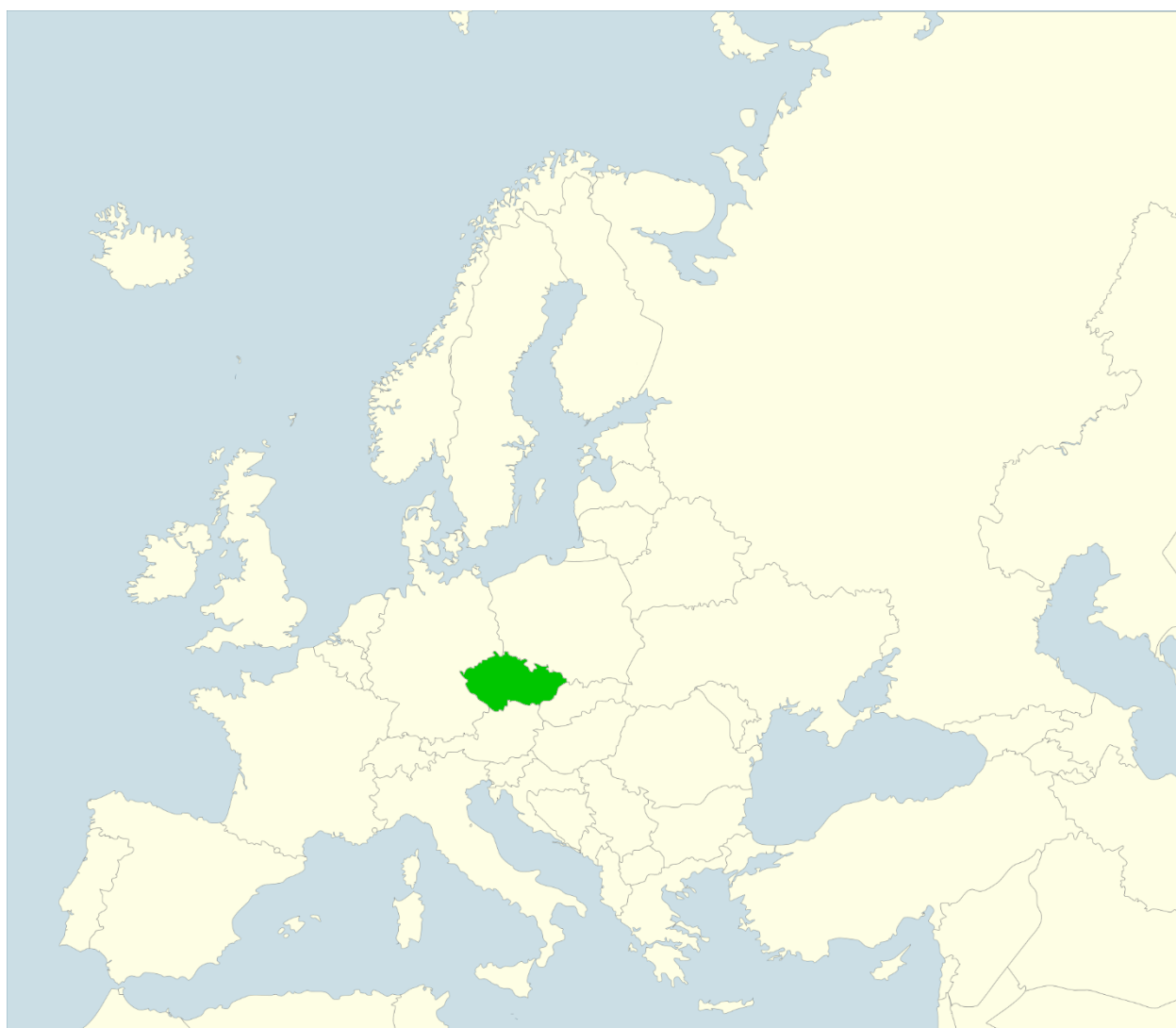


CULTURAL RURAL DEVELOPMENT IN THE CZECH REPUBLIC (CASE STUDY OF THE LIBEREC REGION)

Gabriela Antošová¹



¹ Ing. Gabriela Antošová, Ph.D., College of Regional Development, Department of Regionalistics; e-mail: gabriela.antosova@vsrr.cz

Abstract: The contribution aims at determining the endogenous potential for a proposal for sustainability and potential development of tourist destinations located in the Czech border areas - Liberec region - that lag behind in rural development. Based on the results of the empirical research, according to optimal scaling the ASEB-C analysis is applied suggesting the LAC (Limits of Acceptable Change) planning system will improve sustainability and competitiveness of all LAU 1 (in the Liberec region) and of the specific touristic destinations. The potential of development in the Czech border areas is in the stagnation phase, due to the fear and (dis)embedded identity in some less developed border areas. It should be evident that even in the Czech rural border areas the potential of "growth of endogenous potentials seems feasible" in combination with an endogenous and exogenous model of regional rural development.

Key Words: rural development, optimal scaling, ASEB-C analysis, endogenous potential, Czech border areas, Liberec region, Limits of Acceptable Change.

1. Introduction

For the purpose of this research, the EDORA typology (EDORA, 2011), implemented at NUTS 3, and covering all Intermediate and predominantly rural regions (according to the OECD classification), was considered useful. Perlín (1999) defines Czech border areas as a mountain landscape and rural landscape in the Czech Republic. These areas are called Rich Sudetes, Poor Sudetes and Moravian-Slovak frontier, and this definition is based on the original ethnic boundary extension of the original German population in the settlement zone along the northwestern, northeastern, southwestern, south and southeastern Czech border. Due to the German expulsion (after 1945), in 1947-1953 a new frontier settlement was established in these areas. According to the National Strategic Plan, Czech rural border areas are defined as areas with a low dynamic growth, which is also confirmed by Perlín (2010) classification of Rich and Poor Sudetes: "Rural renewal in this area is mainly connected with the maintenance and gradual restoration of at least the basic elements of the ecological stability. Social regeneration and renewal of the settlement structure is in real time excluded". There exist historically developed regions on both sides of the borders that can be defined as marginal, economically underdeveloped, barely accessible by different means of transport and also sparsely populated.

Common planning, realization and financing of the development programs and projects by the regions on both sides of the borders are considered an optimal solution to the problems of these regions (Mates, Wokoun et al., 2001). One of the most important features of border regions is the idea of national borders. Anderson and O'Dowd (1999) claim, regarding the idea of borders, that borders have not only a material but also a symbolic connotation. It is very important, but sometimes difficult and ambiguous, to delimitate border regions. As a key factor, the own identity of border regions is considered. Identity could be regarded as individual or corporate. Participation of citizens in local and regional development and the building of social capital are crucial factors in the successful implementation of the measures of regional policy with regard also to the economic and environmental dimensions (Shucksmith, 2000; Falk & Kilpatrick, 2000). In addition to the factors mentioned above, it is possible to define other attributes of border regions: contiguous with the border line, relations across borders with neighboring states, the possibility of daily cross-border work commute, the supply of special services for the inhabitants from the other side of borders and the identification of local people with the border territory itself. Border districts (LAU 1) are usually utilized for the delimitation of border regions in the Czech Republic (Jeřábek, Dokoupil, Havlíček et al., 2004). But the regions at the level of NUTS 3 are considered for the delimitation of border regions for the purpose of the regional policy of the European Community within the 2007 - 2013 programming period – the aim of European Territorial Cooperation (Husák, 2010).

2. Current status, theoretical background

Impacts of cultural tourism can have a wide dimension, both in relation to the local community and to visitors (Małek, 2003), and with regards to the tourist destinations. Efforts to ensure protection and preservation of cultural heritage and to achieve sustainable tourism (cultural and rural) should lead to the development of positive cultural impacts on rural tourism and vice versa, and to eliminate negative impacts (Travis, 1982). Since the cultural heritage is a part of the cultural offer of the tourist market as a cultural product (Munsters, 2005), research attention will also be paid to the cultural marketing and management of cultural heritage. The search for possible Cultural Development in rural tourism can often result in errors (MacNulty, 2004). In addition, there could be an optimal search for best practices for sustainable cultural development of rural tourism, designing projects that reasonably enjoy cultural and natural resources (MacNulty, 1991) exploring their surroundings. Sometimes the locals' desire for this economic "growth" by promotion in many tourist destinations tends to conflict with visitors' preferences for conservation of authentic local hideaway (Kianicka, Buchecker, Hunziker & Müller-Böker, 2006; Daugstad, 2008). The endogenous potentials can be sustained by involving local stakeholders such as tourists, local community and tourist businesses, depending on tourists' destinations and their activities related to the natural resources and culture heritage. The limits of acceptable change (LAC) planning framework (Ahn, Lee & Shafer, 2002; Frauman & Banks, 2011) has good potential as a tool that can assist in proper planning of cultural rural tourism and its sustainability. For endogenous potentials to be sustainable, among others, a single identity needs to be created (Angelkova, Koteski, Jakovlev & Mitrevska, 2012). Actually primary branding is based on proactive and positive dimension to the complex marketing strategy of attractiveness in tourist destinations. The tourist destination brand management needs to have a good environment and conditions for residents which are not in "conflict" with other natural and culture values, to be able to appreciate the uniqueness of their touristic activities that depend on many factors as a local community, local products and the other factors that determine local and tourist perceptions. In planning adequate marketing strategies, the market segmentation (Park & Yoon, 2009) that can now be presented as a process of distinguishing a total tourism market with all tourists, or a market sector such as holidays, into segments for marketing management motives (Middleton, 2002) is assumed as a good valuable tool. "Tourist value" (understand Porter's added-value, 1990) becomes evident in their convergence; with a selected value, it's the so-called depiction of cultural heritage (Apostolakis, 2003) by local representatives and their inseparable assessment of a symbolic and mythical view of travel and tourist seeking (Bessière, 1998). According to Izquierdo & Samaniego (2008) values become (tangible or intangible cultural heritage) key players for the future of municipalities, and an instrument of development and driving forces of economic growth and ensuring employment opportunities for local communities (although sometimes in a small extent). Although cultural rural tourism in border areas is seen as an important endogenous potential source of future income, employment and local economy growth, it doesn't mean any transition (March & Wilkinson, 2009) for many local communities and local businesses.

For this reason, it is essential that the main representatives were not overlooked, and conversely, thanks to these "rural key advantages" are supporting the sustainability of cultural rural tourism. However, in the opinion of the consultant and director of the International Tourism Organization MacNulty (2004), it is possible to cause errors in the search for the development of cultural rural tourism in rural areas, which can ensure development of the planning of the tourist market environment. According to MacNulty (2004) the "Unique selling proposition (USP)" can be achieved by complying with the three basic steps: the creation of the main premises for the future activities in the cultural rural tourism, control and evaluation of the tourist market. Local communities in tourist destinations may seek opportunities to maximize the benefits and minimize costs of cultural rural tourism. The rural community is actively involved in the development and promotion of tourism, which can be crucial when selecting a "USP" type which is supposedly similar for developing impression. In order to successfully introduce rural destinations to the market, it is necessary to build a local identity or brand that would introduce the essence of material qualities, landscape, people, culture, quality and vitality of the area to the potential visitors. The total identity of rural tourism destinations is an important link between cultural rural tourism and rural capital (Garrod, Wornell & Youell, 2006), it represents a combination of

"material" (accommodation etc.) and "emotional" (landscape etc.) image of a destination identity. The attractiveness of tourist destinations also depends on the cultural offer (product of cultural tourism), and complementary local services and transport. The study of Diedrich & García-Buades (2009) supports the use of local perceptions as indicators of a tourism destination decline that considers identifying potential limits to growth. Specifically, through the identification of indicators that will allow key local representatives to react before entering the stagnation of cultural rural development, there is little expectation of successfully managing a tourism destination (Kastenholz, Cameiro, Marques & Lima, 2012). Resident's perceptions (Bachleitner & Zins, 1999; Besculides, Lee & McCormick, 2002) have become a more important indicator in the attractiveness and competitiveness of the tourism destinations. That does not just define the form (quality) of the product, but also the possibilities and implications in a broad sense of local development. For this reason, the residents in tourist destinations situated in the Czech rural border areas are failing to distinctly identify the "cultural identity" (Ray, 1998) with their location and its cultural values, which causes low motivation to get involved in the process of endogenous development of cultural rural tourism. Local identity in selected destinations is not deeply embedded. Finally, the research study of Saxena & Ilbery (2008) concludes with better understanding of the mechanisms that help to sustain dis/embedded, endogenous potentials, distinguishing key factors appearing from unique local histories and thereby improving the role of attractiveness and competitiveness of destinations in integral rural tourism development. The model of integral rural tourism presents a method of identifying the key factors (Cawley & Gillmor, 2008) that enable and reduce the promotion of cultural rural tourism as a part of sustainable development in border areas and provides a basis for devising adequate actions. Primary research question is based on the following: Can endogenous potentials help local identity? Should Limits of Acceptable Planning improve embedding local communities? Can integral rural tourism develop motivation of local stakeholders?

1.2 Previous Research Background

Localization research aimed at a region which due to the typology of urban and rural regions (NUTS 3) by the European Commission in 2011 is defined as the Intermediate region thus includes rural areas. The aim of the research was to contribute to the enhancement of the cultural heritage through cultural rural tourism and propose adequate measures for its sustainability in the Liberec region.

Perlín (2010) defines Liberec as a region on a mountain landscape and rural landscape with favorable and average perceptions in the Czech Republic. Furthermore, this region is called Rich Sudetes, and this definition is based on the original ethnic boundary extension of the original German population in the settlement zone along the northwestern and northeastern Czech border. For this reason, the tourist destinations of the Liberec region fail to distinctly identify the "local communities" with their location and its cultural values, which causes low motivation to get involved in the process of endogenous development of rural cultural tourism. Local identity in selected destinations isn't deeply embedded.

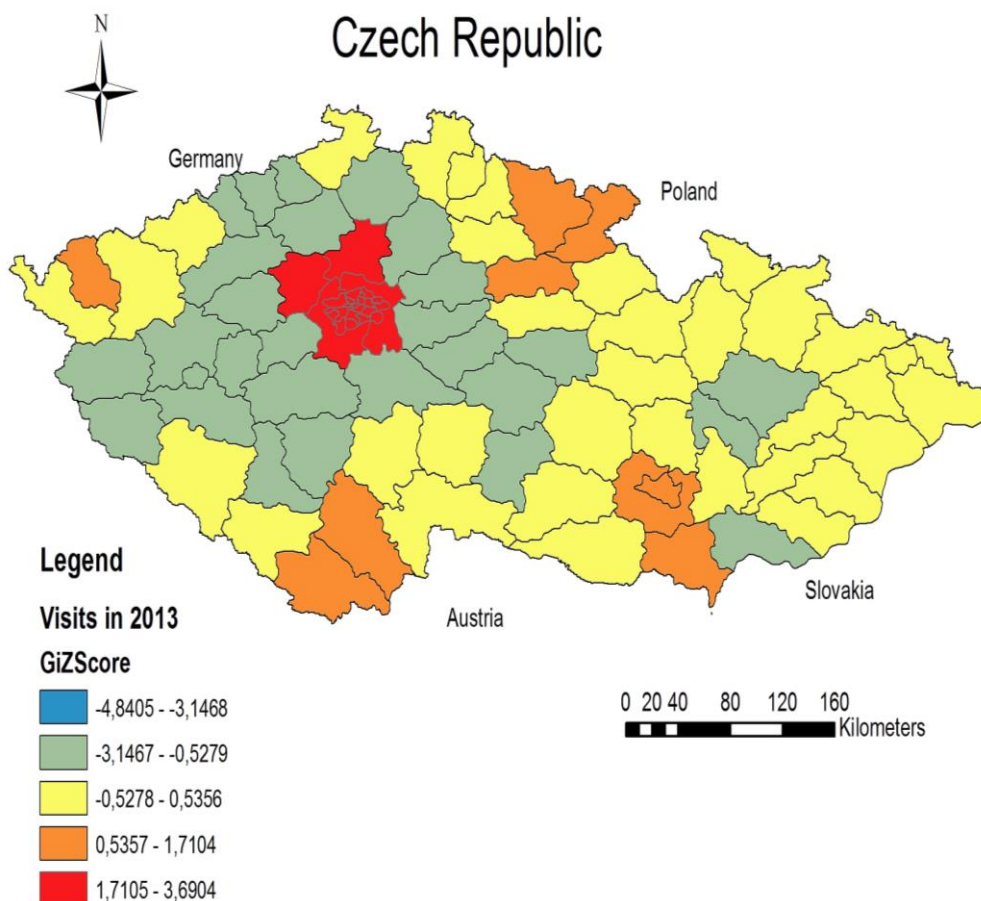
Tab 1. GiZ score (2013) depicted in ArcGis. Czech rural border areas.

NUTS 3 (NUTS 4)	Population	Pernoctations	Visits
Ústi region (Děčín)	1.288	-0.0137	0,115
Moravian-Silesian region (Bruntál)	-0.728	0.525	0.351
South Moravian region (Břeclav)	-2.443	1.349	3.69
Liberec region (Liberec)	-1.206	1.69	1.71
Liberec region (Jablonec nad Nisou)	-1.508	1,528	1.575
Liberec region (Česká Lípa)	1.288	0,156	-0.066
Liberec region (Semily)	-1.508	1.528	1.575

Source: own

The aim of the research is to contribute to the enhancement of the cultural heritage through cultural rural tourism and to propose an Interpretation plan of cultural rural tourism with adequate limits of acceptable change (LAC) for its sustainability in the Czech rural border area – Liberec region.

Fig 1. Hotspot analysis of visits aimed at the Czech rural border areas (LAU 1). ArcGis.



Source: own

Initially Hotspot analysis in previous research determined the situation of tourism in the Czech Republic, in order to determine the situation in the Czech Border areas. Hotspot analysis (visits, population and pernoctations), performed for 2013 at the NUTS 3 and NUTS 4 levels with the exception of the capital of Prague, is depicted in table 1.

Particularly, the Hotspot analysis tool was applied to acquire statistical information about tourist visits (Figure 1 in the Czech rural border areas (LAU 1). Intermediate or predominantly rural regions were specially reviewed for the purpose of comparison. Jihomoravský region (Břeclav) has been intensively visited by tourists; on the other hand, fewer visitors have arrived to Liberec, Jablonec nad Nisou and Semily. The less visited district also included in the research was Česká Lípa.

2. Methodology

Localization research is aimed to the nearest LAU 1 (located in the Intermediate region) of the Czech border area – Liberec region. The region was defined by the typology of urban and rural regions (NUTS 3) by the European Commission in 2011 as the Intermediate region, so rural areas are included.

Triangulation methods in the research will be used to determine the perspectives of cultural rural tourism (Yin, 1988; Eisenhardt, 1989; Decrop, 2009) from the perspective of the above three respondents (tourists, residents and stakeholders of the tourist destinations). Its main objective

of the previous empirical research (Antošová, 2014) was to find appropriate examples of the usage of foreign specific methods for the exploitation of cultural heritage in Czech rural border areas through cultural rural tourism, because they hadn't been found in the Czech Republic's previous scientific research.

The proposal is focused on the main research question (objective), namely: Would it be therefore possible to maintain the stability of selected destinations of the Czech rural border area – Liberec region in sustainability of cultural rural tourism in order to achieve their potential attractiveness?

Partial steps of the main objective in empirical research are as follows:

- determine the residents'/stakeholders' perspectives (local identity)
- determine cultural rural tourism sector (tourist destinations attractiveness and competitiveness) and its segmentation (profile of visitors)
- offer ASEB-C analysis with sustainability and potential development of cultural rural tourism

In the next three research activities (RA) of this purpose well-proven progress of methods will be used. This was considered according to the previous steps as mind-improving and usable in the Czech rural border area (CRBA) – Liberec region.

2.1 Selected Financial Resources Analysis in the CRBA Liberec Region Used to Enhance the Cultural Heritage

Before the field research was carried out, a secondary analysis provided of data obtained by technique study of official documents, websites and annual reports. Through a systematic review of this information a list of beneficiaries drawing on EU funding in 2007 - 2013 was created. There were subsequently selected successfully implementers and their projects (with respect to the assessment of cultural heritage and development of cultural rural tourism in the Liberec region) for further assessment. Selected projects have been described in order to be further analyzed.

The first phase was based on a multidisciplinary approach of cultural rural tourism in the Liberec region. This approach is based on primary data obtained as a result of standardized interviews aimed at local authorities and local communities (Antošová & Arias, 2014). Local authorities and local communities were submitted to a standardized questionnaire in the period of 10 / 2011-10 / 2013, focusing on positive and negative impacts on cultural rural tourism in the Liberec region.

In the second phase, primary data collected about contents included achieved and / envisaged impacts on the individual assessment of cultural rural tourism, and semistandardized interviews with each applicant / implementers of selected projects.

2.2 ASEB-C Analysis with Sustainability and Cultural Rural Tourism Potential Development in the CRBA Liberec region (considering tourists destinations)

"International standardized questionnaire for research of cultural landscapes" (Richards & Munsters, 2010) was used as a modified instrument for conducting interviews. Standardized interviews were conducted with 500 visitors (Czech and foreign tourists) in selected 42 tourist destinations with more and less tourist attractiveness. Their geographical positions are represented at least by 5 selected destinations in each district (LAU 1) of the Liberec region. Selection of tourist destinations was intentionally induced according to the "average unit" where the author selected certain locations typically considered as "average" attractive areas for tourists.

The interviewed visitors had to meet the following two assumptions: age of the respondents had to be a minimum of 18 years and from the sample residents of each selected destinations were excluded. The standardized interviews with tourists revealed "experience consumption" and "experiences of services", which means consumption of tourism products and their visitors' assessment. The obtained data were processed in the statistical program SPSS, taking first performed descriptive analysis, then the simple correspondence analysis and for nominal variables optimal scaling (Greenacre, 2007). The correspondence analysis searched for coordinates of the points (categories) that would best "resemble" the information needs for ASEB grid analysis (Beeho & Prentice, 1997), and that "experience consumption" and "experiences of

services" visitors in each selected tourist destinations of the Liberec region. In the next time of search, author considered as a useful transformation of application ASEB grid analysis to the ASEB-C grid analysis. ASEB-C analysis is normally used for rural tourism, practically applied by Min and this method had been theoretically described in his scientific work (Min, 2013). For this application purpose he merged the tourism quantitative and qualitative approach and also used this contribution.

3. Results

3.1 General Observations in the Liberec Region

During 2007-2012 in the Liberec region projects appreciating the cultural heritage and promoting cultural rural tourism were funded mostly from the thematic operational programs (OPEI and OP Environment) and also from the ROP NUTS II - Northeast (Liberec region), and the area of tourism development industry. The amount invested into the region within the same time contributed to nearly 13% (OPEI and the OP Environment), 5% (Other), 3.28% (ROP NUTS II - Northeast) and nearly 2% (Swiss funds) of overall investment funds in the Czech Republic of the appreciation cultural heritage through cultural rural tourism (already mentioned and subsidy programs – Figure 2). The results demonstrated that funding from grants independently does not constitute development of the destinations in the Liberec Region. In fact, these funds were used as "extra" (and high standards) or as a complementary instrument for economic financing (because of pre-financing) and intellectually "stronger" destinations. in the CRBA Liberec Region, funding from grants could achieve synergy in connection with social capital, innovation, the high number of human resources in connection with technology, for the important purpose of improving the development of weak localities of the region (March & Wilkinson, 2009). In this context, it is possible to understand the intention privileged sense of endowment policy in this region on the local and regional level. On both levels of the Liberec region there can be different types of problems encountered (Cawley & Gillmor, 2008).

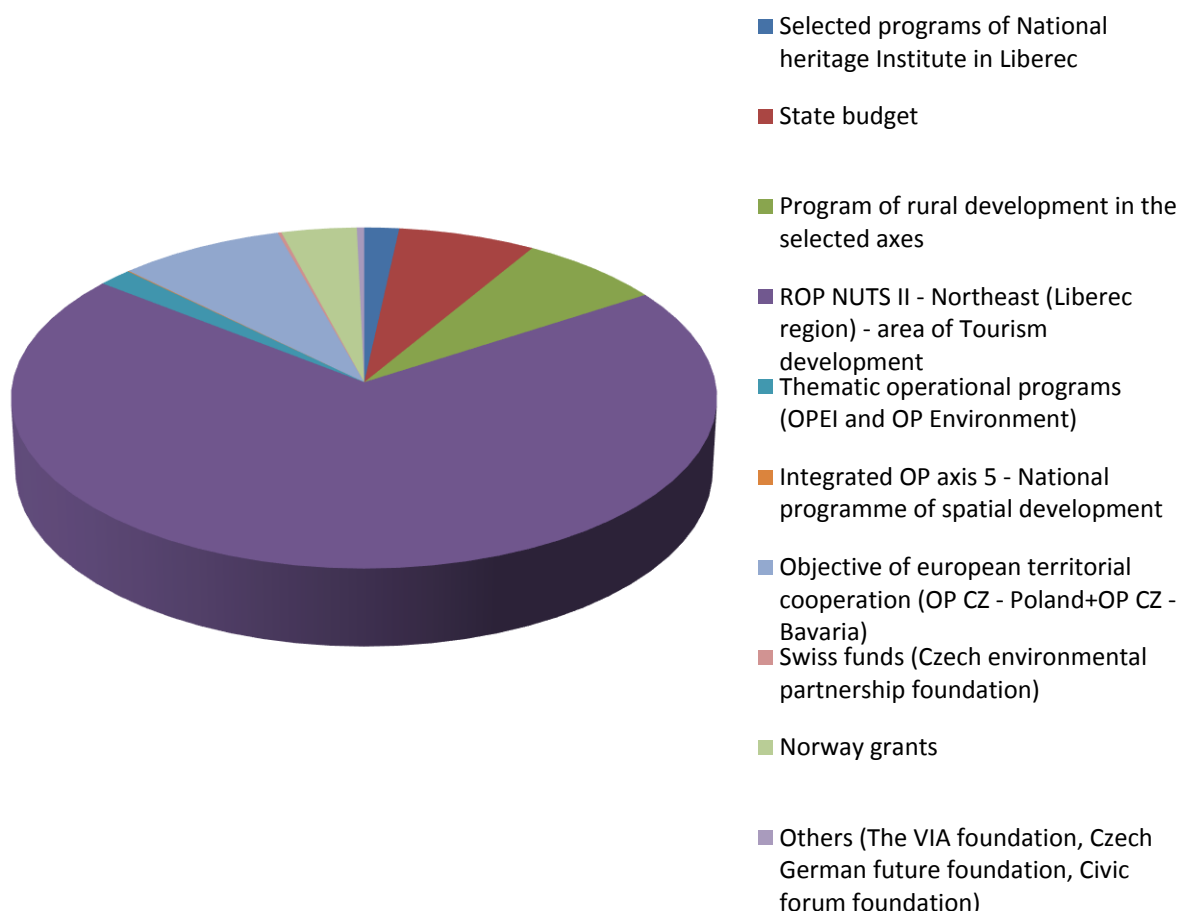


Fig 2. Subsidies paid (mil EUR) during 2007-2012 in CRBA Liberec region. Source: own

First of all, these are (at a local level) mainly problems related to pre-financing and ensuring the solvency of individual applicants, but also very lengthy administrative processes of investors. In addition, applicants are much more likely faced with effects of the economic crisis and the possibility of the parties (ie. The listed challenges) grant programs within transgovernmental and governmental cuts (this corresponds to the results of other studies - eg. Leask & Goulding, 1996) in terms of assistance provided to local development, that was further enhanced by regular floods (in 2010 and 2013), as these were covered by unexpected losses funds in the affected areas.

The experience of applicants indicated a need, and regardless of the appropriate level of subsidies, to increase direct participation of the local communities in the specific intentions of cultural rural tourism at local governments. On the basis of participation local communities is only noticeable benefit from the activities undertaken by the development of cultural objects, which is then pronounced as in raising the traffic to the destinations. Some successful applicants (LAG Frýdlantsko, LAG Podralsko, Nová Ves nad Nisou, Pulečný and Rádlo) also found a high contribution in cooperation at regional level, facilities in their localities, but also in the enrichment of administrative experience in the processes of local development.

Thanks to the “best practices” of the applicants it was concluded that the correct promotion of cultural rural tourism begins at the regional level, but the starting point is the cooperation of local authorities and local communities. This cooperation is rooted in open communication and a lot depends on the objective, or needs to have the possibility of joint participation and also to suitably launch possible local development and cultural rural tourism (Kastenholz, Cameiro, Marques & Lima, 2012).

Successful applicants also made recommendations about the strategic implementation of tourist projects in less developed destinations (locations) which were also found as one of the important ways to protect cultural heritage, sustainable development and affection for cultural rural tourism (Garrod, Wornell & Youell, 2006), and to identify its long-term mission in the subsidy policy. Furthermore, they recommended to less dynamic destinations with less participation of the local communities in the development to participate in competitions (eg. Year village). This should increase the potential of their publicity and possible visibility, but also potential financial remuneration.

3.2 ASEB-C Analysis

Tourist destinations represent geographically LAU 1 - Semily (30%) and Jablonec nad Nisou (28%), LAU 1 - Liberec (23%) and the Česká Lípa (19%). Standardized interviews were carried out twice in two seasons (summer and winter) in 2012 and 2013. Besides tourist season, tourist attractions in the selected destinations have been selected, such as festivals, exhibitions, cultural lectures, excursions, opening extraordinary cultural monuments and possibly more. The respondents consisted of different profiles of tourists in each destination. The results of the optimal scaling and correspondence analysis (Arias & Antořová 2014) were used to create ASEB-C grid analysis.

Due to further simplification of interpretability optimal scaling (see Figure 3) was performed, which will be used to establish further findings on tourist behavior in the Liberec Region (correspondence map for LAU 1 of the Liberec region). The first dimension showed more than 61% of data variability and the second dimension could be interpreted as 43.86% of data variability. In this case, the first two dimensions will be explained 105% of the total inertia, which is a quality good display, and for further application ASEB-C grid analysis will be satisfactory.

The two axes divide the correspondence map into four quadrants, so it is possible to identify which categories belong together. To determine the effect of orientation axes it is necessary to find out what category has got the greatest impact within each dimension. This will be determined by discriminatory distance. With these distances it is possible to observe the direction of the interpretability of each category and the percentage of their variability. Statistical variable “Indicator of Liberec region general atmosphere unpopularity” as well as a tourist destination and “Indicators of destination’s popularity” thus it captures more than 99% of the first dimension on the vertical axis.

"LAU 1" and "Indicator of Liberec region general atmosphere popularity" captures the second dimension within the vertical and horizontal axes. Category LAU 1 – Česká Lípa is completely different from the categories LAU 1 - Semily, Jablonec nad Nisou and Liberec. These three categories fall within the Jizera Mountains, and thus can be called vertical axis "Jizera Mountains". Category LAU 1 - Česká Lípa falls within the protected landscape area Kokořínsko, and therefore it can be called horizontal axis "Kokořínsko".

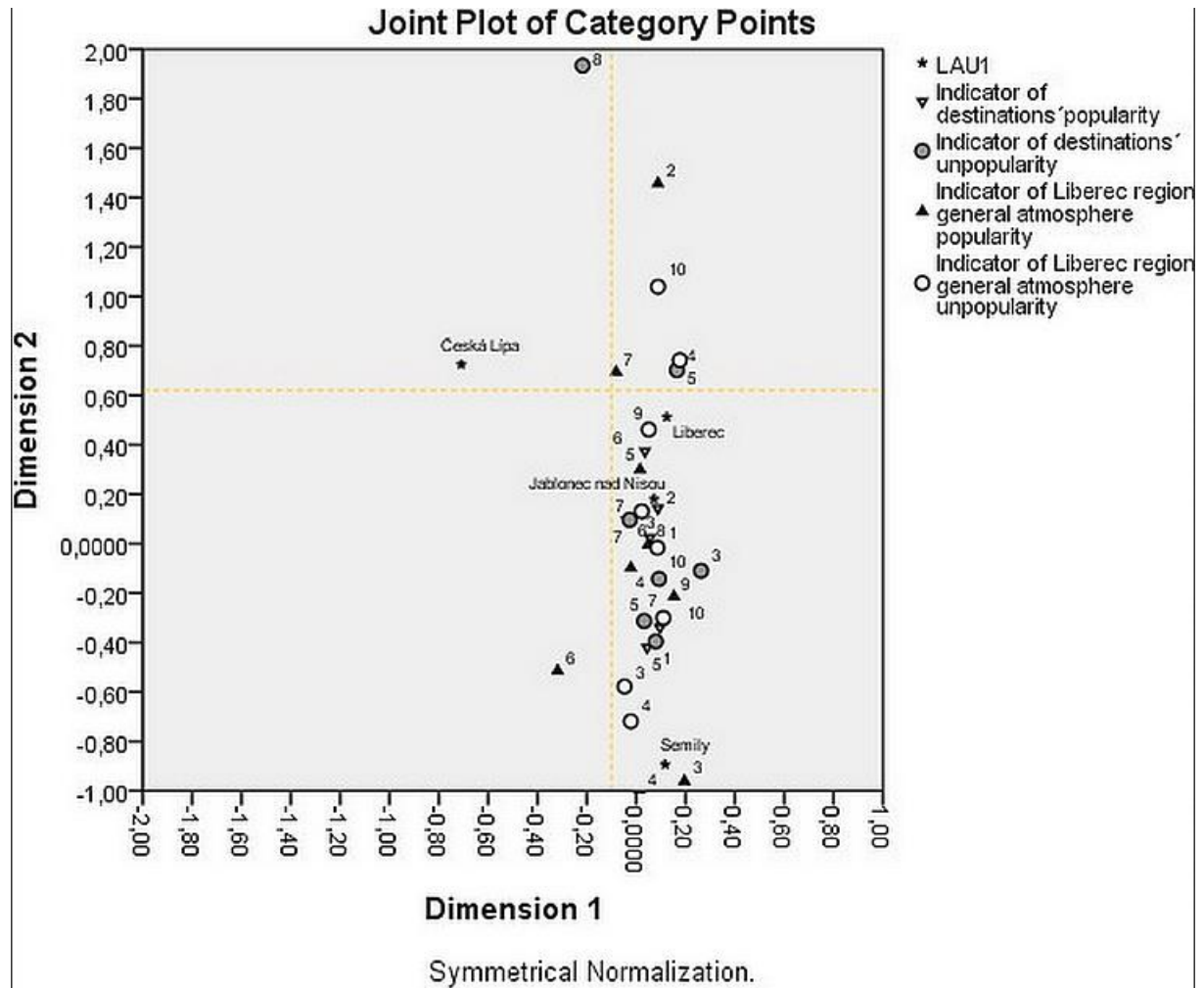


Fig 3. Optimal scaling in SPSS, 2013 Source: own

The LAU 1 - Liberec visitors positively associate the region with the mountains in region and also "the natural environment of tourist destinations", while they are not satisfied with the overall atmosphere with "Roma communities" and "the location of the destinations". In tourist destinations LAU 1 - Liberec expressed visitor's dissatisfaction with "the infrastructure".

Visitors to the LAU 1 - Jablonec expressed likeness of general atmosphere in the region in the context of "traditions, customs and tourist services". Popularity in tourist destinations manifested mainly with "the cultural landscape" and "cultural monuments". Conversely, unpopularity of the overall atmosphere was mentioned as due to "lack of development locations" and unpopularity of tourist destinations was associated with the categories of "noise from the mine" and "ruins". Categories of Indicator of destination's popularity as a "Panorama" and Indicator of Liberec region general atmosphere popularity as a "tourist service" were captured in the LAU 1 - Semily. Visitors characterized this level by further indicator categories of unpopularity "infrastructure" overall region atmosphere. Within the indicator of unpopularity of tourism destinations, this part of the Liberec region was observed without reservation.

For the following extended model application of ASEB-C grid analysis (Figure 4) outcomes of simple correspondence analysis and optimal scaling were applied. The grid was composed of statistically significant variables in the following categories: S (strengths) - Indicators of Liberec region general atmosphere popularity, W (weaknesses) - Indicators of destination's unpopularity, O (Opportunities) - Indicators of destination's popularity, T (threats) – Indicators of Liberec region's general atmosphere unpopularity, A (Activities) - reasons for visits, S (Settings) - statistically significant variables according tourist's needs of tourist destinations implement to the grid and their corresponding units (S, W, O, T) on the vertical axis, E (experiences) – visitor's experiences, B (benefits) - met expectations and tourist's recommendations, C (coordinate) - Projecting for improvement.

	A (activities)	S (settings)	E (experiences)	B (benefits)	C (coordination)
S	sightseeing interest natural environment	relax Hejnice, Josefův Důl, Polevsko, Sychrov, Grabštejn cultural monuments	LAU 1 Česká Lípa traditions and customs/cultural activities	LAU 1 Česká Lípa natural landscape	LAU 1 Česká Lípa tourist services infrastructure natural landscape active approach of local people to tourism
W	early commodification business/job lack of tourist services	Zákupy, Rokytnice nad Jizerou, Návarov unwillingness of local people in tourism	LAU 1-Semily brownfields	LAU 1 - Liberec reconstr ction of church	LAU 1 - Semily infrastructure, publicity
O	cultural experiences/educati on relax sport activities	eating and accommodation Benecko, Polevsko, Grabštejn, Sychrov quality of tourist services/active approach of local people	LAU 1-Jablonec nad Nisou traditional architecture	Jablonec nad Nisou developer destruction	LAU 1 - Liberec cultural activities, renovation of cultural monuments, infrastructure
T	thoroughfare modernization commercialization	Liberec, Jilemnice, Rezek, LAU 1 - Jablonec nad Nisou lack of local development	LAU 1-Liberec lack of infrastructure developer commodification	Jablonec nad Nisou developer destruction	LAU 1 – Jablonec nad Nisou Brownfields Greenfields tidy destinations, regional disparity

Fig 4. ASEB-C analysis. Source: own

In the Liberec region strengths were found in an exemplary coordination of activities in the cultural rural tourism specifically in LAU 1 – Česká Lípa. This solution of suitable coordination emerges from still preserved quiet and rural environment, which is due to active access of local communities and their appropriate information to visitors (eg. transport and tourist signs or street promotion) which is well evaluated or "sold" by cultural activities (Bachleitner & Zins, 1999).

Weaknesses are reflected in the lack of tourist services, but also in the unwillingness to greater openness to cultural rural tourism of local communities, which is also visible in the area LAU 1 - Semily and Liberec. The unwillingness to carry out local activities is reflected in a bad condition of cultural and technical monuments, which then of course enhances and has a negative impact on the traditional houses and factories (Travis, 1982). Hereby this phenomenon increases the number of brownfields, which over time becomes a threat to the creation of promotion and

attractiveness of tourist destinations on these two levels. Experience and unfulfilled expectations of visitors also resulted into much lower willingness to recommend these destinations immediately after their visit. Visitors were commuted to work and they did not even seek a fulfillment of adventure tourism.

The LAU 1 - Semily would have been a good opportunity to increase the frequency of transport services and to better inform of visitors (by increasing promotional strategy) about cultural events, which could enhance already stagnant attractive tourist destinations on this level. Benefits in connection with opportunities in development of cultural rural tourism monitor the visitor's preferences in adventure tourism in the geographical location.

LAU 1 - Semily, which should pursue? a suitable proposal to advertise on access roads and driveways. It offers the opportunity to increase cultural rural tourism in LAU 1 - Liberec, where visitors are looking for cultural experience / education in the observed destinations, where they can expect quality tourist services and proactive approach of local residents. Other opportunity is found by researchers in coordination of activities, specifically in the appreciation of tangible cultural heritage and its connections with cultural activities. Extremely hard to grasp is at least the opportunity to partially access cultural monuments, which requires establishing contact or cooperation with private owners and local governments. This cooperation would require mutual understanding of both involved parties, which is not simple. One of solutions is the establishment of cooperation which could materialise by using comparative advantages in appreciation of the cultural heritage. In the LAU 1 - Liberec threats in activities of modernization and commercialization were also observed, as well as the threat of the developed commodification (Mitchell & de Wall 2009) manifested by long queues, by a lot of people, but also by traffic load with insufficient condition of roads and of tourist access roads.

Conversely it is in LAU 1 – Jablonec nad Nisou, where visitors expressed concern at "lack of destinations" and have pointed to the potential threat of the unkempt environment, which discourages them in subsequent recommendations of tourist destinations. Lack of development in destinations is reflected in the failure to maintain and use cultural monuments. These observations further enhance regional disparity and abandonment of these destinations has a negative impact (Travis, 1982) on further deterioration and subsequent emergence of "ruins" and Brownfields.

Cultural rural environment is so unkempt, which can be seen in touristic destinations in the former district of the increasing amount of waste and pollution – cause errors (MacNulty, 2004). Another such dangers are "orphan meadows" which are a type of natural areas as Greenfields (eg. Milíře) seeking potential owners, who could farm these surfaces and eventually could be evaluated for the development of cultural rural tourism. In this case it would be very appropriate to just grasp the experiential opportunities in the richness of folk architecture and its connection with cultural activities. These advantages could lead to the increase in traffic to these attractions by targeted promotion. Attractiveness of tourist destinations can be increased by the high quality and regular weekend travel services (Apostolakis, 2003).

4. Conclusion and discussion

The main objective of this contribution was to enhance of the cultural heritage through cultural rural tourism and to propose appropriate measures (Mates, Wokoun et al., 2001) for its stability/sustainability in the CRBA Liberec region.

The research demonstrated that due to comparative advantages (richness of cultural objects) some cultural activities and education can be achieved and marketing can be developed, in order to increase attractiveness of tourist destinations (Ahn, Lee & Shafer, 2002). A suitable solution for the limits of acceptable change (LAC) of attractiveness in tourist destinations is to offer and provide more quality (Izquierdo & Samaniego, 2008) and frequency of additional weekend services.

Cultural rural tourism in the Czech border areas could be used as the main source of employment and development of tourist destinations assuming adequate management and limits of acceptable planning. This activity can be considered as an alternative for the development of the less

dynamic destinations with the application of appropriate touristic policy for adequate development of tourist infrastructure, to mobilize cultural capital for qualified residents at the local level (Saxena & Ilbery, 2008).

Based on the responses of tourists in selected touristic destinations it is possible to argue that the Liberec region has a high potential for the development, provided the use of its natural and cultural heritage in conjunction with cultural rural tourism. This potential of development is to be increased in combination of expectations and motives of local representatives of this region with the participation of local communities in promoting and selling their specific tourist products.

The above mentioned assumptions are important to guarantee sustainability of tourist destinations. Finally, such intentions then may further integrate environmental sustainability, cultural heritage interpretation, reconstruction unused of "temporary" areas (Brownfields and Greenfields), improving the quality of life and facilities of destinations.

The potential of development in cultural rural tourism of the destinations situated in the Czech border areas is in phase of stagnation, due to the fear and (dis)embedded identity in some less developed border areas (Shucksmith, 2000). However, these fears of pre-financing projects and the unwillingness of local residents and local officials/stakeholders are manifested in some touristic border destinations, and it is evident throughout the whole Czech border areas, although not already on such a scale. Here it would be appropriate in the context of education and motives to encourage the regional stakeholders/residents/communities to promote and capitalize on the comparative advantages (it means tangible and intangible cultural heritage) of local governments to their development of cultural rural tourism and consequently to the whole Czech border areas.

In this case it would be appropriate to grasp a sense of the main forms of tourism in conjunction with cultural objects as a widely recognized means of sustainability promotion, where the "user pays" (Forsyth, Dwyer & Clarke, 1995). Furthermore, the solution of owner's financial insolvency would be appropriate (excluding subsidies) direct methods of public collections or lottery. The multiplier effect (in terms of return on investment in cultural objects) doesn't depend only on the state of cultural objects, which allows to keep, but also allows to create employment opportunities and financial resources for development of destinations (Hájek 2002). It should be noted that even in the Czech rural border areas the potential of "growth of endogenous potentials seems as a good chance" in combination with endogenous and exogenous model of regional rural development (it means hybrid evaluation in High & Nemes 2007).

For that reason according to the empirical research results in above-mentioned activities were proposed the following measures and recommendations – LAC (Limits of the Acceptable Change):

- (1) To take comparative advantages (namely folk architecture) of tourist destinations in LAU 1 - Jablonec nad Nisou to avert a lack of destinations and further promote cultural rural tourism in order to improve the quality of life and equipment of areas.
- (2) To incorporate environmental sustainability, animation, cultural and natural heritage and reconstruction (if necessary removing) of "unused temporary areas" to the local planning of the destinations in LAU 1 - Liberec and LAU 1 – Jablonec nad Nisou.
- (3) To ensure regular and quality weekend tourist services in LAU 1 – Jablonec nad Nisou.
- (4) To ensure quality tourist services (like snacks or put into operation a restaurant at the Castle) in LAU 1 - Česká Lípa (specifically Zákupy), not only seasonally(at least initially in the winter season).
- (5) To demonstrate the effort to maintain cultural monuments and to operate more cultural activities building on local traditions and customs in the LAU 1 – Česká Lípa.
- (6) To ensure a greater security in LAU 1 - Liberec against theft, vandalism and devastation based not only to the cultural objects, but also enhance the safety of local residents life and tourists visits.

- (7) To implement a proposal of Interpretation plan in the central village Višňová (based on owners' possibilities).
- (8) To motivate the local population in LAU 1 - Semily to participate in the planning and implementation of projects aimed at improving infrastructure between tourist destinations and to promote cultural rural tourism and to ensure quality advertisement of cultural activities already on access roads.
- (9) To convert cultural and other dominants of the Liberec region to modern buildings (early or advanced destruction - according Mitchell & de Wall 2009), or transform them into marketable tourism products with new functions embedded on the cultural rural development.
- (10) In view of historical events and less embedded identity at the level of the whole region to combine the two models of rural development (endogenous and exogenous).
- (11) To achieve an effective marketing projections in the Liberec region due to the gradual strengthening of local identities in border areas through the high potential of development of cultural rural tourism assuming the use of natural and cultural heritage.

References

- [1] Ahn, B. Y., Lee, B. K. & Scott Shafer, C. (2002). Operationalizing sustainability in regional tourism planning: an application of the limits of acceptable change framework, *Tourism Management* 23(1), 1-15. Doi: 10.1016/S0261-5177(01)00059-0.
- [2] Anderson, J. & O'Dowd, L. (1999). Borders, Border Regions and Territoriality: Contradictory Meanings, Changing Significance. *Regional Studies* 33(7), 593-604. Doi: 10.1080/00343409950078648.
- [3] Angelkova, T., Koteski, C., Jakovlev, Z. & Mitrevska, E. (2012). Sustainability and Competitiveness of tourism. *Procedia-Social and Behavioral Sciences* 44, 221-227. Doi: 10.1016/j.sbspro.2012.05.023.
- [4] Antošová, G. (2014). The determinants of methodological discussion in the multidisciplinary framework of cultural rural development, *Journal of Education, Psychology and Social Sciences* 2(1), 24-29.
- [5] Antošová, G. & Arias Gómez, H. Y. (2014). La región de Liberec como destino turístico: un análisis de caso en la República Checa. *Cuadernos de desarrollo rural* 11(73), 39-59. Doi: 10.11144/Javeriana.CDR11-73.rldt.
- [6] Apostolakis, A. (2003). The convergence process in heritage tourism. *Annals of Tourism Research* 30(4), 795-812. Doi: 10.1016/S0160-7383(03)00057-4.
- [7] Arias Gómez, H. Y. & Antošová, G. (2014). Tourist's Perceptions in the Liberec Region. *Czech Journal of Tourism* 3(1), 43-61. Doi: 10.2478/cjot-2014-0003.
- [8] Bachleitner, R. & Zins, A. H. (1999). Cultural tourism in Rural communities: The Resident's Perspective. *Journal of Business Research* 44(3), 199-209. Doi: 10.1016/S0148-2963(97)00201-4.
- [9] Beeho, J. A. & Prentice, R. C. (1997). Conceptualizing the experience of heritage tourists. A case study of New Lanark World Heritage Village. *Tourism Management* 18(2), 75-87.
- [10] Besculides, A., Lee, M. A. & McCormick, P. J. (2002). Residents' perceptions of the cultural benefits of tourism. *Annals of Tourism Research* 29(2), 303-319. Doi: 10.1016/S0160-7383(01)00066-4.
- [11] Bessière, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis* 38(1), 21-34. Doi: 10.1111/1467-9523.00061.

- [12] Cawley, M. & Gillmor, D. A. (2008). Integrated rural tourism: Concepts and Practice. *Annals of Tourism Research*, 35(2), 316-337. Doi: 10.1016/j.annals.2007.07.011.
- [13] Daugstad, K. (2008). Negotiating landscape in rural tourism. *Annals of Tourism Research*, 35(2), 402-426. Doi: 10.1016/j.annals.2007.10.001.
- [14] Decrop, A. (1999). Triangulation in qualitative tourism research. *Tourism Management* 20(1), 157-161. Doi: 10.1016/S0261-5177(98)00102-2.
- [15] Diedrich, A. & García-Buades, E. (2009). Local perceptions of tourism as indicators of destination decline. *Tourism Management* 30 (4), 512-521. Doi: 10.1016/j.tourman.2008.10.009.
- [16] Eisenhardt, K. (1989). Building theories from case study research. *Academy of Management Review* 14(4), 488-511.
- [17] EDORA [online] European Development Opportunities for Rural Areas [cit. 25.3.2015]. Available on: http://www.espon.eu/export/sites/default/Documents/Projects/AppliedResearch/EDORA_Final_Report_Parts_A_and_B.pdf.
- [18] Falk, I. & Kilpatrick, S. (2000). What is Social Capital? A Study of Interaction in a Rural Community. *Sociologia Ruralis* 40(1), 87-110. Doi: 10.1111/1467-9523.00133.
- [19] Forsyth, P., Dwyer, L. & Clarke, H. (1995). Problems in Use of Economic Instruments to Reduce Adverse Environmental Impacts of Tourism, *Tourism Economics*, 1(3), 265-282. Doi: 10.1177/135481669500100304.
- [20] Frauman, E. & Banks, S. (2011). Gateway community resident perceptions of tourism development: Incorporating Importance-Performance Analysis into a Limits of Acceptable Change framework. *Tourism Management* 32, 128-140. Doi: 10.1016/j.tourman.2010.01.013.
- [21] Garrod, B., Wornell, R. and Youell, R. (2006). Re-conceptualizing rural resources as countryside capital: The case of rural tourism, *Journal of rural studies*, 22(1), 117-128. Doi: 10.1016/j.jrurstud.2005.08.001.3.
- [22] Greenacre, M. (2007). Correspondence analysis in practice, Barcelona: Universitat Pompeu Fabra.
- [23] Hájek, T. (2002). Countryside, tourism development and national heritage revitalization. *Agriculture Economics – Czech* 48(6), 259-262.
- [24] High, Ch. & Nemes, G. (2007). Social Learning in LEADER: Exogenous, Endogenous and Hybrid Evaluation in Rural Development. *Sociologia Ruralis* 47(2), 1-17. Doi: 10.1111/j.1467-9523.2007.00430.x.
- [25] Husák, J. (2010). Regional policy of the European Communities and cross-border cooperation within the South Bohemia Region. *Agricultural Economics – Czech*, 56(6), 292-300.
- [26] Izquierdo, C. C. & Samaniego, M. J. G. (2008). *Marketing del patrimonio cultural*. Madrid: Ediciones Pirámide.
- [27] Jeřábek, M., Dokoupil, J., Havlíček, T. et al. (2004). *České pohraničí – bariéra nebo prostor zprostředkování?* Praha: Academia.
- [28] Kastenholz, E., Cameiro, M. J., Marques, C. P. & Lima, J. (2012). Understanding and managing the rural tourism experience – The case of historical village in Portugal. *Tourism Management Perspectives* 10(4), 207-214. Doi: 10.1016/j.tmp.2012.08.009.
- [29] Kianicka, S., Buchecker, M., Hunziker, M. & Müller-Böker, M. (2006). Locals' and tourists' sense of place: A case study of a Swiss alpine village. *Mountain Research and Development* 26(1), 55-63.

- [30] Leask, A., & Goulding, P. (1996). What Price our Heritage? A Study of the Role and Contribution of Revenue Management in Scotland's Heritage Based Visitor Attractions (pp. 239-270). In Robinson, M., Evans, N. & Callaghan, P, eds., *Managing Cultural Resources for the Tourist*. Sunderland: Business Education Publishers.
- [31] Mašek, J. (2003). Local dimensions of cultural tourism. *Acta Universitatis Carolinae, Geographica* 38(1), 247-258.
- [32] March, R. & Wilkinson, I. (2009). Conceptual tools for evaluating tourism partnerships. *Tourism Management* 30(3), 455-462. Doi: 10.1016/j.tourman.2008.09.001.
- [33] Mates, P. & Wokoun, R. et al. (2001). *Malá encyklopedie regionalistiky a veřejné správy*. Praha: Prospektrum.
- [34] MacNulty, R. (1991). Cultural Tourism: New Opportunities for Wedding Conservation to Economic Development. *International Congress on Architectural Conservation and Town Planning*, London: Heritage Trust.
- [35] MacNulty, P. M. (2004). Keynote Presentation: Establishing the Principles for Sustainable Rural tourism. *Seminar on Rural Tourism in Europe: Experiences and Perspectives*. Madrid: World Tourism Organization.
- [36] Middleton, V. T. C. (2002). *Marketing in travel and tourism*, Woburn, MA: Butterworth Heinemann.
- [37] Min, W. (2013). A research on the development of Low carbon economy in Tourist Attractions Based on Model of ASEB-C. *Journal of Applied Sciences* 13(19), 3909-3914. Doi: 10.3923/jas.2013.3909.3914.
- [38] Mitchell, C. J. A. & de Waal, S. B. (2009). Revisiting the model of creative destruction: St. Jacobs, Ontario, a decade later. *Journal of Rural Studies* 25(1), 156-167. Doi: 10.1016/j.jrurstud.2008.09.003.
- [39] Munsters, M. (2005). Culture and tourism: from antagonism to synergism (pp. 41-50). In Swarbrooke, J., Smith, M. & Onderwater, L., eds., *ATLAS Reflections 2005 – Tourism, creativity and development*. Arnhem: Atlas.
- [40] Park, D. - B. & Yoon, Y.- S. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management* 30(1), 99-108. Doi: 10.1016/j.tourman.2008.03.011.
- [41] Perlín, R. (1999). Venkov, typologie venkovského prostoru (pp. 87-104). *Česká etnoekologie, Etnoekologické semináře v Liběchově*.
- [42] Perlín, R. (2010). The study definition of countryside. Ministry of Interior, Prague. Available on: <http://aplikace.mvcr.cz/archiv2008/odbor/reforma/perlin.pdf> [2011-26-11].
- [43] Porter, M. (1990). *The Competitive Advantage of Nations*. London: Macmillan.
- [44] Ray, Ch. (1998). Culture, Intellectual Property and Territorial Rural Development. *Sociologia Ruralis* 38(1), pp. 3-20. Doi: 10.1111/1467-9523.00060.
- [45] Richards, G. & Munsters, W. (2010) *Cultural tourism research methods*. Wallingford: CABI Publishing.
- [46] Saxena, G. & Ilbery, B. (2008). Integrated rural tourism A border case study. *Annals of Tourism Research* 35(1), 233-254. Doi:10.1016/j.annals.2007.07.010.
- [47] Shucksmith, M. (2000). Endogenous Development, Social Capital and Social Inclusion: Perspectives from LEADER in the UK. *Sociologia Ruralis* 40(2), 208-218. Doi: 10.1111/1467-9523.00143.
- [48] Travis, A. S. (1982). Physical impacts trends affecting tourism. Managing the environmental and cultural impacts of tourism and leisure development. *Tourism management* 3(4), 256-262. Doi: 10.1016/0261-5177(82)90047-4.
- [49] Yin, R. (1988). *Case Study Research: Design and Methods*. Thousand Oaks: Sage Publications.