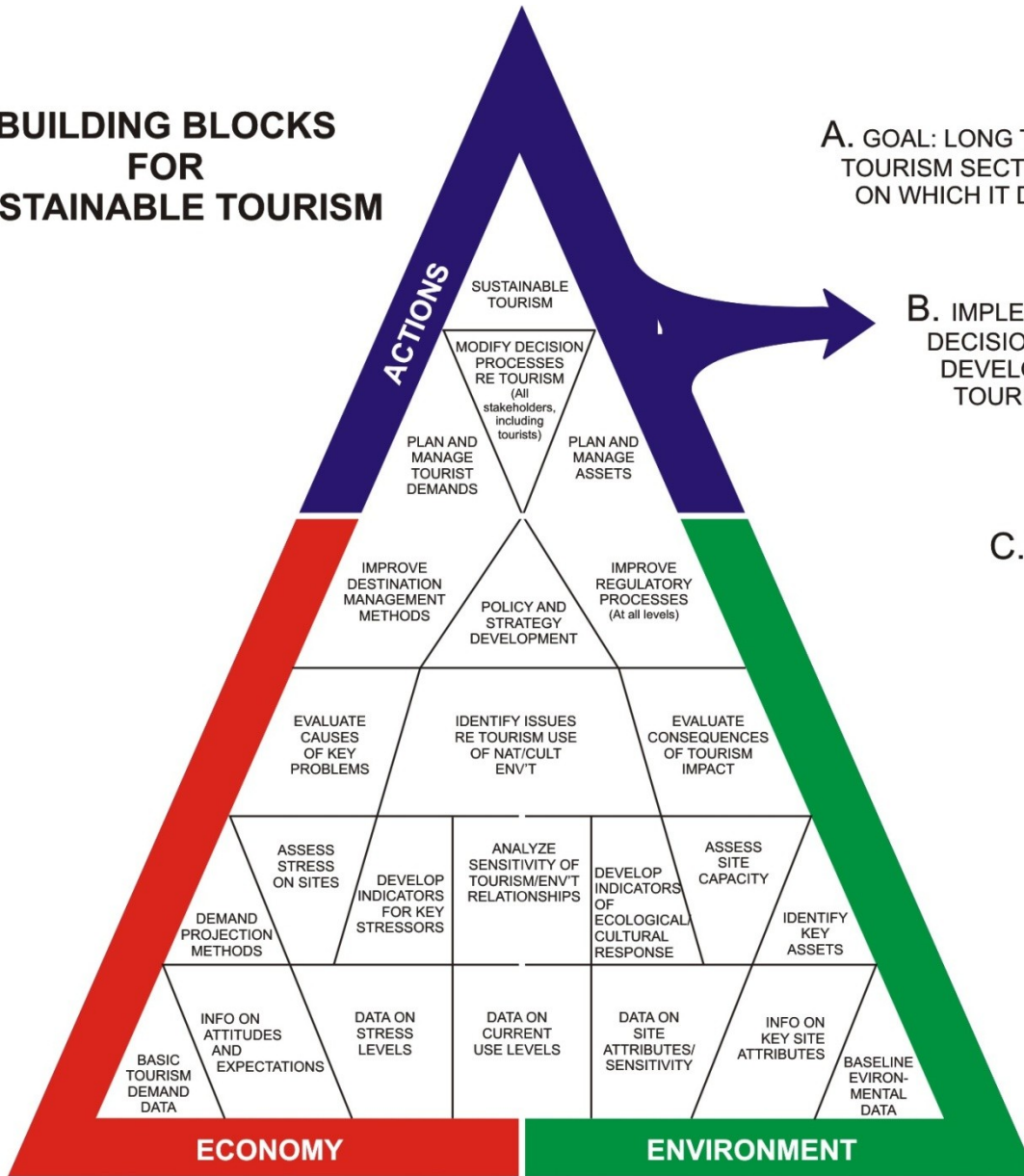
- ... **is informative.**
 - ... **supports integrity of place.**
 - ... **benefits residents.**
 - ... **conserves resources.**
 - ... **respects local culture and tradition.**
 - ... **does not abuse its product.**
 - ... **strives for quality, not quantity.**
 - ... **means great trips.**
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Sustainable Tourism



Source: Association, TIES.

BUILDING BLOCKS FOR SUSTAINABLE TOURISM



A. GOAL: LONG TERM SUSTAINABILITY BY THE TOURISM SECTOR AND THE RESOURCE BASE ON WHICH IT DEPENDS

B. IMPLEMENTATION: MODIFICATION OF THE DECISION PROCESSES AFFECTING THE DEVELOPMENT AND MANAGEMENT OF TOURISM RESOURCES.

C. DEVELOPMENT OF PRACTICAL AND STRATEGIC SOLUTIONS

D. IDENTIFICATION AND EVALUATION OF PROBLEMS

E. ANALYSIS OF KEY FACTS AND TRENDS

F. BASIC DATA/ INFORMATION

Thanks for attention!!!
