



SPOT

WP4_D4.6_Good practices_2 MENDELU

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Free Federal Republic of Kraví hora (Cow Hill)

Keywords: wine tourism, municipal activities, South Moravia

The aim of the project: To promote tourism in the micro-region

Partners: The municipality of Bořetice

Project implementation time: since November 2000

Budget: not known

Granted by: president and government of the Republic elected for 4 years

Priority line/Specific objective:

Context: The lowlands of South Moravia have been one of the intensively used agricultural landscapes for centuries. Their wealth is derived from this characteristic. However, at present, agriculture is far from being one of the important sectors in terms of national income generation or terms of job creation in rural areas. In connection with the transition to a post-industrial society, it is necessary to reorient to the development of services. In the countryside, it could be tourism services. Actually, an agricultural landscape with almost no forests and meadows with a high degree of ploughing is not very attractive for the development of tourism. In South Moravia, one can take advantage of the fact that it is the most important wine region in Czechia. However, this fact itself had to be supported by a core idea or good practice that would strengthen competitiveness vis-à-vis other wine-growing regions. Therefore, five municipalities in the Velké Pavlovice wine region formed the Blue Mountains voluntary association. Within their framework, the municipality of Bořetice implemented the idea of a recessive micro-state, which would emphasize the local winery even more.

Description: The Free Federal Republic of Cow Hill is a recessive micro-state founded in the municipality of Bořetice in the district of Břeclav. In November 2000, state officials were elected. At the same time, a Republic was proclaimed. Passports and postage stamps were also issued. In April 2001, the Republic was granted the right to use the emblem and the flag by the Subcommittee on Heraldry and Vexillology of the Chamber of Deputies of the Parliament of the Czech Republic. The Republic has its own constitution and currency, anthem, academy of sciences, information service and the like. It is a member of the Moravian Rear Defense Association (MATO) together with other recessive states namely the Wallachian Kingdom and Lacchian Margraviate.

The Republic has no permanent residents. It consists of three groups of ca 260 wine cellars (hence it is the federal one). Its mission is to take care of maintaining and improving the quality of local wine and the development of wine tourism. The government of the Republic organizes wine events, excursions to wine regions abroad, recessionary and cultural events. It has its own choir. To improve accessibility, an airport for small aircraft (code LKANDR) has been set up.



Horizon 2020

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In terms of tourism, the Republic offers wine cellars with the possibility of tasting excellent Bořetice wine, interesting surroundings as for cycling or hiking with many modified bike paths, Moravian traditions with folk feasts, folk festivals and rich folklore, cultural and historical monuments typical of the South Moravian countryside in led by the baroque church of St. Anna, romantic looks and lookout points inviting to walks outside the village, the possibility of active use of free time on sports grounds

Results: The Free Federal Republic of Kraví hora has existed for more than 20 years. Although the proclamation of the republic and its first steps aroused the greatest attention and interest, the Republic still organizes events and has become an integral part of the folklore of South Moravia. At present, there are 35 collective housing establishments with 1,158 beds in the Blue Mountains microregion (of which 228 beds in Bořetice). In the pre-COVID season of 2019, 31,773 guests stayed overnight in the region (of which 3,676 were foreign), who spent 61,106 nights here (of which 31,773 overnight stays in Bořetice). In COVID year 2020, the micro-region was visited by 27,905 tourists, of which 1,647 were foreign. Tourists spent 58,903 nights here (of which 27,905 nights in Bořetice). It is clear that tourism in the microregion is of great importance for its prosperity, that Bořetice, although the second smallest municipality, bears about half of the Blue Mountains tourism turnover and the fact that attendance in the microregion in the COVID period fell by less than 4% only. There must be also added visitors who do not spend the night in the micro-region or are not accommodated in collective accommodation facilities.

Success factors: The basic factor of success was a good idea and the availability of people who were willing to implement it. The second factor of success is the product, i.e. quality wines, a comprehensive offer, including opportunities for cultural, tourist and sports activities. The Free Federal Republic of Kraví hora and the voluntary association of the Blue Mountains municipalities solve one of the biggest problems in the development of Czech tourism, namely the mutual cooperation of municipalities and service providers. Stakeholders have confidence that they will benefit from the joint work. In 2005, Bořetice was voted the Czech village of the year within the programme Rural Renewal of the Ministry for Regional Development.

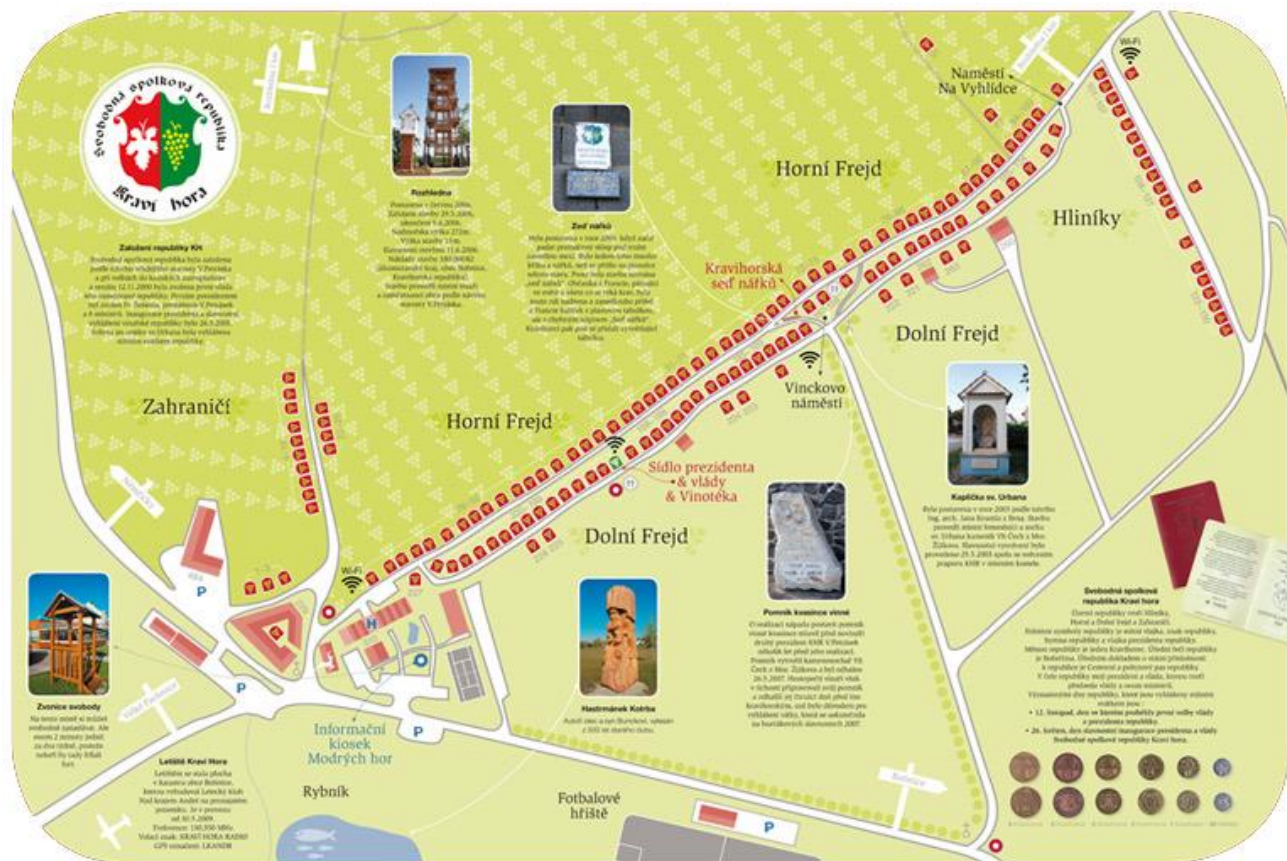
Limiting factors: Similar thoughts need to be kept alive and updated. It is important to follow new trends and changing interests and requirements of tourists. There is a danger of falling into routine operation, which exhausts the original idea. Generation change can also be problematic. Co-operation among stakeholders is the key factor of sustainability. The activity is focused almost exclusively on domestic tourists, as evidenced by the website, which is only in Czech.

Applicability and upscaling: The success of similar activities lies in the originality of the idea. The idea is repeatable in some remote (foreign) locality, but if there were similar activities in the same or a nearby region, the idea would lose its originality. However, it is possible to apply individual aspects of this idea, especially the question of the need for cooperation of stakeholders in individual destinations. Another important aspect is the comprehensive offer. In this case, there is a combination of gastronomic, cultural (folklore) and physical (cycling) activities.

Others:

The website of the project is <http://www.republikakravihora.cz/cze/default.htm>





<http://www.republikakravihora.cz/mapa-kravi-hora-boretice>



Svobodná spolková republika Kraví hora

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Napište otázku

Zepta...

Informace

Zobrazit vše

Tato vinařská republika byla založena v roce 2000 pro propagaci vinařství, vína a folkloru v obci Bořetice.
www.republikakravihora.cz

1 696 lidem se to líbí

1 792 lidí to sleduje

<http://www.republikakravihora.cz/>

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Vytvořit příspěvek

Fotka/video

Oznámit polohu

Označit přátele



Svobodná spolková republika Kraví hora

Včera v 8:21



Vinařství Habřina je ve městě Boretice, Jihomoravský Kraj, Czech Republic.

16. října v 15:22

Vinobraní téměř u konce! Dnes sbíráme ryzlink vlašský. ❤️

#wine #winery #grapes #czechrepublic #southmoravia #moravia #czechia

<https://www.facebook.com/republikakravihora/>



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