
Tourism Infrastructure in the Krkonose Mts. National Park

Case Study

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Brief overview of our historical background

KRNAP (The **Krkonose Mts. National Park**) was established in May 1963 as the first National Park in current Czechia (second in the former Czechoslovakia)

First travellers to the mountains – **18th century**. First common tourism activities changing the shape of life – **1850s**. First skying in the area **1872**. First „massive tourism“ in both winter and summer – **1890s**.

1938 and 1945 – massive demographic changes

1948 – socialist mass-recreation

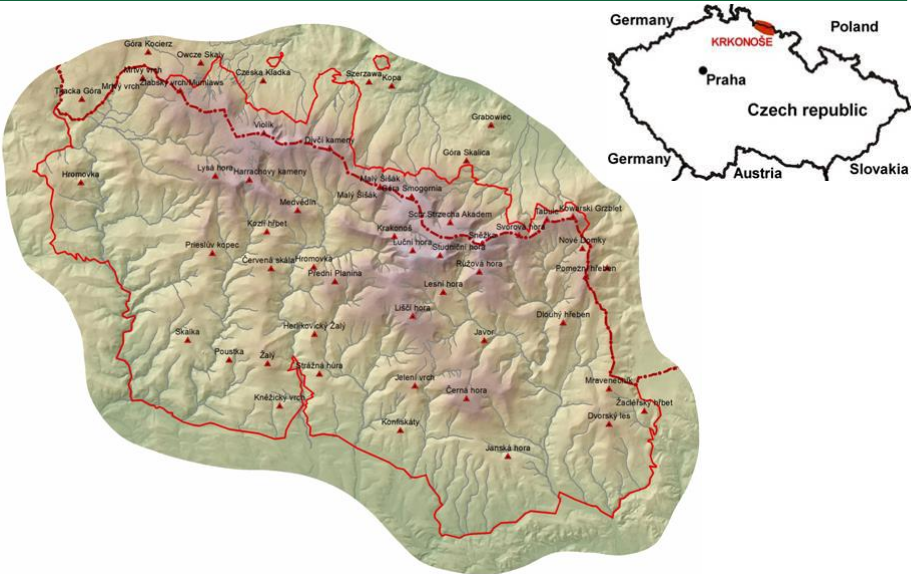
17. 5. 1963 – National Park's birth date

1980s – massive forest destruction (over 5.000 ha, 15 %) due to air immissions

1989 – switch to commercial mass-tourism activities and development

1992 – new Nature Protection Act => new zoning, new competencies

We are a Transboundary Park



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We are Transboundary Park

	KRNAP (CZ)	KPN (PL)
Established	1963	1959
Size	363 km ²	59 km ²
Number of visitors per year	Approx. 6 million	Approx. 2 million
Bilateral UNESCO Biosphere Reserve	1992	
EUROPARC Transboundary Park	2005	
Transboundary Ramsar Site	2009	

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Museums and information centers



We operate 3 **museums**, 1 **exhibition center** and 1 **permanent exhibition**, together with 4 permanent and 2 seasonal **information centers**.

Yearly **visitorship** of these facilities is approx. **150,000 people**. On one hand it is only 2,5 % of the overall visitorship. But still it is quite much in the region with 30,000 inhabitants only.

These facilities are important (but not the only ones!) mental/informational gate to the National Park and its heritage.



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Information and educational materials

We focus on publishing **printed materials for visitors and locals**. It is a good way how to promote values of the National Park, our work, or to disseminate our messages (for example about the importance of dead wood or about the rules for visitors)

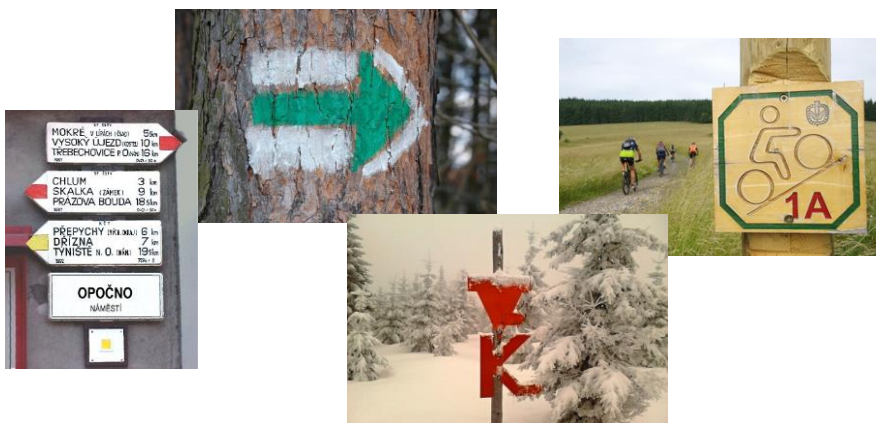
Some of them are **for free** (visitors rules, basic „image“ staff or project funded materials), some others are **for sale**.



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Tourist marking system

- Basic system is a country-wide system (four colours, distances in km)
- Accompanied by National Park special system for marking cycling routes
- Accompanied by National Park special system of wooden pictograms
- Still persisting „dumb signs“ system from 19th century



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Field infrastructure - playgrounds


We offer some resting and fun points for children and families, too.



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Field infrastructure – educational trails

Very important part of our way of communication with visitors. All points in one corporate design, wooden, laser engraved. Limited number of points in the field (not to make nature spoiled) => use of QR codes. We have also standardized viewpoints design.



Správa KRNAP

112
150
155
158
LEKAR
POLICE

HOVĚSKÁ KLADIČKA
602 448 224
rady 601 500 300

GPRS
1448 888
rady 601 500 300

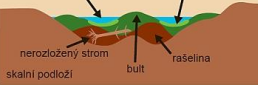
Jak se hýbe rašeliniště

Rašeliniště se pořád mění. Prohlubně s vodou (šlenky) zarůstají rašelínky, a tak vznikají kopečky (bulty). Okolí zaplavuje voda. Tam, kde byly bulty dřív, zase vznikají zavodněné šlenky. Pohyb rašeliniště nevidíte, protože celý cyklus může trvat několik set let.

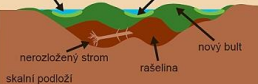
Odpověď na otázku: „Víte, jak dlouho se rašelina rozkládá?“ Rašeliniště má málo kyslíku, je kyselé a studené. Proto se rašelina v něm téměř nerozkládá. Zbytky rašelínků a jiných organismů tady zůstávají uchovány mnoho set let. Podle toho se dá poznat, jak to kolem rašeliniště kdysi vypadalo, co tam rostlo, žilo, případně se v něm utopilo.

Otázka: Proč rašeliniště nikdy docela nezaroste, i když pořád zarůstá? Odpověď najdete na jiné tabuli.



Před několika sty lety



Po několika stech letech



NAUČNÁ STEZKA CERNOHORSKÉ RAŠELINISTĚ



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Soft infrastructure – skilled rangers and educators

“Human resources” – your people are your most important capital!



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Soft infrastructure – on-line media



We use:

- * our website at www.krnap.cz
- * our main Facebook profile at www.facebook.com/spravakrnap
- * our magazine Facebook profile at www.facebook.com/casopiskrkonose
- * our museums Facebook profile at www.facebook.com/krkonoskemuzeum
- * our “Invasive Species Management” Facebook profile at www.facebook.com/invazky.krkonose

We decided neither to use Google+, nor Twitter

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The work you do with love, is – a lovely work ☺



We LOVE our National Park. Therefore we LOVE to share its values with others. And since this is exactly our work, we LOVE our work ☺

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Thanks for your attention!
İlginiz için teşekkürler!

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