



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



Mod. 5B-CRT-10

## GOVERNANCE INSTRUMENT FORM

*This Governance Instrument has been documented by CERTESS Partner  
and it has been given the reference code*

LP

6C-GI-P8-4

(codes above are for Lead Partner use only)

### 1. GENERAL

#### 1.1. Title of the instrument

**Signposting of hiking, skiing, and off-road cycling paths**  
**Textbook part B**

#### 1.2. Proprietary Organisation /Developer

Czech Tourism Club, Board for marking

#### 1.3. Typology <sup>1</sup>

<input type="checkbox"/>
<input checked="" type="checkbox"/>

A. Hard Law

B. Soft Law

### 2. DESCRIPTION

#### 2.1 Objective/s <sup>2</sup>

Marking is governed by its methodology. Tourism marking system in the Czech Republic is the most reliable and best not only in Europe but also in the world. Rules and Methodology of Czech tourism marking system are applied even in some neighbouring states. Marking of hiking paths and their regular maintenance is one of the most important activities of the Czech Tourism Club (CTC). They are engaged in marking of hiking paths since 1889 and in marking of cycling and cross-country skiing paths since 1997. At the end of 2008, the Czech Republic indicated a total of 40782 km of hiking paths. Marked paths are lavishly furnished with tourist guideposts indicating the time in their direction, distance and many important starting points and large information tourist maps. The restoration of the marks and maintenance of information elements on paths provide more than 1437 pathfinders. A network of marked hiking paths in the Czech Republic in its density and quality is ranked as the best in Europe. The entire territory of the Czech Republic is completely covered by hiking marks.

Pathfinders are voluntary workers, who have to pass several trainings. CTC provides textbooks with specific rules, which have to be fulfilled during the marking of hiking, skiing and cycling path.

The textbook is available to download on this link:

<http://files.tzt-91.webnode.cz/200000116-d2463d340c/D%C3%AD%20B%20%282005%29.doc>

For your information:

Revision

2

Date

14.08.2013

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**TOURIST MARKING SYSTEM IN THE TERRAIN**

Hiking paths are marked by belt marks that consist of three horizontal bands. The middle band is red or blue or green or yellow and determines the colour of marked paths. The two outer bands are white and have the task to make the brand more visible.

Cycling and cross-country ski paths are also marked with the three belts. The difference is in the two outer lanes. While tourist marks have white outer stripes, bike marks have yellow and cross-country ski paths have orange ones.

At crossroads or intersections bands are complemented by an arrow mark. On the same stretch of several marked paths a multi-coloured mark is used, for local paths local marks are sometimes used. At the end of the marking path an end mark is used.

Branching to monuments are marked with special tags. Educational paths are designated by band and local brands or by special marks of the educational path.

At intersections, cities and other major tourist sites the marking is complemented by tables and guideposts. The tables inform about the place name, altitude, direction, indicators of kilometre distance to other targets on the path.

Meaning of the colours:

**Red:** basic symbol, indicates mostly rack routes, highway and main routes

**Blue:** basic symbol, indicates a route along the waterways, its intensity is lighter

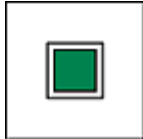
**Green:** the brand clutch means convenient route, tourist-saving

**Yellow:** the brand clutch means most difficult routes for the quick coupling (hence greater intensity) and it less interesting paths.

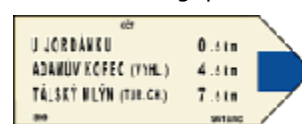
Band mark



End mark



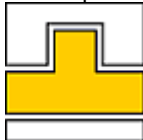
Tourist signpost



Local mark



Turning to other point of interest



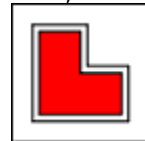
Turning to the top or prospect



Turning to the spring or the well

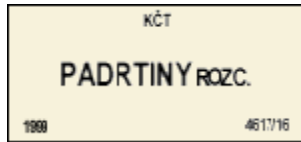


The ruin, the castle

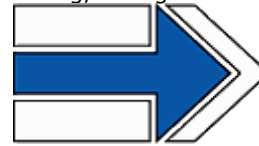




Tourist table



Turning, change direction



Educational touris path



Multicolour mark



## 2.2 Affected/interested parties <sup>3</sup>

This textbook is targeted to all pathfinders, who have interest to signpost new hiking, skiing and off-road cycling paths. According to this textbook it is possible to signpost educational path, pilgrimage routes etc. as well.

## 2.3 Content

Tourist signposting means the whole complex of marking for various kinds of moving. These textbooks deal with the most common tourist information system, like signposting for hiking tourism reliably applicable only in the period without snow cover. Furthermore, the signposting for skiing tourism and cycling tourism leading mostly through tertiary road (signposting for off-road cycling). Signposting within this system means activities aimed at equipping hiking paths and other information elements (pointers, tables, maps, tourist boards, etc.).

Tourist signposting must lead tourists reliably and safely through terrain in order to always easily find the way and be fully devoted to their tourism interests. A network of public transport and private motoring allows each individual to use a signposted path practically throughout the whole country. For this reason, it is necessary to observe strictly the principle of uniform signposting of an hiking path by all components and not to allow individual approaches to solve common situations.

The textbook is divided in nine chapters:

**Chapter one** – Band marks and rules for their placement

**Chapter two** – Darts and rules for their placement

**Chapter three** – Moulded marks and rules for their placement



**Chapter four** – Differences in the cross-country paths marking

**Chapter five** – Selection of an object for placing a mark

**Chapter six** – Marking technique

**Chapter seven** – Compensation of marking by the text

**Chapter eight** – Organization of activities for pathfinders

**Chapter nine** – Evaluation of reliability and preservation of marks



## 2.4 Expected results <sup>4</sup>

This Tourism marking system will be used for the marking of the Saints Cyril and Methodius Pilgrimage Route in the territory of three regions in the Czech Republic. A methodology will be developed for marking of this pilgrimage route utilizing the marking system of the Czech Tourism Club; the methodology will be provided to other partner countries to apply it for building the Saints Cyril and Methodius Pilgrimage Route in their territory.

## 2.5 Relevance to RIP development stages <sup>5</sup>

- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/>            | A. Theme selection & justification                                       |
| <input type="checkbox"/>            | B. Route promoters legal setup   |
| <input type="checkbox"/>            | C. Local stakeholders' involvement & support                             |
| <input checked="" type="checkbox"/> | D. Route physical setting & infrastructuring                             |
| <input checked="" type="checkbox"/> | E. Route marking & signposting   |
| <input type="checkbox"/>            | F. Route technical support facilities (water points, rest benches, etc.) |
| <input type="checkbox"/>            | G. Route hospitality services (hostels, rest houses, hotels, etc.)       |



- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/>            | H. Route food & beverage services (restaurants, bars, hotels, etc.)                            |
| <input type="checkbox"/>            | I. Route tourist services (info-points, travel agents, etc.)                                   |
| <input checked="" type="checkbox"/> | J. Points of interest → Cultural & historical heritage (monuments, archaeological areas, etc.) |
| <input checked="" type="checkbox"/> | K. Points of interest → Cultural & historical services (museums, exhibition centres, etc.)     |
| <input checked="" type="checkbox"/> | L. Points of interest → Environmental heritage (protected areas, parks, etc.)                  |
| <input type="checkbox"/>            | M. Trade elements of interest → Local typical products   |
| <input type="checkbox"/>            | N. Immaterial elements of interest → Cultural events, local folklore, etc.                     |
| <input type="checkbox"/>            | O. Branding & promotion strategies → Route/theme & logo  |
| <input type="checkbox"/>            | P. Branding & promotion strategies → Route section areas                                       |
| <input type="checkbox"/>            | Q. Branding & promotion strategies → Interterritorial/transnational sectoral networking        |
| <input type="checkbox"/>            | R. Development of tourist products & services (card, packages, gadgets, etc.)                  |
| <input type="checkbox"/>            | S. Development of ICT products & services (thematic websites, virtual tours, etc.)             |
| <input type="checkbox"/>            | T. Development of educational/learning tools   |
| <input type="checkbox"/>            | U. Development of printed information products   |

**Additional information and notes**

There are other relevant textbooks of the Czech Tourism Club, which are important of the signposting. Below, you find links to those textbooks. All textbooks are in Czech language.

**Equipment for pathfinders**

<http://files.tzt-91.webnode.cz/200000115-14332152c9/D%C3%AD%20A%20%282005%29.doc>

**Directions and tables, Tourist mapboard**

<http://files.tzt-91.webnode.cz/200000117-b9f90baf39/D%C3%AD%20C%20%282005%29.doc>

**Organization of tourist marking, Financial and material planning and budgeting**

[http://files.tzt-91.webnode.cz/200000360-35e8236e21/D%C3%AD%20E%20\(2007\).doc](http://files.tzt-91.webnode.cz/200000360-35e8236e21/D%C3%AD%20E%20(2007).doc)

**Network concept of hiking paths, Maintenance of the network, Changes in the network**

<http://files.tzt-91.webnode.cz/200000357-1da731ea12/D%C3%AD%20F%20%282007%29.doc>

**Recording and monitoring**

<http://files.tzt-91.webnode.cz/200000358-a086da1806/D%C3%AD%20G%20%282007%29.doc>

**Principles for texting of directions and tables**

[http://files.tzt-91.webnode.cz/200000361-d13cdd2372/D%C3%AD%20H%20\(2006\).doc](http://files.tzt-91.webnode.cz/200000361-d13cdd2372/D%C3%AD%20H%20(2006).doc)

**Legal aspects for establishing, maintenance and protection of hiking paths**

[http://files.tzt-91.webnode.cz/200000362-beb0fbfab4/D%C3%AD%20K%20\(2009\).doc](http://files.tzt-91.webnode.cz/200000362-beb0fbfab4/D%C3%AD%20K%20(2009).doc)

**Badge “tourist-pathfinder”**

[http://files.tzt-91.webnode.cz/200000363-aa347ab2e5/D%C3%AD%20L%20\(2007\).doc](http://files.tzt-91.webnode.cz/200000363-aa347ab2e5/D%C3%AD%20L%20(2007).doc)

**Marking of Cycling paths**

[http://files.tzt-91.webnode.cz/200000364-b6f02b7e98/D%C3%AD%20N%20\(2007\).doc](http://files.tzt-91.webnode.cz/200000364-b6f02b7e98/D%C3%AD%20N%20(2007).doc)

**Development of tourist marking in CZ and marking of hiking paths in the most European countries**

<http://www.kct.cz/cms/sites/default/files/users/user1/dokumenty/znackari/UT-M.pdf>



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## GOVERNANCE INSTRUMENT FORM

### Source of information <sup>6</sup>

All information about the Tourism marking system is available in the web pages of Czech Tourism Club  
<http://www.kct.cz/cms/>.

### N.B.

The present form is to be accompanied by relevant supporting information (original document in national language, translation into English, .ppt presentations, ...).

Compiled by P8 on 14.08.2013.