



**"Cooperation in Promoting Cultural and Heritage Tourism Destinations in Ukraine and V4 Countries"**

Visegrad Grant No. 22130195

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

# **Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report - regional part: Moravian-Silesian Region (Czech Republic)**

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**Visegrad Grant No. 22130195**

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### About the project

The project "Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries" is a project implemented under the Visegrad Grant No. 22130195. The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund.

The partners in the project are:

- University of Bielsko-Biala (Poland) – project coordinator,
- Lviv Polytechnic National University (Ukraine) – project partner,
- Kodolányi János University (Hungary) – project partner,
- VŠB - Technical University of Ostrava (Czech Republic) - project partner,
- Alexander Dubček University of Trenčín (Slovakia) - project partner.

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The aim of the project is to research and promote the historical and cultural heritage of destinations from the V4 countries and Ukraine, and to show how it can be included in the tourist offer of the regions. Research on the possibility and importance of including the cultural heritage of regions in their tourist offer is carried out for: the Beskids Region (Poland), the Lviv Region (Ukraine), the Great Budapest Region (Hungary), the Moravian-Silesian Region (Czech Republic) and the Trenčín Region (Slovakia).

- Dr. Honorata Howaniec, Dr. Eng. Irena Dudzik-Lewicka and Dr. Eng. Aneta Madyda (Poland)





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- Associate Professor Dr. Oleh Karyy, Associate Professor Dr. Ihor Kulyniak and Dr. Solomiya Ohinok (Ukraine)
- Dr. Tamara Rátz and Dr. Katalin Szalai (Hungary)
- Dr. MBA Hana Štverková, Associate Professor Dr. Petra Horváthová and Lenka Heczková (Czech Republic)
- Dr. Eng. Karol Krajčo, Dr. Andrej Poruban and Dr. Martina Jakubčinová (Slovakia)

This report is part of the report "Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report".

## Research methodology

The main objective of the study is to determine the possibilities and importance of considering the cultural heritage of regions in their tourist offer. The research area covers selected regions of the V4 countries and Ukraine. The research on the Czech side concerned the Moravian-Silesian Region.

The study was a questionnaire survey - using the CAWI (Computer-assisted web interviewing) technique and paper questionnaires. The survey was prepared in English. Online surveys were available on the google website, and information about the study was sent by email, via faculty social media and also distributed in person. Paper version of questionnaires was printed out and used within the lectures and seminars at the faculty.

The research process lasted from September 2022 to December 2022. The study on the Czech side covered 163 people. Basic information about the study is presented in Table 1.




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Table 1. Basic information about the study

Specification	Research
Research method	Survey
Research technique	CAWI (Computer-assisted web interviewing)
Research tool	questionnaire (electronic/paper based)
Sample selection	Targeted (citizens of Moravian-Silesian Region)
Sample size	163
Research date	September – December 2022

Source: own elaboration based on empirical research.

### Sample structure

The vast majority of respondents – 44 % - are people aged up to 25 years. The respondents are mainly people with secondary – 45 % and higher education - 49 % of the respondents. Most of the respondents live in bigger cities (over 25 000 residents) – 60 % and the dominant income in the sample is between EUR 500 and EUR 1,000. The respondents are mainly students – 51 % and working people – 41 %. Detailed characteristics of the sample are presented in Table 2.



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Table 2. Sample structure [%]

<b>Gender</b>	Female	Male			
	79	21			
<b>Age</b>	up to 25 years	26 to 35 years old	36 to 45 old	46 to 55 years old	over 56 years old
	44	22	13	15	5
<b>Education</b>	Elementary or secondary school	High school diploma	Bachelor, Engineer or Master degree		
	6	45	49		
<b>Place of residence</b>	City over 100,000 residents	City from 25,000 to 100,000 residents	City up to 25,000 residents	Village	
	37	23	17	23	
<b>Monthly net income per family member</b>	Up to 500 Euro	From 500 to 1000 Euro	Above 1000 Euro		
	15	55	30		
<b>Status</b>	Student	Working person	Unemployed person	Pensioner	
	51	41	4	4	

Source: own elaboration based on empirical research. N = 163.



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### Perception of the cultural heritage of the Moravian-Silesian region and the possibility of including it in the tourist offer of the region

According to the respondents, tourists are very interested in the cultural heritage of Czechia, more than three quarters of the respondents think so. Unfortunately, only 14 % answered "**definitely yes**", and as many as 71 % answered "**rather yes**". A small group of 9 %, have no opinion on this subject, as they gave the answer "**neither yes nor no**". A total of 6 % of respondents hold a different opinion, but none of the respondents believe that tourists are **definitely not interested** in Czechia's cultural heritage (Figure 1).

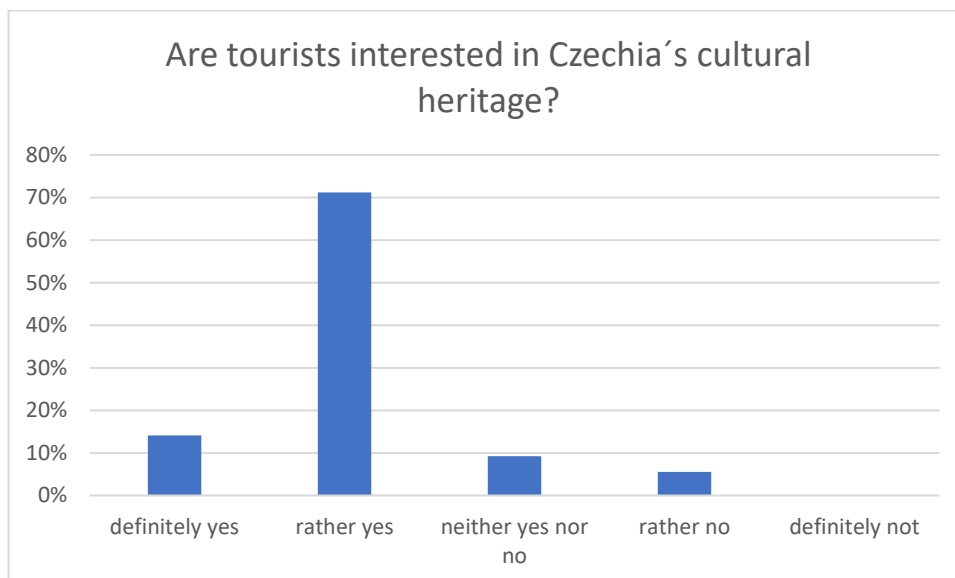


Figure 1. Are tourists interested in Czechia's cultural heritage?

Source: own elaboration based on empirical research.





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Almost the same number of respondents believe that tourists are interested in the cultural heritage of the Moravian-Silesian Region. Such an opinion is held by 74 % of the respondents, but only 13 % clearly confirm that such interest **definitely** exists. The remaining group – 61 %, answered "**rather yes**". About 10 % of respondents are of the opposite opinion, with only 1 % firmly of the opinion that tourists are **not interested** in the cultural heritage of the Moravian-Silesian Region. A quite large group, as much as 15 %, do not have a clear opinion in this regard (Figure 2).

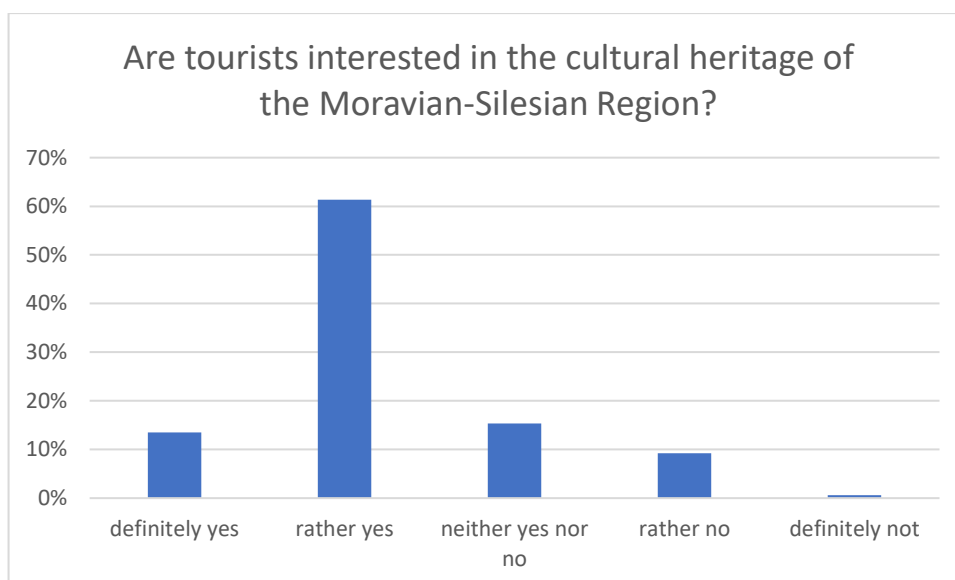


Figure 2. Are tourists interested in the cultural heritage of the Moravian-Silesian Region?

Source: own elaboration based on empirical research.







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However, the respondents positively assess the offer of the cultural heritage of the researched region. More than half of the respondents believe that it is **rather interesting**, and 24 % - that it is **definitely interesting**. Only 5 % of respondents evaluate the cultural heritage offer of the Moravian-Silesian Region negatively, but there is nobody who believe that the region **definitely does not have an interesting cultural offer**. A small group, as much as 12 %, are undecided people who gave the answer "neither yes nor no" (Figure 3).



Figure 3. Does the Moravian-Silesian Region have an interesting cultural heritage offer?

Source: own elaboration based on empirical research.

In the next question the respondents were asked about the examples of cultural heritage to be named - a total of 53 % "rather yes", and 21 % can **definitely** do it. As many as 7 % indicated that they could not, or rather could not, indicate what constitutes the cultural



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heritage of the region, and as many as 20 % had doubts as to whether they could identify such objects or other elements (Figure 4).



Figure 4. Can you name things and objects of cultural heritage located in the Moravian-Silesian Region?

Source: own elaboration based on empirical research.

As for the elements of the cultural heritage in the region, it should be mentioned, that some respondents did not strictly distinguish the borders of regions and sometimes named also examples that are geographically connected with other regions (Olomouc region or Zlin Region), that are neighbouring the Moravian-Silesian Resion. Elements of the cultural heritage of the Moravian-Silesian Region mentioned by the respondents include, among others:





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Castles - Hukvaldy (castle), Raduň castle, Hradec and Moravici Castle or Silesian-Ostrava Castle,

Folk traditions and arts –, blueprint, Silesian songs and dances, Folk heritage, falconry, folk, kingship, bunkers, folk costume, mining history

Technical and industrial heritage – Landek (Mining Museum in Landek Park), Dolní oblast Vítkovice (former industrial area), Michal Coalmine

Cities and its architecture – Historical industrial centrum of the city of Ostrava, Tripple Hall Karolina, Hlavní třída in Ostrava-Poruba, city of Český Těšín

Townhalls and viewing towers – Cvilín, Štramberk,

Churches – Peter from Alcántara church in Karviná

Others - spa triangle, the Ema Heap, Pustevny, Tatra Kopřivnice, Northern Railway, Hulvácký Forest, Šipka Cave.

From other neighbouring regions - castle in Hranice, castle Helfštýn, Wallachian museum of nature, Olomouc square

Some other things respondents were mentioning were: Natural parks, skanzens, historical centres with its architecture, Archeological park in Chotěbuz, traditional food, Mining museum, museums of 2nd world war in Darkovičky, Jurkovič's observation tower, St. Hostýn, Christmas decorations from glass or born house of Sigmund Freud in Příbor.

According to the respondents, the Moravian-Silesian Region address its cultural heritage offer to tourists. Almost 3/4 of the respondents (73 %) believe so, but only 12 % believe that the region **definitely** directs its cultural heritage offer to tourists. A 13 % of the respondents hold a different opinion, but only 1% strongly believe that the region **does not** undertake such activities. Slightly more people than in the previous questions – 13 %, do not have a clear opinion on this subject, where they chose the answer "neither yes nor no" (Figure 5).





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Figure 5. Does the Moravian-Silesian Region address the offer of cultural heritage to tourists?

Source: own elaboration based on empirical research.

The elements of the historical and cultural heritage of the region that should be noticed and promoted, according to the respondents, are primarily technical history, gastronomy, local traditions, castles, regional culture, falconry or blueprint. However, the group of elements mentioned by the respondents also included: Vítkovice mining area, Lanek with mining museum or Cvilín.

As a tourist product of the region, the respondents would suggest the indicated food, local traditions, dances and regional culture, traditional clothes, presents connected with coal mining, guided tours in Vítkovice machinery area etc. The research also indicated that all these can be accompanied by the nice views from mountains.





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According to the respondents, the inclusion of the cultural heritage of the region would help in its development. Such an opinion is held by 88 % of the respondents, including 17 % who are convinced of it and answered "**definitely yes**". More than half of the respondents – 71 % also see it as an opportunity for the development of the region, they answered "**rather yes**". A total of 5 % of the respondents do not see a positive impact of the inclusion of the region's cultural heritage on its development, where only 1 % **definitely do not see** such an influence, and for 4 % there is **no rather such connection**. A relatively small group has no opinion on this subject, as they answered "neither yes nor no", i.e. they neither agree nor disagree – 7 % of respondents (Figure 6).

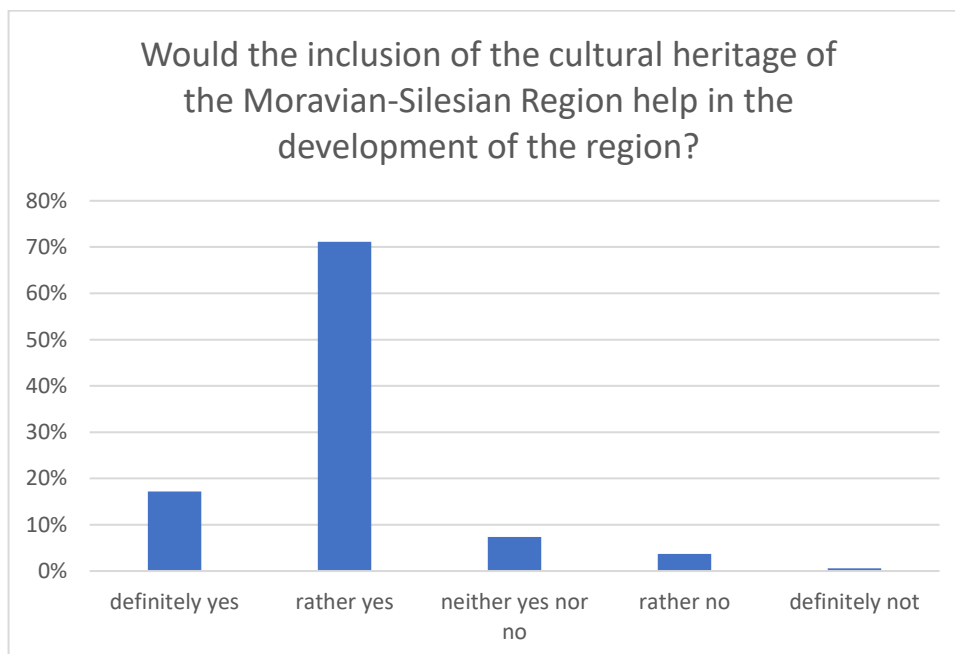


Figure 6. Would the inclusion of the cultural heritage of the Moravian-Silesian Region help in the development of the region?

Source: own elaboration based on empirical research.





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This is the opinion of the respondents, although most of them believe that the cultural heritage of the region is already included in the economic life of the region, i.e. it contributes to the growth of the region's income and/or the quality of life in the region. Such an opinion is held by 81 % of the respondents, with 29 % **firmly believing** that it is involved, and 52 % that it is **rather involved** in the economic life of the region. Only 6 % of respondents hold a different opinion. They believe that the cultural heritage of the region is **rather not** integrated into the economic life of the region. There is also a small group of respondents – 13 % - that have no opinion on this subject and they gave an evasive answer "**neither yes nor no**" (Figure 7).

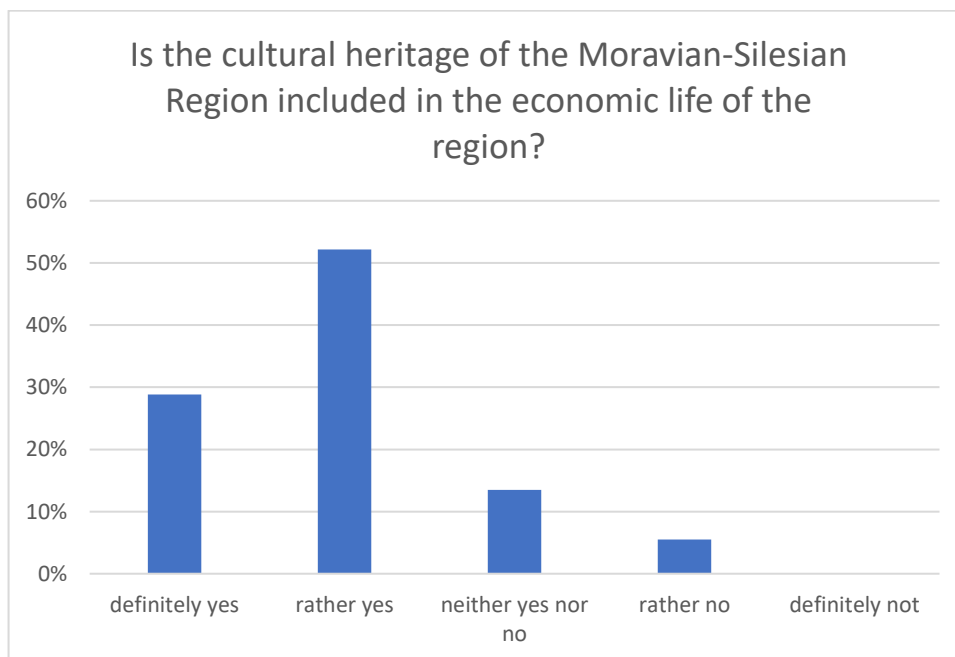


Figure 7. Is the cultural heritage of the Moravian-Silesian Region integrated into the economic life of the region, i.e. does it contribute to an increase in the region's income and/or the quality of life in the region?

Source: own elaboration based on empirical research.





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Some of the respondents also believe that the cultural heritage of the Moravian-Silesian Region could be more integrated with the economic life of the region, i.e. be included in the region's development policy. A total of 73 % of the respondents holds this opinion. Only 8 % of the respondents believe that the cultural heritage of the Moravian-Silesian Region **could not be more integrated** into the economic life of the region. Perhaps they believe that the degree of inclusion of cultural heritage in the development policy of the region is sufficient. There is also a small group of respondents – 18 %, however, who have no opinion on this subject, as they chose the answer "**neither yes nor no**" (Figure 8).

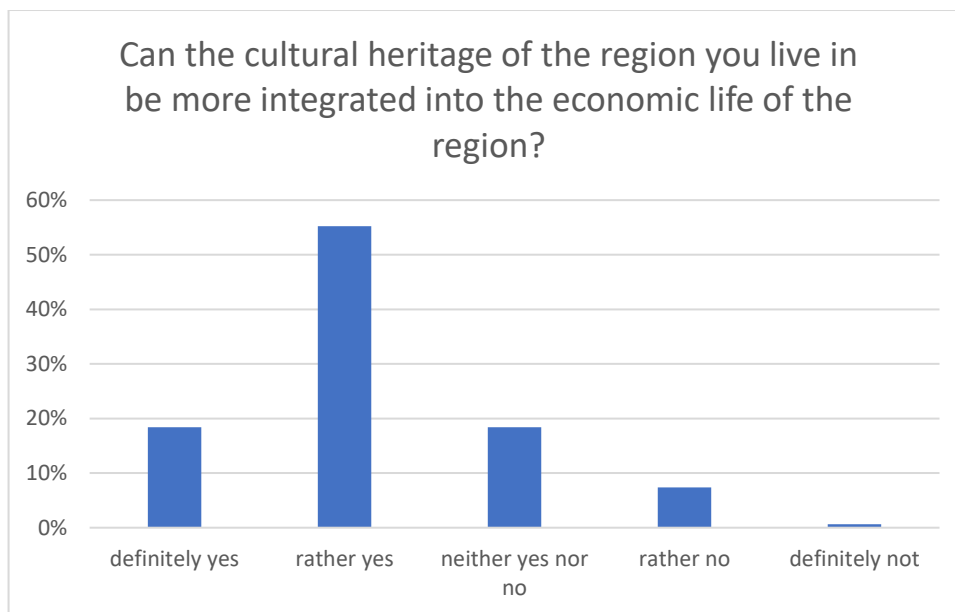


Figure 8. Could the cultural heritage of the Moravian-Silesian Region be more integrated with the economic life of the region, i.e. be included in the region's development policy?

Source: own elaboration based on empirical research.



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The main obstacles in promoting the cultural heritage of the region are considered by the respondents to be: lack of education about the cultural heritage of the region – 21 %, little knowledge about the cultural heritage of the region – 16 %, low interest in the cultural heritage of the region – 14 %, low attractiveness of the region's cultural heritage compared to other regions – 14 %, lack of cooperation between regions in promoting their cultural heritage – 11 %, lack of offering cultural heritage as a tourist product of the region – 10 % and lack of protection of the region's cultural heritage – 8 %, lack of subsidies to revitalize and promote the region's cultural heritage – 7 %. Some respondents (1 %) mentioned also others – money for promotion and low promotion in e.g. social media (Figure 9).







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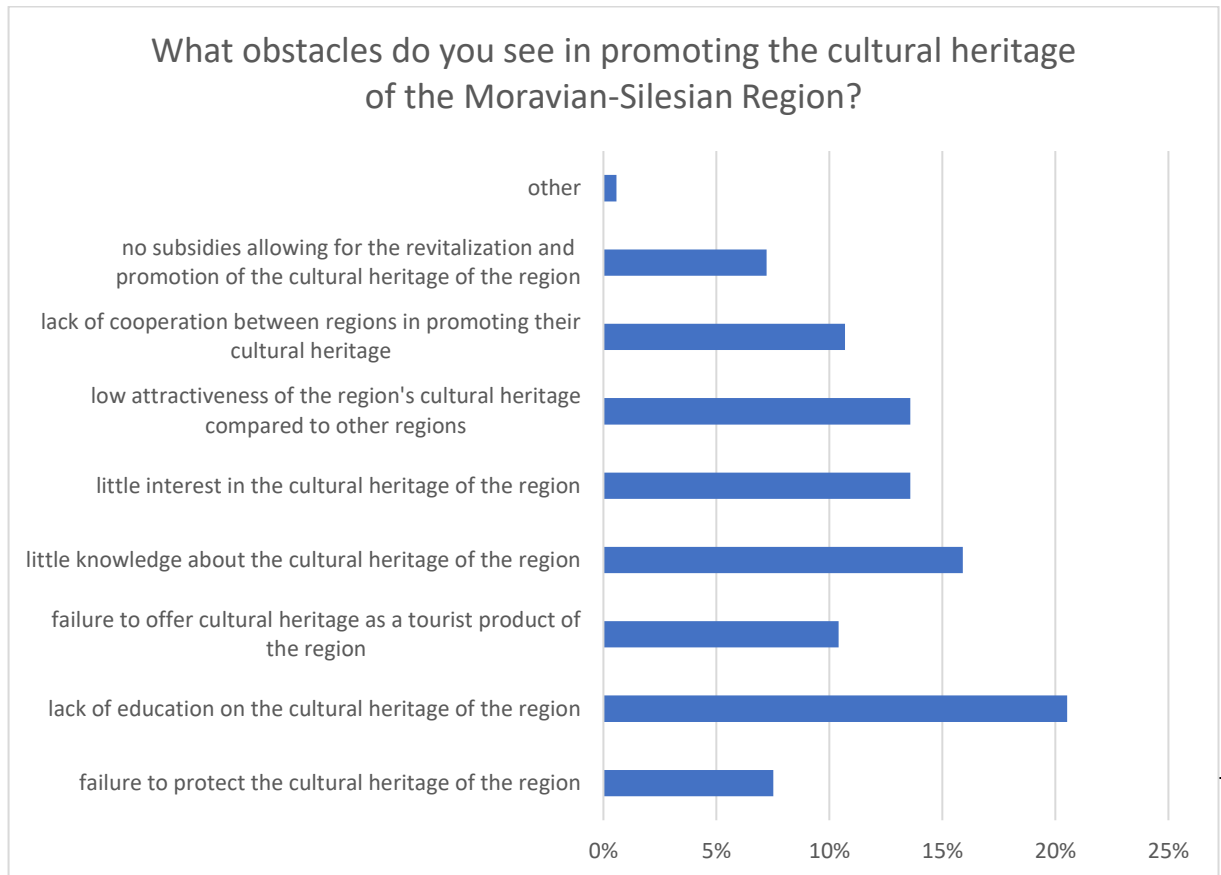



Figure 9. What obstacles do you see in promoting the cultural heritage of the Moravian-Silesian Region?

Source: own elaboration based on empirical research.



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## Conclusion

According to the respondents, tourists are interested in the cultural heritage of both Czechia and the Moravian-Silesian Region. Our region according to them is full of an interesting cultural heritage and can offer a lot of things to do and see. Nevertheless some respondents were not strict with region borders and did mention also about other neighbouring regions and their cultural heritage that they associate with the Moravian-Silesian Region. However, according to the respondents, it is not sufficiently promoted (e.g. on social media), even though, in their opinion, the region directs its offer of cultural heritage to tourists.

Only some of the respondents are able to name the objects of cultural heritage located in the Moravian-Silesian Region. According to the respondents, the elements particularly worthy of attention include castles located in the region (such as Hukvaldy, Raduň, Karviná, Silesian-Ostrava castle, Kunín or Hradec nad Moravicí), Landek (Mining Museum in Landek Park), Dolní oblast Vítkovice (former industrial area), churches (e.g. Peter from Alcántara church in Karviná), historical industrial centre of Ostrava city or Tripple Hall Karolina.

Respondents also mentioned the necessity to preserve and promote the heritage in the form of Silesian songs and dances, Folk heritage, spa triangle, falconry, folk, kingship, folk costumes, historical centres with its architecture, Christmas decorations from glass or blueprint.


According to the respondents, the inclusion of the cultural heritage of the region would help in its development. Although big number of the respondents believe that such inclusion has already taken place, it is perceived that there still exists a need for greater

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integration of the region's cultural heritage with the region's economic life, i.e. the inclusion of the region's cultural heritage in the region's development policy.

The main obstacles in promoting the cultural heritage of the region are considered by the respondents to be the lack of education on the cultural heritage of the region, little knowledge about the cultural heritage of the region, little interest in the cultural heritage of the region and the lack of offering cultural heritage as a tourist product of the region.



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