

Jihočeská univerzita v Českých Budějovicích

Pedagogická fakulta

Katedra anglistiky



Využití styčných bodů kultury a historie Česka a anglickojazyčného světa v cestovním ruchu (se zvláštním zřetelem k možnostem Jihočeského kraje)

Czech cultural landscapes and icons perceived as bearing national/cultural significance to English-speaking nations: the tourism-industry perspectives (with a special regard to the South Bohemia region)

Bakalářská práce

Jméno a příjmení:	Eva Rážová
Studijní program:	B7310 Filologie
Studijní obor:	Anglický a německý jazyk pro hospodářskou a obchodní sféru
Vedoucí práce:	PhDr. Zuzana Sedláčková
Rok odevzdání práce:	2008

Prohlášení

Prohlašuji, že jsem svoji bakalářskou práci na téma Využití styčných bodů kultury a historie Česka a anglickojazyčného světa v oblasti cestovního ruchu (se zvláštním zřetelem k možnostem Jihočeského kraje) vypracovala samostatně, a to pouze s použitím pramenů a literatury uvedených v seznamu použité literatury.

Prohlašuji, že v souladu s § 47 b zákona č. 111/1998 Sb. v platném znění souhlasím se zveřejnění své bakalářské práce, a to v nezkrácené podobě elektronickou cestou ve veřejně přístupné části databáze STAG provozované Jihočeskou univerzitou v Českých Budějovicích na jejích internetových stránkách.

V Českých Budějovicích dne 25. dubna 2008

Podpis.....

Poděkování

Tímto bych chtěla poděkovat vedoucí práce PhDr. Zuzaně Sedláčkové, za vedení práce, její pomoc, rady a připomínky.

Author's Declarations

I hereby declare that I have written my paper called "Czech cultural landscapes and icons perceived as bearing national/cultural significance to English-speaking nations: the tourism-industry perspectives (with a special regard to the South Bohemia Region)" independently and only with the use of resources, books and information stated in the list of resources.

I hereby declare that in compliance with Section 47 (b) of Act No. 111/1998 Coll., as amended, I agree with publication of my paper electronically and in the full extent in the publicly accessible part of the STAG database operated by the South Bohemia University in České Budějovice on its web pages.

In České Budějovice on 25th April 2008

Signature _____

Anotace

Využití styčných bodů kultury a historie Česka a anglickojazyčného světa v oblasti cestovního ruchu (se zvláštním zřetelem k možnostem Jihočeského kraje)

Autorka: Eva Rážová

Vedoucí práce: PhDr. Zuzana Sedláčková

Tématem bakalářské práce je „Využití styčných bodů kultury a historie Česka a anglickojazyčného světa v oblasti cestovního ruchu (se zvláštním zřetelem k možnostem Jihočeského kraje)“. Práce je rozdělena do pěti kapitol. První kapitola se zabývá styčnými body kultury a historie Česka a anglickojazyčných zemí a uvádí stručný výčet osobností, které takové styčné body mohou představovat. Následuje úvaha o významu cestovního ruchu pro národní hospodářství i pro ekonomiku Jihočeského kraje a řešerše nejznámějších průvodců po České republice. V další kapitole jsou uvedeny vybrané subregiony Jihočeského kraje, které mají vazby na anglickojazyčný svět. V poslední kapitole uvádíme vybraná místa v Jihočeském kraji jako doporučenou nabídku pro určité skupiny návštěvníků i jako možnou formu využití např. v rámci webové prezentace.

Summary

Czech cultural landscapes and icons perceived as bearing national/cultural significance to English speaking nations: the tourism industry perspectives (with a special regard to the South Bohemia region)

Author: Eva Rážová

Supervisor: PhDr. Zuzana Sedláčková

The subject of the paper is the Czech cultural landscapes and icons perceived as bearing national/cultural significance to English-speaking nations: the tourism industry perspectives (with a special regard to the South Bohemia region). The paper is divided into five chapters. The first chapter presents certain ties between culture and history of the Czech lands and the English-speaking countries and briefly lists those individuals in history and/or culture who could be considered as such ties, followed by reflections on the importance of tourism for the national economy and the economy of the South Bohemia region. It includes also the results of research performed in guidebooks in relation to the cultural landscapes and icons perceived as bearing national/cultural significance to English-speaking nations. The next chapter describes some sub-regions of South Bohemia that feature cultural or historical ties between the Czech lands and the English-speaking countries. The last chapter recommends certain places as an offer for specific groups of visitors, as well as an example of possible use in a web presentation/tourism information database.

Contents

Introduction	7
1. Czech cultural landscapes, places and icons that may have national/cultural significance to English-speaking visitors.....	8
2. The importance of tourism for the national economy.....	10
3. Results of research performed in guide books.....	16
4. Suggested additions to points of interest according to the individual sub-regions in the South Bohemia Region.....	22
5. Suggested itineraries.....	31
Conclusion.....	34
List of Resources.....	35
List of Internet Resources.....	36

Introduction

This paper addresses the issue of Czech cultural landscapes and icons perceived as bearing national/cultural significance to English-speaking nations: we have tried to analyze such issue from the tourism-industry perspectives with a special regard to the South Bohemia Region.

The first part contains a brief list of cultural landscapes/icons that may have nation or cultural significance to English-speaking visitors and what potential such elements could have for the tourism industry.

The next chapter deals with the importance of tourism for the national economy (with a focus on the South Bohemia region), why it is important to support and develop the tourism industry, of what tourist potential disposes the Czech Republic and why is the South Bohemia region one of the most attractive region of the Czech Republic.

In the next chapter there are the results of research performed in guide books, how the guide books present these icons and which monuments of the South Bohemia region are mentioned.

The second part contains sub-regions of the South Bohemia region with its monuments that may have national/cultural significance to English-speaking visitors and could be interesting for them.

In the next chapter there are recommended places of the South Bohemia region chosen for specific groups of visitors and a map with these places.

The conclusion of this paper brings about new possibilities cultural icons that may have national/cultural significance to English-speaking visitors can be used, for example on website as a special offer for English-speaking visitors.

1. **Czech cultural landscapes, places and icons that may have national/cultural significance to English-speaking visitors**

In this paper we have tried to analyze possible approaches and methods concerning how to use the ties between culture and history of English-speaking countries¹ in the presentation of cultural landscapes/historical monuments of South Bohemian region.

The presentation of such cultural/historical landscapes and icons is different from the presentation for German speaking tourists. Among German, Austrian and Czech lands there are many historical points of contacts from the ancient times thanks to the neighborhood of these nations. Because of the long history of neighborhood, the German-speaking tourists are naturally interested in other kinds of landscapes and/or icons than English-speaking tourists (obviously, they are primarily interested in monuments and places which have something in common with their history).

For tourists from English-speaking countries is necessary to find cultural or national significance and raise their interest. By no means we intend to overrate the importance of cultural contacts between the Czech lands and English-speaking countries; nevertheless, we consider it very important to provide visitors coming from the English-speaking countries with relevant information that such ties have actually existed for a very long time.

The contacts of Czech lands with English-speaking countries date back to the Middle Ages, although some contacts allegedly existed in early times: according to the Kosmas Chronicle, the Czech prince Boleslav II. married the princess Emma from the British Isles.

The second Czech King Vladislav was in the middle of 12th century crowned with a royal crown which the English King Henry II. Plantagenet had donated to the Roman Emperor Friedrich Barbarossa.

¹ We have decide not to focus on a precise definition of the “English-speaking” countries but wherever this expression is used in this paper, we mean primarily visitors from the United Kingdom of Great Britain and Northern Ireland, Ireland, Canada and the United States; of course the expression naturally might include also visitors from Australia and New Zealand, although cultural/historical ties with such countries are based on a different background, given the geographical facts.

At the beginning of 14th century the king Wenceslas II. sent a mission to England to bring a part of relics of Thomas of Canterbury. In 1382 the daughter of Charles IV. Anna of Luxembourg married the English King Richard II. (“Good Queen Anne”).

John Wycliffe whose thoughts inspired Jan Hus, has a great cultural significance for the Czech lands. These two names connecting the Czech and English history should be used in presentation of a small South Bohemian town where Jan Hus was born or of ruins of castle where he is said to had spent some years.

In 1415 Peter Payne, the English theologian, diplomat, student of John Wycliffe and a member of the Taborite movement took refugee in Bohemia and became a leader of the reformist.

In the middle of 15th century the Czech King George of Poděbrady with a Czech mission led by Jaroslav Lev of Rožmitál visited England.

There were frequent contacts between Czech lands and England during the reign of Habsburgs. From this period the famous alchemists John Dee and Edward Kelly can be mentioned.

Jan Amos Comenius was invited to England to consult the reform of English school system.

At the end of 18th century and in the beginning of 19th century the Czech lands were influenced by the English architectural style, literature and lifestyle. For example, castles in Hluboká and Hrádek u Nechanic were built then.²

In South Bohemia there are many interesting places with national or cultural significance to English-speaking visitors and it is necessary to use them and draw the attention of tourists to them.

² Viereck, Karin, Viereck, Wolfgang, Ramich, Heinrich, Encyklopedický atlas anglického jazyka, Nakladatelství Lidové noviny, Brno, 2004

2. The importance of tourism for the national economy (with a special regard to the South Bohemia region)

Tourism industry is an important part of the modern economy. According to estimates, the biggest tourist potential lies actually in Europe where a half of all tourists are heading. The tourism industry is one of the important branches of national economy in the Czech Republic and contributes 8.1% to the gross domestic product.³ And that is why is important to support and develop the tourism industry. The tourism industry has also other positive effects of the uneconomical character. Especially that means the environment enhancement; it highly affects the appearance of the towns and villages, improves and keeps the condition of culture and historical monuments.

One of the possibilities how to contribute to the total improvement of the economic situation in the country is to develop the tourism industry, to increase the employment rate and also the standard of living of the people. The tourism industry has become important in the last 50 years for the social progress; it also affects the standard of living of the population, especially in the centers of the tourism industry.

The Czech Republic disposes of the large historical, natural and cultural potential. Thanks to the high concentration of culture monuments and natural conditions, together with the advantageous situation in the centre of Europe has a good assumption for the development of the tourism industry. The big role plays the high number of historical, culture and technical monuments, including the monuments registered in the UNESCO list of world heritage. The Czech Republic can also boast with qualitative changes in the tourism industry. It consists in new forms of tourism, provision of a bigger range of services which are connected with sport or education.

The South Bohemian region is very attractive both for Czech and foreign tourists who look for sports activities, “active rest” or cultural venues.

³ <http://jccr.cz/pages/dokumenty/manual-pro-rozvoj-cestovniho-ruhu-v-jihoceskem-kraji.php>
(20.03.2008)

The importance of the tourism industry is for economy of the South Bohemian region higher than in other parts of the Czech Republic. The tourism industry employs 4% of the population in the Czech Republic; this rate higher is in the South Bohemia region.⁴

The South Bohemia region has already been the favorite destination before 1989. The region can offer a large number of tourist attractions from beautiful landscape, natural reserves and recreational lakes to a high concentration of historical monuments.

Present days offer new possibilities for tourism industry development and in particular for development of presentation of cultural/historical landscapes and icons. The formerly used educational style of presentation is not up-to-date – to put it mildly, or not appreciated – to be more straightforward, in present days. The “old” forms of presentation cannot simply compete with other leisure activities and it is necessary to find new possibilities how to present the offered region to visitors. The tourists are not dependent on travel agencies and thanks to advanced information availability via internet they can easily find information and visit the place they are interested in. Moreover, today’s tourists are more demanding, they can use modern means of transport, internet and they use also the cheap air transport in recent years.

Furthermore, the tourists are not managed with only passive holiday spending with traditional tourism but they seek also possibilities of active spending of their holidays, such as hiking or bicycle-tourism. The South Bohemia region has the advantage which can offer a wide range of tourist activities and natural conditions of this region help to develop this trend. The region can boast with well-preserved countryside, pond districts suitable for active holiday but also for relaxation, and, naturally, with its historical monuments. These elements are definitely its main advantage that the other regions have to create. Another advantage is its location on trans-European tourist paths/walkways (EuroVelo for cyclists, walkway

⁴ <http://jccr.cz/pages/dokumenty/manual-pro-rozvoj-cestovniho-ruhu-v-jihoceskem-kraji.php> (20.03.2008)

E 10)⁵. The South Bohemia region has the main tourist season in summer months thanks to good conditions for hiking, spending free time outdoors and visiting of towns and historical monuments. Tourists want to gain experiences rather than scholarly knowledge. This trend is supported by “experience tourism” which offers many cultural and social events in South Bohemia, such as organization of concerts, theatres, advent markets, festivals, trade fairs etc. Many of these events are established and known and attract the tourist from all over the world.

Thanks to easy information availability the tourist want to know more and more and their awareness of interesting places increase. For foreign tourists is very attractive the mark UNESCO offering to the tourists something unique a giving them the feeling that they will see something special, what they elsewhere can not see. This brings the South Bohemian region in tourist’s ‘notice as a region with significant historical monuments and unique natural conditions.

Despite of these advantages the potential of tourism industry in South Bohemia region is not fully used and it is necessary to find other possibilities how to increase the visit rate of the region and attract new tourists. For the tourist rate in South Bohemia region is advantageous the use of tourist potential of Prague. Prague is definitely the most visited city of the Czech Republic, tourists from all over the world head to Prague and their main reason of their visit are entertainment, recognition but also relaxation and sport. These products can offer as well as the South Bohemia region. Moreover, Prague lies in reasonable distance and can be a significant source of tourists. Short-term tours of tourists that visit Prague and want to see another places increase the tourist rate in the region thanks to good connection with Prague. A significant group of visitors represents the organized group of people under the age of 19. The South Bohemia region can benefit from this group of people; they may be interested in the tour Prague – České Budějovice – Vienna. This trend is also connected with cheap air transport – also tourists from far-away countries can visit the Czech Republic.

An advantage that could be utilized to a greater extent is the fact that the South Bohemia region lies in the frontier region and it borders with three foreign regions

⁵ <http://jccr.cz/pages/dokumenty/manual-pro-rozvoj-cestovniho-ruhu-v-jihoceskem-kraji.php> (20.03.2008)

– with two Austrian sub-regions and a German region. Cooperation with these regions can offer new possibilities for tourism, if interesting destinations are offered on both sides of border. Another form of cooperation with other European countries is the programs of partnership towns. All major South Bohemian towns have their partnership town, usually it is the town of a neighboring country.

The South Bohemia region is a favorite place for foreign tourists especially for the high concentration of cultural and historical monuments. The regions of České Budějovice and Český Krumlov report the biggest numbers of incoming tourists. Most of the tourists wish to see in particular the castle of Hluboká which belongs to the most frequently visited castles in the Czech Republic (just like Karlštejn) and the town of Český Krumlov, which is a symbol of South Bohemia for foreign visitors. Český Krumlov is definitely the most visited place of South Bohemia especially for its well-preserved medieval centre of the town, which is included in UNESCO list. In the surroundings of Český Krumlov there are another renowned historical monuments, such as the castle of Rožmberk or the monastery of Zlatá Koruna. Also České Budějovice, the Šumava Mountains, the town of Třeboň and its surroundings are popular.

These places are not missed in tourist guides and all the tourists see them when they visit South Bohemia. Another places are localities visited by specific kind of tourists, these localities are not generally preferred. But there are many monuments in the region which are less known, but as well as important as these renowned attractions of the South Bohemia region. These monuments are often forgotten and especially foreign tourists do not know them. The tourist rate in the region is still increasing, according to data of Tourist Authority of South Bohemia in main season around 120,000 visitors a day.⁶

This growth of tourists leads to overloading of the best known tourist localities. And that is why is important to present another attractive places to the tourists and use the potential of less visited places of South Bohemian region. Among neglected regions of South Bohemia belong for example Strakonicko, Písecko and

⁶ <http://jccr.cz/pages/dokumenty/manual-pro-rozvoj-cestovniho-ruhu-v-jihoceskem-kraji.php> (20.3.2008)

Prachaticko. These areas can offer wide range of tourist activities, included the traditional tourism with historical monuments or active tourism.

One of the main advantages of the South Bohemia region are cultural and historical monuments. This historical treasure is within the Czech Republic unique. South Bohemia region has on its area absolutely the most of monuments registered as listed monuments, in case of national cultural monuments has only Prague more. These advantages attract especially the foreign tourists. South Bohemia region is visited especially by the tourists from Germany and Austria, the visit rate from USA is about five percent. The reasons why the foreign tourists have chosen South Bohemia are various. In case of German tourists the main reason of their arrival are for example historical roots on the former Sudeten territory and also historical monuments. Austrian tourists have taken a fancy to cheap shopping in border area and the possibility of cheap accommodation.

Tourists from Germany represent the biggest group of foreign tourists in the South Bohemian region. The German tourists come to South Bohemia often individually, sometimes they use package holidays with travel agencies.

The neighborhood of our country with German lands led from the oldest time to very rich and varied economic, politic and cultural contacts between both nations. Between these lands there are natural social and cultural contacts. Thanks that has South Bohemian region a big visit rate as far as German tourists concerned. For this group of people are attractive for example the UNESCO monuments and classic historical monuments. By the German tourists also prevails the older generation, whose reason of visit are the above mentioned natural contacts, nostalgia, historical roots and the desire to visit their birth place.

So in case of German tourists there are natural cultural contacts thanks to neighborhood of both countries. As regards tourists from the English-speaking countries another presentation of the South Bohemia region must be used. For example the tourists from Great Britain are very demanding on services, they use often the services of travel agencies, they require enough information a internet is the main source of information for them. The British visitors have liking for spa and wellness, rural tourism and active tourism. South Bohemia offers a wide

range of historical monuments to demanding British tourists, which they still take in fancy. The American tourists connect their holiday often with entertainment and shopping rather than visiting towns and historical monuments. A significant group of American visitors represents older tourists who usually dispose of plenty of free time. They are interested in history, they require suggested itineraries, and favorite are also spa and wellness programs.

To evoke the interest of tourists from English-speaking countries in less known historical and cultural South Bohemian monuments, it is necessary to highlight for example points of historical or cultural contacts between our countries and stress them in presentation of the offered place or monument.

This is very important in particular as regards presentation of less known monuments and cultural landscapes. Thanks to such cultural contacts that have something in common with the English-speaking countries, the interest of tourists could be attracted and increased. The South Bohemia region has a wide offer of interesting places and cultural landscapes with a tie to the historical and cultural contacts. In addition to well-known spots, also the less known places can boast with a kind of a tie to English-speaking countries. Unfortunately, such places are sometimes not mentioned in guide books, or, at least such tie is not sufficiently described and/or exploited. If the South Bohemian region manages to make use of the fact that there have been cultural ties, it can become known as a region that uses new methods of tourism business support.

3. Results of research performed in guide books

There are many guide books about the Czech Republic for foreign travelers. Generally they give the description of the land and regions, facts, history, travel information, the best known places or suggested tours. But many of them often concentrate on the same places which belong to the most visited and best known. This places such as Prague for example are very well described and contain a detailed description of the monuments and tourist attractions.

On the contrary there are many of tourist sights which are as well important and can be interesting for travelers. Unfortunately, presentation of the above places is often neglected in guide books which is why tourists remain unaware of them. The South Bohemia Region is often very well described, but its is only the city of České Budějovice and the town of Český Krumlov which are mentioned in the first place.

3.1 Czech and Slovak Republics – Lonely Planet

One of the best guidebook about the Czech Republic is Lonely Planet – Czech and Slovak Republics (the third edition 2001). The guidebook now exists in three editions and contains not only the practical information but also the historical and cultural background. The guidebook begins with the introduction of the Czech Republic and Slovak Republic and provides facts for the visitors. In this section there highlights of the country which draw attention not only to Prague but also to Český Krumlov. The suggested itineraries mention also Jindřichův Hradec, the Šumava Mountains, Český Krumlov and České Budějovice. This section also provides information about special events and among others mentions the International Music Festival in Český Krumlov and the International Bagpipe Festival in Strakonice. The introduction of the Czech Republic follows –this section says that although Prague is the main tourist destination and one of the world's top tourist destination, more and more travelers feel it worth going south to Český Krumlov.

Among the best known castles and chateaux in the Czech Republic, the castle of Hluboká is mentioned. This guidebook is divided into regions, begins with Prague and gives the detailed description of each region. The South Bohemia region is presented like a land of lakes, forests and fields with picturesque villages with Czech baroque folk motifs present in architecture. According to various reports, foreign travelers “flock” to České Budějovice and the smaller, more striking town of Český Krumlov.

The city of České Budějovice is relatively well described together with the history of the city but in the section “Things to See” there are highlighted only the best known sights like the Black Tower, the Town Hall, the main square or the cathedral. For example, the horse-drawn railway or famous people having ties to České Budějovice are not mentioned.

The third edition contains a section “Castles and Chateaux” which gives information about some castles in the Czech Republic. Among them there are Hluboká and Český Krumlov mentioned. In addition to history of the castles, the guidebook also says that the castle of Hluboká was rebuilt in the English-Tudor style and that is considered to be an imitation of Britain’s Windsor Castle.

The guidebook describes Český Krumlov as one of the Europe’s most beautiful towns, with a well-preserved historical centre that was added in 1992 to the UNESCO World Heritage List.¹ The guidebook further mentions the Egon Schiele Centrum, a private gallery exhibiting sketches by the Viennese painter Egon Schiele and presenting exhibitions of world artists. The section “Special Events” mentions the International Music Festival.

The Šumava region is also well described; most popular places for skiing of walking were not forgotten; the Boubín Primeval Forest natural reserve which is regarded as a place completely without human intervention has also been mentioned.

In the description of the town of Prachatic and surroundings the reference that in a small town of Husinec the Master Jan Hus was born is not missing.

As regards the region of Písecko, the guide books say that Písek is a town with a pretty historical centre. Among the tourist attractions is mentioned the best known, such as the Stone Bridge, the Putim Gate etc. Unfortunately, the guide book does not contain the reference about the hydroelectric power generating station built by František Křížík in 1886.

According to this book the town of Strakonice has a little to offer, except for being famous for its bagpipes. The International Bagpipe Festival is also mentioned as well as the liberation of US army, but the reference about the world famous engineer Pavel Pavel is missing.

The information about the town of Blatná and its castle is very brief, nevertheless it contains an interesting reference that General Patton stayed in the castle in 1945.

The presentation of the town of Tábor refers to the Hussite movement and its history, but the important reference about Kozí Hrádek that lies in this region and is connected with Master Jan Hus is missing, as well as the town of Stráž nad Nežárkou that is connected with Ema Destinová.

The first edition of Czech and Slovak republics contains the same information as the third edition, moreover there is mentioned that in České Budějovice there is a small Museum of Horse-Drawn Railway and the explanation of the Hussite Movement together with the information about Master Jan Hus and his connection with John Wycliffe.

3.2 Nelles Guides Prague/Czech Republic

This guidebook concentrates primarily on the capital city of Prague but it gives also a brief account of other regions in the Czech Republic. The guide begins with the geography and history of the Czech Republic. In the introduction the Czech Republic is divided into Bohemia, Prague and Moravia sections; the South Bohemian towns are not further mentioned.

The history of the country and the capital city is described, almost half of the book being dedicated to Prague.

The description of the South Bohemia region is very brief and begins with Český Krumlov and its history, and the most important places of interest are mentioned: UNESCO Historical Reserve, Late Baroque Theater and Egon Schiele Centrum.

The castle in Hluboká built in the Tudor style is not missing. Then follow the references about the towns such as Písek or Strakonice but again with their best known highlight that contains each guidebook and the places which can be interesting for English speaking tourists from the historical or cultural point of view are missing.

The capital city of the South Bohemia region – České Budějovice is also described very briefly and unfortunately, it does not give a visitor only a small impulse to extend his/her visit of the Czech Republic also to the said region.

3.3 The Czech Republic – A tourist guide

The book begins also with the presentation of the republic, like location, nature, population or history. There is also the section “Art and Culture” that provides relatively good information, as it includes information about literature, film and theatre and music. Among others, the section mentions famous people of the country for example Miloš Forman and opera singer Ema Destinnová.

This guidebook is also divided into regions with a brief description. According to this book, the South Bohemian region is an ideal place for relaxation, amusement as well as visiting tourist sights. At the beginning there is the description of České Budějovice and its history, the known sights and also the horse drawn railway is mentioned. České Budějovice quickly managed to catch up with the industrial revolution; and it was thanks to it being here that the history of European railways began.¹

In the description of the town of Tábor is mentioned the reference about Master Jan Hus and Kozí Hrádek.

The town of Písek is mentioned only for its Stone Bridge and in the description of Prachatice Master Jan Hus is mentioned.

The castle of Blatná is presented only as one of the most frequently photographed Bohemian castles.

Although there is a presentation of Český Krumlov and its castle in the end of the book, there is only a restricted number of references about other sights.

3.4 Czech Republic – The most beautiful 88 castles

This book lists only castles of the Czech Republic in alphabetical order. In addition to chapters describing history and architecture of the castles, it includes also practical information and color photographs.

From the South Bohemia region there are few castles mentioned. The description of Blatná castle contains information of the history of the castle and there is also reference that the castle is one of the few Czech castles which were returned to their original owners after 1989.

The Green Room in the castle tower is also mentioned but the reference what can be seen in this room is missing.

The book includes a good description of the castle of Český Krumlov and a reference about the UNESCO Historical Reserve and The International Music Festival.

Other castles mentioned in this book are: Hluboká castle built in the Tudor style and the castle in Písek. The book also mentions the hydroelectric power generating station built by the engineer František Křižík.

3.5 Baedeker's Czech and Slovak Republics

As far as the South Bohemia region concerned this guidebook gives a description of the towns and its surroundings. There is a description of České Budějovice, its history and except for its famous sights there is horse drawn railway mentioned.

This guidebook also mentions Stráž nad Nežárkou the beloved home place of the famous opera singer Ema Destinova.

4 Suggested additions to points of interest according to the individual sub-regions

4.1 Sub-region of České Budějovice (Českobudějovicko)

The capital of this region is the city of České Budějovice. This city is also the natural administrative, cultural and economic centre of South Bohemia. České Budějovice was founded in 1265 by the Czech King Přemysl Otakar II.

České Budějovice and its surroundings can be interesting for tourists from English-speaking countries from many points of view. Nearby České Budějovice there is a famous castle Hluboká nad Vltavou. The well-known and valuable symbol of the South Bohemia region was built in the so-called “Tudor Gothic” style, well-known from the Windsor royal castle in England.

Ema Destinová (1878 – 1930), the famous Czech opera singer, died in České Budějovice. Her fame became international in 1901 when she was invited to sing at Bayreuth. She made her Covent Garden debut at the Royal Opera House in 1904. She appeared there in several operas including the London premiere of Madame Butterfly with Caruso. Her Metropolitan Opera debut came in 1908 with a performance of Aida. Her career ended with the coming of World War I. She retired from the stage in 1926 and died from a stroke in České Budějovice.

In the beginning of the 19th century, a unique piece of technical work was made in České Budějovice. It was the construction of the horse-drawn railway (1825-1832) from České Budějovice to the Austrian town of Linz, the first railroad on the continent (the first one in Europe was in England). The horse-drawn railway was used originally for transporting goods from Salzkammergut to České Budějovice, later as a passenger train too. Just a few fragments have been preserved up to the present day – the station house in České Budějovice, part of the railway between stations in the village of Suchdol and the village of Rybník, the bridge and the station in the village of Holkov. The builder of the horse-drawn railway was František Antonín Gerstner. He also built the first public steam railway in Russia. He spent his last years in America where he also died.

With the horse-drawn railway is also connected the famous name Vojtěch Lanna, the Czech industrialist and shipbuilder. He extended the horse-drawn railway and

after 1832 organized the function on the whole railway from České Budějovice to Linz. He also built the Chain Bridge in the South Bohemian town of Stádlec which was used as a model for construction of the bridge in San Francisco.

The city of České Budějovice was in 1945 liberated by the US army. At the head of the liberation of South Bohemia was the US General George Smith Patton and his third army. According to an agreement between the US and Soviet Union command, a demarcation line was determined in the direction of Karlovy Vary – Pilsen – České Budějovice. Patton's army participated also in liberation of other South Bohemian towns, for example Písek, Strakonice, Vimperk.

České Budějovice can offer a wide range of cultural events. In the historical centre of the town there is the South Bohemian Theatre. In the repertory there are many plays from English authors. For example the Irish playwright Martin McDonagh, British playwright Christopher Hampton or Scottish author David Harrower. In 1994 there was a first night of the play *Augustine (Big Hysteria)* from the English author Anna Furse. Her play about the emergence of psychoanalysis won a Time Out Award for writing and direction.

4.2 Český Krumlov sub-region (Českokrumlovsko)

This very attractive region is popular for its diversity and beauty. The visitors can find here what they are looking for: rest, sport, entertainment and also cultural experiences.

The most visited town of this region is definitely Český Krumlov with its well preserved historical centre and one of the most valued and largest castles in Central Europe, registered on UNESCO World Heritage List from 1992.

Český Krumlov is an important cultural center of South Bohemia, offering many festivals and other events. One of the best known event in Český Krumlov is The International Music Festival. Its history started in 1992 when it first took place. This year the 16th Festival will take place; leading artists from ten countries of the world are going to perform. There will be concerts of classical music and other music styles, including the Irish folk music. The festival will present, *inter alia*,

the orchestra New York Voices from USA – the winners of the Grammy Awards and the stars of Metropolitan Opera Jeanine Thames (USA), Anna-Maria Popescu (Canada) and Allan Glassman (USA).

Český Krumlov has also the oldest Baroque theatre in the world and the unique revolving auditorium in the Castle Garden. This summer theatre attract the spectators from all over the world. The revolving stage first turned in 1958 and from 1960 the spectators could see lot of plays from William Shakespeare. On Shakespeare's 400 anniversary of birth in 1964, the theatre staged As You Like It, The Taming of the Shrew, Macbeth, Merry Wives of Windsor and The Twelfth Night.

The Egon Schiele Art Centrum in Český Krumlov offers many of interesting exhibitions for art lovers. The gallery offers the documentation about the life and work of Egon Schiele and also the exhibitions of classic and contemporary art of 20th century. Since its opening in 1993 the Egon Schiele Art Centrum has been the international renowned and visited institution. In 1997 the exhibition of the works of Andy Warhol took place there and in 2007 the Egon Schiele Art Centrum presented for the first time in the Czech Republic one of the famous artists of the 20th century Keith Haring (1958-1990, New York). His "graffiti" often with political overtones appealed to millions of people in the streets and underground in New York. He quickly gained the appreciation all over the world.

4.3 Strakonice sub-region (Strakonicko)

This sub-region has many interesting spots to offer. Strakonice is the biggest town of the sub-region and it is famous for its castle and bagpipe music. In mid-August the castle hosts the International Bagpipe Festival. The festival has been held since 1967 and is also one of the most important folklore festival in the world. The groups from Scotland and Great Britain will visit this famous festival this year.

Strakonice is the birthplace of Pavel Pavel (*1957), a Czech engineer, experimental archaeologist who engaged in study the possible means of transport of heavy weights by building the monumental construction of the ancient age.

He was interested in discoveries of Thor Heyerdahl on Easter Island trying to explore how the monolithic “Moai” statues might have been moved into place by a small number of people using only rudimentary technologies. He performed an experiment in 1981 in South Bohemia using a concrete model of the statue. In 1986 he was invited by Heyerdahl to Easter Island to test his experiment in the actual setting, where he successfully replicated the experiment. Only 16 people with one leader were needed for Pavel to transport a “walking moai”.

Another experiment which he conducted was moving a 30 ton rocking stone at the village of Kádov near Blatná to its original location.

In Strakonice there is also the replica of the prehistoric temple of Stonehenge which served for checking his experiment.

Blatná is a small town in the South Bohemian Region. The town’s main attraction is the water castle, which is one of three water castles in the Czech Republic.

Blatná is one of the few Czech castles which were returned to their original owners after 1989 and in 1992 it was handed back to the Hildprandt family. This family acquired the castle in the year 1798. After the Second World War the Hildprandts were forced to leave the castle. They left for Ethiopia and returned to the Czech Republic in 1992. In the same year the castle was opened for the tourists after a ten-year break.

Hildprandts lived in Blatná during the Second World War and in 1948. In this year was their castle expropriated, i.e. transferred under “national administration”. In 1953 the baron Bedřich and his wife Cornelia (*1916) were forced to leave the Blatná castle. In 1958 the Ethiopian Emperor Haile Selassie visited Czechoslovakia and because he knew Cornelia’s father, the ambassador to the USA, he asked the president for consent with their moving to Ethiopia. The president agreed and the family lived in Ethiopia until 1974, the baroness worked as a translator for the United Nations in Addis Abeba.

The castle of Blatná is also connected with many famous personalities.

Jaroslav Lev of Rožmitál, the owner of the castle in the second half of 15th century led the peaceful Czech mission to the western royal courts with his brother in law the Czech King George of Poděbrady. The diplomatic journey around Europe was intended to bring a certain balance to the negotiations at the Papal Court, where general opinion was strong against the “Czech heretics”. This diplomatic journey is considered as one of the earliest attempts to achieve unity of European nations. The mission visited also England and at that time Jaroslav Lev of Rožmitál learned about the bygone European art. At the end of the 15th century he had his room in the castle tower decorated with late gothic frescoes. The walls of this room are covered in murals depicting various religious and secular motifs. All around the room are also coats of arms of major Czech houses and even the coat of arm of the English Plantagenet’s as a memory of England, where Jaroslav Lev was knighted by the English King Edward IV. Above this coat of arm is also depicted a legend of Saint George, the patron of England with his dragon.

In 1945 was in this so called Green Chamber signed an agreement of demarcation line, which passed through Blatná. The town was liberated in 1945 by the US Army. General Patton stayed in the castle in May 1945.¹

One of important members of Hildprandt family was also Jindřich Hildprandt (1895-1968), brother-in-law of Cornelia, who dedicated his life to sculptures. He tried to apply his artistic ambitions in Switzerland and then in the USA, where he became a relatively respected artist. He became famous for carving in hard wood., a technique which he learned on Cuba. In the castle of Blatná there are displayed many of his works, also his famous sculpture of a fisherman. The original of this sculpture is installed on the coast in South America. He died in Germany in 1968.

4.4 Tábor sub-region (Táborsko)

Highlight of this area is the town of Tábor connected with the Hussite movement. The town was founded in 1420 as a military bastion in defiance of Catholic

Europe. It was the home of the Hussites, militant peasants who took up martyred Jan Hus' case, and for over a decade this was the movement's heart.¹

The Hussite Revolution was an influential Church-reform movement led by the Czech Jan Hus, following the lead of the English reformist theologian John Wycliffe. Hus preached in Czech against the corruptness of the Catholic Church. Although Hus only wanted to modify the communion rite and to return the Church to its original teachings, he was tried at the Council of Constance for heresy, and burned at a stake in 1415. His martyrdom sparked a religious – as much as a nationalist – rebellion in Bohemia. The spread of the Hussite movement and Hussite power had threatened the Catholic status all over Europe. ²

Near Tábor there is a less known castle Kozí Hrádek. Kozí Hrádek is today the remains of a 14th century castle. Between 1412 and 1414 it was a refuge of Jan Hus, who preached there. The castle was referred to as abandoned at the end of the 15th century as a result of a fire in 1438.

This region can boast with a unique technical monument - a late empire Chain Bridge in the South Bohemian town of Stádlec. It is the last empire bridge of this kind in Europe. The bridge was originally built over the river Vltava in the years 1847-1848 by Vojtěch Lanna. In the beginning of 1960's was the bridge dismantled and moved to a town of Stádlec over the river Lužnice and in 1975 was opened. The bridge is also a favourite starting point for tourist routes. The empire Chain Bridge was also a model for the solution of bridge construction of the bridge in San Francisco.³ In Stádlec died the famous Czech engineer František Křižík.

4.5 Písek sub-region (Písecko)

The town of Písek is famous especially for its Stone Bridge, which is the oldest one in Czech Republic, more than half a century older than the famous Charles Bridge in Prague.

The town of Písek is connected with the famous engineer and inventor František Křižík (1847-1941), sometimes called the "Czech Edison". Písek belongs to the

first cities where František Křižík installed the electric lighting and became the first city in Bohemia with permanent electric lighting. In 1886 he also built a hydroelectric power generating station on the banks of the river Otava. It is a protected monument and contains original equipment.

When Thomas Alva Edison visited Prague in 1911, he also visited his colleague František Křižík in his factory. Both inventors were big sympathizers of direct current.

Písek is also famous for its film school. The Film Academy of Miroslav Ondříček is an independent film school offering, *inter alia*, study to obtain an international Bachelor of Arts Degree in Film and Television. All lectures, seminars and workshops in the three-year film degree program are conducted in English.

Miroslav Ondříček was born on November 4, 1934 in Prague, Czechoslovakia (nowadays the Czech Republic). He studied filmmaking at the Barrandov Studio Training School and began making movies during the Czech New Wave. His first feature film work was on Miloš Forman's Talent Competition. Ondříček left his homeland after the Soviet invasion in 1968, first moving to Britain, then to America, where he continued his long working relationship with Forman on such films as *Hair*, *Ragtime* and *Amadeus*.

4.6 Sub-region of Jindřichův Hradec (Jindřichohradecko)

In this region there is a small town of Stráž nad Nežárkou with a castle in baroque style, where Ema Destinová, the famous singer spent some time. She became famous in America, where she sang in Metropolitan Opera in New York. She also appeared in the title role in *Madame Butterfly* in Covent Garden in London. She returned to Czechoslovakia in 1914 and she was forced to stay there till the end of the World War I. She bought a castle in Stráž nad Nežárkou, in which she lived till the end of her life. In January 1930 she was brought to the hospital in České Budějovice and she died there on 28th January. She was buried in Prague at the Vyšehrad cemetery.

4.7 Prachatice sub-region (Prachaticko)

The town of Prachatice is one of the best-preserved, Renaissance towns in Bohemia, surrounded by an almost unbroken 14th century fortification. The town of Prachatice was founded in the 13th century as a trading post along the important Golden Trail bringing salt from Bavaria in return for Czech grain. The Hussites lead by General Jan Žižka conquered it in 1420.

Five kilometers north of Prachatice there is a small village of Husinec where the reformist preacher Jan Hus is said to have been born around 1371, and a small museum.

In May 1945 the town of Prachatice was also liberated by the US Army lead by the General Patton.

Through the town lead the instructional trail Celts in Šumava. The trail acquaints visitors with the history of Celtic colonization of the Šumava mountains, with the history of the Celtic place Obří Hrad and addresses findings of research works in this place.

The vestiges of the Celtic primeval fort Obří Hrad (Giants' Castle) have been preserved above the valley of the Losenice river near the settlement Popelná (about six kilometers south-east of the small town of Kašperské Hory) in the Šumava National Park (Bohemian Forest).

It is considered to be one of the most important iconic Celtic place in the contemporary territory of the Czech Republic.

4.8 Sub-region of Nové Hrady (Novohradsko)

The natural reserve Žofín Primeval Forest is situated near the village of Žofín. The cold rainforest has been protected here since 1838 and this reserve was established as the first one in Bohemia. This natural reserve is considered to be the oldest one in the world.

4.9 Šumava sub-region

Šumava is a mountain region with vast woods and forests stretching for about 125 km along the border with Austria and Germany. Its importance lies in its large, thinly populated forests, which are relatively undamaged by acid rain. ²

In the small village of Zhůří there is a war memorial, dedicated to the killed soldiers of US Army from 1945. On the simple memorial there is a text in Czech and English:

“On May 5 1945

Of the 90th infantry division

Were killed here

In the battle for freedom

Of the Czechoslovak people

God bless them.”

5. Suggested itineraries/contents of web pages focusing on different kinds of visitors

5.1 Lovers of historical monuments

Recommended sub-regions: Českokrumlovsko, Českobudějovicko, Písecko, Strakonicko

South Bohemian region can offer a wide range of historical monuments for this group of visitors. In this group prefer usually short visits of historical interesting places.

Foreign travelers who concentrate on Prague often make a trip to South Bohemia. For this group, the tour Blatná – Písek – Tábor – České Budějovice – Český Krumlov, can be interesting.

These towns attract tourists with nice castles, churches and other historical monuments. The town of Blatná is famous for its castle with rich history and also a beautiful countryside rich in ponds.

The town of Písek with its ancient stone bridge lies not far from Blatná.

Český Krumlov is known as the symbol of South Bohemia, included in the UNESCO list of natural and cultural heritage and more and more tourists visit this town. Its atmosphere is said to have a lot in common with Prague.

Near Český Krumlov the tourists can visit Zlatá Koruna, which is among the country's remotest monastery complexes.

5.2 Backpackers

Recommended sub-regions: Strakonicko, Českokrumlovsko, Prachaticko

This group usually includes primarily young people who want to visit not only historical monuments, but also cultural events. They long for experiences and they represent a big development potential for the South Bohemian region.

For this group of tourists can be interesting the sub-regions with technical monuments and where cultural events take place. A suitable destinations for these tourists are Český Krumlov with its monuments and especially the rich cultural program such as theatre performances, the International Music Festival, the so-called Five-Petal Rose Festival. In summer the tourists can rent boats, canoes or rafts and it is possible to do trips to the Lipno Lake, the town of Vyšší Brod and the city of České Budějovice. Not far from České Budějovice there is an attractive Renaissance chateau called Kratochvíle where the tourists can find an interesting Museum of Animated Film with examples designed by notable Czech filmmakers.

This group of tourist should not miss the Šumava Mountains with many trails the tourist can choose from. A recommended walk is along the Bear Trail past Bear Rock, where the last bear in Bohemia was killed in mid-19th century. This is the oldest walking trail in the Šumava. In this area the tourist can see the famous technical monument – the Schwarzenberg Canal.

The town of Prachatice can also offer cultural entertainment – The Gold Trail Festival, with medieval costumes, tournaments and fireworks. An interesting leisure activity can be visiting the trail of Celts in Šumava, which acquaints visitors with the history of Celts in Šumava.

5.3 Tourists who prefer active/sporting holiday

Recommended sub-regions: Novohradsko, Šumava, Strakonicko

This group includes people of all categories, they discover beautiful or interesting spots in South Bohemia, they prefer walking tours or cycling trips. The South Bohemian region can offer many places where the tourists can spend their active holidays.

Instructional or sign-post guided trails in the Šumava Mountains or the Novohradské Mountains are recommended to these tourists.

One of the best trails in the Šumava Mountains takes the tourist along the Vydra river. Starting at Čenková Pila, trail goes along the Vydra to the village of

Modrava. This is an easy 14 km trail. A longer and more enjoyable walk is between Kubova Hut' and Zátoň train stops, which is 17.5 km long.

In the sub-region of Strakonicko there is an interesting, less known instructional trail around Kadovský Viklan, which leads in the neighborhood of the towns of Lnáře and Blatná, passing through the villages of Vrbno, Kadov, and Slatina. It introduces the history of Kadov and the neighboring villages, fauna of this region, the history of fish-farming in this countryside full of ponds, and provides interesting geological explanations. The point of departure of the six-kilometer long trail is in the neighborhood of the village of Vrbno by a pond called Velký Pálenec. The path runs through Vrbno to Kadov and to the village of Slatina.

The trail is designated for pedestrians but it is also passable for cyclists.

The Lipno Lake is a popular destination for visitors taking fancy in spending their holiday performing sports and games. The lake is a popular summer resort not only for Czechs but also for foreign tourists. Its main attractions are water sports and walking, as well as cycling and horse-riding.



Conclusion

The South Bohemia region can be very attractive for English-speaking visitors from many points of view. Thanks to a high concentration of cultural/historical monuments and the possibility to spend an active holiday, the South Bohemia region has become a popular place for all groups of visitors.

This paper has listed sub-regions of the South Bohemia, which could have national or cultural significance to English-speaking visitors. This list can be used in presentation of the South Bohemia region in many ways, primarily as a suggestion of items the presentation of which could be underlined.

This paper could be also useful as a study material for teachers of English in the above mentioned sub-regions of South Bohemia, allowing them to make references to the cultural and historical contacts with the English-speaking countries.

Another possibility would be to use the list of cultural landscapes and icons that we have described as bearing the potential to be interesting for English-speaking tourists on a website as a special offer for English-speaking visitors. Taking into account that the use of the Internet has become a common way how to plan your holiday, such presentation would be one of the best ways how to attract foreign visitors.

Another possibility how to use this list would be with cooperation with the Tourist Authority of South Bohemia. The Tourist Authority of South Bohemia supports tourism in South Bohemia, produces brochures and promotion materials about the South Bohemia region, updates the website www.jiznicechy.cz and cooperates with foreign regions and the agency Czech Tourism. This paper could be used as a project concentrated on development of tourism industry in South Bohemia region, as well as a presentation of the South Bohemia region as an attractive place of the Czech Republic at a tourism industry trade fair.