



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: Resurrection of the spirit of genius loci after our ancestors

Destination Name: *(include any state, province or region)*

SKANZEN MODRÁ

Country: Czech Republic

Submitter name: Village Modrá

Email address: modra@uh.cz

Position: mayor

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice? Click to add your text

The village of Modrá had a great handicap in the past, there was no tourist destination, only the foundations of the long-defunct church of St. John the Baptist in an unhappy state. Although the foundations were registered as a National Cultural Monument, its attendance did not exceed 200 people per year. After 1990, the new management of the village agreed that this place will be the cornerstone for future tourism. In 24 years, the village has built a complex on the foundation stone, which today is visited by 250,000 tourists a year.

Methods, steps and tools applied

How was the good practice implemented? Click to add your text

The first goal was to change the landscape and restore it to a sustainable and functional character. The village has built ponds that protect it from floods, but also maintain the climate and supply water during the dry years. It also approved the first zoning plan and directed the location of today's Skansen Modrá towards a goal focused on tourism. It collaborated on the plans with experts from the Moravian Museum Brno and the Slovácko Museum Uherské Hradiště. Thanks to the symbiosis, the intention arose to build a reconstruction of the Great Moravian fortified settlement of Central Moravia from the 9th century. The construction of the archeological museum was followed by the private sector and gradually built a hotel, restaurant, Center of Slovak Traditions focused on the presentation of local products.

Key success factors

During the implementation, another opportunity was offered to use the uniqueness of the landscape with restored ponds in connection with historical findings, and another project began to be realized - the Living Water exhibition. The idea of the new area was to present in an original form the disappearing species of local fauna and flora and to introduce the visitor below the surface of the wetland, stream and freshwater lake with huge local fish. The project gained a huge number of supporters and it was necessary to expand the area with another attraction - the Trail of the Auroch, who were brought back to Moravia after 800 years. The tour of these tours takes place over the field on an above-ground wooden footbridge with a length of about 400 m. Currently, the village is preparing the construction of the so-called Jewel Box of Great Moravia, which will be an underground pantheon with an exhibition of TOP jewelry and findings from the period of Great Moravia. The area has a dense network of cycle paths, walking routes, pilgrimage routes and hypo routes, which contributes to the support of the carbon-free trail.



Lessons learned

What helped you tackle the issues? Click to add your text

The municipal council unanimously approved the intention to use the area to present a historical legacy from the time of Great Moravia (9th century), but nevertheless there were strong views promoting the use of historically valuable area for development of family houses. Vision and healthy enthusiasm won, and the whole intention was presented to the public. We managed to obtain a professional guarantee and at the same time archaeological supervision with the main museum of the whole of Moravia - the Moravian Museum based in Brno. Gradually, preparatory work and archaeological research began, and not only professionals took part in the construction, but also enthusiasts were involved through international voluntary labor camps for young people. Enthusiasts from all over the world took part and for several years they went to help with the construction of both a replica of the church and the construction of the archaeological museum. Amazing artifacts were found, such as the graves of Christians and pagan princes, jewelry and utility objects, as well as two graves documenting vampirism.

Results, achievements and recognitions

The biggest reward was the involvement of the local community - young people, both organized in the scout and in the civic association Great Moravia, but also unregistered enthusiasts and supporters. The Skanzen Modrá project has won a number of awards and reputations based on several unique European issues.

The awards didn't take long. The destination won the title in the Golden Brick main prize in the Village of the Year competition; Journalist Syndicate Award in the Construction of the Year competition; the municipality won a gold winning ribbon in the Village of the Year competition in the rural renewal program; A green ribbon for the care of greenery and landscaping; The White Ribbon for work with youth, the award of the Central Moravia Tourist Board for the conceptual development of the public infrastructure of tourism; Grand prize of tourism for the best tourist product; silver medal in the Entente Florrale Europe 2015 competition - the main prize for European biodiversity; third place in the implementation of European projects in the Czech Republic.

The mayor, the father of the idea and the implementer of all projects received the Příklad award, presented by the Czech Council of Children and Youth; Minister of the Environment Award; Josef Vavroušek Award for ecology, youth education and environmental benefits; a number of certificates and awards in international cooperation.

The destination was visited by a number of important guests - Presidents of the Czech Republic - Vaclav Havel, Vaclav Klaus, Milos Zeman, Vatican Secretary Cardinal Bertone, the Prime Minister of the Czech Republic and other important guests such as the President of Macedonia, Patriarch of Orthodox Macedonia and other important European personalities.

The Skanzen Modrá destination is an excellent example of good practice, from the visionary idea of a leader with public support to successful and sustainable implementation.



Additional references

Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

www.skanzenmodra.cz

www.obec-modra.cz

www.archeoskanzen.cz

www.zivavodamodra.cz

www.skanzen-terarium.cz/uvod

www.hotelskanzen.cz

<https://www.televizeznam.cz/video/cesko-zeme-pribehu/velkomoravska-rise-neskoncila-ve-skanzenu-modra-trva-3481937>

