

Uses of cultural heritage in tourism 18. – 21.8.2012

18. 8. Arrival - transport from Prague to Borovany will be arranged; partners to inform time of arrival in advance.

18.8. 7pm – 10pm - Music for the landscape - experimental theatre and music in the lost village in the Czech - Austrian borderlands (for those who arrive on time ☺)

19.8. 9am – departure on a study visit

9.30am – 11.00am - Mathias Ruthard educational trail - fruit growing and fish farming traditions, environmental education

11.30am – 12.30am - Eco museum Kojákovice – phenomenon of emigration from the Czech rural areas to America, community involvement in the presentation of traditions – „Kojákovické štrůdlování“ – (strudel baking in Kojakovice)

1pm -1.45pm – lunch in Borovany

2pm – 3pm - Blacksmith Festival at Buškov Mill

3.30pm – 5pm – Private blacksmith museum, traditional blacksmith workshops

5.30pm – 6.30pm – Pořešín castle - „Castles on the Malše River“ Community Association activities - preservation and conservation of the castle ruins, building a replica of a Medieval forge.

7pm – 8pm - dinner

Evening programme

20.8.

9 am – 1pm – Uses of cultural heritage in tourism in the Czech Republic seminar (simultaneous translation provided CZ- ENG and vice versa)

1pm – 2pm – lunch

2.30pm – 3.30pm – Smithy Nové Hradky, beetags

3.30pm - 5pm - Activities of the Information Centre Nové Hradky – heritage sites and creative courses as a tourism offer

21.08. Departure

Seminar programme:

9-9.20am Třeboňsko – Country of fish ponds and people– symbiosis and the use in tourism

9.20am – 9.40am Fairyland – South Bohemia (long-term business project)

9.40am – 10.00am Gastrotourism– South Bohemia Fairyland (blueberry festival)

10am – 10.20am – Slamburk (straw bale castle) and other activities – community involvement

10.20am – 10.40 „Poppy Village“ (Austria); project „Potatoes“ (Austria)

10.40am – 11.00am Blacksmithing yesterday and today

11am – 11.15am – break

11.15am – 11.35am - Transitions (Austria)

11.35am – 11.55am Via Verde – cross-border cooperation

11.55am – 1pm Presentation of foreign partners' projects