



Contribution from Bystré



At first I would like to greet you all who came from the Continent to the island of The Queen Elizabeth II. All inhabitants of the town Bystre are sending their best regards to our hosts and everyone, to all of you who came the long way to visit this beautiful country.

When I was reading about the thema which is going to be discussed in these rooms during the conference, I really appreciated it. It is also one of the problems of the Czech countryside. At this conference there are represented countries where tourism is very sophisticated and advanced and also constitutes one of essential income parts of village budget. It could be similar in Czech republic. Although we don't have seaside our country is the centre of Europe and has got a huge historical fortune. Now, I am not talking just about Prague, Český Krumlov or Kutná Hora. There are many sightseeing protected by UNESCO in our state. Well, I'd like to ask how many of you does know about them? Our problem is unsophisticated information system which is not that well associated to the world to know about destinations and regions, what they can offer and in which ways they are interesting.

We have another very serious problem. We still cannot persuade some of important people that tourism is an element which is not only economically interesting but it also produces a big amount of jobs.

I am talking about multiplicational effect. If we manage to gain the tourists to our region we can solve out a big problem of our microregion -unemployment. Enterprisers will be more motivated to extend services, employ people and if I would continue we find out that the total quality of life rose. Unfortunately, I am talking only theoretically at this moment. Mood prevails to put money in industry, bussiness and less to develop conditions for tourists. We have beautiful and reconstructed historical and cultural monuments, in this direction we moved ahead. It is our treasure. And we have a wonderful landscape as well. Most of the grants noted in Czech republic to support tourism in the countryside don't have much money and they suppose quite big financial participating by villages.

Investments in improving of materially-technical base for tourists are high-parkings, accomodation, concentration of traffic, information system etc. It's not enough to build a guest house, a shop or a pub but also to support the one who built it. His services can be better than. That is the matter what is developing our life level and also it makes a good advertisement in other countries.

The topic is an impact of tourism. We are in the situation, when we can talk more about impact of not beeing able to be an attractive destination for tourists. It is necessary to support inhabitants of our countryside. They should realize the traditions, habits, costumes, dances, products, food, way of life and all the precious herittage they can inherit and give it to the next.

I come from a region with a high unemployment. Young and educated people leave and go to bigger towns or cities. They are able to get experience and it is more economically interesting for them there. We have the possibility to attract by folkish culture and tradition, by lovely landscape and sincere relationships. We try to invest in the field of tourism - for example we build roads, cycletracks, we print some informations materials about the town and surrounding, we keep monuments and sightseeing in a good condition, try to keep the town clean. Well, more than about impact of tourism we can talk about the need of expansion of conditions for tourism in our countryside.

I can see the possible solution in getting together with a few villages which are close to each other and they make up collective management and promotion. They could make connected service system. Financial expense would be divided to more bearers and we could offer more. In spite of it, if we want to reach a good result, we need the support of state. We will not compete with cities or bigger towns because villages can always offer folkish art, traditions, opportunity to relax in beautiful nature.

A small town like Bystré doesn't want to have a huge museum, magnificent castle, large cathedral on the square. Bystré only wants the services and beauty which are offered to be absorbing and typical just for our region and size. So that when a tourist would see the place he might say: " It's lovely and cosily here. It is worthy to come back. Our proposition is probably interesting only for some people and it is up to us how we manage to become interesting for larger circle of tourists. I cannot say we are at the beginning. It wouldn't be the truth. But we are turning round in a circle. We know we need to do something but the financial opportunities are limited. I know about grant programmes which exist in Europe. As for example the foundation of Robert Bosh in Germany. This kind of grants support collective projects of villages in two or more countries, they support tourism. These countries have to cooperate on base of well elaborated partnership agreements and have common needs which they cope with the money of that grant. I plan to force our cooperation in that direction. I think it could be the next step of our mutual relationships.

Ladies and gentleman, thank you for your attention and thank you again for the lovely welcome. I honour this beautiful country.