

D ECONOMIC ACTIVITIES AND BUSINESS PLANS

D.1 Economic activities of the candidate the Iron Mountains Geopark

Employment in Geopark

The candidate the Iron Mountains Geopark covers an area of two regions – bigger part is located in the Pardubice Region and smaller part is located in the Vysočina Region.

The total population of Geopark is 100,250; Chrudim - the headquarters of the candidate Geopark - has 23,239

inhabitants including 11,671 economically active. In the territory of the whole Geopark 43,086 jobs are registered. Their distribution can be seen in the chart in Fig. 30. (Source: Meta-information system of the Czech Statistical Office, 7 September 2015). The chart shows that the vast majority of employees work in the industrial production. Mining and agriculture are commented in the Chapter C.1.

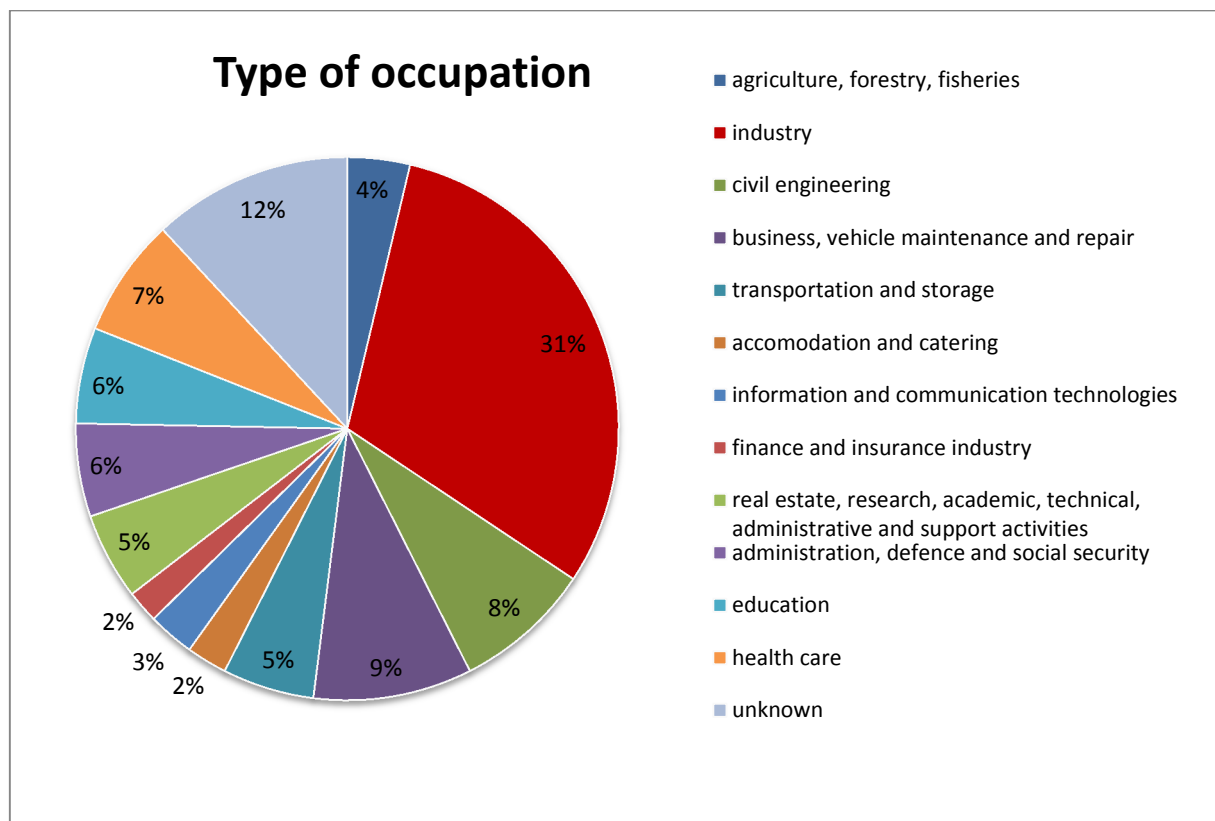


Fig. 30. Occupational distribution

Tourism in the Geopark

From the touristic point of view the area of the Iron Mountains is neglected area. Nor the overall number of visitors to the Pardubice region, which is the lowest

of all regions of the Czech Republic, helps this condition. Until now the Geopark has been rather perceived as a suburban tourist area.

On the other hand the Iron Mountains Geopark is strategically very well positioned within the Czech Republic. It is located in the central part of the country with excellent transport links

from big cities. You can get there from Prague, along the D11 motorway (about 100 km); from Brno via I/35 and further along I/17 or D1 and then along I/37 (about 120 km). The regional transport infrastructure (roads of the 2nd and the 3rd Class) is in a very good condition. The whole area is evenly covered by these connections and is thus accessible from all directions. There are important cultural monuments of UNESCO (Kutná Hora,

Litomyšl, Žďár nad Sázavou) near the Geopark border. Joining the European and Global Geoparks Network will mean an increase in awareness of this area both in the Czech Republic and abroad.

The following table shows the annual attendance at tourist information centers and other selected exposures of the Geopark in the years 2011-2014.

Information Centre	2011	2012	2013	2014
Chrudim	18 063	17 225	17 593	17 475
Sec	6 194	4 936	2 043	2 786
Stables	8 458	9 945	7 296	8 869
Slatiňany	7 858	10 776	9 879	10 925
Nasavrky	7 034	7 474	6 607	6 959
Skuteč	4 289	3 511	3 778	4 428
Hlinsko	5 902	6 662	7 931	10 092
Ždírec nad Doubravou	1 751	2 829	3 102	2 362
Chotěboř	8 880	9 621	12 166	13 188
Třemošnice	3 772	4 693	5 406	5 763
Municipal Museum Skuteč	7 216	7 895	6 850	9 201
Celtic exposure	3 827	3 635	2 462	2 778
Chotěboř Municipal Museum	1 839	1 978	2 269	2 611
Geopark U Platano		109	254	262
Total	72 201	77 672	75 801	82 847

Education

The level of education of the population in the Geopark territory is comparable to the national average. For more information see Fig. 31.

Near the Geopark border there are two regional universities, namely the University of Pardubice and the University of Hradec Králové. Some final bachelor's or master's theses of students from these

and other universities throughout the Czech Republic focused mainly on geo-tourism, or professional geological topics are supervised by the management of the Iron Mountains Geopark .

There have been plans for future deepening the cooperation with foreign universities in Poland and the Slovak Republic.

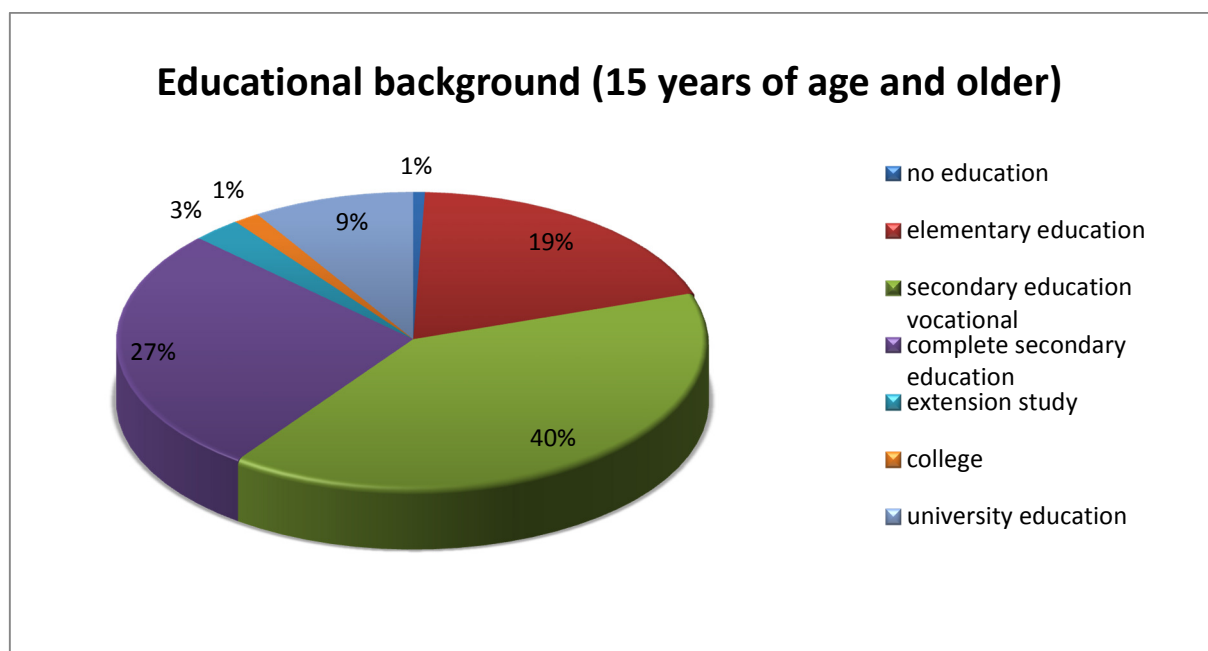


Fig. 31. Educational background

D.2 Infrastructure of the Geopark - present and outlook

D.2.1 Existing geo-touristic infrastructure

The Iron Mountains Geopark has been a part of the National Network of Geoparks of the Czech Republic since 2012. It is home to many tourist information centers, indoor and outdoor exhibitions with the geological theme, geological trails and bicycle paths as well as significant geosites.

The Geopark offers a range of accessible and marked geological sites that are evenly spread on its territory. Educational boards have been installed on them within the GVO project (the Iron Mountains - geologically

significant area). This project was completed in 2014 and contributed significantly to the expansion of the geo-infrastructure. Within the project 50 new marked geosites and 5 unmanned information booths with outdoor geological exhibition (Fig. 33) have been created. Furthermore, also several overgrown quarries have been uncovered for educational purposes and selected rocks in the field have been polished and labeled with their names. For listing of some sites and geo-attractions see the following overview.

NATURE TRAILS

- **Geological cycle route MAGMA**
The first geological cycle path in the Czech Republic leading from Hlinsko to Chrudim is 56 kilometers long, the abbreviation **MAGMA** means in Czech **MA**lebný **GE**ologický **MA**glajz **Ž**elezných hor. It was already founded in 2005 and upgraded in 2014.

- **Geological cycle route MAGEO**
The second geological cycle route called **MA**lý **GE**ologický **O**kruh goes from Přelouč to Chvaletice; it is 29 kilometers long and it includes 13 stops with a geological theme. The trail was built in 2015.

- **Nature trail around the Prachovice quarry**

An easy trail leading from Prachovice to Vápenný Podol offers some insights into the limestone quarry, along with the information on the history and geology of this site.



Fig. 32. Educational trail along the valley of Doubrava.

- **Doubrava Valley Nature Trail**

Newly renovated trail leads visitors through the canyon valley of the Doubrava River, where you can see a number of interesting geological phenomena as well as rare plants and animals (Fig. No. 32).



OUTDOOR GEOLOGICAL EXHIBITIONS

- **Geopark "U Platanu" in Chotěboř**

At the local high school an educational geological exhibition open to the general public is installed in the shade of a plane tree. Mainly rocks of geological substrate of Geopark are located here.

- **Geological exhibition in Heřmanův Městec**

The geology of Heřmanův Městec sub-region is generally presented in the exhibition located behind the local information center.



Fig. 33. Unattended information stand in Štěpánov u Skutče themed for Mesozoic

- **Unmanned information stations (BIS)**

Within wandering around the Geopark, tourists can visit the BIS, which are thematically focused on the Proterozoic (Lichnice), Paleozoic (Lime Podol) plutonic (Nasavrky), Mesozoic (Štěpánov u Skutče) (Fig. 33.) and hydrogeology (Podlažice). Here, anyone can see the rocks of the given area and learn about other geosites in the vicinity.

- **Geological exhibition in Maleč**

The outside exposure of rocks from afar is located in the natural garden at the Primary and Nursery School. It serves as an educational component for pupils and the public.

MUSEUM EXHIBITIONS

- **Pasíčka - eastern gateway to the Geopark**

At the Pasička rescue station and eco-center there is the visitor center of the Iron Mountains National Geopark. It is

a freely accessible object presenting the geology of the eastern part of the Geopark in a playful way. You can dig up dinosaur, touch to try the varied world of fossils or learn how a sandstone rock formation is created (Fig. 34.).



Fig. 34. Pasička. The wall stone geological map and the model skeleton of dinosaur, genus *Iguanodon* found in the vicinity of the Iron Mountains.

- **Berl's Lime kiln**

Renovated lime kiln in Závratec at Třemošnice attracts with the exhibition on lime industry in the Iron Mountains. It is a valuable technical and cultural monument, a rarity in Europe - 150 years old lime production plant. There was a 5 km long cableway leading to the lime plant, one of the longest in Bohemia (Fig. 35.).



Fig. 35. Berl lime kiln with preserved historic furnace.

- **Municipal Museum Skuteč**

Indoor and outdoor stone exposition provides the information about the geological and stone heritage of the Skuteč micro-region an interactive way. The granite trail takes you in the footsteps of mining through Horky starting in Skuteč.

- **Municipal Museum Chrást**

The local geological exhibition shows stone treasures of Chrást micro-region in non-traditional chateau premises.

- **Exhibition in the area of Vodní zdroje Chrudim**

In the Chrudim U Vodárny square and at adjoining buildings of Vodní zdroje Chrudim (established by the Iron Mountains Geopark) there are geological exhibitions, exhibitions of polished rock slabs (Fig. 8.) and the temporary exhibitions with various themes.

D.2.2 Future projects

The gateways to the Geopark

The Geopark aim is to build interactive educational and visitor centers, so called gateways to the Geopark from all point of compass so that a visitor is in a spontaneous and fun way acquainted with the geological territory, into which he enters. In addition to existing Pasíčka (Eastern Gate Fig. 34.) already some other visitor centers are under preparation.

- **Pasíčka - Eastern Gate to the Geopark**

Currently, in collaboration with the rescue station and Pasíčka eco-center an interactive exhibition predominantly focused on chalky fossilized fauna with minor forays into other geological spheres is implemented. This is a unique playful

exhibition, which has no parallel in the Czech Republic.

- **Podhůra - Education and Visitor Center (VNC)**

This visitor center will be located in the area of Podhůra Recreational forests - in the foothills of the Iron Mountains, near Chrudim – the seat of the Iron Mountains Geopark. This will be the northern gateway to the Geopark. The center will include the year-round open outdoor exhibition, which will inform visitors about the geological history of the Iron Mountains as well as the work of foresters and plants and habitats typical of this region. The project will be implemented in collaboration with local partners and used by the town of Chrudim, PLA the Iron Mountains and the Iron Mountains Geopark (Fig. 36.).



Fig. 36. VNC Podhůra

- **Chotěboř - Southern gateway to the Museum Geopark and the Association House**

In cooperation with the town of Chotěboř and MAS Podoubraví the conceptual strategy of the MAS area use in the southern gateway to the Geopark with the main center in Chotěboř has been under

preparation. The project is currently in the planning stage.

- **Chvaletice – Information Center of montanistics, the history of ore mining in the Iron Mountains and the Association House**

In a former school in Chvaletice, which is on the list of cultural monuments, the project of the interactive montanistic center

and the association house has been created in the cooperation with the municipality. For building and the project a feasibility study has been prepared and now works on the project itself will be implemented. The result should be an interactive visitor center on the subject of mining ore materials in the Geopark.

- **Stolany - entertaining maze in the abandoned quarry**

In cooperation with the municipality of Stolany the project for its use, which should consist in building an interactive geo-targeted maze, has been planned.

- **Deblov - Interactive educational trail**

The location is unique from the ichnopaentologic point of view, therefore, there is a planned interactive trail, which would introduce this specific field to visitors.

D.3 Analyses of the geo-touristic potential

From the tourist point of view the territory of the Iron Mountains Geopark is neglected area within the Pardubice Region and the Vysočina Region. This is true despite the fact that mainly in the Pardubice region it is an area that is best accessible from big settlements. Currently, this area serves as a suburban recreation area, possibly as a tourist destination for short trips.

The geo-touristic potential of the area is based on transport infrastructure, tourism infrastructure, geo-touristic infrastructure, geological heritage and interpretation. Individual SWOT analyses describe the strengths and weaknesses of the entire territory from various perspectives (see down below).

The appropriate use of the strengths and weaknesses of the above analysis is a fundamental objective of the Geopark management. The topic of the geo-tourism must appropriately supplement the current

supply and improve the quality of the existing services.

The Geopark thus offers new possibilities and under the general heading consolidates the varied activities of the entire varied territory.

The main target group of visitors (geo-tourists) is not pre-definable. The Geopark activities are obviously primarily targeted at a "sustainable" tourist. However, due to the small distance from major settlements, the Geopark territory attracts tourists of all ages and economic groups. According to available statistics of information centers the influx of foreign visitors is very little. Individual services in the region therefore are not set up for these visitors. The title of the European and Global Geopark under the auspices of UNESCO should open the entire region more to foreign clients (Poland, Germany, Austria, the Netherlands).

Analysis of tourism potential:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Quality of nature, a high number of natural sites • The Iron Mountains National Geopark as a nationwide and transnational theme • A dense network of cycle routes suitable for various types of cyclists according to fitness • A dense network of thematic trails and hiking trails marked by KČT (Czech Tourist Club) • Preserved elements of the folk architecture • Veselý Kopec as one of the most visited attractions of the Pardubice Region • A large number of museums with various themes • A large number of towers and attractive sightseeing places • Mardi Gras processions and masks from Hlinsko micro-region as the only monument of UNESCO in the area • Podhůra recreational forests • A dense network of running trails • Hlinsko Ski Resort as the only ski area in addition to mountain resorts in the Pardubice region • Plenty of tourist undiscovered places (natural attractions, mines etc.). • The existence of long-distance cycle routes Nos. 1 and 4 Eurovelo 	<ul style="list-style-type: none"> • Lack of access and form of related services (often a lack of parks and public toilets, inaccessibility of sights, limited opening hours, etc.). • A small number of castles and chateaus as attractive tourist destinations • Lack of wellness services and comprehensive relaxation packages • Poor snow conditions for cross-country skiing • Insufficient information on the form of hiking and biking trails (time requirement, the suitability for various target groups, sledding, etc.). • Often the lack of services coherence between the various attractions
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Joint promotion of the region as a destination focused on tradition and traditional production (local products) • Expanding the network of sales outlets for regional products • Cooperation with East Bohemia Convention Bureau in promoting the congress and incentive tourism • Cooperation with East Bohemia Film Office to promote film tourism • Cooperation with travel agencies • Cooperation with operators in the territory organizing leisure activities • Development of incoming cooperation with foreign regions - MAS partners • Interactive promotion of activities • Improvement of services quality within ČSKS • Regeneration and building new tourism attractions of the Czech Republic, such as: opening the Celtic archaeological park in Nasavrky, experiential complex Peklo (Hell) on Čertovina near Hlinsko 	<ul style="list-style-type: none"> • Insufficient funds for the repair and operation of certain monuments • Lack of funding to make museum exhibitions more attractive with regard to interactivity • Inadequate sponsorship at organizing cultural and sporting events • Change of ownership of tourist attractive buildings • Little interest in the cooperation within the exercise of destination management in the territory by service providers

Analysis of services:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ● Upgraded number of information centers ● A large number of accommodation and catering facilities ● High level and long-term experience of cooperation of staff information centers ● The number of certificate holders of the Czech system of quality of services 	<ul style="list-style-type: none"> ● The level of provided services ● Low awareness amongst service providers regarding the quality improvement ● Small number of visitors seeking an accommodation ● Unbalanced transport links throughout the TO ● Lack of access and form of related services of the attractions (the lack of parks and public toilets, inaccessibility of the monument etc.). ● Problematic TIC opening hours during the low season (open on weekdays only) ● Missing hotels of higher classes ● Lack of accommodation for the bus tours
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● Wide resource potential for the creation of new activities and services ● Maximum current information interconnection in the territory and improving the forms of their transmission to the end user ● Training of services providers - improving their quality - improving economic level of actors in TO (Tourist Area) ● Extending the opening hours of TIC (Tourist Information Centre) in the low season, eventually links to other sources of high quality information after closing time (e.g. information kiosks, websites, etc.) ● Creating tourist products in relation to the rail transport ● Building a broader network of cycle paths ● Expansion of services for cyclists and their greater promotion (certification Cyclists are welcome, the possibility to borrow tools to repair bikes in TIC, bike rentals, etc.). ● Promotion of catering facilities offering regional dishes ● Promotion of the Gourmet trail as an original and attractive tourist product 	<ul style="list-style-type: none"> ● Reducing the scope of the accessibility of the area through the public transport ● Reduction of interest of residents and visitors in local services causing their loss ● Deterioration in the quality of roads ● Deterioration in the quality of services

D.4 Sustainable Development Strategy

Overview of geo-tourism sustainability, economics, geo-education and geological heritage

The territory of the Iron Mountains Geopark is morphologically clearly defined, however at the same time it is located on the border of two regions, which may distract economic activities. The simultaneous existence of a large number of local action groups, micro-

regions and associations of municipalities in setting up a Geopark makes it unable to promote this unique destination as a whole. Since the establishment of the Geopark there has been a gradual implementation of wide area of activities, which under the general

heading of the Geopark have promoted the still underestimated area.

a) **Geo-tourism and local economy**

In order to make the geo-tourism sustainable it is required to involve in the implementation of individual projects the largest possible number of local entities. Also the activities of the Iron Mountains Geopark, where most of the implemented activities are handled in the cooperation with local residents and stakeholders of various types, have gone this way. These entities are very often economically interested in individual activities and for this reason try to promote, maintain and restore these activities.

Due to the fact that the Geopark exists in the area where there has already been a large number of entities active in various areas of tourism and promotion of local traditions and products, it is not possible to implement e.g. new brands of regional products. The Geopark therefore complements the current offer and pinpoints it under a single brand. Economically, the management of the Geopark has a distinct disadvantage compared to other areas, where no such a destination management has been established yet and where it is possible to economically benefit from the sales of local products, services and so on.

The management of the Geopark has therefore been trying to find other ways of economic self-sufficiency based on supplier-customer relationships, services and especially filling the gap in the field of the geo-scientific education.

b) **Geoeducation**

Since its inception the Geopark has mainly focused on geoscience education. The Geopark territory serves as a textbook in the open air. This fact is

generalized in the motto of the Geopark: history of the Earth in two days.

Recently Geopark has implemented two major projects on teacher education and on the education of pupils and students of primary and secondary schools and high-schools. The Geopark Management also manages the www.geovedy.cz website, which provides freely downloadable materials of geo-science educational character that can be used when teaching.

In addition to the major projects many tours with geoscientific themes are annually organized for interested persons from primary and secondary schools; at the same time also special lectures and workshops with geoscientific theme are organized every year. The Geopark is also actively involved in the development of environmental education training in the Pardubice region and it cooperates with the managing body of these activities (Ekocentrum PALETA). Currently the Geopark implements gaming kits for school and nursery care centers run by the town of Chrudim.

Currently, the geologically themed gaming elements have been prepared for the children playgrounds.

c) **Geological heritage**

The general protection of the territory is ensured at sites that have a protected status (Protected Landscape Area the Iron Mountains make up approximately 1/3 of the Geopark territory; other small protected areas). In the Geopark territory there are two protected areas that are protected primarily due to its geological heritage (PP Na Skalách and PP Skalka u Sovolusk). Other protected sites are exclusively protected due to the flora and fauna, which is however in this area

strictly tied to the geological substrate, or to the geo-morphological phenomena - see the Section C.

The management of the Geopark seeks to point out the exceptional geological events potentially threatened by liquidation for various reasons. At the same time it actively cooperates with the management of PLA and AOPK. But the management of the Geopark does not provide the protection itself.

D.5/D.6 Strategy of cooperation with the public and its awareness (local community involvement)

Because of the statute of the founder and coordinator of activities of the Geopark, the company Vodní zdroje Chrudim, spol. s r. o., it is logical that the Geopark activities cannot arise only as an idea of this company, but it is always about the cooperation of at least two subjects (often much more). The Geopark intrinsically mostly benefits from these projects in the form of supplies and subcontracting. Occasionally it works as a regular partner.

Based on the above it is clear that the economic activities of Geopark are based on supplier-customer relations of large number of partners at the Geopark and especially on a perfect communication with these partners. Without this communication it would be impossible to coordinate and manage the Geopark and further expand its activities. The founder's advantage is that it is a trading company that has the Geopark as one of its supporting pillars, and in the case of momentarily weak economic results of projects within the Geopark the company is able to retain the employees of the Geopark as well as the principle and the idea of the Geopark. That however does not change the fact that economically

At selected locations, the management of the Geopark tries in the cooperation with the Czech Geological Survey and university centers provide emergency research (collections) of minerals and fossils, which are threatened by predominant mining in active quarries. This material is consequently then deposited in the headquarters of the Geopark and is available for the needs of professional scientific research. In this way, for example the location Luže-Chlumek was professionally described.

beneficial activities within the Geopark have been continuously sought, which would bring a steady annual income to the "Geopark" budget box. As mentioned above, the Geopark could not exist without the cooperation with a number of entities. Below there are selected subjects and their contribution to the Geopark operation.

Ministries and their subordinate organizations

The management of the Geopark has since its inception heavily promoted the idea of geoparks at the ministerial level and seeks to promote the support of geoparks in the Czech Republic in the form of subsidies. The cooperation with selected governmental organizations (AOPK ČR, ČGS and others) has been developed within the selected projects. This cooperation has resulted both in projects focused on tourism (MAGMA, the Iron Mountains - geologically significant area) and on scientific and research projects at the Geopark territory (Rebilance, ZGM 1: 25, 000).

Regional authorities, local governments

Perhaps the most important role in the life of the Geopark is played by regional authorities and especially the local municipal government, whose support is necessary for the existence and development of selected activities. At the regional level, the cooperation has been mainly established with the Pardubice Region, which has been already involved in co-financing of several projects (calcite crystal, polished rock slabs, exhibitions and conferences). On the municipal level the Geopark has been working with several municipalities and the level of cooperation has recently significantly deepened. The town of Chrudim is the most important partner, which seeks to profile itself as a gateway to the Iron Mountains and the Geopark, and the same applies to the town of Chotěboř. Mayors and councilors have been regularly invited to a variety of activities organized or co-organized by the Geopark.

The municipal government has been closely linked to Local action groups, with municipalities as their members. The founder of the Geopark is an establishing member of the Local Action Group of Chrudim micro-region, where it has actively participated in the development of individual activities. On the basis of the cooperation agreement Geopark has been actively promoted by the Local action group called the Iron Mountains region. This region has coordinated a number of large projects (Step by Step through the Geopark). Currently a working relationship with MAS Skuteč-Chrástec-Košumberk micro-regions and MAS Foothills of the Iron Mountains has developed; a very good cooperation has been set with the Association of municipalities called Toulcovy Maštale (thanks to them the visibility of Geopark has been established through

the logo and a short text on all information boards in the territory of Maštale).

Nongovernmental non-profit organizations of various types

The Geopark is not opposed to any constructive cooperation with any entity. Within the category of NGO the cooperation with approximately five subjects has been actively developing. This cooperation has been at various levels: educational activities, promotion, marketing, production of infrastructure etc. These organizations are the intermediary between the Geopark and the public and they actively support the Geopark within their activities.

The general public

The active cooperation with the general public is based on irregular events, where suggestions from the public are collected and these stimuli can be consequently implemented into the structure of the various activities in the Geopark. An example might be an attempt to implement suburban camps on geological topics, which are required by a great number of parents not only from Chrudim.

The dissemination of information about the Geopark among the general public takes place in various ways. During the year several articles on theme of the Geopark have been published in the regional press. Also Facebook and the cooperation with selected PR entities within the Geopark have been used. Promotional events also include regular open days at the headquarters of the Geopark and in 2016 second annual fair and panning with theme of the Geopark will take place in the framework of the Week of Geoparks. The promotion is also provided by the traveling exhibition and occasional lectures for various target groups. A database of individual media

outputs is available at the headquarters of the Geopark, as well as a list

of educational and promotional events at the Geopark and beyond.

E MOTIVATION AND ARGUMENTS FOR CONNECTION TO EGN / GGN

The Iron Mountains Geopark now

In the Iron Mountains there are important locations - geosites that document the incredible richness of the territory. Prof. Vachtl, doyen of the Czech geology, called the Iron Mountains “geologic junkyard, which contains in apparent disarray lots of critical information.” And he went on to say that “whoever finds the key to the Iron Mountains, he finds a cipher for the history and development of the Bohemian Massif”.

With some exaggeration we can say that the Iron Mountains Geopark is one of the entities that had initiated projects and works, which ultimately led among other things to starting basic geological mapping and the creation of new geological maps of the territory, after more than fifty years.

The current activity of the Geopark has aimed at wide popularization of geoscientific disciplines, whereas the Iron Mountains has been consensually perceived as a model territory in the Czech Republic. This fact has been incorporated in the motto of the Geopark “History of the Earth in two days”. By founding the Iron Mountains Geopark foundations were laid for the future direction of the Iron Mountains as a holiday and related commercial micro-region.

Geopark as a tourist destination

The inclusion of the Iron Mountains Geopark in the Global Geoparks Network is perceived as a significant support from the point of view of the marketing and tourism products. In national conditions the Geopark will be a new and certainly

an interesting complement to the current range of touristic offer and it will help to highlight the Iron Mountains over other tourist destinations in the Czech Republic. The geopark will also promote the Iron Mountains as an area, which is rich in terms of geology and landscape - we can talk about geo-touristic nice.

We can say that many public and private partners in the Iron Mountains have been currently working on similar activities. We believe that after the promulgation of the Iron Mountains as an international Geopark there will be the common will for their coordination.

The Iron Mountains Geopark as a brand

The inclusion of the Iron Mountains Geopark into the Global Geoparks Network, in which the emphasis is laid on high quality (certification and authorized use of the logo), may motivate the private entities to market their products even under this brand. The joint marketing of products from the territory of the Iron Mountains Geopark has the potential to differentiate them from other parts of the Czech Republic.

The Iron Mountains Geopark as a member of the European Geoparks Network

The recognition as a European Geopark will allow the Iron Mountains an access to an extensive international collaborative network where you can share experiences and innovate promotion and creation of products and their distribution. Also sharing of knowledge, based on a tiered research is

considered very important. In addition, we believe that this international cooperation will facilitate access to the European grant projects.

The Iron Mountains Geopark as a global Geopark under the auspices of UNESCO

The Geopark entry into the Global Network of UNESCO Geoparks will be for the area of the Iron Mountains one of the most prominent marketing brands with global reach and the Iron Mountains Geopark will help the Czech Republic to present this brand (Global Geoparks Organization UNESCO) even at the local level.

The Iron Mountains Geopark has a unique position within the Czech

Republic from the point of view of vicinity to major tourist destinations, which already own the UNESCO brand. They include Kutná Hora (a town with a unique montane history of silver mining and preserved medieval center) and Litomyšl (a town with large complex centre from the Renaissance era and the rich cultural history). Both destinations are located within a distance of twenty kilometers from the western and eastern edges of the Geopark and the Iron Mountains Geopark is interested in developing cooperation with both towns. Both towns perceive the possibility of including the Iron Mountains Geopark into the Global Network under the auspices of UNESCO as a unique opportunity of linking all three areas and taking use of the common tourism development potential.



Fig. 37. The Iron Mountains Geopark lives!