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VITICULTURE IN THE CZECH REPUBLIC: SOME SPATIO-TEMPORAL TRENDS

From a global perspective, the growing of grapevines in the Czech Republic is of peripheral importance. For a group of grape-growing villages in southern Moravia, however, the making of wine is bound up with local history, traditions and cultural life, and contributes significantly to the local economy. This paper describes the current status of viticulture in Bohemia and Moravia, addressing changes in the number and structure of wine producers and pointing out some qualitative changes that the business is undergoing. Changing consumer tastes have brought a demand for quality wines of local origin, which cannot be met without high quality care of vineyards throughout the lifetime of the vines. Special attention is given to two alternative ways of tending vineyards – the development of integrated production, and organic viticulture – that are developing rapidly in the Czech Republic even when compared to Austria and Germany.

Ondřej KONEČNÝ

GEOGRAPHICAL PERSPECTIVES ON AGRITOURISM IN THE CZECH REPUBLIC

Besides more traditional tourist enterprises, tourists in Western Europe and North America regularly seek out even more specific forms of tourist opportunities, such as products of rural tourism. Within rural tourism, agritourism has been developed in these countries as a particular subset, and its significant enhancement in post-socialist European countries was widely anticipated (especially after their integration into the European Union). While considerable and focused attention was devoted to the implementation of agritourism strategies and the characterization of agritourist space with respect to particular countries (e.g. Poland and Slovenia), in Czech geographical literature it has remained a noticeably absent topic. In this paper, central attention is paid to selected characteristics of agritourist space in the Czech Republic, analyzed on the basis of a compiled database of farms diversified into tourism at the municipality level.

Stanislav KRAFT, Marián HALÁS, Michal VANČURA

THE DELIMITATION OF URBAN HINTERLANDS BASED ON TRANSPORT FLOWS: A CASE STUDY OF REGIONAL CAPITALS IN THE CZECH REPUBLIC

The delimitation of the urban hinterlands of the most important settlement centres in the Czech Republic, based on transportation flows, is presented in this paper. Transport flows are a very good indicator of complex spatial relations. Therefore, one can hypothesize that the delimited transport hinterlands are strongly associated with other types of urban hinterlands (e.g. commuting hinterlands). Transport regions of the Czech regional capitals are defined in the empirical section of this paper. These transport regions, supra-nodal territorial units of the Czech transport system, identify the main transport relations within the Czech road network and define the hinterlands of the main settlement centres. The metropolitan regions defined by transport relations are compared with regions of the Czech Republic based on commuting flows. There is a high concordance between the two regional delimitations.

Waldemar CUDNY

THE INFLUENCE OF THE "KOMISARZ ALEX" TV SERIES ON THE DEVELOPMENT OF ŁÓDŹ (POLAND) IN THE EYES OF CITY INHABITANTS

The issues of creative and cultural industries and their role in city branding and development are explored in this paper. Activities enhancing city placement and city branding via a TV series are subject to enquiry. As a result, the city becomes a film-friendly destination, attracting people and firms from the film industry. Besides, the city is perceived more favourably, standing out from the competition and possibly attracting tourists and potential investors and immigrants. Such a policy has been introduced in Łódź, a large Polish post-socialist and post-industrial city. With the city authority's support, the town has become the location of a popular TV crime series, entitled "Komisarz Alex" ("Inspector Alex"). The main aim of the research was to investigate how Łódź inhabitants perceive the series and what influence they think the film-making would have on the city. The evaluation of the perception of the series is based on structured interviews, and is generally very positive.

Blanka MARKOVÁ

CREATIVE CLUSTERS IN THE CZECH REPUBLIC – A STRATEGY FOR LOCAL DEVELOPMENT OR A FASHIONABLE CONCEPT?

In the era of globalization and increasing competition among cities, creative industries are gaining greater attention as the catalysts of local and regional development. This is reflected in the theory developed by Richard Florida, which was accepted after 2002 by professionals in the field of urban planning, especially in North America and Western Europe but critically analysed by the academic community in the field of urban and regional development for its insufficient empirical evidence. Creative industries might be fostered through clusters that are widely accepted as concepts for improving the economic efficiency of regions. This paper aims to introduce the concept of creative clusters into the discussion of Czech geographers while analysing the pioneer project-led development of an Audiovisual Cluster in the Zlín Region and a possible transfer of the creative clusters concept to other Czech regions.