

MENDEL UNIVERSITY IN BRNO
Faculty of Regional Development and International Studies

Analysis of cultural opportunities in the Zlin Region
Bachelor thesis

Author: Anna Skopalová
Thesis supervisor: Bc. Ing. Eva Sapáková, Ph.D.
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Abstract

This thesis is focused on the cultural opportunities in the Zlin Region. The region term is defined and described, as well as its districts at the theoretical part of the thesis. In the next section, the three ethnographic areas are described as well as its famous cultural events. In the last chapter of the theoretical part, the impacts of cultural festivals are defined including the economic, socio-cultural and environmental impacts.

The practical part evaluates to the results of the questionnaire. SWOT analysis is proved according to these findings. Based on the questionnaire, we have found out that the most of the respondents were satisfied with cultural opportunities in their town as well as in the region. According to SWOT analysis, strengths, weaknesses, opportunities and threats of cultural opportunities were identified in the Zlin Region.

Key words

Zlin Region, ethnographic area, cultural opportunity, questionnaire, SWOT analysis

Abstrakt

Tato bakalářská práce se zaměřuje na kulturní příležitosti ve Zlínském kraji. V praktické části práce je vymezen a popsán Zlínský kraj a jeho okresy. V další části práce jsou popsány 3 etnografické oblasti a jejich nejznámější kulturní akce. V poslední kapitole teoretické části jsou vymezeny dopady kulturních festivalů, mezi které patří ekonomické, socio-kulturní a ekologické dopady.

Praktická část hodnotí výsledky dotazníkového šetření. Na základě těchto výsledků je provedena SWOT analýza. Díky dotazníkům se zjistilo, že většina oslovených respondentů je spokojeno s kulturními příležitostmi ve svém městě i kraji. Díky SWOT analýze byly vymezeny silné a slabé stránky a také příležitosti a hrozby kulturních příležitostí ve Zlínském kraji.

Klíčová slova

Zlínský kraj, etnografická oblast, kulturní příležitost, dotazník, SWOT analýza

Statutory Declaration

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I would like to thank my supervisor for my work Bc. Ing. Eva Sapáková Ph.D. and also for her advice in addition to her assistances during the process.

A special thanks goes to my family and closest friends for their support during the work on this thesis and also during my studies at the university.

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1. Introduction

The Zlin Region is situated in the eastern part of the Czech Republic. The region has about 596 000 inhabitants and consists of 4 districts - Kromeriz, Uherske Hradiste, Vsetin and Zlin.

The Zlin Region is an industrial region with a tradition of engineering, rubber, plastics, metalworking, electronics, leather and chemical industries. The region is known for its warm landscape, quality environment, rich history and deep relationship to the traditions of the population.

Among the largest cities of the region as well as cities that have more than 7,000 inhabitants belong: Zlin, Kromeriz, Vsetín, Uherske Hradiste, Valasske Mezirici, Otrokovice, Roznov pod Radhostem, Uhersky Brod, Holesov, Bystrice pod Hostynem and Napajedla.

Elsewhere in the Czech Republic does not exist similar area that would be so concentrated form simultaneously offering mountains, spas, vineyards, remains of the Great Moravian Empire, series of religious monuments and historically valuable buildings. Therefore the Zlin Region obtained the slogan "The Magic of Diversity".

The Zlin Region is unique due to the 3 ethnographic areas, which are different as to their cultural traditions and customs, therefore I decided to choose this area for the cultural analysis.

2. Aim of the thesis

The aim of the thesis is to analyze the cultural opportunities in the Zlin Region and the impacts of cultural opportunities, specifically the impacts of the cultural festival on the area / region.

The practical part is focused on processing of the questionnaire results and the SWOT analysis. The aim of the questionnaire is to analyze the opinions of the inhabitants in the Zlin Region as to their satisfaction with the cultural opportunities within the cities and region.

3. Theoretical Part

3.1 The Kromeriz District

This is one of the four districts in the Zlin Region. Location of the district is in the north-western part of the Zlin Region. The district of Kromeriz is ranked among the most charming and interesting parts of the Czech Republic. It is a region with ancient history, industrious population and lovely scenery.

The Kromeriz district belongs to the area of Hana. The district's area is about 795 km². There are 79 municipalities, thereof 7 cities and 1 township. Among the most important and famous municipalities of the district belongs Holesov. Holesov is known for monuments of the Jewish culture. Next well-known municipality of the district is Rymice with its famous historical museum. Another important point of the district is a place of pilgrimage - St. Hostyn. St. Hostyn is visited by thousands of visitors during the whole year (Maliňák, 2014).

3.2 The District of Uherske Hradiste

The district of Uherske Hradiste is the southernmost district located in the Zlin Region. The district has about 143 000 inhabitants and 78 municipalities, thereof 7 cities and 3 townships (Fryšták, 2014).

According to Langerová (2006), the district of Uherske Hradiste is called the region of sunshine and wine known for its hospitality, preserved folk traditions and important cultural and historical monuments. Important destination of the district is Velehrad, the place of pilgrimage associated with the arrival of St. Cyril and St. Methodius in Moravia. The seat of the district is the city of Uherske Hradiste.

3.4 The Vsetin District

The Vsetin District is located in the north-eastern part of the Zlin Region. The district has about 144 000 inhabitants, 61 municipalities, thereof 6 cities and 1 township.

The richest concentration of cultural and historical monuments is located in Valasske Mezirici. Valasske Mezirici has preserved its town core, 3 churches and 2 castles. The district has a common border with Slovakia (Valašsko: Vsetínsko, 1998).

3.5 The Zlin District

The Zlin district is located in the middle of the Zlin Region. The district has almost 192 000 inhabitants, 89 municipalities, thereof 10 cities and 1 township (Zlínský kraj: kouzlo rozmanitosti, 2006).

The district borders in the north with the Vsetin district, in the west borders with Kromeriz districts and in the east borders with the Uherske Hradiste district. In the south-east borders with the Slovakia. The seat of the district as well as the whole region is the city of Zlin (Klimeš & Klimešová, 2004).

3.6 Ethnographic Areas of the Zlin Region

In the Zlin Region are situated 3 ethnographic areas: Slovacko (Moravian Slovakia), Wallachia and Hana.

3.6.1 Slovacko (Moravian Slovakia)

According to Obůrková (2006), the area of Slovacko is divided from the ethnographic perspective into Hornacko, Luhacovice - Zalesi and Dolnacko. Hornacko is a hilly area, Luhacovice - Zalesi is a transition between Slovacko and Wallachia and Dolnacko is a lowland area nearby the Morava river. Slovacko is famous for its preserved folk traditions as the Carnival in Strani, the Ride of Kings in Vlcnov or the Festival in Old Hrozenkov.

The most famous events in Slovacko are the Folklore Festival in Straznice, Folklore Festival of Kyjov, Podluzi in Songs and Dance Celebrations in Tvrdonice and Hornacko. The Folklore Festival Straznice is the oldest and the most famous local folklore festival (Obůrková, 2006).

3.6.2 Wallachia

It is an ethnographic and cultural region, which borders in the south with Moravian Slovakia (Slovacko) and in the west with Hana. It can be determined as the territory of the Vsetin district and northern, northeastern and eastern parts of the Zlin district. There are various terms by which we can identify this region, such as a type of landscape, former way of life, costumes and dialect (Urbanová, 2014).

Wallachia is a really exceptional region. Its folk traditions are developed by some well-known ethnographic ensembles and the grace of the disappeared habits and customs revives of dozens of folk festivals and country fairs. The testimony of the past generations is carefully preserved in the museums of Vsetin, Valasske Mezirici, Velke Karlovice and in the memorial of Novy Hrozenkov. The most visited spot of the area is the Wallachian Open-Air Museum in Roznov pod Radhostem. It is the greatest museum of its kind in the Czech Republic and also a national cultural treasure famed for its rich collection of timbered architecture buildings. The museum presents the life in the Wallachian countryside in the 19th century (Langerová, 2006).

Wallachia is divided into several parts (microregions): Valasskomeziricko-Kelecko, Roznovsko, Vsetinsko-Horni Vsacko and Hornolidecko (Valaško: turistický průvodce regionem, 2006).

3.6.3 Hana

The ethnographic region Hana forms a substantial part of a geographically defined area of Central Moravia. The majority of Hana area is located in the Olomouc Region. The minor area lies in the east (the Kromeriz district) and engages into the Zlin Region.

Hana can be characterized as significant ethnographic region with rich folk culture, including songs, music and dance folklore. The region offers a variety of historical monuments and castles (Dvořáček & Růžička, 2008).

Among the most important cities of the Hana area belong: Olomouc, Prerov, Kromeriz, Vyskov, Litovel, Holesov, Ivanovice na Hane and Namest na Hane.

3.7 The most important cultural events in the Zlin Region

I chose 3 most important and most well known cultural events characterized for their ethnographic areas. Typical cultural event for Slovaccko is Festival of Wine and Open Monuments Days, for Wallachia it is Trnkobrani of Vizovice and for Hana it is a FORFEST Festival.

3.7.1 Slovaccko Festival of Wine and Opened Monuments Days

This festival is a unique event of its kind. We can conclude that this is the biggest festival of Slovaccko folklore, wine and food in the Czech Republic. The event takes place in the heart of Slovaccko - in the city of Uherske Hradiste.

In a two-day programme they present the culture of Slovaccko. Slovaccko Wine Festival and Open Monuments Days is the folk festival involving around 100 towns and villages from the ethnographic area of Slovaccko. These towns and villages are annually joined by partner cities from abroad, for example Bridgewater (United Kingdom), Mayern (Germany), Priverno (Italy), Sarvar (Hungary), Krosno (Poland) and Skalica (Slovakia). (Elfmark, 2005)

According to Dvouletý (2010, p. 7), it is a non-commercial show of the cultural heritage of Slovaccko, so all events of the programme are free for visitors. The festival has been held since 2003, it is always during the second weekend in September. The historic core of Uherske Hradiste turns into one "big stage" on which folklore, dulcimer music and brass bands are performed. Together with tasting wine and regional gourmet specialties tasting it is unforgettable enjoyment for thousands of visitors.

3.7.2 Trnkobrani of Vizovice

Trnkobrani is one of the most important events of the Zlin Region and also one of the biggest musical events of the summer in the Czech Republic. In 1967, the first year of the festival in the cultural center in Vizovice city was held. The first year of the festival was launched with spirits tasting, exhibition of fruits and flowers (Sladkowski, 2007).

Within a few years, the program has gradually changed and also the extent of the festival. The concept of Trnkobrani was changed to a district agro-food festival

associated with a harvest festival. The cultural programme expanded and in 1972 there was the first edition of plum dumpling eating contest. During following years, Trnkobrani was conducted in traditional spirit with a rich cultural programme for all ages. A varied programme throughout the city and a possibility of good shopping have always attracted several thousands of visitors to the city of Vizovice. After an agreement with the city, in 2000 Trnkobrani was moved to the newly prepared complex of Rudolf Jelinek (Velcerová, 2011).

Trnkobrani is a multi-genre festival organized in the second half of August. Its aim is to celebrate the national fruit of Wallachia region - the plum, and its traditional product - Wallachian slivovitz (Sladkowski, 2007).

Another attraction of the festival is Vizovice fair, where visitors can try and learn skills of folk artists. They can recognize traditional products and products of Wallachia. Among main performers of the festival belongs the most famous Czech and also Slovak musical bands. As an accompanying programme of the festival there are various theater performances for children and adults, screenings of movies and folklore programme in the streets of the city of Vizovice (Velcerová, 2011).

3.7.3 FORFEST Festival

This is an International Festival of Contemporary Arts with Spiritual Focus. Activities of the festival have already been more than a quarter of a century in the focus of public interest – major reviews are published each year in the trade press in the Czech Republic, Europe and overseas. Audio and video recordings are indicated at leading radio stations, TV channels and documents (Forfest Kroměříž).

At the festival, there participate Czech and foreign institutions, artistic associations, honorary guests coming from 10 countries in Europe and overseas (Germany, Austria, Poland, Italy, San Marino, Ireland, Hungary, Slovakia, the USA and the Czech Republic) (Festival Forfest Czech Republic).

It presents dozens of exhibitions, concerts, hundreds of hours of the recording for the Czech Radio and the Czech Television of premiers of hundreds of songs. The attractiveness of the festival underscores the extraordinary environment in which it

takes place. Concerts are held in 4 cities – Kromeriz, Olomouc, Brno and Bratislava. In Kromeriz concerts and exhibitions are held in the representative space of Archbishop Chateau and Flower Garden (Forfest Kroměříž).

3.8 Impacts of the Cultural Festivals

Each cultural event has an impact on the place and its surroundings at where they are organized. The impacts can be economic, social, cultural and ecological. These impacts can be positive or negative (Kiráľová, 2003).

3.8.1 Economic Impacts of Cultural Festivals

Positive economic impacts:

- increasing of local revenues and state budget (through taxies and levies)
- supporting of development of small and medium business
- increasing of employment
- increasing of interest by promotion of cultural event

Negative economic impacts:

- creation of hidden costs
- seasonal nature of work - financial uncertainty of residents

3.8.2 Socio-cultural Impacts of Cultural Festivals

Positive socio-cultural impacts:

- creating job opportunities
- supporting of social development
- cultural and education function
- awareness of cultural traditions

Negative socio-cultural impacts:

- commercialization

- culture clash

3.8.3 Ecological Impacts of Cultural Festivals

Positive ecological impacts:

- income help financially to ensure protection of natural environment
- create job opportunities and thus prevent the devastation of natural environment by local residents

Negative ecological impacts:

- contamination of air, water and soil by waste
- increased consumption of local resources - energy, food and raw materials
- extinction of animal and plant species - noise, increased number of cars on roads

3.8.4 Other negative impacts of cultural events

- distortion of value of the object where the festival is located,
- usage of alcohol and drugs at the festival and related hooliganism, which can deteriorate the image of the location,
- failure to comply with hygiene measures, due to which they can spread the virus illnesses,
- non-observance of technical measures which could lead to mass injuries.

3.9 Positive Impacts of Selected Cultural Events in Ethnographic Areas

3.9.1 Slovacko Festival of Wine and Opened Monuments Days 2015 - Slovacko

In 2015, the Slovacko Festival of Wine and Opened Monuments was visited by more than 60 000 visitors (Pášma, 2015).

Even the festival is free for the visitors, the festival has a positive economic impact on the municipality and region. During the festival visitors use chargeable

services, for example: accommodation, meals, purchase of regional souvenirs, transportation and others.

The promotion of the region or ethnographic area Slovacko is the other positive impact of the festival. Promotion of the cultural event is performed by using a variety of advertising (TV, radio, ...) and also throughout promotion materials (leaflets, brochures, billboards, ...).

3.9.2 Trnkobrani 2015 - Wallachia

This festival is visited every year by more and more visitors. In 2015, the music festival Trnkobrani was visited by more than 15 000 people (ČTK, 2015).

An interesting programme of the festival offered music bands of different genres and attracted many visitors not only from the Czech Republic, but also from the Slovak Republic.

The two-day festival lets you choose from a one-day ticket or pass, which charges the programme on both days. One-day ticket costs around 300 CZK and the pass costs around 550 CZK. Due to high attendance of visitors and set prices for tickets was this year of the festival successful for the organizers. Visitors also spent a lot of money on other services connected to the visit of the music festival, for example accommodation, meals and transportation.

Thanks to promoting of the music festival Trnkobrani through advertising and promotion materials the interest in Zlin Region has increased.

3.9.3 FORFEST 2015 - Hana

Last year's festival lasted from 10 April to 11 October 2015. At the festival 2015 there participate leading Czech and foreign institutions, artistic associations - honored guests come from 10 countries of Europe and overseas - Germany, Austria, Poland, Italy, the Republic of San Marino, Ireland, Hungary, the Slovak Republic and the USA.

According to Letňanová (2015), the programme of 26th Festival 2015 contained a representative selection of 28 major events - 14 concerts, 4 audio programmes and 5

exhibition and performance projects and weekly composition courses for young composers with international participation of teachers and students. In the framework of press conference of the International festival FORFEST Czech Republic in the Ceremonial Hall of the Municipal Office in Kromeriz on 23rd June there was forwarded the Award of Czech Music Council to the organizers of FORFEST festival.

Daily tickets cost about 50 CZK, daily family tickets cost about 80 CZK and pass for the whole festival costs about 300 CZK.

Because of the FORFEST festival, the interest about city Kromeriz was increased. It means that visitors spent money for Kromeriz services like accommodation, transportation and meals and it had a positive economic impact for development of the city.

4. Practical Part

4.1 Results

The target group of the research were the inhabitants of 4 cities located in the Zlin Region - Kromeriz, Vsetin, Uherske Hradiste and Zlin.

For gathering the necessary information, an assembled standardized questionnaire was used. Questionnaires were sent electronically, of which they were also addressed personally and filled in by hand as well as the technique of personal interviews being used for gathering information.

A standardized questionnaire contained 13 closed questions. The first part of the questionnaire consisted of 3 identification questions. Their aim was to find out the sex, age and in which of the 4 cities the respondent lives. The next part of the questionnaire was focused on the respondent's satisfaction with the cultural opportunities in their city and in the Zlin Region. It also sought information on which form of cultural utilization they prefer and how often they visit it. In the third and final part of the questionnaire, respondents were asked which of the selected cultural events in the Zlin Region they regularly visit, as well as which ones they visited at least once and also from which sources they learn about cultural events.

The research was conducted during the months of February and March in 2016. 359 questionnaires were sent out, 217 of them were answered. Most of them were filled in after a direct request.

Out of 217 respondents there were 72 from Kromeriz, 49 from Vsetin, 52 from Uherske Hradiste and 44 from the city of Zlin.

In the introduction of questionnaires, three identification questions were asked. The results from the first identification question show that from the total amount of 217 respondents, 136 were women (62 %) and 81 were men (38 %).

Table 1 - Presentation of different age groups of respondents

Age group	Less than 15	15 - 20	21 - 30	31 - 40	41 - 50	50 and more
Number of respondents	12	39	63	45	26	32
%	6%	17%	29%	21%	12%	15%

Source: own interpretation based on data collected from respondents

Question no. 4: Are you satisfied with an offer of cultural events in your city?

The fourth question of the questionnaire was focused on the satisfaction with the offer of cultural events for the residents of the 4 selected cities in the Zlin Region, in their own city. The question was closed and it was possible to choose from only 5 different answers.

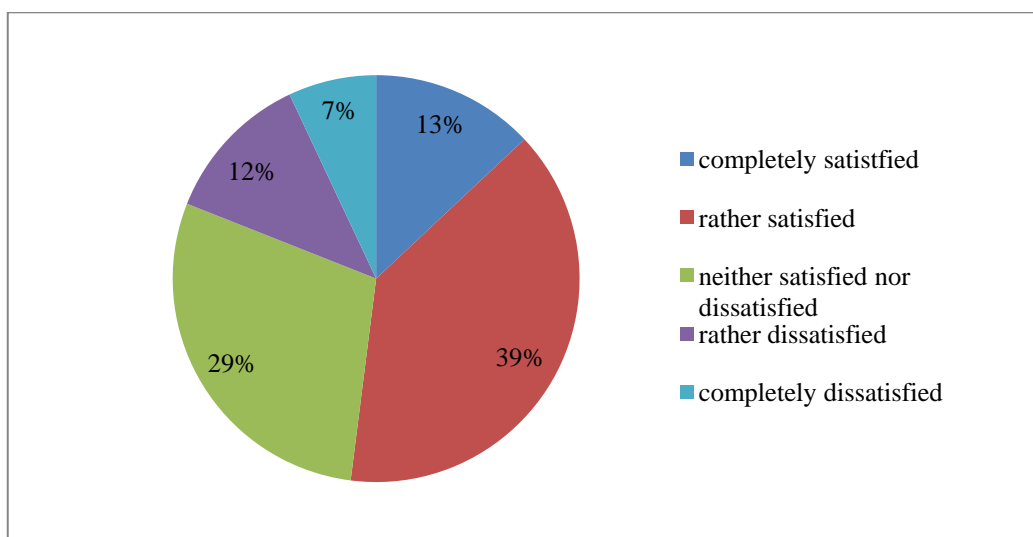


Figure 1 - Are you satisfied with offer of cultural events in Kromeriz?

Source: own interpretation based on data collected from respondents

In the first graph, we could see that 13 % of respondents from Kromeriz (9 people) were completely satisfied with the cultural offer of the city. 39 % of respondents (28 people) were rather satisfied. The possibility of "neither satisfied nor dissatisfied" was chosen by 29 % (21 people). 12% of respondents (9 people) were rather dissatisfied and 7 % of them (5 people) were completely dissatisfied.

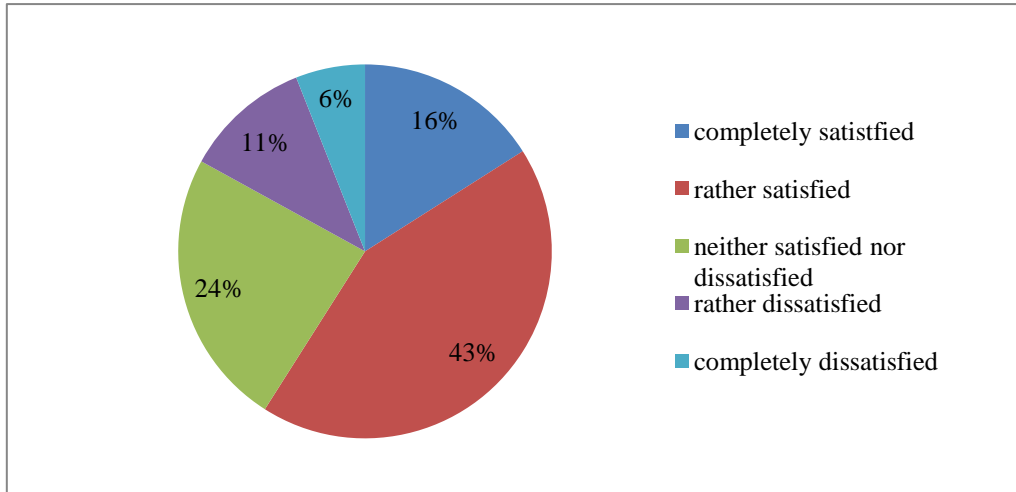


Figure 2 - Are you satisfied with offer of cultural events in Vsetin?

Source: own interpretation based on data collected from respondents

In the second graph, we could see that 16 % of respondents from Vsetin (8 persons) were completely satisfied with cultural offer. 43 % of respondents (21 persons) were rather satisfied. 24 % of respondents (12 persons) were neither satisfied nor dissatisfied. 11 % of them (5 persons) were rather dissatisfied and 6 % (3 persons) were completely dissatisfied.

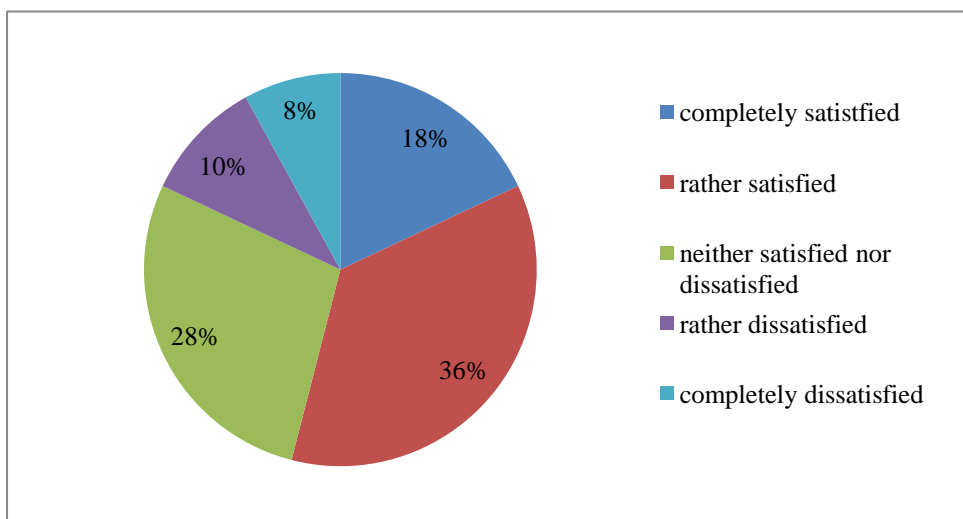


Figure 3 - Are you satisfied with offer of cultural events in Uherske Hradiste?

Source: own interpretation based on data collected from respondents

In the third graph, we could see that 18 % of respondents from Uherske Hradiste (9 people) were completely satisfied with the cultural offer of the city. 36 % of them (19 people) were rather satisfied. 28 % of respondents (15 people) were neither satisfied nor dissatisfied. 10 % of respondents (5 people) chose the possibility of "rather dissatisfied". Completely dissatisfied were 8 % of respondents (4 people).

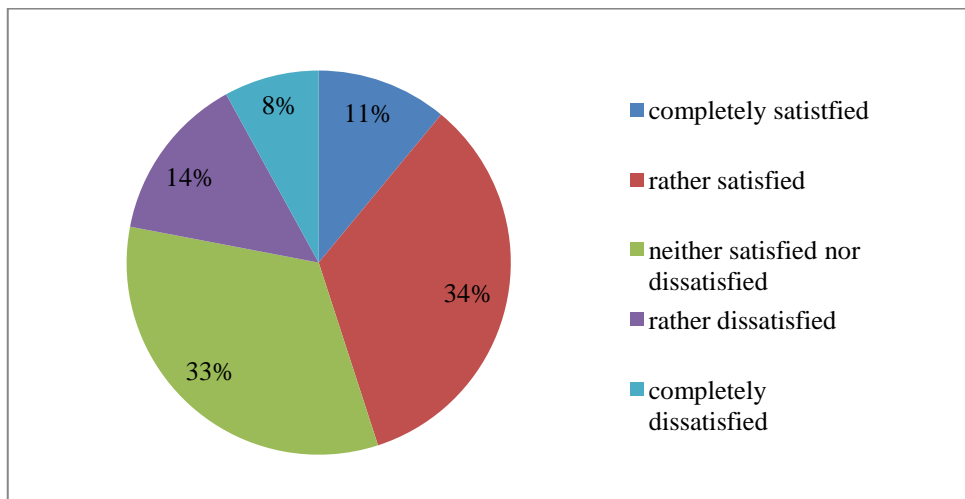


Figure 4 - Are you satisfied with offer of cultural events in Zlin?

Source: own interpretation based on data collected from respondents

11 % of respondents from Zlin (5 persons) were completely satisfied with the cultural offer of the city. 34 % of respondents (15 persons) were rather satisfied. 33 % (14 persons) were neither satisfied nor dissatisfied. 14 % of respondents (6 persons) were rather dissatisfied. Only 8 % (4 persons) were totally dissatisfied.

Question no. 5: Which form of cultural utilization do you prefer? (you can choose more answers)

Question no. 5 was focused on preferred forms of cultural utilization. The question was closed and respondents could choose more possibilities. Some respondents chose only one possibility and some respondents chose all of them.

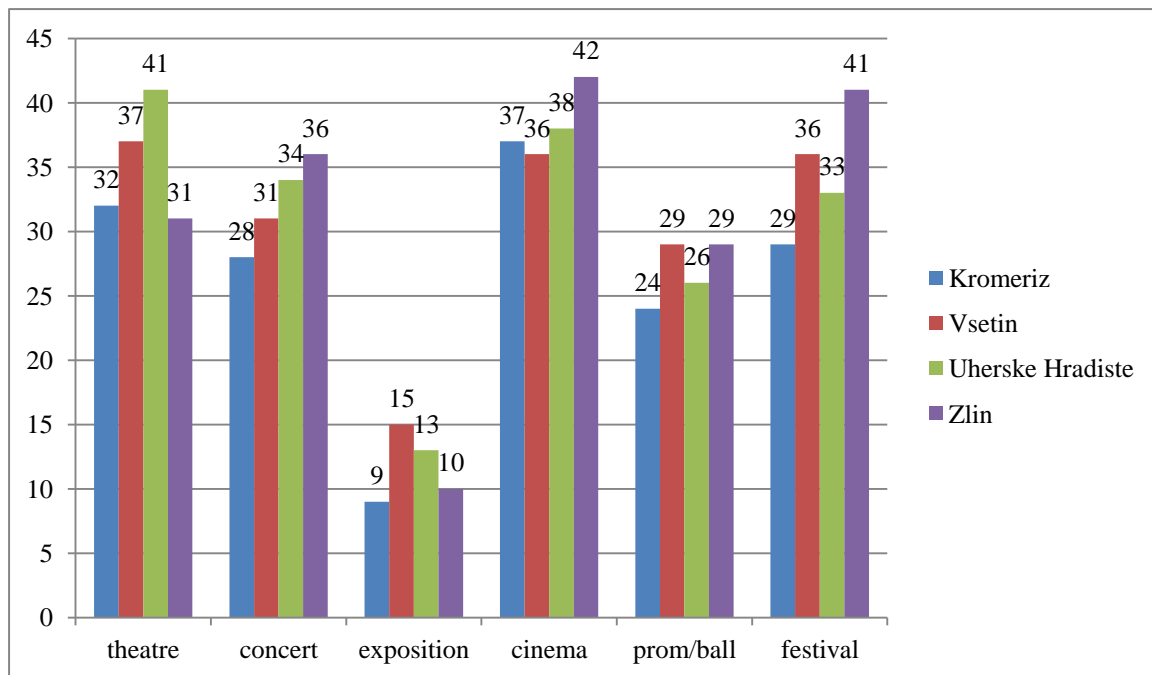


Figure 5 - Which form of cultural utilization do you prefer? (you can choose more answers)
 Source: own interpretation based on data collected from respondents

In the figure 5, we could see that the most preferred form of cultural utilization was a cinema, but the difference was not so significant. Among other preferred forms belonged the festivals, concerts and theatres. On the penultimate place was the prom or ball. The least preferred form of cultural utilization were the expositions.

Question no. 6: Which of these cultural institutions do you visit? (you can choose more answers)

Next question was focused on the visiting of concrete cultural institutions in the 4 selected cities. This question was closed and had 4 different possibilities. Respondents could choose more possibilities.

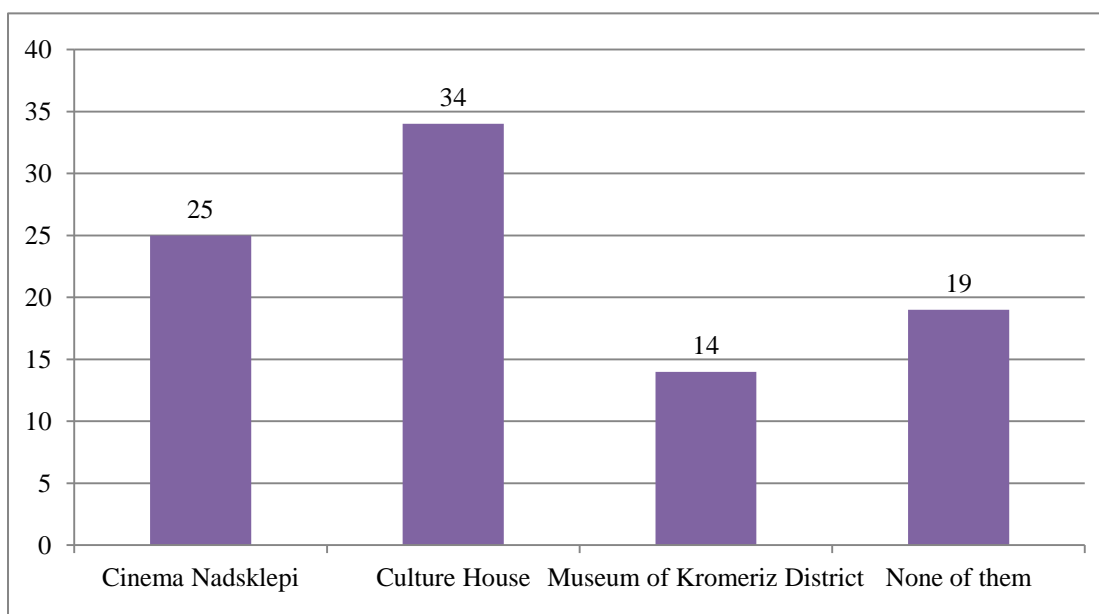


Figure 6 - Which of these cultural institutions do you visit? (Kromeriz)

Source: own interpretation based on data collected from respondents

The most visited cultural institution in Kromeriz was the Culture House, this possibility was chosen 34 times. Cinema Nadsklepi was chosen 25 times. The possibility "none of them" was chosen 19 times. The Museum of Kromeriz District was chosen 14 times and it was the least chosen possibility.

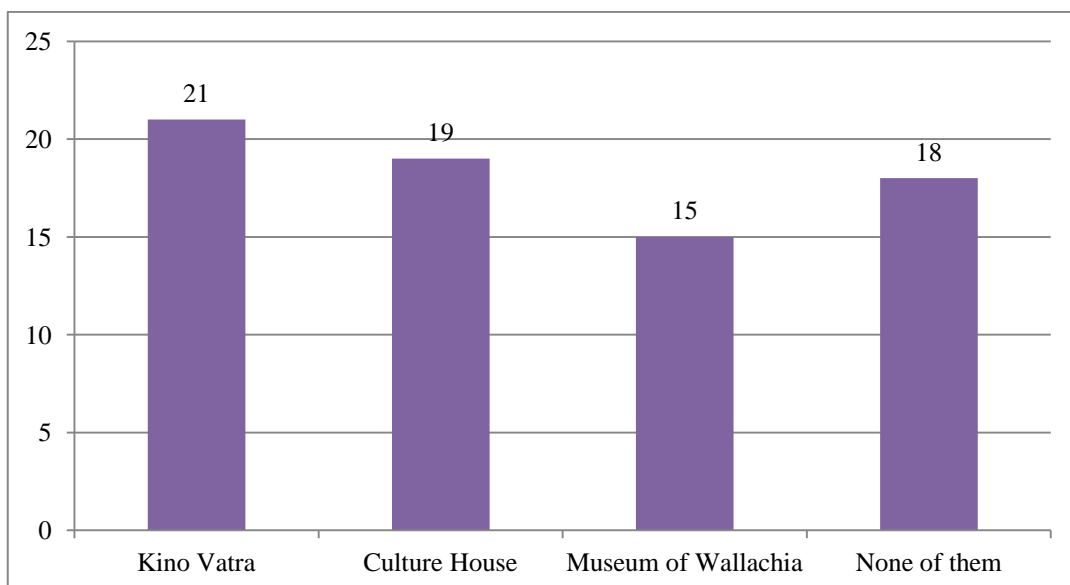


Figure 7 - Which of these cultural institutions do you visit? (Vsetin)

Source: own interpretation based on data collected from respondents

Kino Vatra was the most visited institution in Vsetin, it was chosen 21 times. The Culture House was chosen 19 times.. The possibility of "None of them" was chosen 18 times. The Museum of Wallachia was chosen 15 times and it was the least chosen possibility.

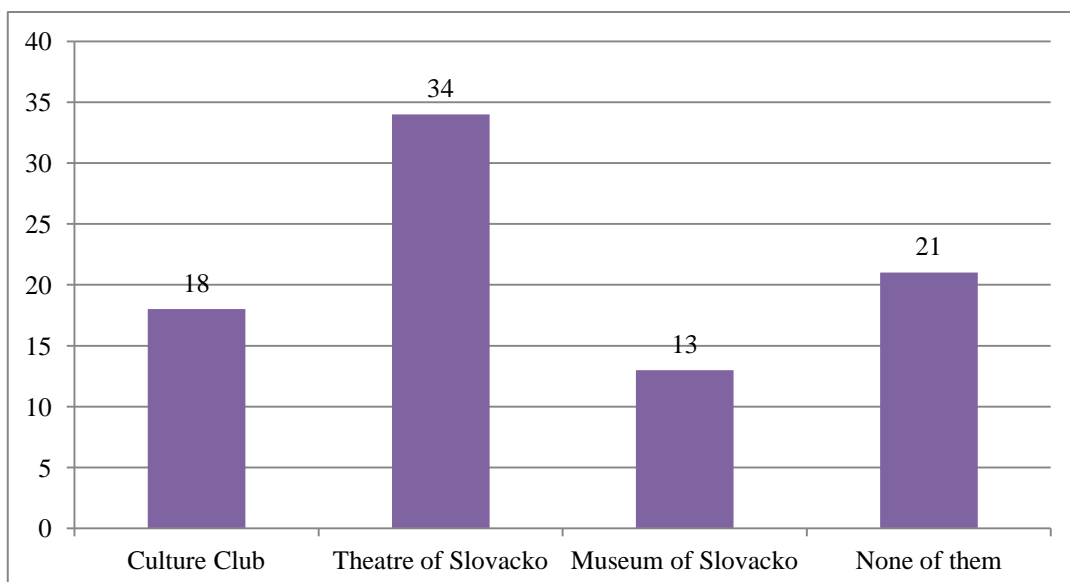


Figure 8 - Which of these cultural institutions do you visit? (Uherske Hradiste)

Source: own interpretation based on data collected from respondents

The Theatre of Slovacko was the most visited cultural institution in Uherske Hradiste. This possibility was chosen 34 times. The possibility "none of them" was chosen 21 times. The cultural institution Culture Club was chosen 18 times. The Museum of Slovacko was chosen 13 times and it was the least chosen possibility.

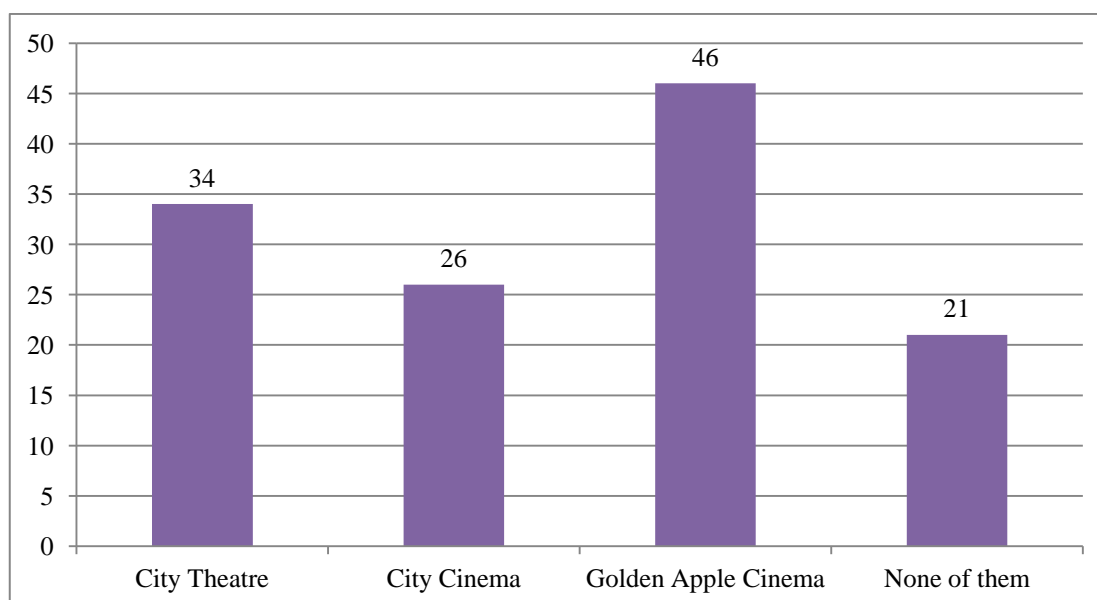


Figure 9 - Which of these cultural institutions do you visit? (Zlin)

Source: own interpretation based on data collected from respondents

The most visited cultural institution in the city of Zlin was the Golden Apple Cinema, it was chosen 46 times. The possibility of "City Theatre" was chosen 34 times. The City Cinema of Zlin was chosen 26 times and the possibility of "None of them" was chosen 21 times.

Question no. 7: How often do you visit cultural institutions?

Question no. 7 was focused on how often residents of 4 cities visit cultural institutions. The question was closed and it was possible to choose from 5 different possibilities.

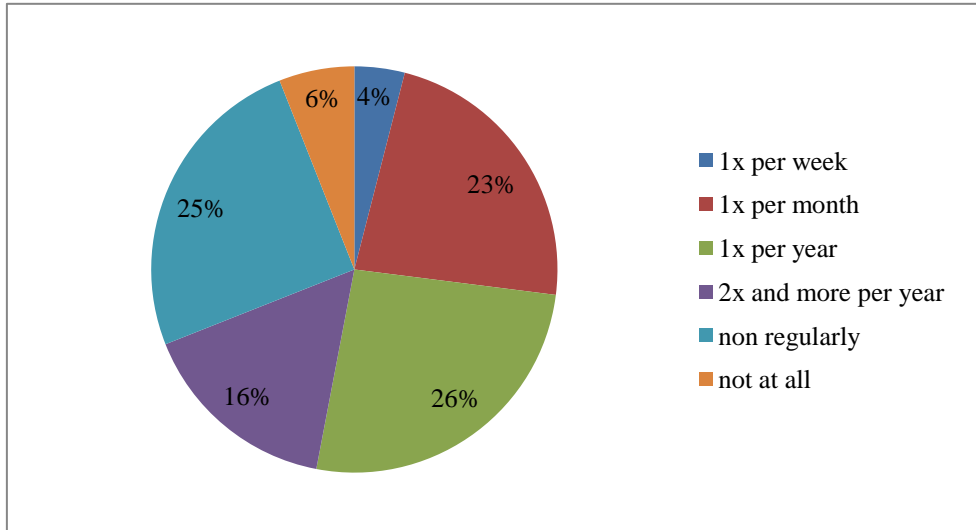


Figure 10 - How often do you visit cultural institutions? (Kromeriz)

Source: own interpretation based on data collected from respondents

Only 4 % of respondents from Kromeriz (3 persons) visit cultural institutions 1x per week. 23 % of respondents from Kromeriz (16 persons) chose the possibility "1x per month". 26 % of respondents (19 persons) visit cultural institutions 1x per year. 16 % of respondents (12 persons) chose the possibility "2x and more per year". 25 % of respondents (18 persons) visit the institutions non regularly. Only 6 % (4 persons) do not visit cultural institutions.

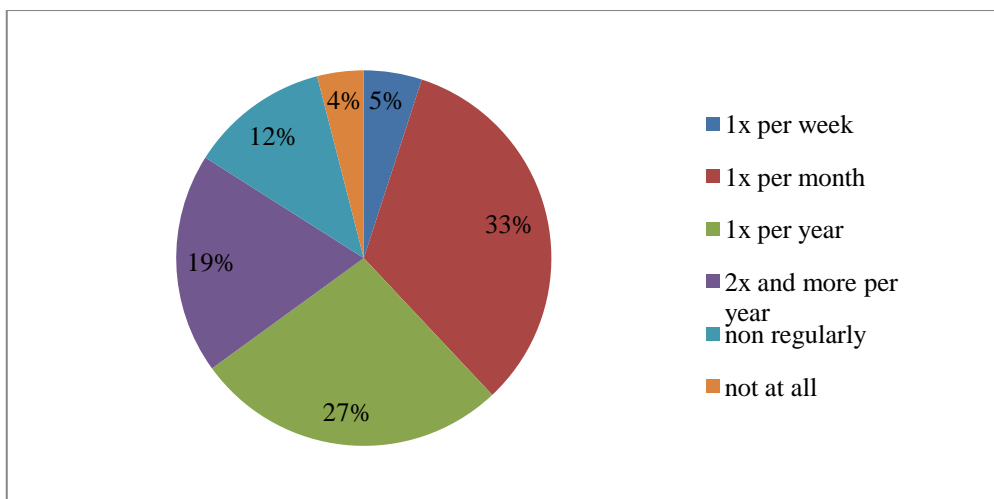


Figure 11 - How often do you visit cultural institutions? (Uherske Hradiste)

Source: own interpretation based on data collected from respondents

From the respondents of Uherske Hradiste, 5 % of them (3 persons) visit cultural institutions 1x per week. 33 % of respondents (17 persons) visit institutions 1x per month. 27 % of respondents from Uherske Hradiste (14 persons) chose the possibility "1x per year". 19 % of respondents (10 persons) visit cultural institution 2x and more per year. 12 % of respondents (6 persons) visit cultural institutions non regularly. Only 4 % of respondents (2 persons) do not visit cultural institutions at all.

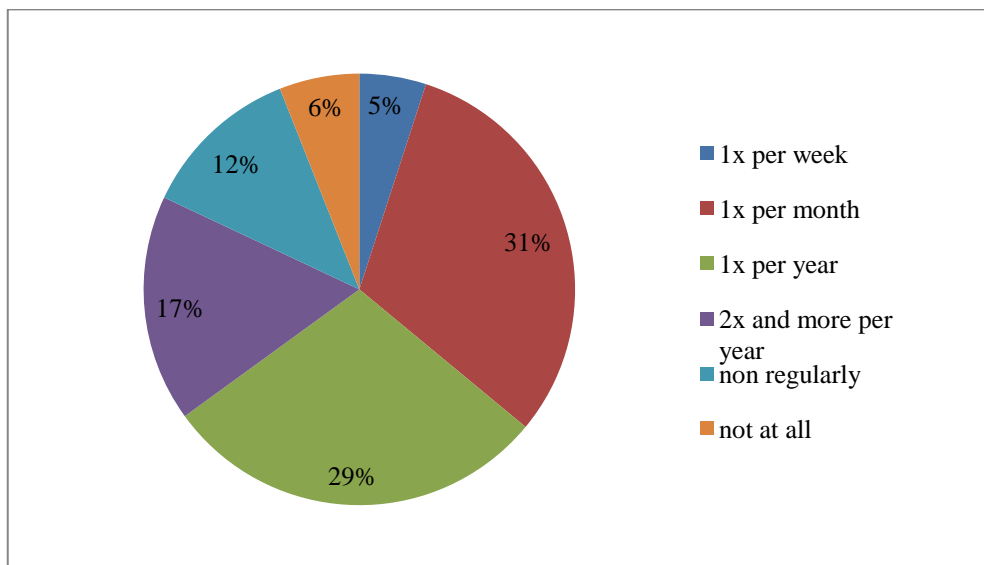


Figure 12 - How often do you visit cultural institutions? (Vsetin)

Source: own interpretation based on data collected from respondents

In Vsetin, 5 % of respondents (3 people) visit 1x per week the cultural institutions. 31 % of respondents (15 people) chose the possibility "1x per month". 29 % of respondents (14 people) visit the cultural institutions 1x per year. 17 % of respondents (8 people) visit 2x and more per year the cultural institutions. 12 % (6 persons) chose the possibility "non regularly". Only 6 % of respondents (3 persons) do not visit cultural institutions at all.

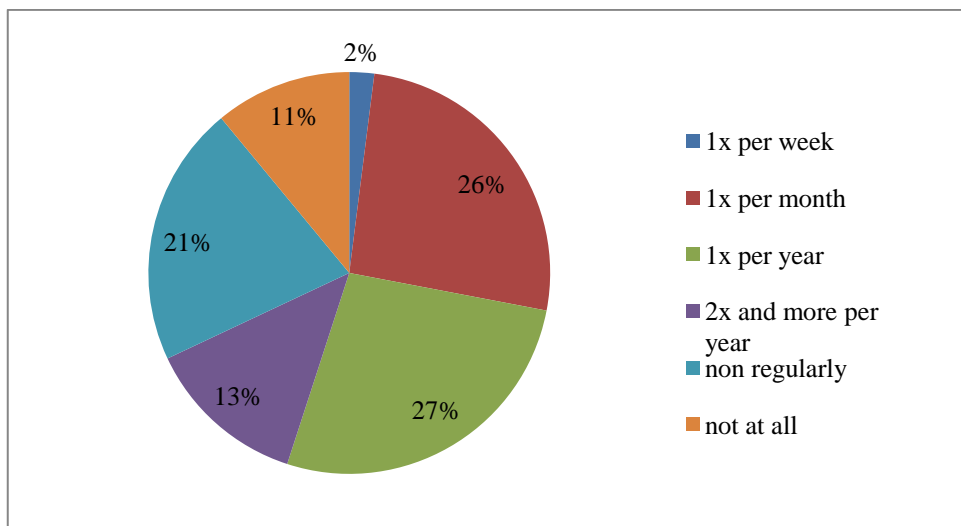


Figure 13 - How often do you visit cultural institutions? (Zlin)

Source: own interpretation based on data collected from respondents

Only 2 % of respondents from Zlin (1 person) visit cultural institutions 1x per week. 26% of them (11 persons) visit the institutions 1x per month. 27 % of respondents (12 persons) chose the possibility "1x per year". 13 % of respondents (6 persons) visit cultural institutions 2x and more per year. 21 % of respondents (9 persons) visit the institution non regularly. 11 % of respondents (5 persons) do not visit cultural institutions

Question no. 8: Are you satisfied with the quality of cultural events which you have visited?

The next question was focused on the satisfaction with the quality of cultural events. The question was closed and it had only two possibilities.

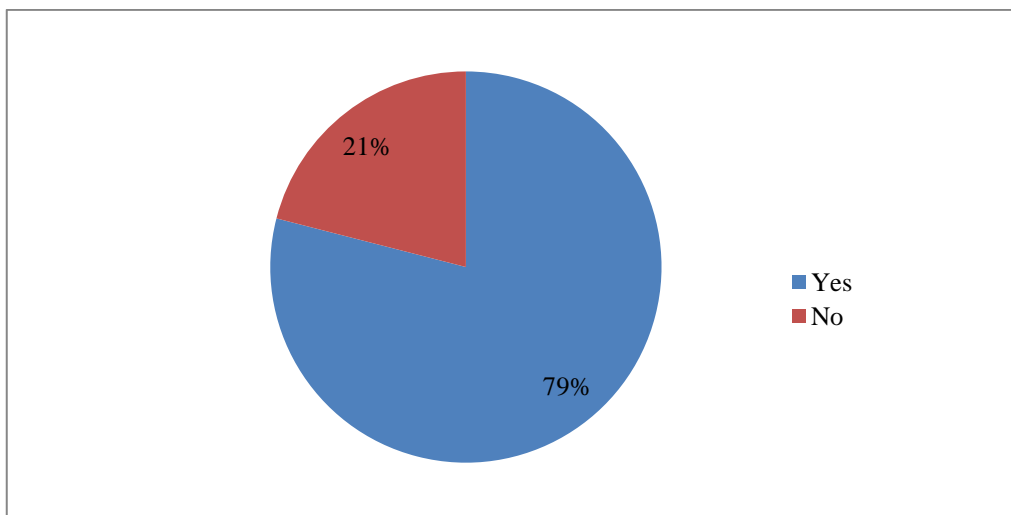


Figure 14 - Are you satisfied with the quality of cultural events which you have visit? (Kromeriz)

Source: own interpretation based on data collected from respondents

This question was answered positively by 79 % of respondents (57 persons) from Kromeriz. 21 % of respondents (15 people) answered negatively.

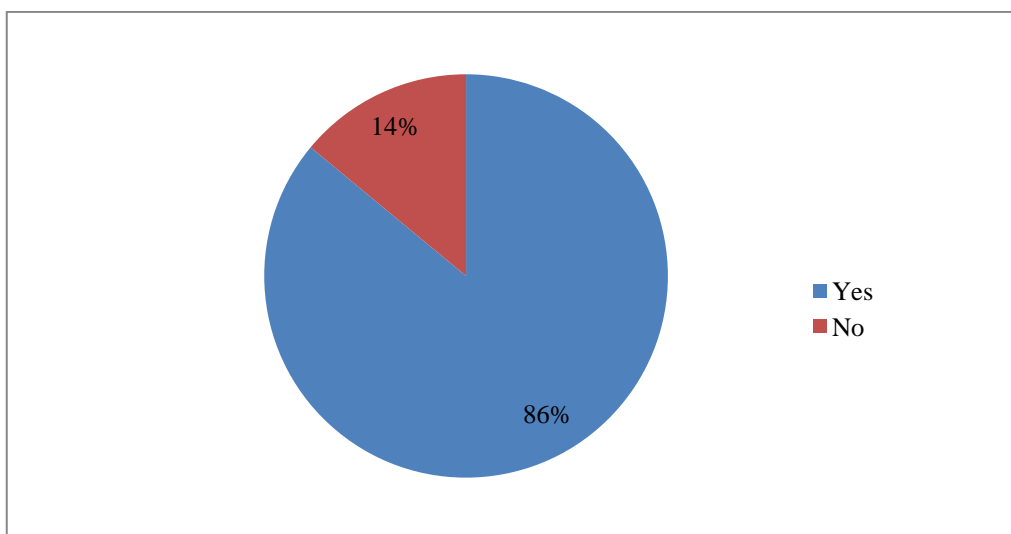


Figure 15 - Are you satisfied with the quality of cultural events which you have visit? (Vsetin)

Source: own interpretation based on data collected from respondents

86 % of respondents from Vsetin (42 persons) answered positively. 14 % of respondents (7 persons) were not satisfied with the quality of cultural events.

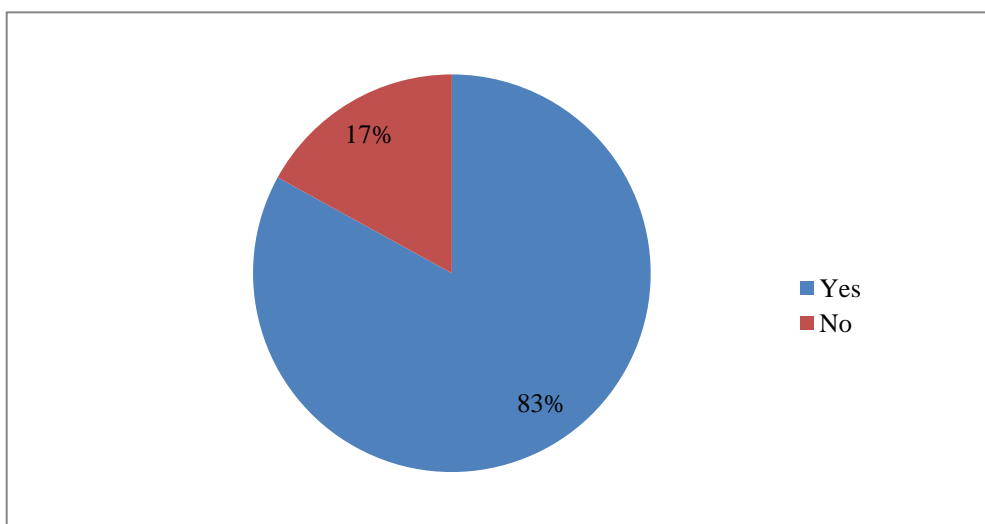


Figure 16 - Are you satisfied with the quality of cultural events which you have visit? (Uherske Hradiste)

Source: own interpretation based on data collected from respondents

83 % of respondents from Uherske Hradiste (43 people) were satisfied with cultural events and 17 % of them (9 persons) were not satisfied.

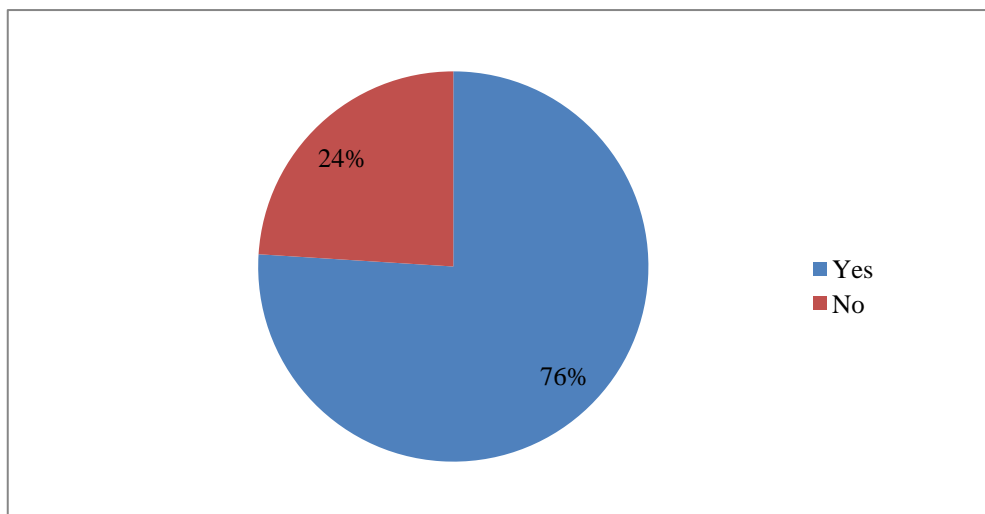


Figure 17 - Are you satisfied with the quality of cultural events which you have visit? (Zlin)

Source: own interpretation based on data collected from respondents

76 % of respondents (33 persons) from Zlin were satisfied with cultural events in their city and 24 % of them (11 persons) were not satisfied.

Question no. 9: Are you satisfied with cultural opportunities in the Zlin Region?

The following question was focused on the satisfaction of respondents with cultural opportunities in the Zlin Region. The question was closed and had 5 different possibilities.



Figure 18 - Are you satisfied with cultural opportunities in the Zlin Region? (Kromeriz)

Source: own interpretation based on data collected from respondents

19 % of respondents from Kromeriz (14 persons) were completely satisfied with the cultural opportunities in the region. 29 % of respondents (21 persons) were rather satisfied with cultural opportunities in the region. 37 % of respondents (27 persons) chose the possibility "neither satisfied nor dissatisfied". 9 % of respondents (6 persons) were rather dissatisfied and 6 % of them (4 persons) were completely dissatisfied.

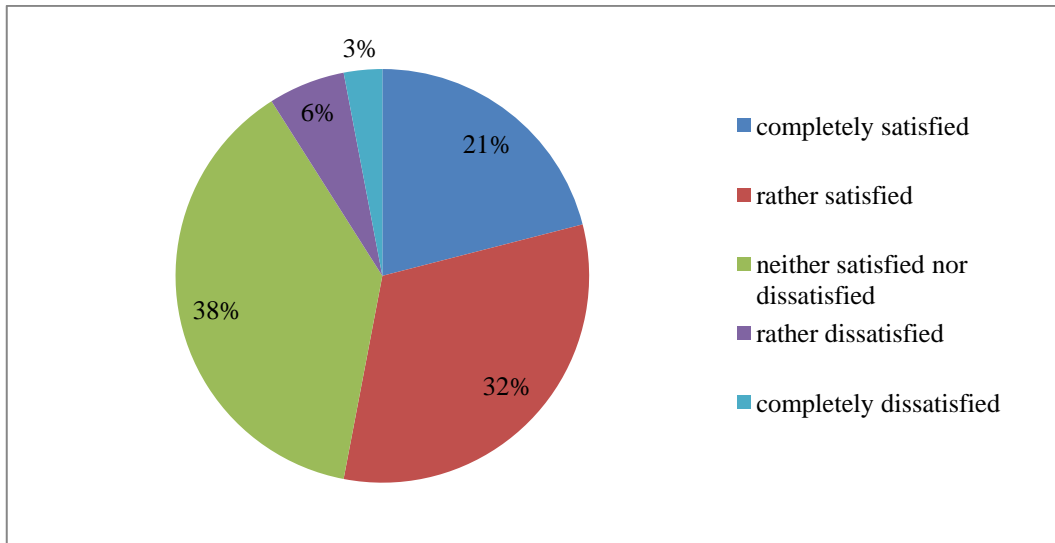


Figure 19 - Are you satisfied with cultural opportunities in the Zlin Region? (Vsetin)

Source: own interpretation based on data collected from respondents

21 % of Vsetin's respondents (10 persons) were completely satisfied with cultural events in the Zlin Region. Rather satisfied were 32 % of respondents (16 persons). 38 % of respondents (19 persons) chose the possibility "neither satisfied nor dissatisfied". 6 % of respondents (3 persons) were rather dissatisfied and 3 % (1 person) were completely dissatisfied.

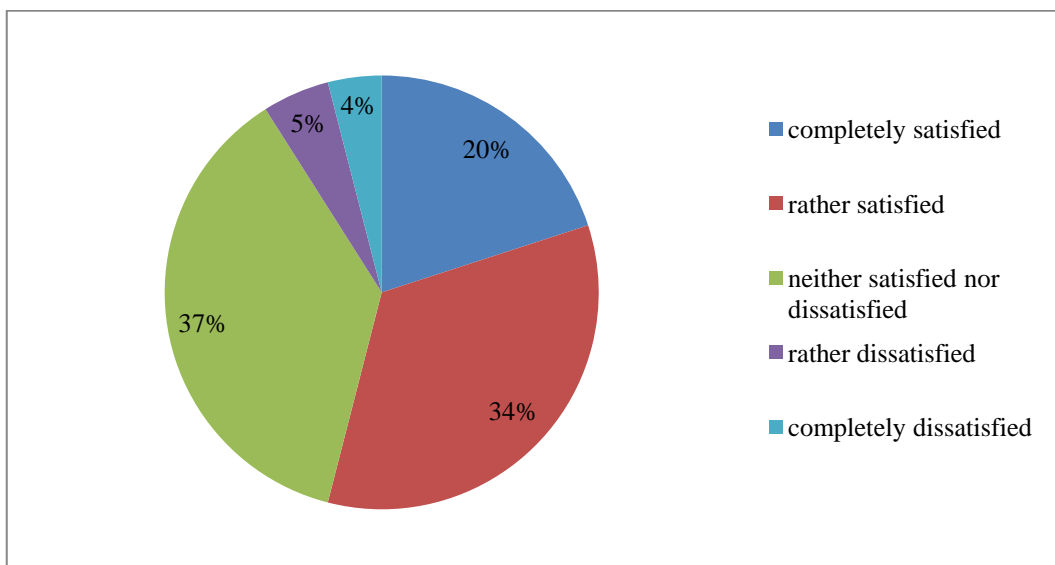


Figure 20 - Are you satisfied with cultural opportunities in the Zlin Region? (Uherske Hradiste)

Source: own interpretation based on data collected from respondents

20 % of respondents from Uherske Hradiste (10 persons) chose the possibility "completely satisfied". 34 % of respondents (18 persons) were rather satisfied. 37 % of respondents (19 persons) chose the possibility "neither satisfied nor dissatisfied". 5 % of respondents (3 persons) from Uherske Hradiste were rather dissatisfied with cultural events in the region and 4% of them (2 persons) were completely dissatisfied.

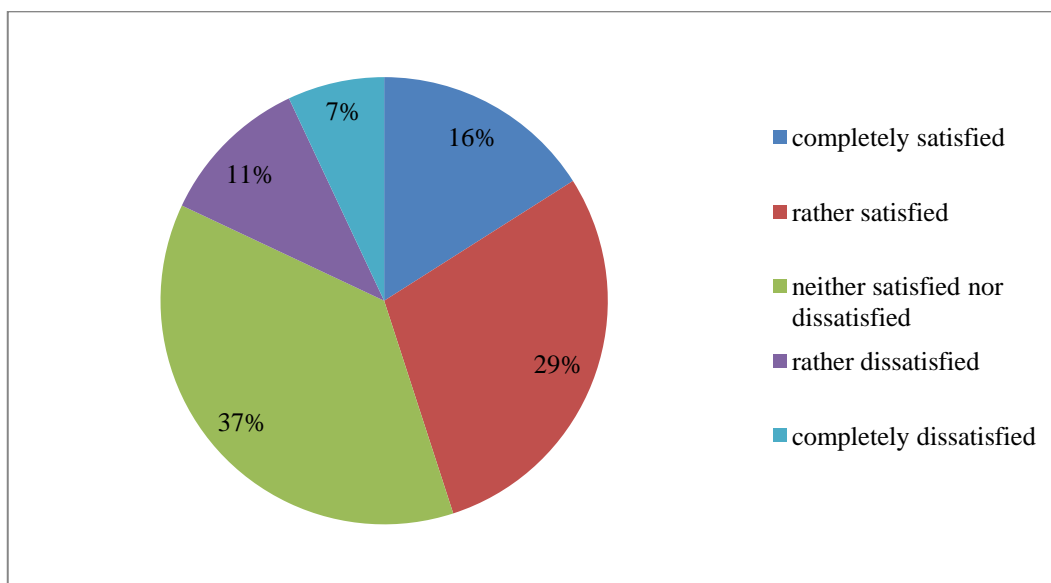


Figure 21 - Are you satisfied with cultural opportunities in the Zlin Region? (Zlin)

Source: own interpretation based on data collected from respondents

16 % of respondents from Zlin (7 persons) were completely satisfied. 29 % of respondents (13 persons) were rather satisfied. 37 % of respondents (16 persons) chose the possibility "neither satisfied nor dissatisfied". 11 % of them (5 persons) were rather dissatisfied with cultural events in the region and 7 % of respondents (3 persons) were completely dissatisfied.

**Question no. 10: Which of these selected cultural events did you visit at least once?
(you can choose more answers)**

The following question was focused on visiting the selected cultural events in the Zlin Region. The question was closed, it had 4 possibilities and respondents could choose more answers.

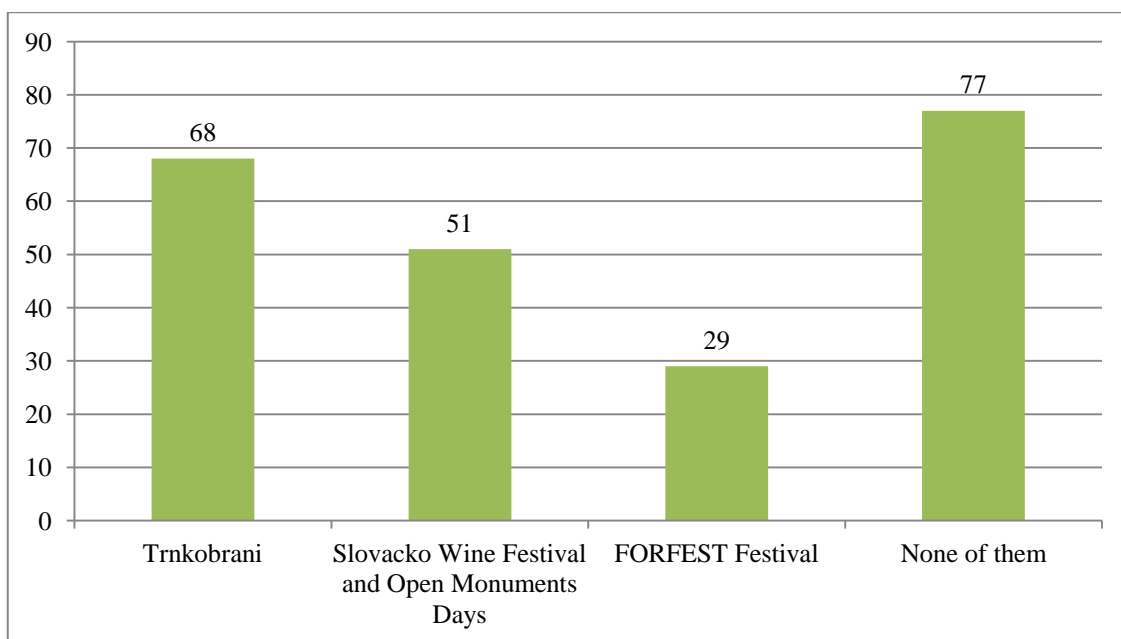


Figure 22 - Which of these selected cultural events did you visit at least once?

Source: own interpretation based on data collected from respondents

The most frequent answer was "None of them", it was selected 77 times. Trnkobrani is on the second place, it was chosen 68 times. 51 times there was selected Slovak Wine Festival and Open Monuments Days. The least chosen possibility was the FORFEST Festival, it was chosen only 29 times.

Question no. 11: Which of these selected cultural events do you regularly visit? (you can choose more answers)

The next question was focused on the regularly visiting of the selected cultural events in the Zlin Region. The question was closed, it had 4 possible answers and respondents could choose more of them.

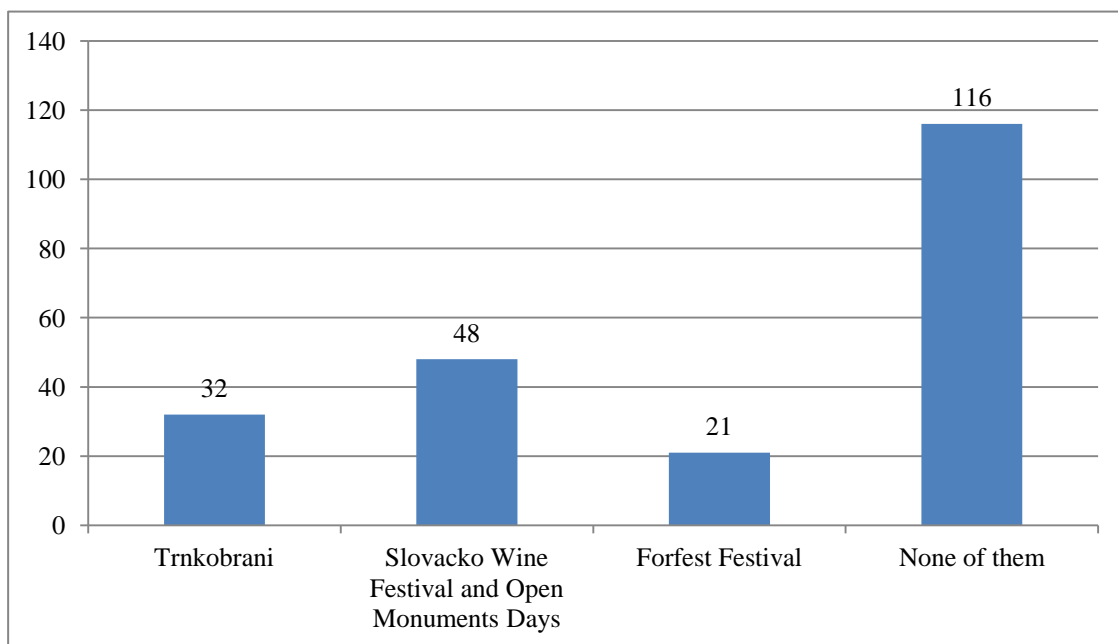


Figure 23 - Which of these selected cultural events do you regularly visit?

Source: own interpretation based on data collected from respondents

The possibility of "None of them" was the most frequent answer. It was chosen 116 times. Slovakko Wine Festival and Open Monuments Days was chosen 48 times. 32 times was chosen the cultural event Trnkobrani. The least frequent possibility was the FORFEST Festival, it was selected 21 times.

Question no. 12: Are you satisfied with promotion of cultural events in your city?

The following question was about the satisfaction of promotion of cultural events in the selected cities. It was a closed question and it had only 2 possibilities.

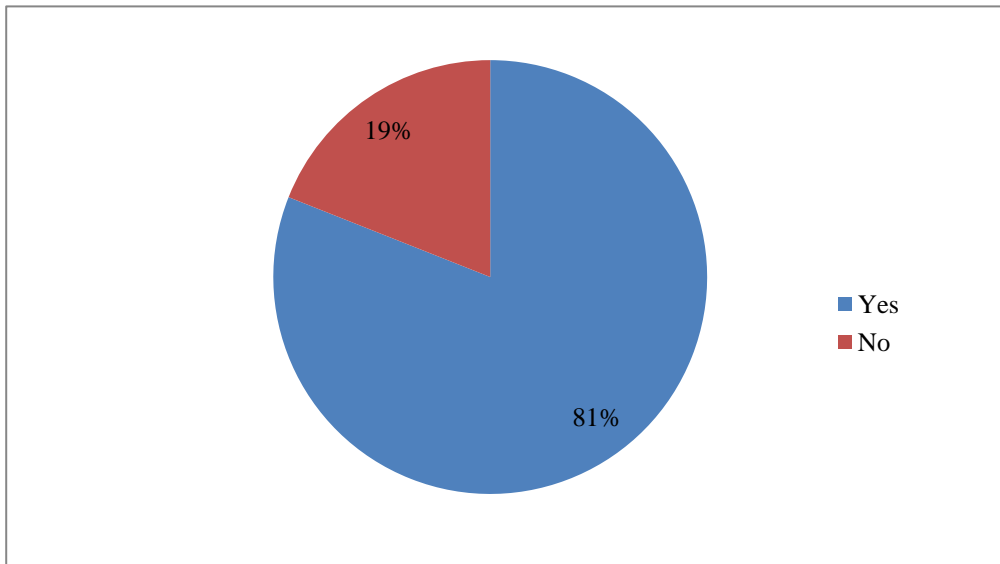


Figure 24 - Are you satisfied with promotion of cultural events in Kromeriz?

Source: own interpretation based on data collected from respondents

81 % of respondents from Kromeriz (58 people) were satisfied with the promotion. 19 % of respondents (14 people) were dissatisfied.

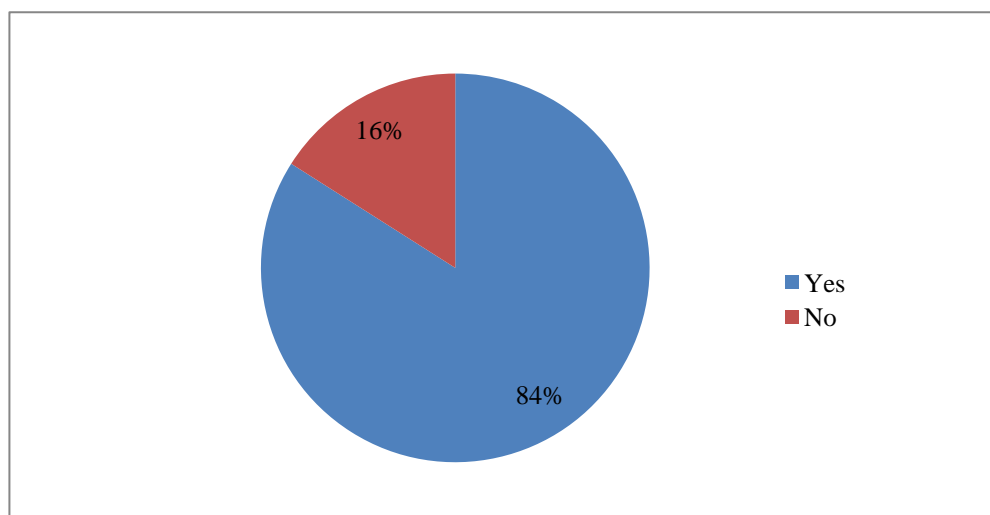


Figure 25 - Are you satisfied with promotion of cultural events in Vsetin?

Source: own interpretation based on data collected from respondents

84 % of respondents from Vsetin (41 persons) were satisfied with the promotion of cultural events. Only 16 % (8 persons) were not satisfied.

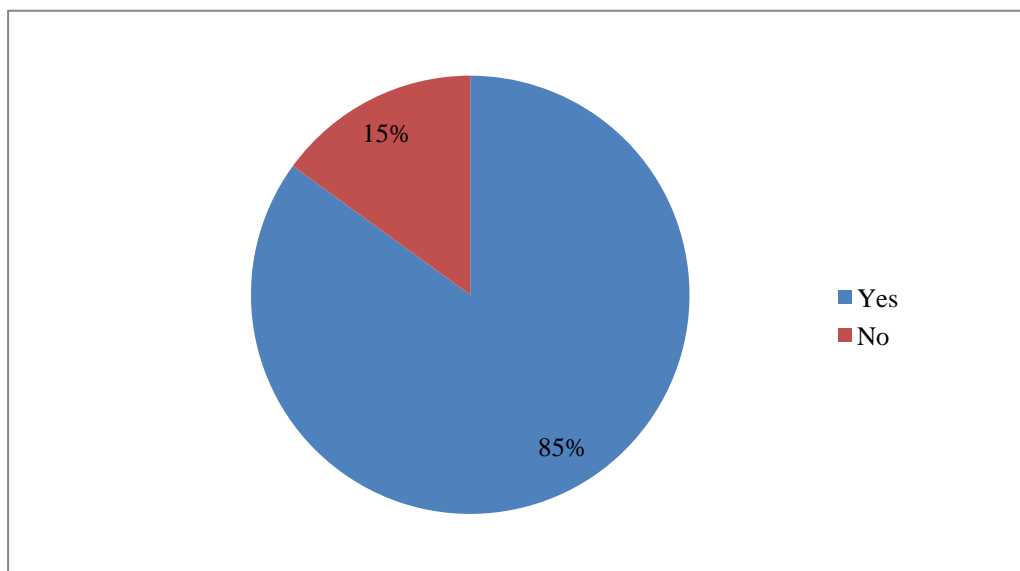


Figure 26 - Are you satisfied with promotion of cultural events in Uherske Hradiste?

Source: own interpretation based on data collected from respondents

85 % of respondents from Uherske Hradiste (44 persons) were satisfied with the promotion. Only 15 % (8 persons) were not satisfied.

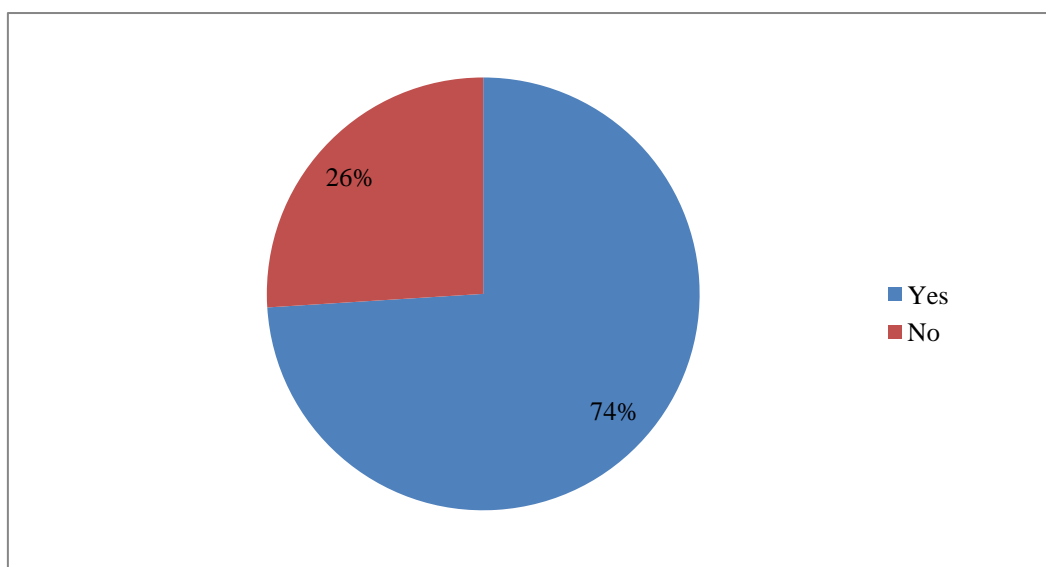


Figure 27 - Are you satisfied with promotion of cultural events in Zlin?

Source: own interpretation based on data collected from respondents

74 % of respondents from Zlin (33 persons) were satisfied with promotion of cultural events. 26 % of respondents (11 persons) were not satisfied.

Question no. 13: Which information sources do you learn about cultural events from? (you can choose more answers)

The next question was focused on information sources, from which respondents learn about the cultural events. The question was closed, it had 5 possibilities and respondents could choose more answers.

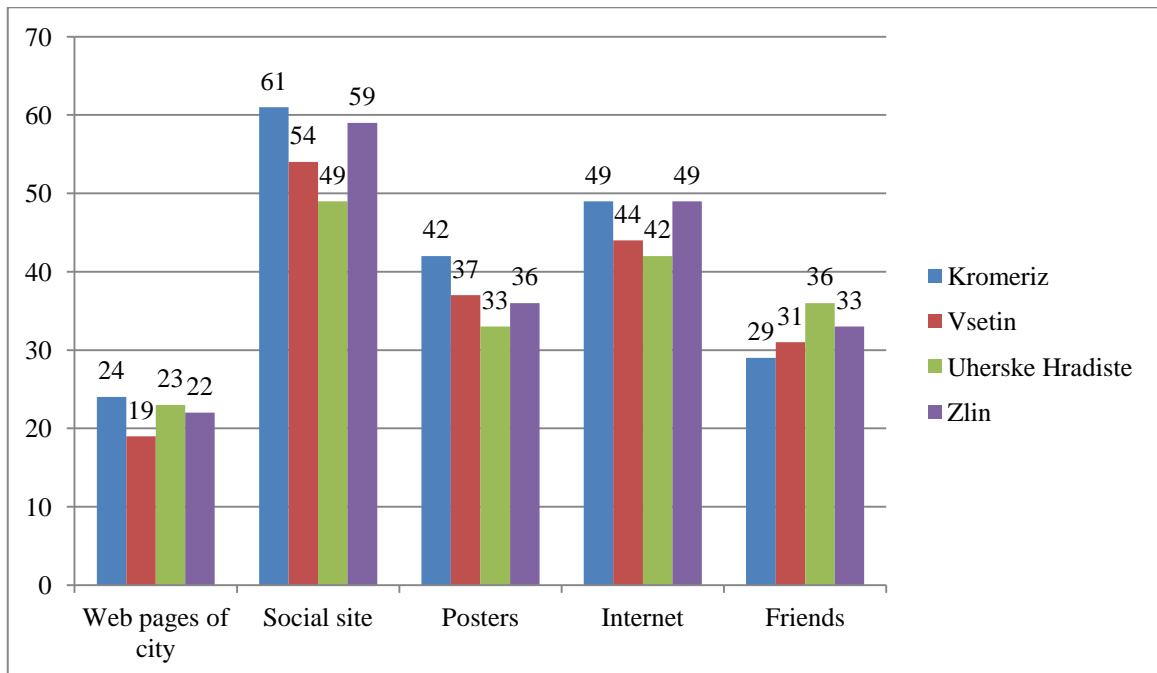


Figure 28 - From which information sources do you learn about cultural events?

Source: own interpretation based on data collected from respondents

The most frequent possibility was the social site. On the second place was the internet, then posters and friends. On the last place were the web pages of city.

4.2 SWOT Analysis of Cultural Opportunities in the Zlin Region

<u>Strengths (S)</u>	<u>Weaknesses (W)</u>
<ul style="list-style-type: none"> ○ A wide range of cultural opportunities ○ Support of culture ○ Support of education ○ Financial support for culture ○ New job opportunities ○ Sufficient promotion of culture ○ Famous historical monuments ○ Regional periodicals ○ Political stability in cities ○ Rich history of areas ○ Importance of traditions ○ Educational function 	<ul style="list-style-type: none"> ○ Lack of interest among young people ○ Competitiveness ○ Not an option of disabled access in all cultural institutions ○ Duplication of activities ○ Bad technical condition of some cultural monuments
<u>Opportunities (O)</u>	<u>Threats (T)</u>
<ul style="list-style-type: none"> ○ Favorable geographical position of the region - (borders with Slovakia) ○ Tourism ○ Quality of arts facilities ○ Celebrities associated with the region ○ Support of traditions 	<ul style="list-style-type: none"> ○ Aging of inhabitants of the Czech Republic ○ Attitude of media - vulgarization ○ Decentralization of cities ○ Vandalism ○ Declining interest of young people about culture

4.3 Discussion

The main aim of the research was to determine if the residents of the Zlin Region are satisfied with the cultural opportunities. Results of concerning main question of the research were compared with the results of research conducted by the Centre of Public Opinion Research which was undertaken in September 2015 (Tuček, 2015). The research was focused on the satisfaction of the Czech population with the situation in selected areas of public life. Concerning culture, 68 % of respondents were completely satisfied or rather satisfied. Only 50 % (in average) of respondents from Kromeriz, Vsetin, Uherske Hradiste and Zlin were completely satisfied or rather satisfied with their range of cultural opportunities. The possibility of "neither satisfied nor dissatisfied" was chosen in the survey by 23 % of respondents from Czech population, but in our case it was 37 % of respondents who chose this option. Czech citizens who were completely dissatisfied with the culture made up a total of 5 % but in the Zlin Region it was 13 %.¹

By using a questionnaire survey, it was found that the most visited cultural institution in 4 selected cities was the cinema, followed by the culture house, theatre and museum. This finding has fulfilled the original premise.

In one of the questions, the respondents answered a question about which form of cultural utilization they preferred. Among the most selected answers were festivals, concerts, cinemas and theatres. This finding confirmed the original assumption.

According to respondent's answers, the Slovacko Wine Festival and Open Monuments Days is the most regularly visited cultural festival.

The vast majority of respondents were satisfied with cultural events of which have already visited and also with the promotion of cultural events. According to respondents, the most widely used sources of information about cultural events are social networks and the internet.

¹ The remaining 4 % of respondents of Centre of Public Opinion Research answered "do not know". This possibility was not offered in our research.

5. Conclusion

As mentioned in the theoretical part of the thesis, ethnographic areas Slovacko (Moravian Slovakia), Wallachia and Hana are located in the Zlin Region. The three most important and most well known cultural events of the region are Slovacko Wine Festival and Open Monuments Days, Trnkobrani of Vizovice and FORFEST Festival. The analysis of last year's festivals informed us about their positive impacts on the region. According to the results of the questionnaires, it was found out that 50 % of the respondents (in average) were satisfied with cultural opportunities from the 4 cities. However, this result is about 18 % lower than the rest of the Czech Republic. These findings contribute to fulfilling the aim of the thesis.

The analysis also informed us that the respondents most frequently visit cinemas and culture houses in their cities. This result only supports the outcome of the most preferred form of cultural utilization. A disturbing fact is that the respondents visit expositions and museums the least. Furthermore, the analysis showed that the largest part of respondents visit cultural institutions once per month. The most visited cultural event in the Zlin Region is Slovacko Festival of Wine and Opened Monuments. The majority of the respondents were satisfied with the promotion of cultural events and their quality. The most of the respondents were rather satisfied with the cultural offer in their cities.

The impacts of cultural events, especially cultural festivals were also determined in the thesis. The promotion of the region and positive economic impacts are highly beneficial for the development of the region. These findings contribute to fulfilling another aim of the thesis.

The SWOT analysis of cultural opportunities in the region was provided as well. According to the analysis, we found out that the cultural opportunities in the Zlin Region have more strengths than weaknesses. It means that the cultural opportunities have had positive effects on the area / region.

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Attachment no. 1: The Questionnaire

Cultural opportunities in the Zlin Region

Hello,

please, take a few minutes of your time to fill in the following anonymous questionnaire, which serves for my thesis. The aim of the questionnaire is to find out how inhabitants of the Zlin Region are satisfied with cultural opportunities in their cities as well as in the region, which form of cultural utilization do they use and prefer and how often they visit cultural institutions.

Thank you in advance for filling in the questionnaire and have a nice day!

1) Which city do you live in?

- Kromeriz
- Zlin
- Vsetin
- Uherske Hradiste

2) What is your gender?

- man
- woman

3) What is your age group?

- less than 15 years
- 15 - 20 years

- 21 - 30 years
- 31 - 40 years
- 41 - 50 years
- 50 year and more

4) Are you satisfied with the offer of cultural events in your city?

- completely satisfied
- rather satisfied
- neither satisfied nor dissatisfied
- rather dissatisfied
- completely dissatisfied

5) Which form of cultural utilization do you prefer? (you can choose more answers)

- theatre
- concert
- exposition
- cinema
- prom/ball
- festival

6) Which of these cultural institutions do you regularly visit? (you can choose more answers)

- Cinema Nadsklepi (Kromeriz)
- Culture House (Kromeriz)
- Museum of Kromeriz's District

- Club of Culture (Uherske Hradiste)
- Theatre of Moravian Slovacko (Uherske Hradiste)
- Museum of Moravian Slovacko (Uherske Hradiste)

- Cinema Vatra (Vsetin)
- Culture House (Vsetin)
- Museum of Wallachia (Vsetin)

- Big Cinema (Zlin)
- City Theatre (Zlin)
- Golden Apple Cinema (Zlin)

7) How often do you visit cultural institutions?

- 1x per week
- 1x per month
- 2x and more per month
- 1x per year
- 2x and more per year
- non regularly
- not at all

8) Are you satisfied with the quality of cultural events which you have visited?

- yes
- no

9) Are you satisfied with cultural opportunities in the Zlin Region?

- completely satisfied
- rather satisfied
- neither satisfied nor dissatisfied
- rather dissatisfied
- completely dissatisfied

10) Which of these selected cultural events did you visit at least once? (you can choose more answers)

- Trnkobrani of Vizovice
- Slovacko Wine Festival and Open Monuments Days
- FORFEST Festival
- no one

11) Which of these selected cultural events do you regularly visit? (you can choose more answers)

- Trnkobrani of Vizovice
- Slovacko Wine Festival and Open Monuments Days
- FORFEST Festival
- no one

12) Are you satisfied with promotion of cultural events in your city?

- yes
- no

13) Which information sources do you learn about cultural events from? (you can choose more answers)

- web pages of city
- social site
- posters
- internet
- friends

Attachment no. 2: Arcibishop's palace in Kromeriz



Source: Arcibishop's palace. *City of Kromeriz* [online] [cit. 2016 04 21] Available: http://www.mesto-kromeriz.cz/trasa-unesco/cs_CZ/t04.html

Attachment no. 3: Vsetin



Source: *City of Vsetin* [online] [cit. 2016 04 21] Available: <http://www.mestovsetin.cz/vsetinska-becva/g-1309/prehravac=1&p1=9077#vfoto>

Attachment no. 4: Church of Saint Francis Xavier in Uherske Hradiste



Source: City of *Uherske Hradiste* [online] [cit. 2016 04 22] Available: <https://www.mesto-uh.cz/Folders/1245-1-Zdrave+mesto+a+mistni+Agenda+21.aspx>

Attachment no. 5: Zlin



Source: City of *Zlin* [online] [cit. 2016 04 22] Available: <http://www.ic-zlin.cz/24955-zlin-a-jeho-okoli?page=2>

Attachment no. 6: Trnkobrani of Vizovice



Source: *Trnkobrani of Vizovice* [online] [cit. 2016 04 22] Available:
<http://www.izun.eu/sites/default/files/uvodniky/08-2014/img8013pre2jpg.jpg>

Attachment no. 7: Slovacko Wine Celebrations and Opened Questions



Source: *Slovacko Wine Celebrations and Opened Monuments* [online] [cit. 2016 04 22] Available:
http://g.denik.cz/62/66/5468926-uherske-hradiste-slovacke-slavnosti-vina-a-otevrenych-pamatek-2013_denik-485.jpg

Attachment no. 8: FORFEST Festival



Source: *FORFEST Festival* [online] [cit. 2016 04 22] Available:
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