

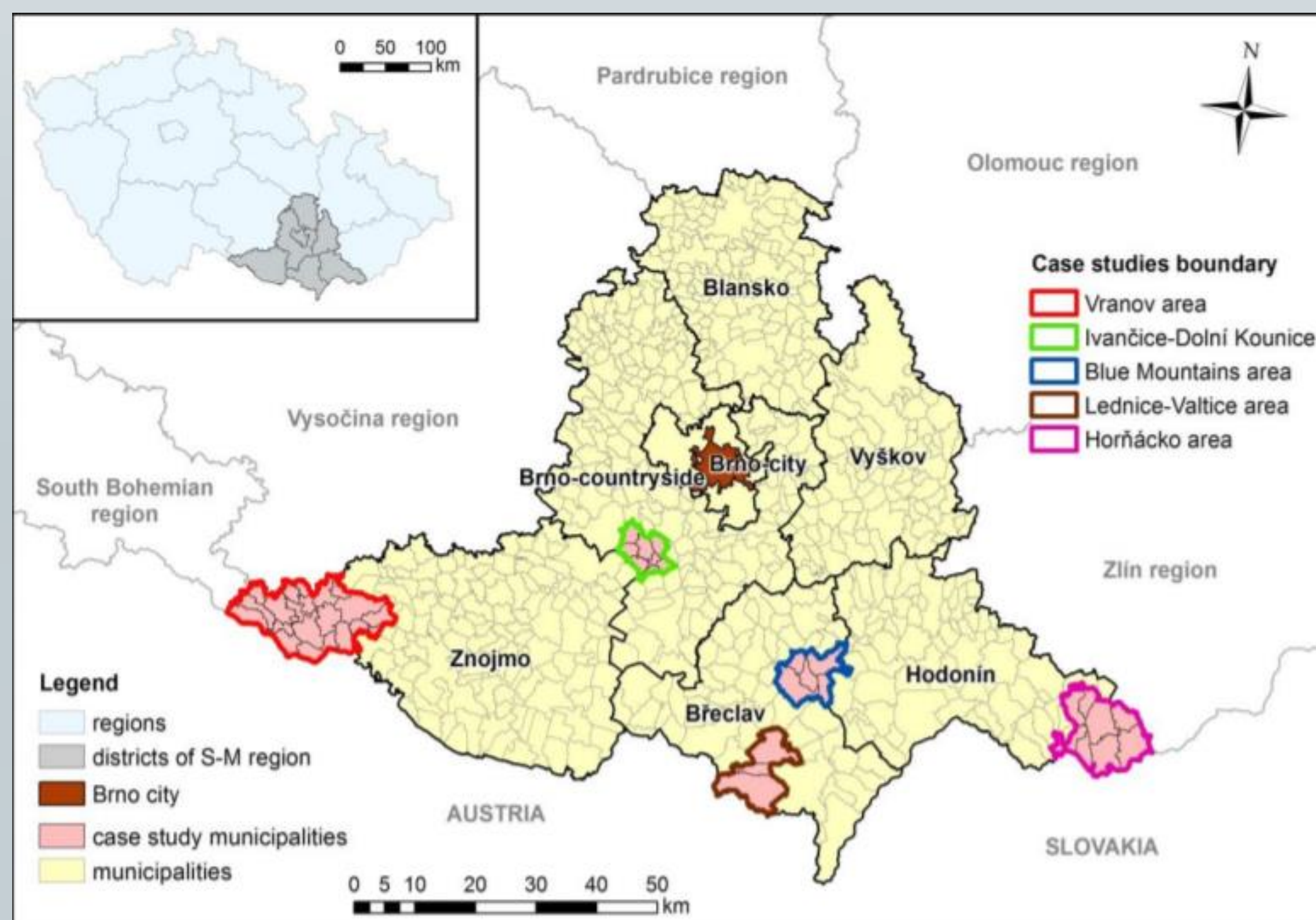
CULTURAL TOURISM IN SOUTH MORAVIA

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Case study areas

The study focuses on five rural micro-regions with different levels of cultural tourism.



Horňácko ethnographic micro-region, which focuses more on soft tourism and hiking in the White Carpathians



Dolní Kounice with a number of historical monuments, which is used for suburban recreation



Lednice-Valtice area is intensively used UNESCO tourist area with high share of foreign tourists



Vranov combines historical heritage with nature protection and recreation

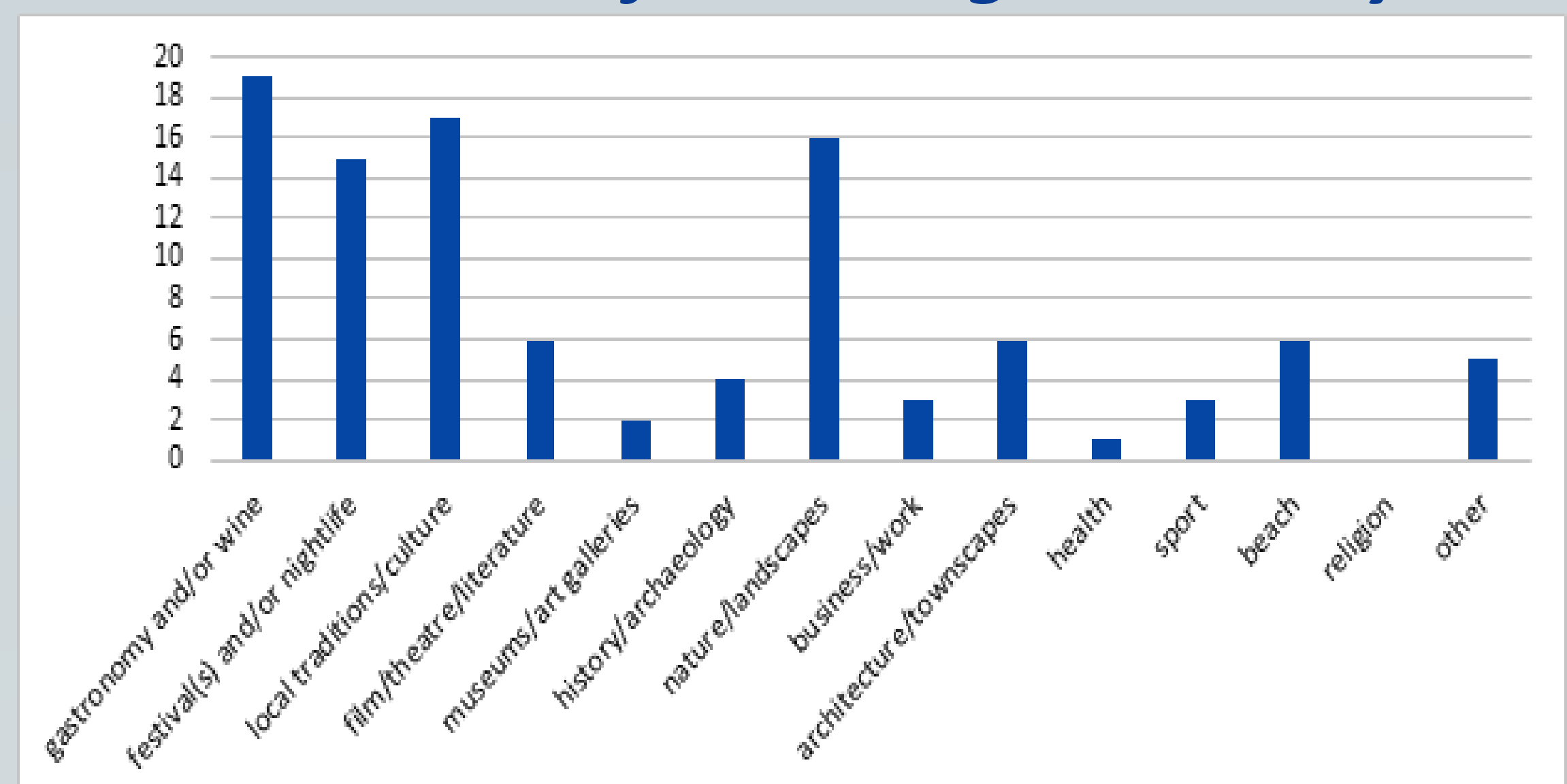


Blue Mountains tourism is based on wine culture and folklore traditions



The survey was conducted among **tourists**, **local residents** and **tourism providers**.

Motivations for visiting case study



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