



*This Good Practice has been documented by CERTESS Partner
and it has been given the reference code*

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| P8 |
| 6A-GP-P8-4 |

(Codes above: for Lead Partner GP use only)

1. GENERAL INFORMATION

1.1. Name of the practice

Open Gates

1.2. Organisation/s carrying out the practice

Zlin Region

1.3. Contact person/s

Mr. Pavel Macura, head of Department of culture and heritage care

1.4. Location

| | |
|----------|----------------|
| Country: | CZECH REPUBLIC |
| Region: | Zlin Region |
| Area: | Zlin Region |

1.5. Classification according to development process components (see Application Form, sect. 3.3.2)

- Route identification, reconnaissance and mapping
- Route physical infrastructure
- 1 Promotion of route enterprises and products
- Development of immaterial tools (ICT, other fruition tools such as tourist pass/cards)



2. DESCRIPTION OF THE PRACTICE

2.1. General definition of the practice

| | |
|-----------------------|---|
| <i>Main activity</i> | Opening up the religious monuments to public |
| <i>Main objective</i> | Extension of tourist product offer about important tourist destinations from religious monument areas |

2.2. Time-span

| | |
|---------------------|------|
| <i>Started on</i> | 2008 |
| <i>Completed on</i> | |
| <i>Ongoing</i> | YES |

2.3. Main objectives of the practice

It is not usual to open up the religious monuments for tourists in the Czech Republic. Eastern Moravia (Zlin Region) has a number of important religious monuments including places of pilgrimage. Project was launched in 2008, with the aim to open up the selected religious monuments. Zlin Region, Olomouc archdiocese, parishes, municipalities and East – Moravian Tourist Authority are cooperating in this project. Information and marketing materials with information about opened objects were made and this project also created a job for guides (145 persons). Guides were professionally trained from both realities of objects and history of surrounding areas, and from general communication and presentation skills.

The project is also focused on the development of general education and spiritual culture and strengthens cultural and historical self-consciousness of the inhabitants.

The intention is not only to show the historical and artistic value of churches but also uncover stories, which artworks narrate about, describe traditions and Christian roots of our culture. Involved churches are available with expert service of guides for free.

Project represents religious monuments which have a price in the historical, architectural and spiritual knowledge. Each church is unique and each one retains its genius loci.

2.4. Achieved results

Describe both qualitative and quantitative results of the practice:

From the qualitative point of view:

Cooperation between regional self government (Zlin region), local governments (municipalities) and religious organizations (archbishopric, parishes) on opening up the sacral monuments to public was achieved.

From the quantitative point of view:

21 religious organizations that manage 22 buildings were involved in the project. Jobs for 145 guides (seasonal from May to September) were created.

Substantial public interest in these services is registered (in 2011, about 93 thousand visitors).



2.5. Partnership

List partners involved in the practice:

Partner 1

| | |
|-----------------------------|---------------------------------|
| <i>Denomination</i> | East-Moravian Tourist Authority |
| <i>Description</i> | Regional Tourist Authority |
| <i>Contacts</i> | Dana Daňová, directress |
| <i>Role in the practice</i> | Technical partner |

Partner 2

| | |
|-----------------------------|--------------------------------------|
| <i>Denomination</i> | Olomouc Archbishopric |
| <i>Description</i> | religious organization |
| <i>Contacts</i> | Mons. Jan Graubner |
| <i>Role in the practice</i> | Financial partner, technical partner |

Partner 3

| | |
|-----------------------------|---|
| <i>Denomination</i> | Zlin Region |
| <i>Description</i> | public administration |
| <i>Contacts</i> | Pavel Macura, department of culture and heritage care |
| <i>Role in the practice</i> | Coordinator, Financial partner, technical partner |

Partner 4 - 44

| | |
|---------------------|---|
| <i>Denomination</i> | 20 parishes |
| | 18 municipalities |
| | 2 associations (<i>Matice svatohostýnská, Matice velehradská</i>) |

2.6. Target groups

Identify target groups/customers of the practice:

- National authority
- Regional authority
- Local authority
- SME
- Other private business
- Chamber of Commerce / Economy
- Regional Innovation Agency
- Financing institution
- Business incubator
- Research institution



- University
- Technology transfer institution
- Regional Development Agency
- Planning institution
- Education institution / training centre
- Association
- Employers' association
- Trade union
- Environmental interest group
- Cultural initiative group / organization
- NGO
- Other interest groups (*provide details*)

2.7. Tools

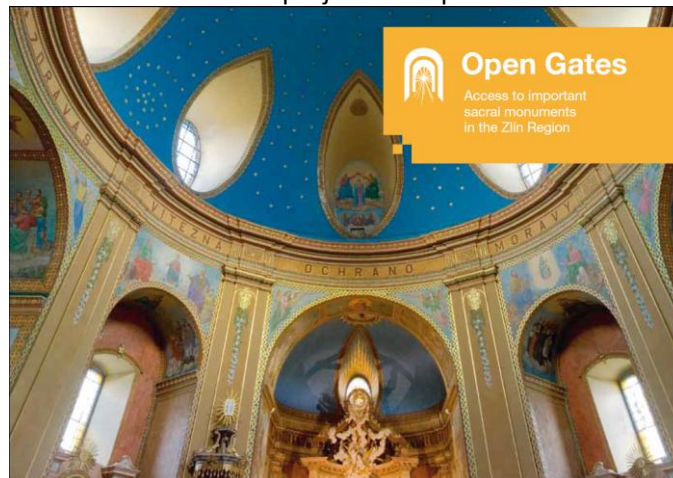
Describe specific tools developed in the framework of the practice (i.e. websites, newsletters, catalogues, software, agreements or other regulations, etc.):

Contracts about opening up the sacral monuments between Zlin Region, Olomouc Archdiocese, parishes, municipalities and the associations were signed.

A special logo was designed for this practice, which is used for the information materials, promotion etc.



An educational program was prepared and the guides were trained accordingly. Informational and promotional materials for this project were printed in different language versions.





Velehrad



Velehrad is an important spiritual center, a place of holy pilgrimages, gatherings and Cyril and Methodius Feast Day celebration. Great hope came for spiritual and material renewal of the Velehrad monument in April, 1990 during a visit by the head of the Roman Catholic Church, Pope John Paul II. Velehrad officially regained its claim as the bridge between East and West. The first Czech pilgrimage and spiritual retreat home was built by design of Dr. Antonín Cyril Stojan (1851-1923, archbishop, representative of the National Assembly, restorer of Velehrad). Link: www.velehrad.cz, www.stojanov.cz



Monastery complex with the Basilica of the Assumption and Saints Cyril and Methodius

Exquisite Baroque basilica with adjacent buildings of the former Cistercian monastery, with lapidarium and crypts on the basilica ground floor. The basilica and the complex were declared a national cultural monument in April, 2008.

It features a noteworthy design of the vault with paintings that optically raise the roof by two floors. Ignác Egstein painted the frescoes. One fascinating fresco illustrates the baptism of King Svatopluk, who invited the missionaries Cyril and Methodius to Moravia. The two Baroque benches (18 seats) are utterly unique, and are richly adorned with sculpted ornamental woodwork, including 60 sculptures representing saints and angels.

Did you know that...

"And we bestow the famous Velehrad basilica with the Golden Rose distinction," conferred in the Vatican on June 28, 1985 in the seventh year of our pontificate, John Paul II. You may see the Golden Rose on the altar in the basilica and from the tribune during the Cyril and Methodius Feast Day celebration.

Contact: Římskokatolická farnost Velehrad, Stojanovo nádvoří 206, 687 06 Velehrad
velehrad@jesuit.cz, www.farnostvelehrad.cz

Tours offered: May - September: Monday - Friday 9:00 a.m. - 12:00 p.m. and 1:00 p.m. - 5:00 p.m., Saturday 10:00 a.m. - 12:00 p.m. and 1:00 p.m. - 5:00 p.m., Sunday 1:00 p.m. - 2:00 p.m. and 4:00 p.m. - 5:00 p.m., a guided tour of the basilica may be ordered by calling: +420 603 793 532, tours not offered during church ceremonies, concerts and other events.

Ideas for trips to monuments with open gates:

- Uherské Hradiště, Church of St. Fr. Xavier - the heart of a vast Jesuit complex (8 km)
- Střílky, Church of Our Lady with cemetery - unique Baroque monument (22 km)
- Uherský Brod, Parish Church of the Immaculate Conception - church tower offering panoramas (25 km)





Svatý Hostýn

This important Marian place of pilgrimage has a rich history. On the grounds of Holy Hostýn, you may visit several other structures: Chapel of St. John Sarkandar, Stations of the Cross by D. Jurkovič, lookout tower and windmill, museum in the pilgrimage house and a water chapel.

Basilica of the Assumption - This grand basilica with two 18th-century towers stands at the spot of the former small Marian chapel. All of the basilica walls are embellished with a row of ideologically and iconographically arranged scenes from the lives of saints and the basilica's history. There are around 900 painted figures and faces here, and important events, period clothing and folk costumes are faithfully depicted.

Did you know, that...
the basilica's geographical position at 718 m ASL makes it the highest-elevated sacral structure in Moravia with permanent spiritual administration?

Contact: Maticce svatohostýnská, Svatý Hostýn 115, 768 61 Bystřice pod Hostýnem, telephone: +420 573 381 693-4, maticce@hostyn.cz, www.hostyn.cz, Římskokatolická duchovní správa, Svatý Hostýn 107, 768 61 Bystřice p. Host., telephone: +420 573 308 161, fara@hostyn.cz



Tours offered: **May and September:** Saturday 9:00 a.m. - 5:00 p.m., Church services held on Sunday, (Saturday hours of operation apply during state holidays); **June - August:** Church services held on Sunday, Monday only after agreement, Tuesday - Saturday 9:00 a.m. - 12:00 p.m. and 1:00 p.m. - 5:00 p.m., tours not offered during church ceremonies, concerts and other events, church services held on weekdays at 7:00 a.m., 9:15 a.m. and 11:00 a.m.

Bystřice pod Hostýnem - This city is a cultural and tourism center. Bystřice's genius loci and history are illustrated in the water statue of Our Lady of Victory Protector of Moravia above the fountain on the square. The stone fountain becomes and sign of a Pure Spring in the city's life and a crossroads of history, indicated in the work with symbols expressing facts and spiritual content. Three water springs with symbolic features of archangels mark the very origin of the city, named after the local flowing waters. [Link: www.mubph.cz](http://www.mubph.cz)

Chvalčov - This town lies in the lovely Hostýn foothills, featuring monuments and two nature reserves. The nature trail Chodník Masarykových informs visitors of the local surroundings and history. The Lázně district offers rehabilitation and spa visits. [Link: www.obec-chvalcov.cz](http://www.obec-chvalcov.cz)

Ideas for trips to monuments with open gates:

- Zlín, Štípa, Pilgrimage Church of the Birth of Our Lady - important place of pilgrimage (27 km)
- Zlín Parish Church of SS Philip and James - unique Stations of the Cross (39 km)
- Kroměříž, Church of St. John the Baptist, Church of St. Maurice, Church of the Assumption - important city structures and monuments listed together as a UNESCO World Heritage Site (37 km)

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A special Web presentation on tourist information websites www.kr-zlinsky.cz/otevrene-brany-cl-714.html www.vychodni-morava.cz/otevrene-brany/ was launched.

Specific workshops and presentations, exhibitions and conferences were organized.
Opportunity for visiting the sacral objects were included in the offer of tourism products.

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3. RESOURCES

3.1. Financial resources

Specify the resources utilized for financing the different stages of the practice:

| | | |
|------|------------------|----------------|
| 2011 | Regional budget | 17,200 EUR |
| | Municipal budget | 23,800 EUR |
| | Parishes budget | not determined |
| 2012 | Regional budget | 17,200 EUR |
| | Municipal budget | 20,600 EUR |
| | Parishes budget | not determined |

Specify the source/s of financing (divided between public and private funds, in % terms)

| |
|--------------------------------|
| Public Funds, Private Funds |
|--------------------------------|

3.2. Human resources

Specify the persons (type & n°) engaged in the practice, including their specialization / background:

| |
|---|
| Project manager + marketing specialist = 1 person from Zlin Region N° 10 lecturers (3 in the years 2009 and 2010, 2 in the years 2011 and 2012) N° 145 guides |
|---|

3.3. Legal framework

| |
|---|
| 2012 three years contracts with: <ul style="list-style-type: none"> - Parishes - Evangelical Church of Czech Brethren Municipalities - Foundation of Holy Hostyn |
|---|



4. MONITORING AND EVALUATION

4.1. Assessment methods and tools

The basic objective of the project is to open up the sacred monuments to the tourism development. Direct assessment of the number of monuments visitors in tourist season was used as project evaluation.

4.2 Indicators

Specify the qualitative and quantitative indicators used to assess the practice:

| | |
|-------------|---|
| 2009 | 40 number of involved organizations |
| 2009 - 2012 | <ul style="list-style-type: none"> 2 informational brochures 12 training courses 2 types of presentation leaflet in 5 languages 2 types of promotional gift 22 sacral monuments opened up 1 tourism product prepared 1 once a year assessment of the number of opened up monuments visitors 1 project web presentation 290 guides professionally trained |



5. SUCCESS FACTORS / DIFFICULTIES ENCOUNTERED

5.1. Enablers of the practice

List of enablers involved in the practice:

Not available

5.2. Success Factors of the practice

Describe success factors

Increasing employment in the region. High interest of people, especially students and pensioners for Guide Training.

Raising awareness about the history of the churches and its surroundings both residents and visitors. Residents are more linked with the area.

Practice helps to increase interest about the sacral monuments, which contributed to a larger development of tourism in the region.

There is evident better tending of monuments from the beginning of the project. Moreover, people is aiming at creative cooperation.

5.4. Difficulties encountered

Describe difficulties encountered and solutions adopted to overcome them:

The financial envelope for the project is provided from several sources.

Means of public administration are dependent on the decisions of elected representatives, negotiation (in the project funding) of newly elected regional authorities and municipalities cannot be predicted.

Implementation of the project depends on the attitude of the specific archdiocese and local government.

This kind of risk will be reduced, once the project is operational.



6. INNOVATION

Assess the innovation and other success factors according to the effect they have had or may have on the region or the group of the stakeholders:

The practice shows success in the building of the public-private-partnership by involving stakeholders and key players. It is an innovative and success factor in the Czech Republic and other former communist countries and there are initiation to use this project in the whole country.

The practice raised awareness of residents and enabled them to better identify themselves with the area and their history.

6.1. Innovative content of the practice

Specify the additional information useful to justify the practice under review as innovative, compared to similar practices:

The project has no equivalent in the Czech Republic, from this perspective, it is a unique project. Its implementation contributes to increasing the value of involved religious buildings and architecture and historical, cultural and traditional awareness of tourists and local people.

Involvement and training of people, especially pensioners and students, as guides to help visitors and tourists to get acquainted with the religious monuments and their narratives.

Describe the innovation content in relation to one or more of the following :

| | |
|---------------------|--|
| <i>Process:</i> | utilization of cultural and historical heritage of religious origin for tourism products |
| <i>Product:</i> | tourist product „Open Gates“ – Opening up significant religious monuments in the Zlín Region |
| <i>Result:</i> | set of religious monuments, especially artistically and historically valuable churches, made available in a regular visitor mode and expert service guides |
| <i>Partnership:</i> | partnership between the public sector, religious entities and tourism organization |

6.2. Excellence of the practice

Specify the additional information useful to justify the practice being selected as a best practice/practice of excellence:

The uniqueness of the project is:

1. In an extended partnership, in the combination of regional and local authorities (Zlín region, cities and municipalities) with religious organizations (Olomouc Archdiocese, parishes) and tourism organizations (EastMoravian Tourist Authority).
2. In cultural and educational activities for visitors (cultural and historical importance of religious monuments in the form of guide services has not been presented on this scale yet in Czech Republic)
3. In the social impact - 145 short-term jobs (position guides) were created



6.3. Influence on development of cultural route in the area and regional development at large

Specify the influence exerted by the practice on the development of cultural route in the area and on the regional development at large

Creation of a regional partnership is motivational and effective for the participants involved in the implementation of projects in the field of culture and tourism, including cultural and pilgrimage routes. Sacral monuments have gained new added value by their opening up and implementation of guide services, which is reflected in the possibility of creating cultural and tourist products.

6.4. Profitability of the practice

Specify returns, generated revenue, other results as applicable:

Implementation of the project leads to the following specific multiplier effects:

- Effective local partnerships
- Obtaining credit and prestige of the territory in the Czech Republic
- The region is a full member of the European Association I Cammini d' Europa
- Extending the tourist offer of the region and its competitiveness
- Promotion of the tourist offer and service offerings



7. TRANSFERABILITY & SUSTAINABILITY

7.1. Transferable activities and features

Experience and methodology from the project can be fully transferable to other regions (in conjunction with the appropriate Archdiocese) and adaptable for culture route tourism.

7.2. Conditions required for the practice to be developed in other contexts

The application of this practice requires cooperation with public sector, religious entities and tourism organization

7.3. Previous transfer experience (if the practice has been transferred already to another context)

NO

7.4. Other information

List articles, press notes, links to available information:

<http://www.vychodni-morava.cz/otevrene-brany/13964/>
<http://www.kr-zlinsky.cz/otevrene-brany-cl-714.html>

Specify any achieved public recognition of the practice:

7.5. Sustainability

Specify factors which can make the practice sustainable:

Financial support of Zlin Region, municipalities, archdiocese, parishes
Growing interest of tourists in the services offered
Development of tourism products with a religious theme