



# SPOT

WP4\_D4.6\_Czech Policy documents

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## **Ministry of Regional Development of the Czech Republic**

### **Tourism development strategy of the Czech Republic 2021-2030**

#### **Concepts and strategies (actual)**

Tourism development strategy defines the material, procedural and financial framework for the sustainable development of tourism. The strategy further develops interdisciplinary and inter-ministerial cooperation, defines the need to evaluate the benefits and impacts of sustainable tourism and the issue of adaptation to climate change. The strategy will then be followed by two-year / three-year Action Plans.

#### **Main Strategy Vision:**

- The Czech Republic as a "SMART innovative destination at the forefront of Europe"
- The Czech Republic is a safe, sustainable and confident destination that builds its competitiveness not only on natural and cultural heritage, traditions, friendly people and unique experiences in Prague and the regions, but also on the effective use of new trends in management, technology and services.

Available at: <https://www.mmr.cz/cs/ministerstvo/cestovni-ruch/koncepce-strategie/strategie-rozvoje-cestovniho-ruchu-cr-2021-2030>

### **Action plans for the Tourism Development Strategy of the Czech Republic 2021-2030**

#### **Action plan (actual)**

The action plans represent a tool for the implementation of the Tourism Development Strategy of the Czech Republic 2021-2030, specify and more specifically elaborate its individual measures and activities, or the manner of their implementation, including identification of the schedule, implementers, outputs, indicators and sources of funding. The action plan includes 6 measures, 13 activities and 33 sub-activities.

**Available at:** <https://www.mmr.cz/cs/ministerstvo/cestovni-ruch/koncepce-strategie/akcni-plan-2022-2023>

### **Tourism Crisis Action Plan 2020 – 2021**

#### **Action plan (actual)**

The Ministry of Regional Development, as the central state administration body in the field of tourism, prepared the Tourism Crisis Action Plan 2020 - 2021 for the rescue and subsequent restart of the tourism sector due to the coronavirus epidemic.

Available at: <https://www.mmr.cz/cs/ministerstvo/cestovni-ruch/koncepce-strategie/krizovy-akcni-plan-cestovniho-ruchu-2020-2021>





## **Czech Tourist Authority CzechTourism**

### **The CzechTourism strategy and destinations Czech Republic 2021-2025**

#### **Strategy and concept (actual)**

The goal of CzechTourism is to ensure promotion of the Czech Republic and systematically develop activities leading to creating the image of the Czech Republic as a tourist destination both abroad and on the domestic market. With its activities, the agency should contribute to overall development of tourism, in collaboration with representatives of state and local administration, organizations of destination managements, industry associations and business and academic sectors. This Strategy of the CzechTourism Agency and Czech Republic destination for the period 2021 - 2025 was created in accordance with the above goals by CzechTourism and in collaboration with representatives of the agency's main partners. The strategy is followed by marketing plans that are valid for 2 years and action plans valid for 1 year.

Available at: <https://www.czechtourism.cz/cs-CZ/ed00e553-75f0-46b6-9c56-33335738344f/page/Strategie-a-koncepce>

#### **Marketing plan of the CzechTourism agency**

##### **Marketing plan (actual)**

The marketing plan is based on a combination of medium term Strategy 2021–25, determination of basic product lines and target groups, regional and branch requirements

associations and, last but not least, ongoing research and flexible responses to the current pandemic situation. Emphasis is placed on digitization, effective destination management, sustainable tourism, smart marketing and maximizing the visitor experience. Marketing plan is valid for 2 years.

Available at: <https://www.czechtourism.cz/cs-CZ/ed00e553-75f0-46b6-9c56-33335738344f/page/Strategie-a-koncepce>

#### **Czech Tourism action plan**

##### **Action plan (actual)**

The Agency's action plan contains an overview of used, planned costs and financial resources. It is current for 1 year and there are individual ways of promoting the Czech Republic and costs.

Available at:

<https://app.powerbi.com/view?r=eyJrIjoiaOTgyYzAzY2ltY2I0My00ZmE1LTg2MDgtZjBjYjdiYTQ5OGVlIiwidCI6ImEyYjBjNjAyLTlhNzMtNDE2ZC1iNzBmLTlhOWVjY2I2MWFjNyIsImMiOiJ9&pageName=RreportSection9e65ab1c193ab22e5c09>

## **Ministry of Culture of the Czech Republic**

### **Strategy for the development and support of the cultural and creative industries**

#### **Strategy (actual)**

The main objective of this strategy is the gradual integration of the cultural and creative sectors into existing support instruments, strategic framework of the Czech Republic and setting up an effective development environment. For the period 2021-2025 the maximum use of funds from resources





provided by the European Union is expected. These are mainly New Generation EU funds drawn on the basis of the National Plan recovery, to which the individual measures are closely linked. These funds correspond to approx. 17% of the annual budget of the Ministry of Culture.

**Available at:** <https://www.mkcr.cz/strategie-rozvoje-a-podpory-kko-1301.html>

## **Action plan 2021-2023**

### **Action plan (actual)**

The action plan allows the Ministry of Culture and other organizations involved in the implementation of the cultural and creative Development Strategy to proceed immediately to the implementation of individual measures. The Action Plan elaborates the strategic goals and measures described in the Development Strategy into a total of 21 measures and 44 activities. Action plan is valid for 3 years.

**Available at:** <https://www.mkcr.cz/strategie-rozvoje-a-podpory-kko-1301.html>

## **State cultural policy (2021 - 2025)**

### **Policy (actual)**

The state cultural policy represents a new strategic framework for the role of culture and creativity in the Czech Republic. This is not only a strategy of the Ministry of Culture for the new period, but a fundamental change in the approach to culture, creativity and art. The general goal is a broader concept of culture and creativity as an intersectoral area, which is an integral part of society and the economy. The need for this transformation was emphasized in particular by the ongoing pandemic, which hit the cultural and creative sectors extremely hard. In particular, the role must be expanded to restore it Ministry of Culture to be a good administrator of the whole sector, and not just a selected part of it, as has been the case so far. The state cultural policy contains an analysis of the current state of the cultural and creative sector in the Czech Republic and the determination of the main objectives of cultural policy.

**Available at:** <https://www.mkcr.cz/statni-kulturni-politika-69.html>

## **The Tourism Forum**

### **Forum (actual)**

The Forum is an independent non-governmental communication platform for the coordination and presentation of the interests of tourism entrepreneurs, both to and outside the industry. The aim of the Tourism Forum is to improve cooperation within the tourism sector and to promote the necessary changes more effectively. The Tourism Forum covers the most important non-governmental organizations in tourism: Association of Travel Agents of the Czech Republic, Association of Medical Spas of the Czech Republic, Association of Guides of the Czech Republic, Association of Rope Transport, Association of Czech Tourist Information Centers, Association of Czech Camping, the Association of Tourist Regions of the Czech Republic, KLACR - Cluster of Tourism, Association of Swimming Pools and Saunas of the Czech Republic, Association of Rural Tourism and Agrotourism, Association of Chefs and Confectioners of Czech Republic, Czech Tourists Club and Association of Tourism Organizations.





## **South-Moravian Region**

### **Development Strategy of the South Moravian Region 2021+**

#### **Strategy (updating)**

Currently, the Department of Regional Development is updating the Development Strategy of the South Moravian Region 2021+, the main strategic document of the region. The Strategy, which runs until 2030, revises measures in the light of the Covid-19 pandemic, which has had a significant impact on both our lives and the functioning of institutions, both public and private. It is therefore necessary to incorporate these impacts into the Strategy in order to achieve the greatest possible relevance of the document.

The strategy will set out 6 main axes for priority development in the South Moravian Region. The draft is divided into 6 main axes for priority development in the South Moravian Region:

- Education and sport
- Health and social affairs;
- Transport infrastructure and service of the territory
- Environment, technical infrastructure, rural development and agriculture;
- Competitiveness, entrepreneurship, innovation and research;
- Public administration, civic amenities, culture, tourism and security

**Available at:** <https://lepsikraj.cz/>

#### **Local Action Groups**

Outdated LAG strategies have been deleted. However, although LAG strategies have been formally limited, often until 2020, they actually capture the LAG's strategy in the long run. The updated plans are either not available or are actually just updates to the original strategies, and without them they don't really make much sense.



Horizon 2020

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