

Possible directions of rural tourism development in the light of Covid-19:
Case study: South Moravia

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South Moravian region: Geography and tourism

Area Total: 7,195 km² (2,775.2 sq mi), NUTS 3 Highest elevation: 819 m (2,687 ft)

Population: ⁽²⁰¹⁹⁻⁰¹⁻⁰¹⁾ Total: 1,187,667 Density: 170/km² (430/sq mi)

Unemployment rate: 4.2% (9/2020) GDP: 10.6% of the national GDP (2018)

Main players: Industry, transport, agriculture

architectonical and historical heritage, natural heritage, folklore traditions related mostly to the viticulture

Visited by 2 million tourists (mainly from Slovakia, Poland, Germany and Austria) including 550,000 foreigners (27,5% in 2018), Member of the Euroregion CENTROPE and the PURPLE network

outbound markets: wine, machinery and transport equipment

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The South-Moravian Region with its cultural heritage

regions of SA region: Blansko, Brno, Znojmo

Model areas: Hanušůvka area, Lednice-Valtice area, Slavkov area, Ivančice-Čáslavsko area

Other sites: palace, castle, castle ruin, bell-tower, church, UNESCO

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Photos of major cultural tourist attractions

The chateau dominates over the Dyje valley

The Bafa chanel

Living folklore in Pavlov

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COVID-19: Generally known evidences/facts

- **Economy:** Increase of unemployment
- **The most affected:** Tourism service providers, transport companies and state budgets
- **Priority:** Safety plays an important role when choosing tourist destinations
- **Social life:** Serious limitation of social, cultural and sport events and meetings
- **Health care:** The number of infected per 100 thousand inhabitants in the Czech Republic was the highest in the world at the end of October (*risk of a medical staff exhaustion*)

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COVID-19: present state at SMR

Source: KHS JMK

Month	Number of cases	Number of hospitalized	Other
March	178	0	0
April	244	40	24
May	133	0	0
June	100	0	0
July	117	0	0
August	209	0	0
September	3774	0	0
October	22657	0	0

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Case study - Methods

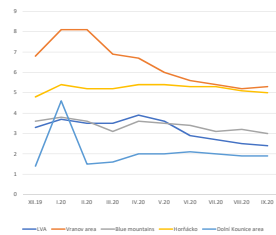
- **Sociological surveys** (questionnaire)
 - i. Tourists
 - ii. Locals
 - iii. Entrepreneurs
- **Face to face interviews**
- **Survio** (Czech online tool for questionnaires)
- Analysis was performed for five rural micro-regions of the South Moravia (NUTS 3)

Survey findings

- **Locals** consider impacts of cultural tourism on infrastructure, employment and the quality of life (80%)
- **Tourists** recommend a visit of the area to their friends (75%)
- **Entrepreneurs** report a negative impact of anti-corona measures on their businesses (85%) which manifests in reduction of reservations, cancellation of events, temporary closure of the company
- Improvements are seen in targeting on regular customers (80%), improving digital services (65%), exploring new markets (54%)

General findings

- ❖ whereas the total number of overnight stays **fell by 37%** due to the decrease in foreign tourism
- ❖ overnight stays in hotels by domestic tourists **increased by 20%**
- ❖ **no significant increase of unemployment**



Example of good practices

Five destination managements of the South-Moravian tourism regions have been established by *the Tourist Authority - South Moravia*¹ and consists of associations of municipalities, entrepreneurs and NGOs

- to create tourism strategies
- to coordinate the cooperation between tourism service providers by compiling regional package offers
- to organise the presentations of entrusted areas
- to arrange information support and training to tourism providers
- to evaluate tourism development

¹Legal form: Interest Groups of Legal Entities

Conclusion

- The decline in tourism affected mainly destinations focused on foreign tourists.
- Czech countryside gained domestic tourists due to natural, gastronomic and local attractions.
- The specificity of COVID 19 new outbreaks had its local or regional limitations.
- The COVID-19 epidemic has created an opportunity for the development of rural tourism.



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