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ComPass - Personnel Competence Building in the Matter of "Tourism for All/Accessible Tourism"

Project number: 2016-1-DE02-KA204-003243

Funded by the European Union in the framework of the ERASMUS Plus programme - cooperation for innovation and exchange of best practices - KA2 strategic partnerships

BLENDED MOBILITY 2

MAY 15TH - 19TH 2017

CZECH REPUBLIC

OSTRAVA (MORAVIAN-SILESIA REGION)

Compendium



Organizer: KAZUIST, spol. s r.o.

www.kazuist.cz

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AGENDA

Sunday, May 14th 2017

Arrival of the transnational partners

Monday, May 15th 2017

| Time | Activity | Place |
|------------------|--|----------------------------|
| 11:00 - 12:30 | Opening of the Blended Mobility <ul style="list-style-type: none"> • Presentation of the Meeting Agenda • Presentation of Kazuist, its activities in accessible tourism • Organizational hints | Park inn hotel, Ostrava |
| 12:30 - 14:00 | Lunch | Park inn hotel, Ostrava |
| | Transfer to the city centre | |
| 14:30 - 17:00 | Guided tour around Ostrava | Ostrava |
| | Transfer to hotel, free time | |

Tuesday, May 16th 2017

| Time | Activity | Place |
|------------------|---|----------------|
| 8:45 | Meet at the hotel and transfer to Ostrava-Vítkovice | |
| 9:30 - 10:30 | Visit to educational facility (secondary school of tourism) <ul style="list-style-type: none"> • Presentation of the school • Topic: Qualification /VET and adult training in tourism | AHOL, Ostrava |
| | Transfer to Háj ve Slezsku | |
| 11:00 - 12.30 | Visit to the accommodation facility Mlýn vodníka Slámy (Mill of the water goblin Straw) <ul style="list-style-type: none"> • Presentation of the facility • Topic: Accessible tourism, employment of skilled and unskilled workers | Háj ve Slezsku |
| 12:30 - 14:00 | Lunch in Mlýn vodníka Slámy | Háj ve Slezsku |
| | Transfer to Lískovec | |



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| Time | Activity | Place |
|---------------|---|--------------------------|
| 15:00 - 17:00 | <p>Visit to Marlenka factory (production of honey cakes)</p> <ul style="list-style-type: none"> • Presentation of the company and successful business story of an Armenian family • Topic: Starting a business in a foreign country, employment of skilled and unskilled workers | Lískovec (Frýdek-Místek) |
| | Transfer to hotel, free time | |

Wednesday, May 17th 2017

| Time | Activity | Place |
|---------------|---|---------|
| 9:00 | Meet at the hotel and transfer to Ostrava-Petřkovice | |
| 9:30 - 12:00 | <p>Visit to Landek Park</p> <ul style="list-style-type: none"> • Presentation of the suburban recreational area (camp, sport facilities, exhibitions, restaurants) • Topic: Urban tourism, accessibility and qualification of (seasonal) workers | Ostrava |
| 12:00 - 13:30 | Lunch in Landek Park - Harenda u Barborky (stylish mining restaurant) | Ostrava |
| | Transfer to Ostrava-Přívov | |
| 14:00 - 15:30 | <p>Visit to Fire-fighting museum</p> <ul style="list-style-type: none"> • Presentation of the facility • Topic: Accessible tourism | Ostrava |
| | Transfer to the city centre | |
| 16:00: 17:30 | <p>Visit to Cooltour (cultural centre)</p> <ul style="list-style-type: none"> • Presentation of the facility • Topic: tourism (making Ostrava more attractive for visitors), inclusion of minorities and foreigners, strengthening of community life, sustainability | Ostrava |
| | Transfer to hotel | |



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Thursday, May 18th 2017

| Time | Activity | Place |
|------------------|--|--|
| 9:00 | Meet at the hotel and transfer | |
| 10:00 - 12:00 | <p>Workshop and Open Space Discussion:</p> <p>Destination management Moravian-Silesian Tourism</p> <ul style="list-style-type: none"> • Topic: Tourism concept of Moravian-Silesian region and its implementation <p>FajnOVA, City of Ostrava</p> <ul style="list-style-type: none"> • Topic: Tourism Concept of City of Ostrava <p>Travel agency ATIS</p> <ul style="list-style-type: none"> • Topic: Accessible tourism in the Czech republic | Ostrava, Regional Authority Moravian-Silesian region, F527 |
| 12:00 - 13:00 | Lunch | Ostrava |
| 13.30 | Transfer | |
| 14:00 - 17:00 | <p>Visit to Dolní Vítkovice</p> <ul style="list-style-type: none"> • An unique educational, social and cultural centre in Ostrava where coal used to be mined and pig iron produced | Ostrava |
| | Transfer to hotel, free time | |

Friday, May 19th 2017

| Time | Activity | Place |
|-----------------|---|-------|
| 9:00 – 11:00 | <p>Workshops and Open Space Discussions/ Reflection by content and technical patterns</p> <ul style="list-style-type: none"> • Topic "What have we learned" • Topic "What remains not yet discussed" • Topic "What should be improved" • Evaluation sheets and participant lists • Hand out of the participant certificates | Hotel |
| | Departure of the transnational partners | |



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PARTICIPANTS

| Surname | Name | Company | Country |
|-------------|-----------|--|----------|
| Kruczek | Bernd | CIT GmbH | Germany |
| Lang | Joachim | NaturApartments Stauensfließ | Germany |
| Gudkova | Alexandra | "I love you Fitness" (Event management, Kinect and fitness studio) | Latvia |
| Ponomarjova | Denize | University of Latvia | Latvia |
| Pindurová | Ilona | KAZUIST | Czech R. |
| Szczuková | Jana | KAZUIST | Czech R. |



TOPIC OF THE MOBILITY

VET and adult education in accessible tourism

Jana Szczuková, KAZUIST

Main topic of the second mobility in the Czech Republic was accessible tourism.

| | | | | |
|--|---|--|--|---|
| <h4>Kazuist and Accessible tourism</h4> <ul style="list-style-type: none"> • Initiator/pioneer promoter in the Czech Republic • Member of European Network for Accessible Tourism (ENAT) since 2009 • Surveys and Studies • Workshops and conferences • Mapping and assessment of accessibility • Education and training | <h4>AT & Educational activities</h4> <ul style="list-style-type: none"> • Educational materials for self-education • Educational program for secondary schools • Development of soft skills (special needs, communications with disabled clients), raising awareness about AT among tourism providers, public administration representatives, politicians, educational institutions, NGOs etc. | | | |
| <h4>Our projects</h4> <table border="1"> <tr> <td data-bbox="215 1198 359 1355"> 2005-2009 <ul style="list-style-type: none"> • Beskydy for all • Moravian Silesian region for all </td> <td data-bbox="406 1198 566 1355"> 2009 - 2011 <ul style="list-style-type: none"> • Athena • ATE • Roads to understanding </td> <td data-bbox="630 1198 774 1355"> 2015+ <ul style="list-style-type: none"> • Elevator • ComPass </td> </tr> </table> <ul style="list-style-type: none"> • Tourism without barrier (Tourism cluster) (2011-2012) • EDEN – Těšín Silesia (2013) • Travelling without barriers (2014) • Těšín Silesia for all (2014-2015) | 2005-2009 <ul style="list-style-type: none"> • Beskydy for all • Moravian Silesian region for all | 2009 - 2011 <ul style="list-style-type: none"> • Athena • ATE • Roads to understanding | 2015+ <ul style="list-style-type: none"> • Elevator • ComPass | <h4>Accessible tourism</h4> <ul style="list-style-type: none"> • Making environments, venues and services suitable for the widest range of customers, including people with disabilities, seniors, families with small children and many more. • Equal opportunities to enjoy tourism experience • Accessibility = comfort, safety, sustainability |
| 2005-2009 <ul style="list-style-type: none"> • Beskydy for all • Moravian Silesian region for all | 2009 - 2011 <ul style="list-style-type: none"> • Athena • ATE • Roads to understanding | 2015+ <ul style="list-style-type: none"> • Elevator • ComPass | | |
| <h4>Accessible tourism</h4> <ul style="list-style-type: none"> • Seniors – WTO appeals on tourism providers to develop programs for senior tourism ensuring more safety, health care, contact with local communities, cultural activities and activities in the nature etc. AND also true and clear information. Due to the ageing of the population seniors become an important segment of tourism. | <ul style="list-style-type: none"> • Accessibility is seen as a problem then an opportunity • Information, training of staff, services (hospitality) and environments | | | |

VENUE

Second mobility took place in Ostrava.

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regionální poradenské a informační centrum

Shortly about Ostrava

- 3rd largest city of the Czech Republic
- 289 832 inhabitants (4/2017), since 2000 decrease almost 30 000
- Unemployment rate 6,7 % (10/5/2017)
- Image of the „steel heart“ of the country (industrial, dirty and inhospitable city)

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regionální poradenské a informační centrum

Shortly about Ostrava

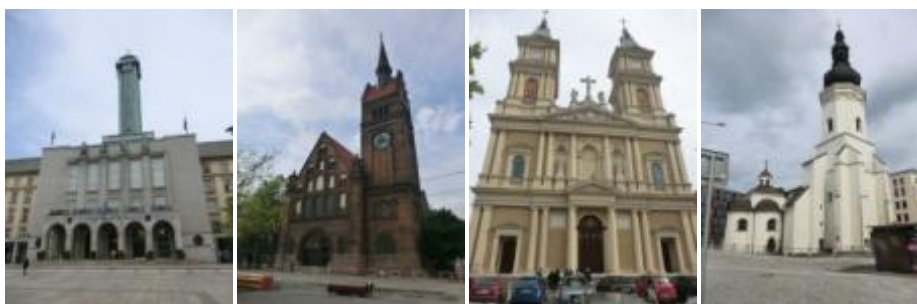
- 65 accommodation facilities (2015)
- 5016 beds
- 211 264 guests (40 % nonresidents)
- 557 857 overnight stays (37,8 % nonresidents)
- 223 Heritage protected buildings (Ostrava district)

Guided tour around Ostrava

More information about Ostrava and its history was provided to the participants on the first day of Mobility during the guided tour organized by the Ostravský informační servis.

Participants visited/saw:

- New City Hall viewing tower - the highest tower town hall in the Republic and the largest town hall complex in the country
- Evangelical Christ' Church - built in 1905-1907 in the style of the Dutch Renaissance
- Husův sad (park) and villas around it - villa of Paul Hawlik in English style (1908), villa of Dr. Julius Eisner - The first Art Nouveau villa in Ostrava (1903)
- Poštovní street - One of the oldest streets in the city with Art Nouveau houses
- Cathedral of the Divine Saviour - second largest Roman Catholic cathedral in Moravia and Silesia
- Faculty of Arts, University of Ostrava - former famous café and hotel Garni
- Jirásek square - known among the inhabitants of Ostrava as the "Chicken square"
- Masaryk square - central square with the oldest houses and the old town hall from the 16th century
- Church of St. Wenceslas - the oldest church in Ostrava from the 13th century



VISITS

AHOL - Secondary school of gastronomy, tourism and spa

Ostrava - Vítkovice, <http://www.ahol.cz/>

Introduction of the school

Secondary school of gastronomy, tourism and spa is part of AHOL schools (3 schools - the visited one + vocational school and college). AHOL schools are private schools with a 25-year history.

Secondary school for gastronomy, tourism and spa used to be a part of vocational school, but because of their specialisation (subjects of study) they became independent in 2008. It has around 250 students.

Subjects of study

They focus on tourism, hotel industry and gastronomy. These are 4-year fields of study which are finished with school-leaving exam. Those who study gastronomy (chefs and waiters) on vocational school (for 3 years) can continue with 2-year follow-up study of gastronomy focused on modern gastronomy.



During the studies of **tourism** students can choose their specialization in:

- **Travel agency operator** - most students choose this specialization. After the studies they can work in travel agency or as tourist guides. VOŠ AHOL (college focuses also on tourism) organizes special courses for them. These courses are guaranteed by the Czech Association of tourist guides. But to get the certificate they must be at least 18 years old and have a school-leaving exam. So they go to the preparatory course and when they pass school-leaving exam they pass the exam in the course to get the certificate.
- **Steward in transport services** (bus, train, air transport) - they can take practice in companies, that provide transport services (especially in bus and train transport companies). There is a lack of employees, so they can work there already during their studies (summer job) and they have no problem with employment after the school. Compared to air transport, where it is very difficult to provide them practical training because of the security measures. In spite of these difficulties the school tries to provide them at least 2 or 3 days of practice in Ostrava airport and an excursion to the Prague airport.
- **Experience/adventure tourism** - this kind of study choose students who are interested in sport. They are trained for outdoor activities, teambuilding etc. They can also organise cultural, sport and gastronomic events.

Gastronomy - Big part of school education is aimed at gastronomy. Students of gastronomy focus on modern gastronomy (chefs in modern gastronomy), what means that they are learning rather technologies then individual recipes.

They use modern electronic course books called „Culinary art”. They were developed by professional chefs and education is more practical with them. Students learn first about theory - what kind of cookware and tools they need to use, later they learn about suitable ingredients in context with the previous part (how the ingredients will behave on the chosen tools). Theory is illustrated with short



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videos about tools and ingredients, preparation of meal step by step. At the end on the video they see the final product, if they did all steps correctly, but they also show them why the meal didn't go well, what they probably did wrong. For each technology there is also available demonstration how to prepare more portions for serving in restaurants and keep all of them warm. Every lesson is ended by a test. Students can do it at home, use it for self studying.

Culinary art is finished by the licence, which is valid for 3 years (graduates of vocational school) of 4 years (secondary school graduates). As there is lack of qualified chefs, some hotels pay the licence for the students and they then have to work 1 or 2 days in the hotel.

Culinary art helps them react much faster on modern trends in gastronomy and changes in legislation. If something changes there is quickly (within 2 months) created new video, explaining the changes.

Hotel services - study in this field has a wider scope. Students learn not only technology of cooking but also waitressing. Once a week they have practical lesson in a hotel, since the very 1st grade. After 2 years they take practical exam. In 3rd and 4th year they focus more on theory which they need for school leaving exam. During the studies they can attend specialized courses such as tea tender, vegetable carving, barman, barista etc. Certificate from these courses are valid worldwide.

School gets support from the city of Ostrava thanks to which they can invite experts from the practice to show students the modern trends. School organizes its own competition Ahol Cup and students take part in many other competitions during studies.

School participate in international projects supported by EU within Erasmus+ program (formerly Leonardo da Vinci). Thanks to these project students can go for practice abroad. Within the last 5 years students worked in London (UK) and in Bad Neustadt (Germany).

Students learn 2 foreign languages - English and German.

Student can get scholarship for social reason or if they represent school in competitions.

School is limited in opening new fields of study (e.g. confectioner). They would not get licence from the regional authorities due to the negative demographical trend.

School provides also catering services and organizes courses for adults. These training is focused usually on the usage of seasonal products.

Mlýn vodníka slámy (Mill of the water goblin Straw)

Háj ve Slezsku - Lhota, <http://www.uslamy.cz/cs/>

Mill is located in a small village (3200 inhabitants) near Ostrava on an area (island) of 25 ha surrounded by the river Opava and the water drive.

History

The beginnings of the water mill date back to the mid-15th century. Over the centuries it has changed its owner many times and has been rebuilt several times. The biggest development of the mill was at the turn of 19th and 20th century, when the Havlíček family bought it. In 1913, the miller replaced the mill wheel with a turbine and set up electric lighting in the building. There was also a silo, grain cleaner, garden centre, greenhouses, meadows etc. in the mill area. During the Nazi occupation the mill was managed by the German administrator and after the 2nd world war it was nationalized. In 1987 the mill burned out and then was used only for mixing of feeds. Since the 1990s went to ruin and served also as a waste dump. In 2007 the area was bought by a private company and began its renovation. The aim is to build a leisure-time complex using the natural potential of the territory and preserving rural traditions. In 2011 a museum of milling was opened here.



Today's use

In addition to the permanent museum exhibition, there is now restaurant, guesthouse, minizoo for children, stables and every year there take place many cultural and social events.

Guest house: 11 rooms (37 beds) in 3 houses arranged in the rural style - see the photo gallery on the web page. They are preparing one accessible room (so far they have any).

Restaurant: focused on modern local gastronomy, each week they have a new menu, they use fresh ingredients. In the area they have own herb garden and apple trees which they use for cooking. Herb garden has also educational purposes (to show children how herbs look like) and apple garden helps to maintain the traditional varieties of apple in the Opava region (some of them are very unique nowadays). In spring volunteers help them pick dandelions in the meadows. The capacity of the restaurant is 28 persons. For larger events there is a hall with a capacity for 85 people. In the restaurant they also sell local products like: homemade marmalades, homemade honey, herbal teas, butter biscuits, home-made pralines, fruit chutney, poultry pates, lard with crackling, preserved bacon, home-made sausages, beer sticks.

Outdoor area: there is a small zoo with domestic animals (donkey, sheep, goats, goose, ponies), horse stable for 13 horses, vast meadows, nature trail (story of the water goblin), children playground etc.

Other services: rent of boats, bikes, horse riding club (courses of horse riding, stabling of private horses, rides on the horses or in the carriage pulled by the horses), wedding ceremonies (complete wedding service), family celebrations, picnics in the garden, babysitting and animation for children, Degustation evenings, wine and cognac tastings, Business events (parties, seminars, workshops, business meetings, teambuilding activities), sale of gift vouchers, catering



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Events: every year they prepare events supporting countryside traditions, development of culture, social entertainment and gastronomic experiences in the region like: children's day, summer camp with horses, craft fairs, balls, theatres, wooden washtub competitions, gastronomic festivals etc.

The main clients are families with children and businesses. Frequent visitors are also seniors and schools. They collaborate with an athletic club which organize in the area outdoor training for children.

They have about 20 employees and lots of part-time jobs staff (including students). It is a problem to get qualified staff.

Seasonality - Two years ago (when they started) they closed during the winter season (it was open only for the weekends) due to the lack of clients. Last year they closed for one month because of the reconstruction. This year they hope they will not have to close at all during the winter. For the weekends they are fully booked for many months ahead.

Marlenka factory

Lískovec, <http://www.marlenka.cz/>

Founder of the company is Mr. Gevorg Avetisjan, who is originally Armenian. In Armenia he has graduated as interior designer and he ran successful business in this field. Because of the unstable economical and political situation in his country he decided to left Armenia and go to Prague, which he knew from a school trip. In 1995 he sold his car, flat and estate, took his family and travelled to Prague. In the train he met a Russian man who told him that Prague is too expensive and advised him to get out in Ostrava, which is industrial city and where they will feel better. He remembers that Ostrava was ugly city at that time, everything was black, dirty and smoky and his family didn't like at all.

Beginning in a new country was very hard. He wanted to work in his field as a designer, but he had no money and didn't know Czech. Almost one year he was without a job. Then he met one man, who showed him a bar in Frýdek-Místek which was for sell. He spent his last money for it and started to run a bar but he wasn't successful. He didn't know how to do it. At that time he wanted to give up everything and go back to Armenia. But the money they offered him for the bar wouldn't be enough for the way back.

In 2002 his sister came to stay with him and one day he asked her to make him a favourite honey cake according to the old family recipe. This cake he offered also to his new Czech friends and they liked it. So he started to offered it to local sweet shops and cafes and a new business idea was born.

He started this new business in his apartment with his sister in 2003. She made 10 cakes per day and after one month he saw that she is not managing it. So he rented the first manufactory (20 m²). Company begun with 1 employee, after first year employed about 20 people.

After 2 years (in 2005) they bought a bigger building and gave job to ca 30 unemployed people. The production was still manual but for 24 hours (non-stop production). Their products came abroad to the nearest countries like Poland, Slovakia and Hungary. Number of employees grew and at the annual production was 250,000 cakes.

Because they were not able to cover the growing demand with manual production, in 2008-2009 they built a new modern automatized production hall with an area of 4,000 m². Investment cost around 330 million CZK and it was partially covered by the grant. For the region it was one of the biggest investments since 2000. The number of employees increased to 186 and the annual production reached 1,250,000 pieces of cakes.

In 2012-2014 they built another hall with an area of 3,500 m² including administrative part and the visitor centre. They bought new fully automated production line for their new products - preparation of dough, baking and decoration sections and packaging line. This investment cost around 250 million CZK.

Thanks to the investments in new technologies they can guarantee the quality of their products and keep high hygiene standards. Manufacturing is certified according to the strictest international certifications BRC (British Retail Consortium - leading safety and quality certification program, used by over 22,000 certificated suppliers in 123 countries) and IFS FOOD (International Featured Standards for quality assurance and food safety) in the highest category "A". National Quality mark KLASA was awarded to Marlenka for the quality of their products.

They still extend the assortment of their production - beside the original Marlenka honey cakes they produce honey nuggets, Napoleonky, Marlenka snacks, Pachelava, honey rolls etc. They also extend flavours - cakes with nuts, with cocoa, with lemons. They produce gluten-free cakes and specially decorated cakes (for birthday parties, weddings etc.), where fantasy has no limits.



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Marlenka's products, source <http://www.marlenka.cz/products/>

Nowadays Marlenka is a registered and respected trademark. They export their product to ca 40 countries. The main customers are supermarkets. Their competitive advantage is quality - it is made from natural ingredients like milk, honey, flour and nuts, without preservatives and artificial colours. They can guarantee shelf-life 3 months in room temperature (regular deserts in sweet shops or cafeterias have a shelf-life about 2 days).

In 2016 Marlenka had 240 employees and the turnover around 420 million CZK. The line is operated by 10 to 15 well trained employees. The owner says that he chooses the staff according to the intuition. For him more important that a professional qualification is enthusiasm and good human relations at the workplace.

Plans for the future: they still want to raise the number of employees and production. They have some new projects and are building a new bigger space again. Their ambition is export worldwide. They started to prepare own Marlenka coffee and in the future they would like to open the chain of cafes.



Source of the photos: <http://www.marlenka.cz/navstevnicke-centrum/>



Landek Park

Ostrava, <http://www.landekpark.cz/>

Landek park is a unique natural, historical and industrial locality located in Ostrava, 5 km from the city centre around the LANDEK hill (280 m above sea level). It's also an attractive suburban recreational area of 35 ha with a mining museum, sports and relaxation zone, camp and catering facilities. It is frequented by tourists as well as by local inhabitants, mainly by families, school children, sport enthusiasts, organizers of cultural events etc.

All objects in the park were declared cultural monuments by the Ministry of Culture of the Czech Republic.

Mining museum

It is the largest mining museum in the Czech Republic. It is located in the area of a black-coal mine Anselm, which is the oldest deep coal mine in the Ostrava region. It was founded by the Olomouc Archbishopric and the coal was mined here from 1782 till 1991.

Museum was opened in 1993 by OKD (private company focused on hard coal mining in Moravian-Silesian region). In 2010 it was bought by the engineering company Vítkovice Holding and integrated with the exposition of metallurgy in Dolní oblast Vítkovice. The idea is to manage industrial monuments in the Ostrava region from one place - under one organization, which is Association of Dolní oblast Vítkovice.

Museum has several exhibitions:

- **Mining exhibition** - introduces a real working shift down the mine. Exhibition starts in historical chain changing room. Visitors then go down the pit in original mining cage. Underground at a depth of 15m are accessible 250-m-long mining corridors presenting physically demanding work in the mine. Guided tour summarizes the coal mining in the years 1782-1990, demonstrates operation of some mining machinery. Exhibition includes life-size miners realistically capturing the conditions of work in the mine. Near the shaft building visitors may also try out a journey to remote workplaces in the mine using original carts pulled by a functional mining locomotive.
- **Mine rescue work exhibition** - presents a unique collection of respiratory equipment including diving techniques, illustrates its development since 1883 to the present. It is one of the largest expositions of its kind in the world. An attractive part of the tour is the opportunity to try rescue training on a training rescue polygon. A special part of this exhibition is a memorial to the rescuers who died during their work.
- **Surface exposition of tunnelling and mining equipment** - a free exposition of heavy mining equipment.
- **History of Mining Transport exposition** - a free exposition illustrating development of mining transport starting from horse transport to the present.

Museum is open year-round. There are working experienced ex-miners and ex-rescue workers as tourist guides, who make the tour more interesting. Accessible is only about 20 % of the exhibitions, due to the difficult terrain - see the details on <http://cile.jedemetaky.cz/cile/informace/141-landek-park-s-expozici-hornickeho-muzea#content>. Videos which are part of some exhibitions are available only in Czech language.

National Natural Monument LANDEK



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Since 1993 is LANDEK hill also a National natural monument. Protected area has in total 85.53 ha.

It is a globally famous location from the point of view of geology, archaeology and biology.

The subject of protection is:

- **Natural forests with specific fauna** - most of the area is afforested. Forests are an example of a dynamically developing forest ecosystem in the middle of an industrial agglomeration. Some trees are more than 100 years old. The presence of old and naturally surviving trees creates a unique environment for the occurrence of rare beetles or birds nesting in tree cavities.
- **Unique geological structure and history** - there is an evidence of the development of black coal seams which started 300 million years ago. On the south-eastern slope of the Landek hill there is a unique geological cross section with layers of the carbon type coal which surface through numerous coal seam exits.
- **Archaeological sites** - there were found remains of the camp of mammoth hunters from 30,000 years ago and the evidence of the first use of coal as a fuel. In 1953 the world-famous Venus of Petřkovice/Landek was found here. It is a 46-mm female torso, carved out of haematite. It is the only slim Venus in Europe.

There is also marked natural science and mining educative trail, which is 5,5 km long and informs about natural attractions in the protected area, history of settlement and mining of coal at Landek.

Sports, relax and cultural events

LANDEK Park is also used for sports and is the venue for a number of events.

Sport and leisure, outdoor activities – beach volleyball, bowling, tennis, badminton, cycle lanes suitable also for inline skating, cross-country skiing, rope track, a children's playground, workout playground, petangue, mini ZOO, multifunctional halls for indoor sports. In the future they would like to provide also fishing in the area.

Events - there is organised a wide spectrum of events - cultural, social, sporty, conferences, concerts etc. For these purposes there are halls with capacity of 350 people (former Compressor plant) and 150 people (former pattern shop and stables). During the summer there take place summer camps for children focused on sport or science.

Camp and catering facilities

In the natural part of the area there was opened a camp in 2015, with the capacity of ca 2000 people (or 200 tents and 50 caravans).

Facilities and conveniences available: sanitary facilities (WC, showers, a kitchenette), reception, security.

Catering is provided in two restaurants and a snack bar. Harenda u Barborky (mining restaurant) - capacity of 130 seats, daily menu, of catering services, summer terrace, miners' gastronomic specialities. BistrOpen - up-to-date cuisine and a modern menu prepared right in front of the customers. SportCamp+ - fast food snack bar.



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Fire-fighting museum

Ostrava, <http://www.hzsmsk.cz/index.php?ID=1719>

Fire-fighting museum is part of Fire rescue services of Moravian-Silesian region. It is not an independent museum with legal personality. That is why the position of the museum is quite difficult. Fire-fighters activities and posts are given by the law, where museum management is not included. Fire-fighters can provide only education of the public and prevention, that is why the museum is built on these activities.

Museum was opened in 2005 in an old Art Nouveau building. This object was built in 1905 for the German volunteer fire brigade. During the world war 2nd is was significantly devastated and the original decorations of the building were not kept during the reconstruction. In 1973 volunteer fire-fighters ended their activities and professional fire-fighters started to use this building. It was used as a training centre. In 2003-2014 City of Ostrava financed the reconstruction during which the building was brought into its original design.

Exhibition of the museum has several parts, which creates not only an insight into the history of fire fighting, but shows and promotes also their work in the present day. Visitors can see old equipment, current technology, functioning workplace of Integrated Safety Centre, model situations and cooperation of the integrated rescue system, examples of rescue operations or working at heights. There is also the cinema hall, where films made during real interventions of firemen are projected. The aim of the museum is not only to show the history of fire-fighting but also to educate the civilians. They put big stress on prevention and their preventive programmes are on very high level.

Museum participates in different events. Very popular is the event "Night at the museums", during which they burn the old house, use old fire engines, dress all uniforms to make it more attractive. Each year they have about 1,000 - 1,200 visitors during this one night. Museum is also part of the technical trail called "Technotrasa", which unites most important technical monuments in the region. At the end of summer they organize cultural events together.

It is a small museum. The number of visitors is 7,000 - 8,000 persons for a year. Half of the visitors are schools, kindergartens and groups of voluntary fire-fighters. The tour is always guided and commented. There are 3 guides working in the museum on a half-time basis. All of them are former fire-fighters, so they use lot of their own professional experiences during guiding. They have season and off season problems like all the museums – but as they have only 3 guides it is not such a problem.

Building of the museum is architecturally accessible - see the details on <http://cile.jedemetaky.cz/cile/pristupnost/118-hasicske-muzeum-mesta-ostavy#content>. Museum is visited by visitors with disability. Because the museum is small and there are no so many visitors, they can pay individual attention to the visitors. They treat visitors in familiar way. If there is a group of blind visitors they prepare tables with exhibits which they can touch. They can organize special tours for children etc. They always try to adapt the tour and interpretation to the group and visitors specific needs. Guides are no trained in communication with disabled visitors. They do it, because they like it (by heart) and they are learning by doing. Some of them have personal experience with disability. If they would have bigger spaces they would create haptic exhibitions.

Museum in Ostrava is the only one in the Czech republic operated by professional fire-fighters. It is run by Fire rescue services of Moravian-Silesian region and funded by the Moravian region and City of Ostrava.

Museum serves also for the formal purposes like meeting with authorities, meeting of security committee of the city or region, foreign visits etc.



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Museum is opened every day, except Mondays. Visits of groups larger than 10 persons have to make reservation in advance.



Cooltour (cultural centre)

Ostrava, <http://cooltourova.cz/>

Cooltour is **cultural centre**, which is a place, where people can meet each other, see a performance (theatre, music, dance), take a beer or a coffee, participate in different workshops or seek support for their projects. It is also a place where are created and organized cultural projects helping the city to change in cultural a lively place.

Cooltour in Ostrava was established in 2011, basically when Ostrava lost the fight to be the European capital of culture. They thought that the energy and effort invest in the preparation of the candidacy should be used and the vision should be followed.



They were inspired by the cultural centres abroad, because there was nothing like this so far in Ostrava. They started as a project with the financial support from the City of Ostrava and OKD foundation.

After two years this project was too big, they became unprofessional hangout place for amateurs, so they decided to establish professional organization. In 2015 non profit independent organisation was founded by 2 founders. They became member of the Trans Europe Halles - biggest Europe-based network of independent cultural centres (centres initiated by citizens and artists) to make Ostrava more visible on the European map of culture.

Aims:

- regenerate, revitalize and activate city centre of Ostrava
- contribute to the cultural and artistic development of the city and the region
- build in Ostrava permanent, progressive and independent multi-genre scene of contemporary art, which will support and present high-quality regional, national and also international arts
- offer young people new opportunities for education, self-realization and socially beneficial projects with an emphasis on active participation of the individuals, encouraging and promoting their creativity, active attitude towards life and relationship to the city
- maintain current artistic, cultural and social platform that will support meeting and cooperation of various Ostrava communities and interest associations, involve inhabitants of Ostrava in cultural events in the city and in active participation in cultural projects.

Premise: Cooltour has its seat in the centre of Ostrava in an old building, which was in bad conditions - they had to invest 3 million CZK to be able to start working there. Inside there is café with meeting room, space for co-working and small stage, hall "new scene" for performances with a capacity of 180 seats, dance hall with mirrors and ballet bars, multifunctional space for joint work "Coolna". There are also rooms for workshops (yoga, contemporary dance, ballet, street dance) which they rent. In the summer they operate outdoor bar in front of the Cooltour with wooden stage.

Staff: 12 full time employees and about 15 people in the bar (students).

Funding: 1/3 public funding and 2/3 private money. Most important incomes come from the sale of drinks (it was necessary to open the outdoor garden, because in summer the decrease of customers



in the café was too big), sales of ticket (they could sell more tickets but they are limited by the capacity), renting and sponsorship.

Activities:

1) Artistic programming – they organize performing arts events focused on contemporary dance and attractive theatre projects, motion workshops and accompanying events (e.g. International Day of Dance), concerts etc. They focused on good art and on young people. In 2015 there were organized more the 400 events with more then 40 000 visitors.

2) Residency program – Cooltour allows artists to work on their performances or projects using their space and equipment. This is one of the way how to bring artists to Ostrava.

3) Community programs – they organize events aimed at positive changes in local community and in public space. Community programmes were created to educate public - people should realize the responsibility for their lives.

They implement local and international projects focused on different directions - on building relationships between the city and its inhabitants, on making city spaces alive, in international cooperation in the arts or strengthening democratic values and principles. They also help to start project to people who come with their idea how to help Ostrava.

Here are examples of some of their projects.

Mental cafe – basically it is not about selling coffee, it is about give mentally handicapped people some chance to talk to healthy people. People normally try to avoid this group. They manufactured coffee court with supervisor, they go to different companies and ask them to let them sell coffee for one month every year in their lobby. This project is already working 5 years and makes its own money.

City intervention – the problem is that people are not able to talk to politicians/city. Via this project they want to change it a little bit and give people a chance to talk to the city without need to go to city hall and design their vision of Ostrava. People submit their ideas in written and graphic form. CoolTour sometimes helps themwith the graphic part, translates it in English, publishes a book with peoples idea what should change in Ostrava and give it to the city representatives. Project is running for 2 years.

Experience Ostrava differently - community festival/street fair, when they motivate people to go out and live on street for one day to meet and know their neighbours. They choose the busiest streets for it, lock it down for cars. Now it is more commercial that they would like it to be. First year it was more like free market and charity, people (even children) were exchanging and selling things. In the first season more than 8000 participants took part in this project.

Refill / Temporary use project - Refill is the project of the city of Ostrava built on the idea of temporary use of public spaces. Temporary use is one of the urban development tools that is used when it is necessary to find a new sense for a particular urban area (building or land) or to support ideas that need time to be developed. There are many empty public spaces in Ostrava so they try to create a tool for their temporary usage. Cooltour processes an analysis of interest in temporary use in Ostrava. They contacted owners of the buildings and people who would like to use these places. They try to connect them (something like brokers).

Pianos in the city – 2 piano placed in train station and other places. Problem was that the pianos were destroyed. And there were lots of complains because of the noise. So they have to cancel this project.

USE-IT – it is a map of Ostrava and mobile application for young visitors, which provide them useful and updated information (each year they publish new version). Young tourists usually need different



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information than is normally available in the information centres. It is prepared by young local people (volunteers). It is non-commercial map, so also the places select locals.

Tourist guide in English - every 5 years they publish tourist guide in English and distribute it to 30 European cities. It is prepared by new artists.

Magazine for foreigners - they were publishing monthly magazine for foreigners in English. There is no material for people not speaking Czech recommending art. They realize there is nothing and foreigners wouldn't go to the theatre, because they think it is in czech. Magazine evaluated restaurants and recommended different performances around the city without language barrier. There was a team of people who selected what to recommend. It was very expensive.

Adopt a flower pot – by this project they wanted people to realize, that it is not upon the politicians and other institutions, that people make the city, that people should care for their neighbourhood and things that are around them. They adopted about 100 of big flower pots (1x1 m). Basically they use them to prevent cars to go. Signed contract with the city. They take responsibility for the flower pots and rented them also for free to individuals and to organization – e.g. to kinder garden, apartment houses. They were competing, which is better, they had this competition for 2 years. There were other cities calling to ask them how is it organized (they wanted to do it in their cities). After 2 years they wanted to transfer it to the city, because they have no capacity to do it anymore, but it did not succeed - they were not able to organize it (they miss some community approach).

Dolní oblast Vítkovice

Ostrava, <http://www.dolnivitkovice.cz/>

Dolní oblast Vítkovice is an unique educational, social and cultural centre of Ostrava. It was created by the transformation of the former industrial objects and area, where coal used to be mined and pig iron produced from 1828 till 1998.

In 2002 the area was declared a National Heritage Site and in 2008 European Heritage site.

In 2007 the Association of Dolní oblast Vítkovice was established. Its members are private companies and technical university of Ostrava. They look after industrial monuments of Ostrava (Dolní oblast Vítkovice, Lanek Park and Hlubina mine). They prepared the project of the preservation of industrial heritage in Dolní Vítkovice and its transformation into the modern cultural and educational centre. They want to support the development and promotion of culture, science and research in the Moravian-Silesian region.

In 2012 there was opened:

- **Educational guided tour (Bolt tower)** - the former Blast Furnace - the tour is focused on the iron making process. There are organized also non-traditional tours (private parties) outside of normal opening hours. In 2015 there was opened an observation tower (80 m high) with the café (capacity 25 persons) on the top of the blast furnace. There was a competition for the name of the tower - and the winning title is "Bolt tower" according to the shape of the tower (it's like a bolt). The godfather of the tower became the famous sprinter Usain Bolt (Jamaica) who is regular participant at Ostrava Golden Spike (athletic meeting) and some kind of ambassador of Ostrava. In the space under the furnace (area 1,000 m²) take place concerts, festivals, incentive programmes etc. – capacity up to 8,000 participants.
- **Gong (multi-purpose auditorium)** - the former gasholder - it is used for conferences, international congresses, concerts, workshops and training, exhibitions and many other sorts of events. Its capacity is up to 2,000 people. Conference rooms have a changeable layout. In 2013 it awarded the Building of the year in the Czech Republic.
- **Small World of Technology** - the former energy centre - there are situated more than a hundred interactive exhibits which explain science and technology in an entertaining way. It is based on Jules Verne's world.

In 2013 the **Science and Technology Centre** was opened. It presents science and modern technology as an entertaining game in the area of 14,000 m². Besides exhibitions there are classrooms, lecture halls and cinema auditorium with a capacity of 200 spectators.

There is also festival park with an area of 200,000 m². It offers the opportunity to build several stages with different capacities, and to set a camp or sports ground in the greener part of the premises.

In 2016 visited the Dolní Vítkovice (include Hlubina and Lanek Park) more than 1,3 million visitors, which is 16 % more than in 2015. This attractions became the fourth most visited monument in the Czech Republic and the first one outside Prague's attractions.



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WORKSHOP AND OPEN SPACE DISCUSSION

Tourism concept of Moravian-Silesian region and its implementation

Bc, Kateřina Buglová, Moravian-Silesian Tourism, project manager,
<http://severnimorava.travel/>

Moravian Silesian tourism is destination agency and travel agency established by the Moravian-Silesian Region. They are able to create some tailor made packages for the groups of clients, but their main job is to promote and coordinate tourism activities around the region.

Moravian-silesian region

- The 3rd most populated region in the Czech Republic - 1 219 600 inhabitants
- The 6th biggest region - 5 427 km²
- OSTRAVA** - 3rd largest city in the Czech Republic

How to get there

Road transport

- D1, Via Moravica
- E75, Český Těšín – Žilina (Bělehrac – Gdańsk)
- E462, Český Těšín – Krakow

Rail Transport

- Prague – Ostrava – Košice
- Warsaw – Ostrava – Vienna

International airport

- Ostrava Mošnov – OSR

Statistics: the number of visitors in the first quarter of this year increased by 14 % in comparison with the last year.

Foreign tourists: Polish and Slovak tourist are most coming.

In Moravian Silesian region there are 6 tourist regions

Tourist regions

THE JESENIKY MOUNTAINS, TURISTICKÁ OBLAST OPAVSKÉ SLEZSKO, OPAVAN SILÉSIA, OSTRAVA III, THE OSTRAVSKO REGION, TESIN SILESIA, MORAVSKÉ KRAJ, THE POODŘÍ REGION, THE BESKYDY MOUNTAINS

www.northmoravia.travel/

Jeseniky

- The 2nd highest mountain Mount Prácheň (1 491 m)
- Unspoiled nature and the cleanest air in Central Europe – spa Karlova Studánka (Charles' Spring)
- Family mountains - Jeseniky – <http://www.jeseniky-radina.cz/>

Karlova Studánka, Pilgrim church of Our Lady of Sorrows on Cvilín

Main feature: highest mountains of the region, beautiful nature

Tourist product: Family mountains Jeseniky, focused on families with children.

Accessible places: Karlova Studanka - spa in the mountains (700 m above sea level), well known for its climate a healing water, muscular skeleton, circulatory system and respiration system is treated there

Opavian Silesia

- Opava – a **white pearl** of Silesia with many architect. sights
- Beautiful chateaux and also fortresses from the Second World War
- Hradec nad Moravicí Chateau – famous guests **Beethoven, Pačaninni, Liszt**

Silesian Land Museum in Opava, Arboretum in Nový Dvůr

Main feature: range of monuments, stories of famous persons, great chateaus, Opava - historical centre of Silesia

Attraction: Planetary trail which starts on the Horní square, where is the fountain demonstrating Sun, models of another planets are located around the city, near the interesting places.

Accessible places: Silesian land museum, which is focused on culture and history of Silesian region. It is the oldest museum in the Czech Republic, Arboretum in Nový Dvůr – special botanical garden for domestic and exotic plants, herbs, and trees. It contains great collection of rhododendrons.

The Poodří region

- Perfect for **agrotourism**
- Chateaux, cycling tours through the untouched nature, famous historical figures and so on ...

Chateau Kunín





Fairytale Poodří

- Set off to the Poodří region with fairytale pixies, who will guide you through the land and history.
- Birth house of J. G. Mendel, Chateau Bartošovice, Museum Albrechtůvky, Katzvina Odrý, Windmill Spálov, etc.



www.pohadkovapoodri.cz



Fairytale Poodří

www.pohadkovapoodri.cz

POHÁDKOVÉ POODŘÍ



Main feature: great nature around the Odra river, agro tourism, connected with great personalities

Attractions: train museum in Studenka, wind mill in Spalov which is the smallest mill of the Holland type in the Czech republic.

Accessible places: chateau Kunín – originally renaissance mansion, later rebuilt in baroque chateau. It used to be also a school. Exposition and restaurant are fully accessible.

Tourist product: Fairytale Poodří – group of sites which are connected, it is focused on families with children, pixies guide you through the sites and children can collect stamps and at the end of the season win some nice prizes.



The Beskydy Mountains

- Folklore, mountains, unspoiled nature, picturesque architecture – Štramberk = Moravian Bethlehem
- 34 minibreweries, Muirův Lysá (1323 m – queen of the views)
- Paradise for hikers and cyclists; rosal for family trips and golf



www.expozicekloudon.cz

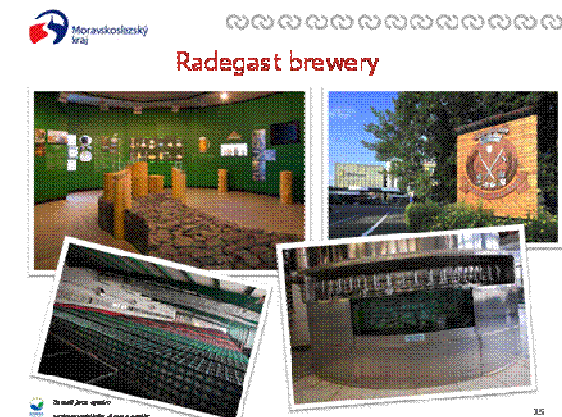


Nový Jičín – General Laudon


- Exhibition of General Laudon's life in the house, where General Laudon passed away



www.expozicekloudon.cz



Radegast brewery



35



Museum Tatra Kopřivnice



35

Main feature: Beskydy mountain – best know area /tourist region, unspoiled nature, active holiday

Accessible places: Nový Jičín - famous for the hat production, there are interactive visitor centres, you can learn lot of about history, you can try all of the hats in the exhibitions. Nošovice - interactive barrier free exposition, you can taste beer.Museum Tatra in Kopřivnice - more than 60 cars from the whole production of Tatra, there is also exposition dedicated to Emil Zatopek, tour for blinded people in the offer.

Tessin Silesia

- Discover folk treasures on the border point where three countries meet = **Trojmezi (Tripoint)**
- Regional highlights are **folklore, folk traditions**, architecture of wooden houses and the Tesin Beskydy Mountains

Chateau Fryštát in Karviná

Main feature: 3 cultures meet in one place (Czech, Polish a Slovak culture), border point called Tripoint, traditions, folklore and wooden architecture

Attractions: events, lookout tower on Čantoryja (famous for Polish people)

Accessible places: Chateau in Karviná, 100 % barrier free also the park around the chateau. It includes also the mini zoo. History is linked to the dynasty of Piast and Larich-Munich.

Ostravsko

- Unique **technical sights** reflects the history of this region - tradition of coal mining and iron production
- Endless entertainment - music festivals, **Stodolní street**

New Town Hall, Science and Technology Centre

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Colours of Ostrava & Beats for Love

- **Colours of Ostrava** - Each year, the historical heart of Dolní oblast Vítkovice resounds with the music of icons from European and worldwide music scenes. Project Colours without barriers
- **Beats for Love** - the largest electronic music festival in Central Europe hosts tens of thousands of visitors, with growing numbers each year.

TECHNOTRASA

Unique technical pathway
 Includes 14 technical attraction around the region

- Visitors gain stamps and souvenirs
- Fun event= „Fajnė léto“ („Great summer“)

Moravskoslezský kraj

„Jak šmakuje Moravskoslezsko“ (How tastes North Moravia and Silesia)

- Traditional Gastrofestival 5. 8. 2017 in Karlova Studánka
- Cookbooks - Jak šmakuje Moravskoslezsko
- You can find degustation menu in restaurants - www.jaksmakuje.cz

Events – must see

- Ostrava Golden Spike

- NATO days

www.northmoravia.travel

Main features: technical sights, culture, entertainment, congress tourism

Accessible places: new town hall accessible (largest town hall complex in the Czech Republic), Science and Technology centre (completed in 2014, part of Dolní oblast Vítkovice, interactive exhibitions)

Events - two big summer festivals in Ostrava – (1) Colours of Ostrava - big festival with all kind of music and personalities, Project Colours without barriers – all kind of services are included - parking, assistance, viewing terraces, free transport around Ostrava city, 600 disabled people participated last year; (2) Beat of love - electronic music festival, its popularity is still increasing.



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Technotrasa technical trail, includes 14 technical activities in the region. They organize summer event Fajne leto for kids and families in the places connected with Technotrasa.

How taste MS - includes gastro festival, connected with regional products and cuisine.

Tip for accessible facilities in the Moravian-Silesian region were chosen according to the own experience and the website www.jedemetaky.cz. Only a few percentage of attractions mention information about accessibility on their website. It was actually found only on the webpage of the visitor centre of Nový Jičín and the Science and Technology centre. It is difficult to find tips for accessible trips. Many attractions are not prepared for foreigners (have no information in English) - this is also a part of accessibility.

FAJNOVA - strategic planning in Ostrava

Ing. Daniel Konczynna, Bee Partner, strategic planning and development manager,
<http://fajnova.cz/>

In 2016 Ostrava created a new strategic plan for the development of the City of Ostrava in 2017-2023. It is a joint plan of Ostrava's citizens for Ostrava. For the process of the creation they used participatory approach based on leadership, involvement of the experts and the public, open communication under one brand etc. Plan was created by external consulting companies BeePartner and RPIC-ViP s.r.o. It is consider one of the best practices in the Czech Republic, which other cities want to follow.

How was the strategic development plan created

COMMUNICATION

Strategic planning is for the usual citizens boring and very uninteresting thing. But we wanted to make it interesting so there was put a big emphasis on the communication and a special care was devoted to all communication materials.



FajnOVA - new brand of Ostrava. For the communication of preparation, creation and realization of the plan, there was created a brand FajnOVA, which symbolize the process of creation of the strategic plan and its expected aim – fine Ostrava.

“Fajn” means “cool, fine” and “OVA” is abbreviation of Ostrava. We chose this brand from the very beginning of the project, it was used all the time during the process and it is still alive.

According to the marketing research people from and outside the region emotionally connect Ostrava (its name and how it looks like) with a woman, who is around 35-40 years, energetic, likes to work. So we work with this new image. Look at Ostrava as woman, which could be nice, inspirational.

Ostrava 2030

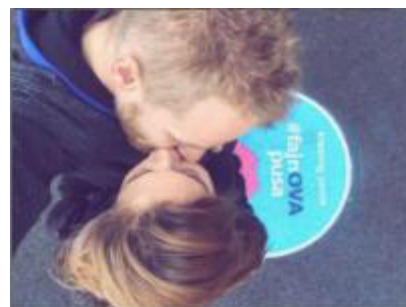
Your Future. Right Now.

Closer to people, world, nature.

Brand slogans - they symbolise that at the end of the process the strategy focuses on working with people, be more connected with the world and taking care about environment - which are the 3 priorities of the city.

There were used many communication channels like website, Facebook, (social) media, Ostrava City Hall, Ostrava Information system, partner channels.

There were created **KissPoints** in Ostrava to raise the awareness and interest in strategic planning. We asked people not only to send us photo but to add also their idea about the future of Ostrava. People and media called us to ask what it is, and that was exactly what we wanted. It is about strategic planning and we wanted to make public space more nice.



We informed about the future of Ostrava and its preparation via FajnOViny (fine newspaper) which were available online or in information centres, cafes and clubs.

Ostrava used to be a very dirty city, with heavy industry right in the centre of the city. It has changed but people outside the Ostrava, who hadn't been here, have a really bad meaning about how it looks like here. So we wanted to communicate the change and from the very first beginning of the process

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we have communicated that Ostrava has changed and it is not the coal region anymore. We tried to see Ostrava in different point of view from the very first beginning. We tried to communicate the strengths of Ostrava and not the weaknesses and for many people it was surprise how many strengths Ostrava has, because everybody so far heard only about the weaknesses.

EXPERIENCE - We didn't start from the zero

Since the beginning we had some strategic plan for the years 2009-2015. There was one important experience from its creation. In 2008 the owner of the Steel company Vitkovice and the area of Brownfield came with an idea of creating scientific centre in the Brownfield. Initially it seemed like sci-fi idea to the City council, but at the end it was one of the priority projects of Ostrava, in and in 2012 Dolní oblast Vítkovice was opened to the public and in 2015 it was the second most visited tourist attraction in the Czech republic after Prague castle. This experience taught us not to be afraid to set ambitious targets.

INVOLVEMENT OF THE PUBLIC

There were involved around 20 000 people (Ostrava has around 270 000 inhabitants) in the strategic development planning.



In the analytical part we received 6800 answers and lots of positive reactions via electronic questionnaire. We didn't expect such a big number of responses. It was thanks to a strong team and good marketing. We put it in many newspapers, regional TV/radios, sent it by e-mails, via rectors of the universities to the students etc.

One of the question was "What areas would you like to improve most in the next few years". The most frequent answers were: environment, safety, cleanness and look of public spaces, parking, quantity and quality of jobs, parks.

We organized **coffee meeting**, where citizens debated with the mayor, representatives of the city districts and experts on important and interesting topics.

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We collected ideas from experts - personal interviews with around 70 experts in various fields (architecture, university, finances, business, innovations, social care, NGOs etc.).

We had walking tour around the city with the mayor and the main architect of Ostrava. The aim of the tour was to present to the public and architects intended and planned projects in the city centre, with the possibility of a direct discussion about the planned change of visited places.

We involved children in primary schools via competitions. We asked them to draw their vision of Ostrava for next 10-15 years.

We asked pupils in 23 primary schools in 23 parts of the city. We debate with them about the current Ostrava and Ostrava in the future, what they want/need.

We have created maps in which people filled their feelings - where do they feel fine, places that should be developed, places where they do not feel fine and places, where they would invite people from somewhere else (what are the main attractions in Ostrava).

PROCESS - We carefully planned each step

Process of strategic planning had several parts and outputs:

- Analytical part (SWOT analysis)
- Proposal of the long-term vision (2030) and strategic goals prepared by the working groups and with Ostrava's personalities.
- Creation of the strategic plan (2023)
- Proposal of the implementation (action plan)

One of our greatest assets for the strategic planning was that our mayor was presented all the time. He was trying to be involved in the process so deeply, that he was the real leader of the team.

From the 23 topics there were chosen 3 final priorities a 7 strategic goals:



Before the new strategic plan was discussed with the authorities and with the city management, the public had the opportunity to comment on it. We received around 200 comments.

For the strategic plan, there was a bad habit, that city said we need strategic plan, they hired someone for it, they haven't met him for 6 months, nobody read it. We wanted the city representatives to be the part of the process, to discuss every priority and to be able to present it, explain it and work with it in the future.

In Focus - project for talent attraction management

It is an International project of the city of Ostrava focused on the talent attraction to the region.

It is inspired by the Scandinavian project (Tendensor) which focused on development of new tools and attract and convince people to live in their own country and made a handbook in it with lot of good ideas.

Project is implemented within the URBACT program and is led by the partner from Bilbao (Spain). There are involved 10 European cities.



Talent management is a pioneering process for Ostrava, there is no systematic approach to the talents in the region.

Talented person for us is person with potential to be a team leader, to be creative, to be proactive, making grow, make new jobs and staff. make them great conditions for the people and you don't have to care about them. You help them and they help the environment.

There are suggested 10 attraction factors for the talents. We are going to think about and work with all of them in Ostrava.

1. Strong reputation. It is the main priority for Ostrava. We need to strengthen the image of the city and the region. Make stronger reputation through the communications of strengths. To make a good image, we cannot start with weaknesses (we have to analyse them, but not to communicate them).

2. Attractive jobs. We have one of the lowest unemployment rate (ca 7 %), even going through the restructuring process. But of course we have coal miners and it is very taught to learn them new things (job).

3. Livable city. It is something we should work on it better. We are going under the process of suburbanization. In Czech R. people are moving to suburbs and suburb of Ostrava is really nice place (green, mountains). These people go to the city centre with fossil fuels (1 person in a car), take a parking lot of people living in the city centre and this is what cities with suburbs have to communicate with each other. Don't park on our park. There is a need to work how to change the behaviour of these people

4. Great housing - it means not only have some flats, but also flats which can be rented for short period (short-term living), be flexible, well accommodated.

5. Access to world - it is good that we have the airport, although we missed the chance to have significant regional airport - City of Katowice and Krakow took this place. But we have connection with some cities. It is also one of the priorities of regional authorities. We have great connection to the capital to the Prague.

6. Healthy environment - this is our issue. In Ostrava we have lots of sensors, we monitor air pollution, we know where the air pollution come from, have lot of studies about it. But to communicate it outside is very difficult.



ComPass - Personnel Competence Building in the Matter of "Tourism for All/Accessible Tourism"

Project number: 2016-1-DE02-KA204-003243

7. Great Public services - we have some public services which are competitive to the world, e.g. health services are competitive to the world. We have experts on world level, social services are getting better, there no poor people, this class of people having nothing like in other parts of world.

8. Open social climate - An open, inclusive and tolerant climate attracts talents and is the foundation for creativity and innovation.

9. Co-creating the future of the place - People who are moving to a new city say if they are not involved in the creation of the future, they will move somewhere else. They don't want to invest in new house and then watch around that someone is deciding for them. They want to be part of it.

10. Personal connection – Factor X. Ambassador - are great. Somebody who talks about Ostrava nice, even if you don't ask him/her (e.g. Usain Bolt), go there, see there, work there and you don't pay him, its factor x.

We put this 10 topics together. We are doing analysis, we discuss it. We want to identify the specific target groups, we should communicate it with, we are mapping portfolio of activities of different organizations what are they doing for them.

Target groups: qualified labour force, firms and companies in the region in steel industry, IT, automotive industry etc. - they need young people, skilled workers, leaders of the teams. We need young people willing to live in the city/in the region and not to be asked to do something and motivated all the time by the money. We need more of active people.

We need innovative researchers. Its great background - we have 3 universities in the region, one have centre of excellences working with automotive industry, developing hi-tech solutions for the cars. We know we have it but we don't sell it and we don't create comfortable conditions for them.

ATIS Travel agency

Petr Krč, Sales and products director of ATIS, <https://www.atis.cz/>

Atis is a travel agency, which is on the market 27 years, and is specialized on the stays in the Czech Republic and in Slovakia. There are only 2-3 tour operators doing also incoming and domestic tourism, 95 % of travel agencies focus on outgoing tourism.

For the better orientation we divided our tourism products in several groups (types) according to their suitability and subject. We have products like Holiday with dog, Stays with the taste of beer, Eat and

sleep like prince (stays on the chateaus), Relax weekend (wellness), Holiday with fishing, Holiday for big families (hotels have no rooms for bigger families, with more children), Low cost stays (in deep off season used by seniors), Holidays in thermal spa, I go alone and do not pay nothing extra (for singles), Holiday for 55+, Holiday with kids, Holiday without kids, Gluten-free holiday etc. For each product (type of holiday) we have a leaflet, which sellers get for their shop windows. We have more than 1500 sellers.

One of our product is also **Holiday with wheelchair** - purposely we don't call it holiday on wheelchair, because families with wheelchair user go on holiday with the wheelchair, so the whole family solve the problem of accessible holiday. The whole hotel has to be accessible, so that the stay was pleasant for the whole family and that person on the wheelchair could join all services in the hotel independently.

After 27 years we already know something about it !!!

Our products:
Holiday with children, Holiday for the aged, Cottages, guesthouses, hotels, spas, wellness, retroholiday, business events etc.

Atis
Vaše osobní kancelář

- Number of customers: 53 000 a year
- Domestic tourism: 33 000 customers (2. place in the Czech R.)
- Incoming tourism: 15 000 customers
- Outgoing tourism: 5 000 customers
- Average length of the stay: 6,3 days
- Number of catalogues issued: 110 000 pieces for summer period
70 000 pieces for winter period
- Atis is member of the Association of travel agencies, and has certification of the Czech quality system (2nd level)
- It was awarded 12x as the best travel agency for the domestic tourism
- Products are sold in the network of authorized sellers comprising almost 1500 contractual travel agencies and travel agents in the Czech Republic and the Slovak Republic.

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„Holidays with wheelchair – accessible stays for everyone“

No more surprises and unpleasant situations !!!

We create special offer of stays focused on immobile persons and their families and friends








Why we have product Holiday with wheelchair?
Number of disabled persons is increasing

Statistical data from the survey of Czech Statistical Office done in 2007 show us that in the Czech Republic in the age of 0-77 years there are ca. 408 331 people with mobility impairment

Source: VŠPO 07 (available at <http://www.czso.cz/csu/2008edicniplan.nsf/p/3309-08>)

Size of customers target group by age

| Age | Number of people with mobility restrictions |
|-------|---|
| 0-14 | 11 058 |
| 15-29 | 22 869 |
| 30-44 | 43 534 |
| 45-59 | 141 522 |
| 60-74 | 189 348 |
| 75+ | 226 176 |







Size of customers target group

People with mobility impairment together with their family members represents in total about 600,000 people

Accommodation facilities, which we choose for our catalogue fill in the questionnaire about the level of their accessibility which is then available on our website. Because every wheelchair user is different and has different abilities, they can evaluate themselves if the hotel is good for them or not.

| „Accessible stays for all“ | „Accessible stays for all“ |
|---|---|
| <p>Requirements for the accommodation facilities accessibility</p> <p>PARKING</p> <ul style="list-style-type: none"> * Parking space reserved for guests with disability * Minimum width of the parking space is 3500 mm * The car park has a solid surface without potholes * The car park is illuminated | <p>Requirements for the accommodation facilities accessibility</p> <p>Pavement from the car park to the hotel</p> <ul style="list-style-type: none"> * Pavement has a solid surface without potholes * Minimum width of the pavement is 1200 mm * In winter it is maintained, snow is removed and the surface is treated with anti-slip material * Pavement is illuminated |



| | |
|--|---|
| <p style="text-align: center;">„Accessible stays for all“</p> <p>Requirements for the accommodation facilities accessibility</p> <p>Entrance to the building and rooms</p> <ul style="list-style-type: none"> * There are no stairs and surface is flat <i>(sgradient of the entrance area can be max. 1:8)</i> * Entrance to all areas is without threshold <i>(lobby, restaurant, rooms etc.)</i> * Access to room by lift * Location of rooms on the ground floor  | <p style="text-align: center;">„Accessible stays for all“</p> <p>Requirements for the accommodation facilities accessibility</p> <p>Indoor accessibility Corridors – Doors - Lifts</p> <ul style="list-style-type: none"> * Corridors have a min. width of 1200 mm, there can be short-distance narrowing to min. 900 mm * Width of the door in the lift is at least 900 mm * Width of the doors to the room and bathroom is at least 800 mm  |
| <p style="text-align: center;">„Accessible stays for all“</p> <p>Requirements for the accommodation facilities accessibility</p> <p>Dining room/ restaurant</p> <ul style="list-style-type: none"> * Distance between the tables is minimally 900 mm * Height of the tables is 720 – 750 mm * It is possible to move the chairs  | <p style="text-align: center;">„Accessible stays for all“</p> <p>Requirements for the accommodation facilities accessibility</p> <p>Bathroom, toilet</p> <ul style="list-style-type: none"> * There is a bath * There is a shower * The shower has a required size of at least 1400x1400 mm * Maneuvering space in the bathroom min. 800 mm * Handles in bathroom and toilet * The smallest possible size of toilet is 1600 x 1800 mm * There is a washbasin in the toilet * Doors from the toilet and bathroom opens outwards. * Wash basins have lever mixers * Washbasin allowing go under with wheelchair  |
| <p style="text-align: center;">„Accessible stays for all“</p> <p>Requirements for the accommodation facilities accessibility</p> <p>Other</p> <ul style="list-style-type: none"> * Elements operated by hand <i>(switch, socket, door handle, flusher)</i> <i>in height 600 – 1200 mm</i> * Free space in front and next to the bed minimally 800 mm * Maneuvering Space in room corridor in minimally 1200x1500 mm <i>(for the entrance to the bathroom and the toilet)</i>  | <p style="text-align: center;">„Accessible stays for all“</p> <p>Requirements for the accommodation facilities accessibility</p> <p>Things that can be lent</p> <ul style="list-style-type: none"> * Mattress to increase the bed * Toilet risers * Wheelchair for the shower * Chair for the shower  |



Physical barriers are one thing (hotel is built and furnished somehow), but there are also attitudinal barriers. There is a need to train them.

There is lot of people that cannot go for holiday, even if the hotel is accessible, because the costs on assistant who must go with them for the whole week are too big (they have to pay his/her stay). We still meet more often request on the assistance service in the place. They would rather pay assistant who is provided by the hotel on the calling/order for example for 2 hours in the morning and 2 hours ing evening.

The number of accessible hotels is increasing. Today, the hotel cannot be reconstructed or built without having solved physical obstacles. New hotel must have at least one barrier-free room. The biggest obstacle is the attitude - communication and psychological barriers. Staff has to be trained to be able to communicate with disabled people. But when a hotel has only 1 or 2 accessible rooms, then it is not priority for them and they do not pay attention to this topic. If they would have more accessible rooms, staff would be trained.

Atis is focused on families, family holidays. They do not communicate their offer to the group of wheelchair users. But if they ask them, they try to solve their demand and find suitable hotel for them. But there are no many hotels with more than 2 accessible rooms. They have in their offer some hotel in Slovakia (with two floors of accessible rooms), and some wellness hotels in Hungary. They know about them, but is it not their priority. Their priority is family (that is why they call it with wheelchair).

There is evident increase in the number of senior clients. They create almost 60 % of clients of ATIS. Also in case of products for seniors hotels have to comply with some criteria – e.g. seniors do not have to pay recreation fee,fee for the dog, they have tee/coffee for free once a day, reserved rooms in the resting part of the hotel or rooms on the ground floor if there's no lift, diet food, anti-slip floor in the bathroom, transfer to/from railway/bus station, luggage assistance etc.