Tourist attractions and qualities the regions of V4 countries
(Liberec region – northern Bohemia)

Liberec region – northern Bohemia

The Liberec Region is in Northern Czech Republic and comprises four districts: Liberec, Jablonec nad Nisou, Semily, and Česká Lípa, with a total area of 3,163 km². The Region occupies 4% of the area of the Czech Republic, making it the second smallest in the country after Prague. Approximately 434,000 inhabitants have their permanent address here. The population density is slightly above the average of the country. The northern part of the region borders with the Federal Republic of Germany in the length of 20 km and Poland in the length of 130 km. The Region neighbours the Královéhradecký Region in the east, the Středočeský Region in the south, and the Ústí Region in the west.

The territory includes the northern part of the Česká kotlina basin, the Jizerské hory, the western part of Krkonoše and the eastern part of Lužické hory. The whole Region is generally mountainous, it has an upland character. The highest point is the 1,435 m high Peak Kotel situated near Harrachov in the Semily District. The lowest point of 208 m above sea level lies in the Liberec District. The most famous peak of the Region is Ještěd (1,012 m), the highest point of the Ještěd mountain range. The climate in the north-eastern part of the Region (the Jizera Mountains, the Giant Mountains with its foothills) belongs to a rather cold area, while the western and south-western parts have conditions of a slightly warm area. Three rivers gather water from the Region: the basin of the River Ploučnice in the west, the basin of the River Labe in the east, and the basin of the River Odra (Nisa) in the north. Supplies of ground water are mainly found near the southern border, while there is a protected area of natural accumulation of surface water in the north-east. Mineral water and healing peat sources are also found in the Region.
There are 5 protected landscape areas in the Region: České středohoří (the Bohemian Low Mountain Range), Jizerské hory, Lužické hory, Český ráj (the Bohemian Paradise), and Kokořínsko (the Kokořín Area); 7 national nature reserves, 8 national nature monuments, 36 nature reserves, and 61 nature monuments.

**Human resources**

Employment in industry is one of the highest in the whole country – some 45 % of the active population work in industry. The Region is rich in foundry and glass sands of a good quality. It used to be important for ornamental and building stone as well (e.g. granite from Liberec, chalk slate from Železný Brod, quality basalt and quartzite, etc.), nowadays, the quarrying focuses on mining of sand, gravel and broken stone aggregates. This reflects the long industrial tradition of the region, which, at the beginning of the 20th century, led to the establishment of the Technical University in Liberec, one of the leading technical schools in the country. Liberec also has the renowned Research Institute of Textile Machinery. The region has a number of higher tertiary vocational schools, secondary technical schools and vocational training centres. This means that skilled technical labour force is and will be easy to find in this region.

**Economy**

The region has traditionally had very little heavy industry - light industry has been predominant. The traditional industries of the region are the glass & jewellery, textile and mechanical engineering – small glass and textile manufactures were among the first industries in the country in the 18th century. These traditional sectors were later replaced in importance by the manufacture of automotive parts, machinery production and electrical engineering but still remain an important source of employment and revenue for the region. Production of machinery and equipment, metalworking and plastics also belong among the major sectors. The gross domestic product per capita in 2009 amounted to 69.5 % of the CR's, which equals 55.8 % of the EU GDP. Most of the region is easily accessible from Prague and the rest of the Czech Republic via the motorway connecting Liberec and Prague. Thanks to the motorway and its proximity to Skoda Auto’s car plants the region has attracted many automotive parts manufacturers. Liberec is indeed a highly industrialized region – nearly 45 % of all active population works in industry.

**Social affairs**

The Liberec Region is characteristic with a number of secondary schools of art. Glass and imitation-jewellery secondary schools of applied arts are especially worth mentioning as well as the Technical University of Liberec. Basic health care is provided by a network of out-patient establishments and pharmacies. Acute care, care of chronic patients and physiotherapeutic care is provided by a network of eight hospitals. The most important hospital is the Liberec Hospital. The Institute of the Arm and Plastic Surgery in the town of Vysoké nad Jizerou is an establishment of a multi-regional significance. There are two balneological centres in the Region to treat rheumatism and diseases of locomotive organs, heart, and a blood circulation system – Spa Libverda and Spa Kunratice.
Culture

The Liberec Region has a rich tradition represented by many historical buildings and monuments, such as the North-Bohemian Museum in Liberec, the Regional Gallery in Liberec, the State Scientific Library in Liberec, the F. X. Šalda Theatre, the Naive Theatre, or the Zoological and Botanical Gardens in Liberec. A number of museums and galleries are scattered about the Region. Those interested in tradition of glass and artificial jewellery can visit, for example, museums of glass making in Nový Bor, Kamenický Šenov and Železný Brod or the Museum of glass and artificial jewellery in Jablonec nad Nisou, the Czech Paradise Museum in Turnov with collections from the area of geology, mineralogy and documentation of goldsmith’s art and jewellery making, which are unique not only within the Czech Republic but also as in Europe.

Tourism

The Liberec Region is a well-known place for the tourism. Foreigners as well as Czechs come to enjoy exceptional landscape, see nature formations, historic monuments and other places of interest. There are many specific areas in the Region that are strongly linked to tourism: the western parts of the Giant Mountains, the Jizera Mountains, the Turnov Area – the Bohemian Paradise, the town of Doksy and its surroundings, the Lužice Mountains and the Giant Mountains foothills. Attractions of national heritage significance include religious buildings and castles, such as Bezděz, Zákupy, Lemberk, Frýdlant v Čechách, Sychrov, Hrubý Rohozec and Valdštejn. Many reservoirs and lakes are found in the Region, the most well-known is Máchovo Jezero. Visitors can use accommodation establishments with a total capacity more or less forty thousand bed places in collective tourist accommodation establishments of various categories. Quite a number of individual recreation establishments can be found in the Region, especially in the Česká Lípa and Semily Districts. Important road and railway border crossings and many border crossings for pedestrians help develop the tourism of the Region.

Cross-border cooperation

The territory of the Liberec Region also includes a part of the Euroregion Neisse-Nisa-Nysa. It is a euroregion of three border areas located on the territory where borders of the Czech Republic, Federal Republic of Germany and Polish Republic meet. The Euroregion Neisse-Nisa-Nysa is the first euroregion established on the Czech border. The Euroregion Neisse-Nisa-Nysa covers the area of 12,577 square kilometres; the Czech Rep. covers 19.8 %, Poland 44.5 % and Germany 35.7 %. About 1.5 million inhabitants live there, out of which 24.1 % live on the Czech territory, 36.7 % in Poland and 39.2 % in Germany.
The division of tourism qualities and attractions applied in the regions of V4 countries (Liberec region – northern Bohemia)

Tourism qualities versus walory turystyczne

A) A **tourist attraction** is a place of interest where tourists visit, typically for its inherent or exhibited **cultural value**, **historical significance**, **natural or built beauty**, or **amusement opportunities**. (place of interest with ... value)

B) When cultural heritage **tourism** development is done right, it also helps to protect our nation's natural and cultural treasures and improve the **quality of life**

Tourism qualities and attractions of the Liberec region

Information for tourists on regions of the Czech Republic can be found at national website at www pages of the regions as well as commercial sites (accommodation, travel agencies, tourism clusters and regional organization). The following are examples for each of the three types of web sites and examples of them orientation allows for foreigners English, Polish, etc. version. Official website of the Czech Republic (Fig.2) is linked to a web of regions, with the Liberec region also.

Fig. 2: Tourism. Czech Republic - The Official Website. Operator: Ministry of Foreign Affairs - www.mzv.cz, on line: http://www.czech.cz/en/Tourism
Fig. 3: Liberecký kraj (Liberec region). Publikační a redakční systém Public4u © 2000-2012, Regionální operační program NUTS II, severovýchod (ERDF), http://www.liberecky-kraj.cz/en/

Fig. 4: Liberecký kraj (Liberec region) – Polish version. Publikační a redakční systém Public4u © 2000-2012, Regionální operační program NUTS II, severovýchod (ERDF), http://www.liberecky-kraj.cz/pl/
Fig. 5: Liberecký region travel catalogue. Regionální operační program NUTS II, severovýchod (ERDF), http://catalogue.liberecky-kraj.cz/

For many Czechs and even a number of foreigners the Liberec Region is synonymous with sport. The 2009 FIS Nordic World Ski Championship strengthened this view. The lands of this region have been inhabited since the Stone Age. This fact is proven by many archeological discoveries, the latest of which comes from the area of Příšovice near Turnov. In the Middle Ages many trade routes crossed the region and it was necessary to protect them, hence the building of many castles and strongholds. Some of them are still preserved today as ruins, while others were rebuilt into comfortable chateaus. National cultural monuments are part of the Czech Republic’s most valuable cultural heritage. Currently there are 12 of them in the Liberec Region. You can visit the ruins of Bezděz (see on Fig. 5), for example, along with Trosky (see on Fig. 4), Grabštejn Castle, and the chateaus of Zákupy, Sychrov (see on Fig. 5) and Hrubý Rohozec.
Worth noting are the other 2,200 plus cultural monuments that are declared protected. Towns and villages with preserved collections of historical building have been declared monumental zones and reserves. If you are interested in village architecture you can visit the Lusatian Mountains region, where there are many timbered and half-timbered houses with wooden load-bearing frames. Timbered cottages are typical to Bohemian Paradise (see on Fig.4), the Jizera Mountains and the lowlands of the Giant Mountains (Podkrkonoší).

Fig. 6: The only technical national cultural monument in the region is the unique Ještěd mountain hotel and its television transmitter, built in the 1970s. [http://www.horycesko.cz/t3/]
If you are interested in industrial architecture, the Liberec Region will not disappoint. Hidden in mountain valleys are not only the majestic buildings of the former textile factories and glass works but also architectonically interesting dams. Some of the more famous ones are Harcov dam in Liberec, the dam in Jablonec nad Nisou or at Černá Nisa, Harta in the Frýdlant sub-region or the infamous burst dam above the village of Desná in the Jizera Mountains. The Liberec Region is a paradise for lovers of view-towers, where in the Jizera Mountains in particular you can visit view-towers constructed of stone, wood and also metal (see on Fig. 3).

The cultural influence of Jewish inhabitants has been preserved in several buildings. The newly repaired Jewish synagogue in Turnov, with the nearby cemetery and Jewish cemetery in Česká Lípa are only a couple of examples.

The pilgrimage footpath Via Sacra introduces you to the key religious architecture in the Liberec Region and elsewhere. The Via Sacra connects North Bohemia with Upper Lusatia and Lower Silesia. Along the way you can visit the baroque Virgin Mary Visitation church in Hejnice, the Johannite commendam in Český Dub or the St. Lawrence and St. Zdislava church in Jablonné v Podještědí, built according to the plans of Johann Lucas von Hildebrandt.

The Liberec Region also has connections with important personalities in Czech history. The most important Czech romantic poet Karel Hynek Mácha composed his works in the region under Bezděz and the biggest recreational lake - Mácha’s lake (see on Fig. 4) - carries his name. The beauty of the landscape to the south of Ještěd brought to this region the important writer Karolína Světlá. Her novels are usually based on the true stories of villagers and even today you can walk the path of Karolína Světlá which leads you to the places of her past dramas. The Basilica Minor in Jablonné v Podještědí and the nearby chateau Lemberk are very closely connected with the life of her ladyship Zdislava of Lemberk who was canonized by the Pope John Paul II in 1995. An integral part of the Liberec Region’s charm is also the diverse natural landscape. Bohemian Paradise was registered in the UNESCO European geoparks network for its exceptional geological and aesthetic values. You can be lead through the most interesting corners of the region with the numerous educational paths. Display boards along the way contain information about geological and ecological curiosities and the fauna and flora.

Fig. 8: Trip advisor – polish version. (Vacations in Liberec, Top-rated hotels in Liberec, free Liberec guide, Top-rated restaurants and attractions, etc.) http://pl.tripadvisor.com/Tourism-g274702-Liberec_Liberec_Region_Bohemia-Vacations.html
Evaluation criteria for tourism qualities applied in the regions of V4 countries (several theoretical notes)

In this section, we present the model of assumptions of tourism used in the Czech and Slovak republic in the similar sense as term “walory” in polish language¹

- Localization - a selective assumption of tourism
- Eligibility of the population to participate in tourism = 4 group of selective assumptions:
  - Urbanisation - Demographic
  - Socio-economic - Political
- Realisation factors (assumption of tourism) haven’t potential (pole) character

Fig. 9: Space model of tourism preferred in the Czech and Slovak republic (Mariot, 1983) - localization, realization and selective factors (assumptions) of tourism

<table>
<thead>
<tr>
<th>The main tourism sectors (czech classification)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpinismus</td>
</tr>
<tr>
<td>Agroturistika</td>
</tr>
<tr>
<td>Cykloturistika</td>
</tr>
<tr>
<td>Geocaching</td>
</tr>
<tr>
<td>Horská turistika</td>
</tr>
<tr>
<td>Hřbitovní turistika</td>
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<tr>
<td>Mototuristika</td>
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<tr>
<td>Outdoor</td>
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<tr>
<td>Pěší turistika</td>
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<tr>
<td>Temná turistika</td>
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<tr>
<td>Tramping</td>
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<tr>
<td>Vesmírná turistika</td>
</tr>
<tr>
<td>Vodáctví</td>
</tr>
<tr>
<td>Dálkové pochody</td>
</tr>
</tbody>
</table>

¹ Walory turystyczne – element środowiska przyrodniczego lub kulturowego, który stanowi lub może stanowić cel ruchu turystycznego. Jest to zarówno główny cel, w sposób zasadniczy przyczyniający się do ukierunkowania przyjazdu, jak i cel poboczny, uwzględniany z okazji przyjazdu bądź pobytu w danym regionie czy miejscowości. To zespół elementów środowiska naturalnego oraz elementów pozaprzynętnych, które wspólnie lub każde z osobna są przedmiotem zainteresowań turysty. Jest to suma składników, stworzonych przez naturę, ukształtowanych przez historię i tworzonych przez współczesność. (Warszyńska i Jackowski, 1978)
Measurement methods of arrivals

- TF: International tourist arrivals at frontiers (excluding same-day visitors);
- VF: International visitor arrivals at frontiers (including tourists and same-day visitors);
- THS: International tourist arrivals at hotels and similar establishments;
- TCE: International tourist arrivals at collective tourism establishments.

### Table 1: Foreign and Czech tourists arrivals in 2010

<table>
<thead>
<tr>
<th>Region</th>
<th>Foreign tourists total</th>
<th>Czech tourists total</th>
<th>Average number of overnight stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prague</td>
<td>4 051 137</td>
<td>536 346</td>
<td>8.7</td>
</tr>
<tr>
<td>Středočeský kraj</td>
<td>176 555</td>
<td>488 623</td>
<td>7.9</td>
</tr>
<tr>
<td>Jihoceský kraj</td>
<td>301 115</td>
<td>634 917</td>
<td>10.3</td>
</tr>
<tr>
<td>Přesni kraj</td>
<td>154 685</td>
<td>332 895</td>
<td>5.4</td>
</tr>
<tr>
<td>Kladovarský kraj</td>
<td>475 277</td>
<td>204 719</td>
<td>3.3</td>
</tr>
<tr>
<td>Ustecki kraj</td>
<td>129 169</td>
<td>237 361</td>
<td>3.8</td>
</tr>
<tr>
<td>Liberecky kraj</td>
<td>200 664</td>
<td>503 123</td>
<td>3.0</td>
</tr>
<tr>
<td>Královehradecký kraj</td>
<td>290 150</td>
<td>612 563</td>
<td>9.9</td>
</tr>
<tr>
<td>Pardubický kraj</td>
<td>58 742</td>
<td>302 161</td>
<td>4.9</td>
</tr>
<tr>
<td>Krajs Vysocina</td>
<td>54 532</td>
<td>341 288</td>
<td>5.5</td>
</tr>
<tr>
<td>Jihomoravsky kraj</td>
<td>451 388</td>
<td>734 382</td>
<td>11.9</td>
</tr>
<tr>
<td>Olomucsky kraj</td>
<td>96 742</td>
<td>229 862</td>
<td>3.3</td>
</tr>
<tr>
<td>Zlinsky kraj</td>
<td>72 938</td>
<td>424 514</td>
<td>6.9</td>
</tr>
<tr>
<td>Moravskaodrsky kraj</td>
<td>136 316</td>
<td>503 812</td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6 649 410</strong></td>
<td><strong>6 186 476</strong></td>
<td><strong>3.1</strong></td>
</tr>
</tbody>
</table>

**Fig. 10:** Liberec region and arrivals in 2010 – compared with Czech regions. (Source: CzechTourism - Česká centrála cestovního ruchu, Statistiky, www.czechtourism.cz)

### Examples of agrotourism products in the regions of V4 countries

**(Liberec region – northern Bohemia)**

**Fig. 11:** Agrotourism in the region of Liberec – catalogue on the website of the Liberec region. [http://bedekr.libereckykraj.cz/en/agrotourism.html](http://bedekr.libereckykraj.cz/en/agrotourism.html)
Fig. 12: Agrotourism in the region of Liberec – selection from the www catalogue. [Link to the website: http://bedekr.liberecky-kraj.cz/en/agrotourism.html]
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