

# **A Marketing Communications Strategy Innovation for Promoting Tourism at Technical Heritage Sites in Ostrava**

David Šrámek

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Jméno a příjmení: **David ŠRÁMEK**  
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Vedoucí bakalářské práce:

**doc. Ing. Miloslava Chovancová, CSc.**

Ústav managementu a marketingu

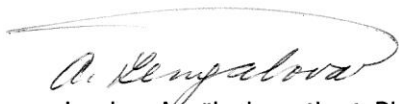
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doc. Ing. Anežka Lengálová, Ph.D.

*děkanka*



PhDr. Katarína Nemčoková, Ph.D.

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## **ABSTRACT**

Cílem mé bakalářské práce je analyzovat současnou komunikační strategii Dolní oblasti Vítkovic a zjistit, zdali je správně nastavena. První část mé bakalářské práce se zaměřuje na teoretickou literární rešerši. V druhé, analytické, části zmiňuji, které komunikační nástroje jsou v Dolní oblasti Vítkovic využity. Také se zabírám vyhodnocením dotazníkového šetření, které ukazuje, zdali dané marketingové nástroje zvolené společností plní svou roli. Závěrečná část mé práce se zabývá mými doporučeními, které byly navrženy na základě dotazníkového šetření.

Klíčová slova: komunikační strategie, marketingový mix, turismus, Dolní oblast Vítkovic, služby, dotazníkové šetření, technické památky

## **ABSTRACT**

The aim of my Bachelor's thesis is to analyze the present communication strategy of the Lower Vítkovice and to find out whether it is stated properly. The first part of my thesis is focused on theoretical knowledge gained from the literary research. In the second, analytic part, I clarify which communication tools are used in the organization and there is also an evaluation of a questionnaire survey which points out if the marketing tools chosen by the organization work well. The last part deals with the recommendations which I have proposed based on the questionnaire research.

Keywords: communication strategy, marketing mix, tourism, Lower Vítkovice, services, questionnaire, technical heritage sites

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## INTRODUCTION

The decision to write about tourism aimed at technical heritage sites in Ostrava resulted from my fondness for the city where I come from – Ostrava. When I found out how big potential the Lower Vítkovice area has I knew I wanted to write my thesis about this topic. I was astonished how far-sighted Mr. Jan Světlík, the chairman of the Lower Vítkovice area is, and how amazing vision about its future he has. I admire him for his support of Ostrava and also for the way how he contributes to its development. Due to further study of specific literature on this topic, I gained theoretical knowledge which helped me to understand smoothly the strategy adopted by the specific organization I was writing about. The thesis is divided into two parts. The first, theoretical, part focuses on literary research on marketing, communication strategy, tourism and technical heritage sites. This acquired theoretical information serve as a basis for the second, practical, part of the thesis. In the practical part of the thesis the related technical heritage sites in Ostrava are described and there is a further analysis of the history of the Lower Vítkovice area which includes a short description of a technological process realized in the Vítkovice ironworks during its active days. The following chapter is devoted to the importance of the industrial complex for the city of Ostrava. The complex has a significant cultural and educational contribution. The practical part includes a description of the current communication strategy of the industrial complex in the Lower Vítkovice. The present communication strategy is being analyzed based on the marketing mix. Furthermore, there has been done a marketing survey which includes a questionnaire. In the survey was stated an aim and two hypotheses which were after the evaluation of the questionnaire approved. The last part of the thesis is devoted to the innovative proposal of the present communication strategy.

## **I. THEORY**

# 1 SERVICES MARKETING

## 1.1 Characteristics of Services

Services can be defined as activities or a complex of activities which principles are more or less intangible. Its realization is implemented through stint of provider of services and his employees, machines and equipment. The service might (but it does not have to) require a presence of a tangible product. The basic task of providing services is to satisfy customer's needs. (Boučková et. al. 2002, 302)

The four characteristics which are in the literature review are called the 4 I's (Intangibility, Inventory, Inconsistency, Inseparability) are typical for the professional services.

1. Intangibility – the customer has no possibility to try, to examine, to test, to taste or to touch the service before its purchase. On the other hand the customer might get information about the service he wants to order in advance. He might use previous buyer's references or he might use his own personal experience with another similar service. For some customers might be complicated to weigh up pros and cons before the purchase and this case might make the purchase of services partially risky in the customer's eyes. Such services are described as “mentally intangible services”. (Lovelock 2007 , 16-18)
2. Inconsistency – it is impossible to standardize the services because the process of providing the services is realized by humans (customers and service providers) and it is very hard to anticipate human's behavior. Different providers might provide different quality of the same service during the same day. Due to this fact the customers choose their provider carefully and they compare different providers before the purchase. A positive contribution might be brought by a system of wishes and complaints. (Boučková et. al. 2002, 303) The product does not have to be tangible even though most of people associate this word with material products. In tourism and the hospitality industry intangible products are more important than the tangible ones because they help to create a positive memory in customer's minds. (Kotler 2010, 13)
3. Inseparability – providing and consuming services is tightly connected with the place and time and it requires a personal attendance of the customer. Customers consider the time factor very important and they are willing to pay more money especially when they are in rush. For instance a visitor of a city guided tour would

be willing to pay for a taxi in order to be there on time and to travel more comfortably even though there might be a public transportation route. (Lovelock 2007, 21; Byron 2013, 264)

4. Inventory – services are inconsistent and it is not possible to produce them in order to store them. Due to that is very hard to succeed with a complaint. If the demand is permanent, there should be no problem with inconsistency but once the supply and the demand fluctuate it might lead to troubles. In tourism the coverage of demand might be solved by recruiting part time workers. (Boučková et. al. 2002, 303)

## 1.2 Classification of Services

The offers provided by companies usually consist of several services. A set of services might be more or less important part of the whole price offer. Offers can be divided into 5 categories. (Kotler and Keller 2007, 441)

1. Tangible goods – The offer consists purely of material commodities (e.g. shampoo, salt)
2. Tangible goods with companion service – The offer consists of tangible goods and one or more services (e.g. car and its servicing).
3. Hybrid – 50% of the offer consists of goods and another 50% are represented by services. (e.g. restaurant. People like going to their favorite restaurant in order to eat but they also enjoy the staff's service)
4. A major service with a companion goods and marginal services – The offer is formed by one major service which is accompanied by another services and goods. (A flight participant pays for the transportation + for some beverage, meal, magazines).
5. Service – The offer consists of a major service. (e.g. massage, babysitting) (Kotler and Keller 2007, 441-442)

## **2 A MARKETING STRATEGY**

A marketing strategy is a way an organizations' behavior is presented to customers which covers orientation on particular segments of customers, selection of proper marketing tools, marketing mix and a marketing communication (distribution channel, promotion, advertisement etc.). A marketing strategy should be implemented according to firms' plans and it should be in step with its major strategy. A marketing strategy should take into account the marketing research, SWOT analysis and internal and external changes of conditions in the company. A marketing strategy often puts an emphasis on some of the marketing tools, especially price. (Zelenka 2010, 15)

### **2.1 A Marketing Communication Strategy**

Fill (2005, 7) defines the marketing communication strategy as a marketing communication which is a management process used by a firm in order to communicate with the audience. Thanks to the audiences' understanding of a communication environment do the organizations seek for a development and presentation of their messages to their stakeholders groups before assessing and acting upon responses. Producing the messages which have an important value, audiences are asked to provide their subjective and behavioral reactions.

#### **2.1.1 Distribution Channels**

The main aim of distribution is to give customers insight into produced products. Most of the clashes between producer of services and customer are disputes about place, time and quantity. Distribution channels are focused on meeting customer's needs and companies' abilities. Distribution channels also influence another parts of marketing mix. Distribution requires a long-term perspective planning and it cannot be changed operatively. (Jakubíková 2009, 208-209)

#### **2.1.2 Promotion**

Promotion is one of marketing tools which support sale and marketing communication with both current and potential customers. Part of the promotion is advertisement, public relations, personal sale, internal advertisement and publicity. It is typical to put emphasis on emotions, experience, reliability of services, diversity from the competition and security in tourism. Typical features of promotion are leaflets, brochures, postcards, catalogues, advertisement in magazines, advertisements on the web pages, movies, video clips etc.

Media (press, public address system, television, and internet) might be used for promotion, personal sale, sponsorship etc. Promotion is, together with the price, the major and the most visible part of marketing. A typical mistake is to narrow down the marketing just to promotion or just to advertising. All the marketing promotion tools should be in some balance and they should consider all the features which influence every single case. In each case the marketing promotion tools should be presented as a balanced promotion mix which consists of advertising, publicity, public relations and support of sales. In tourism a big emphasis is put on accommodation and eating services and products of travel agencies. (Zelenka 2010, 107)

### **2.1.3 Advertising**

Advertising is a paid form of promotion and presentation of product, services or ideas. Advertising is the most visible part of promotion and the whole marketing mix. There are various options how the advertising can be realized. Paid advertisements are often used in media (magazines, newspapers, television, web pages etc.). Very often services are used in advertising agencies. (Zelenka 2010, 107)

## **2.2 Marketing tools**

Marketing tools are generally all internal and external factors within the scope of marketing. They are usually considered as a part of a marketing mix. Internal methods, planning, strategies etc. might be included there. Some marketing tools might be preferred and used more than others when implementing some particular strategy. An emphasis on price (any kind of discounts etc.) is typical. Some marketing tools might be unintentionally underestimate. This fact might lead to complications in achieving the firm's goals. (Zelenka 2010, 19)

## **2.3 A Marketing Mix in Tourism**

A marketing mix is a set of tools which might the provider of services use in order to make his product competitive and to push it through in the competition on the market. Marketing tools are used by companies in order to achieve marketing goals on a target market and in order to help the company in making strategic decisions for running some product. (Zelenka 2010, 19) Basic marketing mix consists of so to called 4 Ps: product, price, place and promotion (Foret 2001, 66) but in a connection with tourism these 4 Ps are expanded by 6 more Ps. These are people, packaging, programming, partnership, processes and



political power. (Jakubíková 2009, 183) A marketing mix 4P is created from the company's point of view but nowadays is preferred a marketing mix which combines 4Ps and 4Cs. 4Cs marketing mix is from a customer's point of view. These 4Cs are:

1. Customer value - represents a value from a customer's angle.
2. Cost to the customer – represents costs from a customer's point of view.
3. Convenience – represents customer's comfort.
4. Communication. (Jakubíková 2009, 183-184)

Now can all particular features be analyzed in more detail.

### **2.3.1 Product**

Products are considered those issues which might be offered at the market for usage, getting an attention, consumption which might meet the requirements and wishes of other people by American marketing association. Due to that the covered material objects, services, persons, places, organizations, thoughts etc. are covered. (Foret 2001, 66-67)

Product is divided into 3 levels.

1. Core – a general formulation why do customers purchase the product. It is a basic utility which the product brings. These are basically characteristics of a particular product expressed from the customer's point of view.
2. Personal – a real product which includes its 5 typical characteristic features: quality, rendition, style and to it superior design and brand.
3. Extensive – a wide product range includes additional services or advantages. (Foret 2001, 66-67)

### **2.3.2 Price**

Price generally symbolizes an amount of financial instruments required for a product. Price is the only element of marketing mix which creates an income. The other parts of marketing mix create expenses and costs. (Foret 2001, 69) Price is also used to ensure an image of the brand amongst the consumers. (Jakubíková 2009, 222). The decision about the price maintenance depends on internal and external factors. Basic internal factors are based on costs of a product production or creation, its distribution, sale and promotion. External factors might be for example prices of a bought material. Costs are usually a lower limit of the price. That means that the lower the costs are the lower the price could be. Overhead costs do not change according to the volume of production. They are stable

and for instance salaries, taxations or rents might be included there. Very important is to know the break-even point, in which overhead and variable costs are in balance with revenues and the business becomes profitable. Stating a good price is very hard. When the price grows, demand usually declines. Customers also perceive the price according to price movement and the reactions differs a lot. Depreciation might be considered a result of a poor product's quality which does not sell well or that a new model is about to be announced and put into the production process. On the other hand the escalation of prices might be regarded as a result of an excess demand and it might be taken as an evidence which proves that the product is highly valuable. Customers do not understand the changes of prices clearly and their perception of the prices is very important in marketing. This common division of 3Cs recommends how to deal with the issue between price and a customer. (Foret 2001, 69-70)

1. Customers - demand schedule From the customer's demand
2. Cost function – from the costs
3. Competitors' prices – from the prices of competitors (Foret 2001, 69-70)

Price is especially in our economic conditions a way how to communicate with customers. In the Czech Republic 60% discount is considered as a stimulus to purchase products which are not necessarily needed but the customer purchases them just because the price is very attractive and it is an extremely cheap bargain purchase. (Foret 2001, 70)

### **2.3.3 Place and Distribution**

It is a decision how and where we should deliver the product to the market and finally to the customer. It is not possible to change the distribution flexibly because it is rather a long-term decision which requires a prospective planning. There are several ways how to inform the customer and we should provide him with enough information about the product itself and the ways which would help him to find more information on his own. The customer should be also informed where he can find the product. In case of tourism marketing the place issue is divided into 3 parts. (Foret 2001, 71)

1. The attractiveness of a given place – cultural-historical, climatic, medical or natural conditions.
2. The location of a given place – the place might be situated in a virgin nature far away from the city life or exactly the opposite when the place would be in the very big industrial city.

3. Accessibility of a given place – The visitors might reach the place by various means of transport (e.g. car, airplane, train, boat and their combination) (Foret 2001, 71)

Based on Jakubíková, a right distribution strategy is also important selling point itself. Its location and environment influences the customer whether he purchases the product or the service or not. These aspects of location, staff should be considered before the realization. (Jakubíková 2009, 217).

### **2.3.4 Promotion**

Promotion is sometimes called communication mix and it is based on 6 tools:

1. Advertisement – a paid presentation in media.
2. Sale support – short-term stimulus which supports a purchase or a sell of the product.
3. Public relations (PR) – creating good relations with public. In tourism these are often realized through employees who help their colleagues with booking flights and hotels. PR's task is to inform the public about all important activities, changes and tactical and strategic goals of the firm. (Jakubíková 2009, 250).
4. Personal sale – based on personal communication with 1 or 2 possible customers.
5. Direct marketing.
6. Internet. (Foret 2001, 71)

### **2.3.5 People**

People are very important in the tertiary sector. They have to be chosen well because they are closely connected to an offered product or service. They employees have to be treated well and the employer should train, motivate and evaluate them. Success of the company depends on each particular employee. (Foret 2001, 72) In firms staff can be divided into a few categories according to their contact with customer and in a service production sector:

1. Contact workers – are in regular contact with customers and they should be highly motivated, ready to fulfill the desires and requests of customers. Contact workers should also know the marketing strategy of the company they work in.
2. Conceptual workers – are not in a personal contact with customers but they strongly influence elements of the marketing strategy.

3. Staff service – do not take part in marketing activities but they are often in a personal contact with customers and due to that they should provide excellent communication skills.
4. Supportive worker – do not have a regular contact with customers and they do not participate in marketing activities either. They support the organization as a whole unit. (Jakubíková 2009, 264-265)

The employees might be divided differently in the service sector:

1. Contact personnel – employees in a direct touch with customers.
2. Influencers - management of the company which is not in a direct contact with the customers but has a significant influence on a service production.
3. Subsidiary personnel – other workers who do not directly participate in the production of services. (Jakubíková 2009, 265)

Various requirements should be imposed on the employees working in the tourism. These might be expertness and qualification, knowledge of products and environment, politeness, trustfulness, reliability, communicativeness, good performance and perceptibility. By involving the customer into the production process might it cause a positive impact (improvement) or on the other hand negative impact (deterioration in quality). (Jakubíková 2009, 266)

### **2.3.6 Packaging**

Packaging is (in marketing mix) generally a term for a purchase of 2 or more services booked or bought by a customer for 1 price or in other words a prearranged set of services. In tourism packaging is considered a concrete composition of additional services which complete a complex offer for one unified price. (Jakubíková 2009, 266-267) This is mostly achieved for instance through a combination of cultural or natural sight with an unusual accommodation, transport, hospitality or cultural program. The offer is then more complex and it gives the customer a free will to choose what he prefers and likes. (Foret 2001, 72) A typical package in tourism is a tour. A tour usually includes transportation services, accommodation, hospitality and it might include also cultural program, wellness and fitness programs. Each client is offered a chance to purchase a complete package offered by the given travel agency or he can even participate in creating one with adding his needs, desires and wishes. The positive output for a customer is bigger comfort, frugality, an opportunity to plan their own vacation, quality, satisfaction of specialized interests and

new dimension of traveling and eating away from home. The positive output for the travel agency would be increase in demand in off-season time, attractiveness for target markets, customer's satisfaction, flexible use of new trends. (Jakubíková 2009, 267)

### **2.3.7 Programming**

Programming tends to create new partnerships which afterwards lead to creating new products. Their main goal is to connect efforts of more organizations into one vision. These created programs are supposed to inform public about news and what is being prepared. In tourism typical meetings are organized by western cities in order to show what have they prepared for tourists and other visitors. The city might have opened a new gallery, theatre, cinema, museum etc. Restaurants and hotels might demonstrate new services and products. A complex of all these services should ensure an entertainment for the visitor, which might lead to maintaining the tourism and profits. (Foret 2001, 72-73)

Packages, together with programming, create 5 important tasks in marketing of tourism:

1. They eliminate the time factor – if the packages and programming allow the companies to manage the problem of equity in supply and demand.
  2. Improvement of returns
  3. They take part in segmentation marketing strategy. Packages and programs are an important tool in the market segmentation and when trying to synchronize supply with specific groups of customers.
  4. They are complementary with other parts of marketing mix and when they are combined well the offer of products becomes more interesting .
  5. They are connecting independent organizations of hospitality and tourism.
- (Jakubíková 2009, 268)

### **2.3.8 Partnership**

Partnership might be defined as a cooperation of 2 subjects interested in tourism development or in providing services connected with tourism. (Jakubíková 2009, 269) The customers' satisfaction depends on partnership of all participants. In tourism these service providers have usually offices in different parts of the country and they practically do not know each other but their success depends on their cooperation. A perfect example of partnership is a tour because there has to work a cooperation of a travel agency, transporter, accommodation facilities, catering establishment, insurance companies and

cultural institutions. It is absolutely necessary to be aware of a fact that the customer evaluates the whole package of service which he purchases and not only a part of it. Due to that the workers of travel agencies, hotels, restaurants etc. should provide with the best possible service in order to gratify wishes of customers.

(Foret 2001, 73; Jakubíková 2009, 270)

### **2.3.9 Processes**

The service providers use the processes to differ from the competitors. Different providers offer different kinds of service for instance in tourism hotel-based tour or sightseeing tour. Processes of providing services are influenced by inseparability of services, supplier and often also a customer. In the present days 3 types of processes when providing services were stated.

1. Mass services – low personal interactions are characteristic for these, highly standardized providing of services and possible replacement of workers by automatization and mechanization. Mass services are mostly used in financial services and partly also in tourism.
2. Custom-made services – they are characteristic for their adaptability on customer's needs.
3. Professional services – these are provided by specialists and they are typical for participation of supplier and also receiver of the service. They are usually unrepeatable. (Jakubíková 2009, 271)

### **2.3.10 Political Power**

The Political power is the government's attitude towards the marketing and its control. (Jakubíková 2009, 183)

### 3 TOURISM

#### 3.1 Definition of Tourism

At an international conference in Madrid in 1991 the tourism was defined as an activity of a person traveling to a place which is different from its usual place of residence for an interim period when the person's main intention is not to perform a work. (Lacina 2010, 5). Foret (2001, 16) claims that every person is marked as a visitor who travels to a place where she or he does not have a permanent residence. If the person stays there over the night he or she becomes a tourist. If the person does not stay over the night and maximally up to 24h such person is considered a same-day visitor or in other words an excursionist. When the stay exceeds 24h and it last at least 1 night the person is called a short-term tourist. When the visit lasts for 3 and more days the person is considered a tourist on a vacation (a holidaymaker). The limit of 3 days divides a short-term tourism from a long-term tourism but this division is not precisely the same for all countries. Based on Indrová (et. al. 2009, 7) tourism is a significant part of a present society in which every year a huge amount of people leaves their homes for the purpose of recreation, education, entertainment etc. The main idea of tourism is to change the environment which leads to fulfillment of person's needs. These might be for instance relaxation, sport, education, meeting new people, cultural experience and many more. (Indrová et. al. 2009, 7)

#### 3.2 Roles and Types of Tourism

Tourism might be divided into 4 major roles: economic role, recreational and medical role, cultural and recognition role, scientific and informative role. Tourism is a way of satisfying one's needs (Lacina 2010, 5) and it can be further divided into a few categories.

1. Recreational – Is usually realized in nature with an intention to relax, improve a physical condition. This category also includes a short-term stay at a cottage.
2. Cultural-cognitive – is usually based on exploring the historical background, culture, habits and traditions. Interesting architectonical structures, artworks, caves, waterfalls and cultural events are very often visited.
3. Religious – sometimes also called pilgrimage tourism focuses on visiting places of pilgrimage and holy places such as Jerusalem, Vatican, Mekka etc.

4. Educational – its intention is to educate and to learn something new, for instance languages, sports or any professional skills.
5. Social – is based on meeting relatives, creating friendly relations with people of the same interests and hobbies. Here might be included for example meetings of stamp collectors or commemorations.
6. Medical – concerns health care prevention, rehabilitations and medical treatment in the baths or any other medical centers.
7. Sports – might be active or passive. Active sports tourism are personal sport activities performed by the tourist whereas passive tourism are participations on sport events in a role of onlookers.
8. Tourism based on exploring the nature – Visiting nature reserves, national parks. Ecotourism which leads to a proper behavior which does not harm the nature might fit in this category
9. Adventurous - is mostly connected with danger and testing physical condition. Most common actions are bungee-jumping and rafting on wild waters.
10. Professional – includes business trips, participations on fairs, congresses, exhibitions etc. It is generally focused on improvement of relations with employees and customers.
11. Political – covers meetings of political parties.
12. Shopping – is based on traveling in order to do the shopping. It is very common to travel to England and Italy in the Czech Republic.
13. Specific tourism – might be tourism for handicapped people on a wheelchair or traveling for the purpose of visiting technical heritage sights. (Foret 2001, 17-19)



## **4 THE TECHNICAL HERITAGE SITES**

### **4.1 History of the Technical Heritage Sites**

Every society is trying to preserve its cultural traditions. The architecture and technics is obviously part of it. The Czech Republic has many cultural and historical sites but there are also some technical ones which are very interesting but unfortunately they stay aside the peoples' attention. The preservation of technical heritage sites was ensured by a law number 22 from 1958. On the record were in those days 1000 immovable sites and continuously were added new ones. At the beginning was an emphasis put on unique sites, an old-age sites and an architectonical quality of the sites. The sites were not in a balance when regarding the rise period, location and branches and the technical sites were added on the list very rarely. The old law was replaced by a new one in 1987 and since then were added utterly technical sites so as bridges and constructions from the industrial times. (Koucká 2011, 13)

### **4.2 Division of the Technical Heritage Sites**

Technical heritage sites can be divided into 4 groups.

1. Movable
2. Immovable
3. Recorded
4. Unrecorded – there are plenty of them in the Czech Republic

Nowadays is on the list of the cultural sites recorded 2863 technical heritage sites. 20 of those are labeled as a national cultural heritage site (the highest preservation level). On the list are listed for instance the Hlubina Mine, the Blast Furnaces of the Vítkovice ironworks in Ostrava or Charles Bridge in Prague. (Koucká 2011, 14, 17)

## **II. ANALYSIS**

## 5 AN OVERVIEW OF THE TECHNICAL HERITAGE SITES IN THE CITY OF OSTRAVA

### 5.1 Technical Heritage Sites in the Auspices of the Lower Vítkovice

The area of the Lower Vítkovice has been visited by 297 952 visitors in 2012. The visitors have attended there various educational, cultural and social events. The area was opened to public in May and the expected number of visitors for a year 2012 was two times higher than expected. The estimate of the Dolní Oblast Vítkovic association was 250 000 visitors for the Lower Vítkovice area and Landek Park but finally 533 130 visitors found a time to visit these areas. The entrance fee for an adult for the small circuit is 90CZK and for the large circuit is 150CZK. The entrance fee for students, pensioners and children from 6 to 15 years of age was 90CZK for the large circuit and 50CZK for the small one. (Landek Park)

235,178 visitors have found their time to see the area of Landek Park in 2012. Some of them went there in order to see the mining expositions or to educate themselves. Many visitors have simply enjoyed a cultural background with an intention to entertain themselves. The area of Landek Park offers an opportunity of educational trails as well as a chance to have a lunch in a mining restaurant, to do sports or just simply go for a walk. (Landek Park)

The Vítkovice machinery group provides a complex guided tour for people who are interested in the history and how the ironworks worked. The season is divided into a winter period (1.11. – 20.3.) and a summer one (21.3. – 31.10.). The national heritage sites is accessible every week from Tuesday till Sunday (on Monday it is closed with an exception for national holidays) four times a day when the guided tour starts at 10:00, 12:00, 14:00 or at 16:00. Tours are also available in four foreign languages: English, German, Russian and Polish if agreed in advance. During the winter period it is possible to visit just the small circuit which contains sightseeing tour of the Hlubina mine. The whole tour takes 60 minutes. The large circuit covers the Hlubina mine and the blast furnace with a coking plant of the Vítkovice ironworks. The whole tour takes 110 minutes. (Info Česko) The sightseeing tour always starts at the reception of the multifunctional auditorium Gong. (Dolní oblast VÍTKOVICE - Národní kulturní památka)

Apart from the guided tour the Lower Vítkovice offers many kinds of different cultural events.

### 5.1.1 Landek Park

A national heritage Landek covers an area of 85,53 ha. The place offered convenient conditions for a settlement already in palaeolithic times. This area was suitable because it was situated close to the rivers Odra and Ostravice. Landek was situated in an advantageous position and people started to fortify. Many archeological sites which can be found in this location might serve as evidence. Landek is the first place in the Czech territory where coal was firstly utilized. Due to the propitious geological circumstances the coal extraction started there already in 1782. (Landek Park) The place is unique thanks to occurrence of bituminous coal (coal which is on the surface and there is no need to extract it from the underground).

The Landek Park serves as a mining museum since 1993. An exposition is located in the drifts of historical mine Anselm. The exposition is accessible through a historical building and each visitor might experience how an ordinary worker's day looked like. The visitor may learn about the conditions the miners worked in as well as the original machines that were used at that time. (Landek Park) Apart from the drift guided tours the visitor might see an exposition of a mine rescue service which shows an equipment that was used for a work in the drifts. The oldest breathing apparatus is from 1884. (Landek Park) The last part of the premise is a free exposition which is in a form of an open-air museum. Exhibits are showing human activities in the location since the Stone age, boom of a coal extraction and a mining technology and machines of the 20<sup>th</sup> century. (Landek Park)

### 5.1.2 The Hlubina Mine

The Hlubina mine was opened in 1857 as a source of fuel for the blast furnaces. Since this time the technological process coal – coke – iron was complete in one industrial complex and this proximity of particular steps in the production process made this complex unique. The Hlubina mine was one of the deepest and the most important mines in the region. The connection of the blast furnaces and the coking plant created a complex in which it was possible to extract coal, make coke and produce pig iron. The whole complex strives to be listed on the UNESCO list. (Kudy z nudy; Ostravaci.cz)

Nowadays the Hlubina mine is part of the Lower Vítkovice area and it is being reactivated. The association of Dolní Oblast Vítkovice was given a grant worth 192 million Czech crowns from the Ministry of Culture in order to transform the historical buildings into a cultural and educational center. The current buildings should be transformed into

educational ateliers, clubhouses, rooms for teaching and lecturing halls. There is an intention to connect the repaired buildings with a city and regional infrastructure. The reconstruction should start in April 2013 and it should be finalized in the first months of 2015. (Česká televize; Moravskoslezsky denik.cz; BusinessLeader)

### **5.1.3 The Blast Furnace Number 1**

The oldest blast furnace in the Lower Vítkovice was opened already in 1911 and was active until 1998. The blast furnace is 64m high and it used to produce 950-1250 tons of pig iron per day. (Info Česko)

After its reactivation was the blast furnace number 1 added to an education trail in the area of Lower Vítkovice. During the tour might be seen the production process of pig iron. A glass skip hoist pulls the visitors to the top of the blast furnace from which is a nice view of the Beskydy mountains, city of Ostrava itself, a view-through to Poland and of course the whole area of the Lower Vítkovice. The guided tour also allows the visitor to see the inner part of the blast furnace where the temperature used to be around 1500 degrees centigrade. On the way down are planned 2 stops. The first stop is at the casting platform and the second one in the central control room which is the place from which was the process managed.

(Info Česko; Český rozhlas; Novinky.cz – nejčtenější zprávy na českém internetu)

### **5.1.4 The Gas Container**

The Gas container was built by Vítkovice ironworks in 1924 and it served until 1998. The gas container served for accumulating clean gas and keeping the pressure in the system. After its reactivation in years 2011-2012 got the building new name Multifunctional auditorium GONG. The design was created by the major architect of the Lower Vítkovice Mr. Josef Pleskot. The GONG will be used mainly for educational and cultural purposes. In the area concerts, festivals and theatre performances will be held. It will also be used for exhibitions and as a lecture hall. There are also located small conference rooms and a coffee lounge in the building. The capacity is 1500 seats. The first cultural event which took place there was a concert performed by Ostrava's former musician Jaromír Nohavica together with the Janáček's philharmonic. The whole project was partially financed from the funds of Ministry of Culture. The association Dolní Oblast Vítkovic was given a grant worth half a billion crowns for reactivation of the blast furnace number 1, the 6<sup>th</sup> energy

exchange and the gas holder. Already the reactivation of the gas holder has used 66% of the whole grant. (Materiály pro stavbu)

For those who love art it is possible to visit an exposition of paintings which took place in the multifunctional auditorium Gong. This was made available in 2012.

(iDnes.cz - Ostrava a Moravskoslezský kraj; Kudy z nudy; Art - iHNed.cz; Dolní oblast VÍTKOVICE - Národní kulturní památka)

### **5.1.5 6<sup>th</sup> Energy Exchange**

In this object are situated two piston superchargers which were manufactured in 1938 and 1948 and their weight is 900 tonnes each. They were capable of creating 110 000m<sup>3</sup> of blast air per hour while its temperature reached 80 degrees centigrade. (Info Česko)

New usage of the 6<sup>th</sup> Energy Exchange building is aimed at educational purposes. The building offers an interactive exposition U6 which is called “Malý svět techniky”. The aim is to give visitors an insight into a technology by the start of the industrial revolution in a form of amusement combined with education. The entrance fee is 90CZK for adults and 50CZK for students, pensioners and children up to 15 years of age. Children who are up to 6 years of age do not have to pay for entry.

(Svět Techniky Ostrava; Kudy z nudy)

### **5.1.6 Trojhalí**

The industrial complex Trojhalí will be transformed into a cultural and sports center which will host many social events. Two halls which used to serve as an electrical exchange and one central office will be transformed into a multifunctional center in one year time. The whole complex is supposed to be connected by an underground tunnel with the underground garages of the Forum New Karolina. In the Trojhalí area should be realized concerts, expositions or public ice-skating. Two former halls got a name “roofed-over square” because they spread out on an area similar to Masaryk’s square in the city center of Ostrava. Costs for the reconstruction should be 314 million Czech crowns. If everything goes according to the plan, the reconstruction should be finished in August 2013.

(Literární Noviny)

Machine-works Vítkovice stopped supporting the project Trojhalí after they have prepared a project of area’s reactivation, its new usage and they have connected the area with the

Lower Vítkovice area. One of the reasons were bad relations with the city representatives who criticized Mr. Světlík and his Vítkovice. (Denik.cz)

### **5.1.7 The Michal Mine/Petr Cingr Mine**

The mine was opened in 1842 and the shafts were dug just 2 years later. In 1856 were state-owned mines in trouble due to the financial losses the mine was purchased by the Northern Ferdinand's Railway which owned the mine until nationalization in 1945. In 1946 was the mine given a new name after a worker's leader Petr Cingr. (Šimčík and Navrátil 2010, 16)

The last piece of coal was mined there in 1993 and in 1994 was the mine given to the Czech ministry of culture. Nowadays is the mine labeled as a national cultural site. In the mine is possible to undergo an educational trail and there is an exposition of paintings. (Matěj 2008 , 28; Národní kulturní památka Důl Michal - Důl Michal)

### **5.1.8 The Anselm Mine**

The Anselm mine was founded in 1835. It is the oldest mine in the Ostrava region. The mine was first owned by Olomouc Archbishopric but in 1843 the mine was sold to S.M. Rotschild. A former name of the Anselm mine was an Engine Shaft. The name of the mine changed quite often but finally in 1991 it regained its original name – Anselm mine. The coal extracted from there was transferred underground to Přívoz where it was brought to the surface. The last coal was extracted in 1991. (Šimčík and Navrátil 2010, 12)

Nowadays is the Anselm mine labeled as a cultural heritage site and since 1993 it serves as a mining museum. Apart from the museum the mine offers guided tours of the original Albert and František coal seams. (Matěj 2008 , 59)

## 6 THE HISTORY OF THE TECHNICAL HERITAGE SITES IN THE CITY OF OSTRAVA

### 6.1 The History of the Vítkovice Ironworks (1828-2012)

The production of iron in the area of a northern Moravia and Silesia has a long tradition. Iron was produced there already in the 17<sup>th</sup> and 18<sup>th</sup>. A rapid development of iron production in the district of Ostrava was realized for two simple reasons. Firstly the usage of a stone coal in metallurgy and secondly the invention of a steam locomotive. (Homepage | Dolní oblast VÍTKOVICE - Národní kulturní památka)

The establishment of the Vítkovice ironworks is closely connected with F.X. Riepl who worked as a specialist adviser in a mining and metallurgy issues in the Olomouc archbishopric. He was aware of the fact that the production of blast furnaces in Frýdlant, Baška, Čeladná and Těšínsko would not be sufficient in order to ensure the demand for rails which were required for a construction of The Emperor Ferdinand's Northern Railway (the first railway from Vienna to Halič). The fact that in such a small village named Vítkovice a deposit of a black coal was found, encouraged professor Riepl to suggest this area as a place of business. The Vítkovice village met the requirements for the production of iron because there was a deposit of a black coal (nowadays in the area of the Hlubina mine) and also the Ostravice river which was situated close to the area. The river was essential because for the production of iron is necessary to utilize water. (Homepage | Dolní oblast VÍTKOVICE - Národní kulturní památka; Project office 2010, 13, 16)

The 9<sup>th</sup> of December 1828 was officially grounded a manufacturing facility in Vítkovice which was named Rudolf's ironworks. Building was started in 1829 and this feature dramatically changed the situation in the region. Every day 300 workers were needed for the landscaping and also many more specialized workers. In 1831 construction of the very first coke blast furnace in Austria-Hungary started. In the same year the archbishop Rudolf died. After him the company inherits the first ruling family which sales it to Olomouc diocese. In 1835 the owner changed again because the Geymuller's company purchased the ironworks and renamed it to Vítkovické těžiřstvo in which the S.M. Rothschild's family was also financially involved.

(Project office 2010, 13, 16; Havrlant et al. 1967, 242-244)

A rapid expansion of the ironworks began in 1836. The ironworks became the main supplier of the railway material for the construction of the Emperor Ferdinand's Northern



Railway. Apart from that factories, hospitals and houses for workers were built. At that time the ironworks employed 1500 workers. In 1843 the whole complex was purchased by S.M. Rothschild. In 1848 one third of the iron production in Moravian-Silesian region was produced by Vítkovice blast furnaces, moreover in the 1873 the Rothschild's started to cooperate with the fellowship of brother Gutmanns and the Vítkovické horní a hutní těžířstvo, owned by Vítkovice ironworks and their coal mines, came into existence. The progress of the ironworks proceeded and in 1893 the production of mining machines started. At the same time the company has already reached a level of 9000 employees. Among others the company ran a steel foundry and a blacksmith's. Already before the WW I the engineering works and foundry were rebuild and some more parts of the complex likewise already the 5<sup>th</sup> blast furnace have been built (Vítkovice ran maximally 6 of them.) (Vítkovické Noviny 5) After WW I the production program was expanded to the boat motor components. This was enabled by a construction of the biggest forging press in the whole Europe. During WW II the ironworks were reoriented to the production for military purposes. In October 1945 all heavy manufacturing in Czechoslovakia was nationalized and since 1948 the Vítkovice ironworks were renamed to Klement Gottwald's Ironworks. Between years 1960 – 1985 the development in mechanical engineering expanded and 6 more engineering firms were affiliated to Vítkovice Ironworks which created a branch enterprise later on a concern. In 1989 were Vítkovice a national enterprise but in 1992 were Vítkovice transfered from a national enterprise into a joint-stock company. In 2003 the privatization of the joint-stock company took place and Vítkovice and Lahvářna Ostrava, a.s. became a new owners.

(Homepage | Dolní oblast VÍTKOVICE - Národní kulturní památka)

In the period 2000-2003 was the company forced to stop producing coke and a pig iron due to the economic troubles and the city of Ostrava had decided to offer the area of the Vítkovice-Hlubina to the Ministry of culture which was supposed to mark it as a cultural heritage site. This idea come truth in 2000 and just 2 years later in 2002 was the area named a national heritage site. In 2008 VÍTKOVICE, a.s. were rewarded by a European Heritage Label. (Šimčík and Navrátil 2010, 26) In 2009 was approved a plan between VÍTKOVICE, a.s. and a National Heritage Institute which concerned the future of the area. Both sides agreed on reactivation of the Hlubina mine, the blast furnaces and the coking plant which were given new roles and the rest of the sights should have been repaired. In those days was also formed a cooperation with a significant Czech architect Josef Pleskot

who worked out a concept of the whole project. The concept covered a conversion from a Gas container into a Multifunctional Auditorium GONG, a reactivation of the blast furnace nr. 1 and a reconstruction of the 6<sup>th</sup> Energy Exchange. This project was given a grant worth 500 million Czech crowns. Ing. Jan Světlík, who as a chairman announced a plan which should have solved the problematic regarding the Lower Vítkovice area. Finally he offered a “Positive solution” which means nothing less than building an industrial zone for the investors and a change of the Lower Vítkovice into a technological park.

(Světlík and Michálek 2012, 40-43)

During the entire history of the blast furnaces in the Lower Vítkovice 90 million tons of pig iron and 42 million tons of coke were made. (Vítkovické Noviny 5)

## **6.2 The Technological Process in the Vítkovice Ironworks**

The production is a continuous process of production of materialistic products which are essential for an existence and a development of the society. The iron is one of the basic factors for a humanity development in the Lower Vítkovice. The basic gadget for pig iron production is a blast furnace. (Šrámek 2013)

The entire complex has been built in order to ensure a production process of a pig iron. This was realized through a few stages in the active days of the ironworks. For an iron production is necessary to mine a black coal which is afterwards further processed. The black coal used to be gained from the Anselm or the Hlubina mines which are both situated in the very city center. Once the coal was extracted it went to the coking plant and finally to the huge trio of smelters where the production of a pig iron took place

Base of metallurgy is a production of a pig iron. The pig iron itself is its main product which is produced in the blast furnace and it arises as a mix of iron ore, coke and a limestone. The iron ore is carrier of metallic elements, coke is a source of energy which melts down the iron ore and the limestone helps to separate the slag from the pig iron. In the blast furnace is created a hot gas which is taken away from the top of the furnace. These raw materials are brought to the top of the blast furnace by a skip hoist and from there is the batch spilled into the blast furnace. At the beginning was the high quality iron ore brought from Sweden but after the WW II was this quality iron ore replaced by an iron ore with a poor quality from USSR. Content of this poor iron ore had 20% less metallic elements and due to that increased the costs of running the ironworks.

Coke is used as a source of energy and it also carbonates the pig iron (it is absorbed by the pig iron). The burning of coke is supported by hot air which creates a gas. The gas is at a very high temperature and dusty so it firstly goes to the anther where it gets rid of all dirt and then proceeds to the Cowper where it chills. (Šrámek 2013)

Limestone absorbs sulphur from the pig iron and coke because it is undesirable to have a large amount of sulphur in them. (Šrámek 2013)

From the hearth of the blast furnace is carried out the pig iron which is put into a special railway carriage whereas the slag is put into another one which is wasted. The slag is used in the civil engineering. The pig iron is brought to the steelworks where it is further processed. Alloyed steel is then used for various types of steel (depends on adixtures). (Šrámek 2013)

Very interesting is that this process of proximity and integration which is absolutely unique in the Europe and it what makes the complex of the Lower Vítkovice so specific. A possibility to see the whole process is available as a part of a guided tour in the area of the Lower Vítkovice. (Project office 2010, 45)

## **7 IMPORTANCE OF THE TECHNICAL HERITAGE SITES FOR THE CITY OF OSTRAVA**

### **7.1 Importance of the Lower Vítkovice for the City of Ostrava**

After the production closure in 1998 the heritage institute started to think of this technical heritage's contribution. The heritage institute in Ostrava formed the essence of the technical heritage of this region as:

- 1) Keeping the panorama of the Hlubina mine and the blast furnaces which became an unmistakable symbol of the city (3 blast furnaces, the Hlubina mine, coke blast furnace, technological bridges and chimneys)
- 2) Keeping the technological flow of a coal extraction and a production of coke, iron and electric power due to its uninterrupted continuity of the production in one place.
- 3) Keeping the particular objects and technical equipment considering its historical and technical value. (Matěj 1999, 31-39)

Ostrava itself represents a very atypical phenomenon not just in its region or the in whole Czech Republic but in an international context. What makes the technical heritage sites in Ostrava so special is its modern history. Ostrava used to be the most important and the biggest industrial agglomeration in Austria-Hungary already in the 19<sup>th</sup> century and at least when concerning the technical heritage sites remains such a status until the present days. Very unique feature is a combination of the technical heritage sites and industrial complexes with an ordinary architecture of the city so as residential buildings and offices which are all situated in the very city center. The architectural legacy from the 19<sup>th</sup> and 20<sup>th</sup> century is for instance the original city hall on the Masaryk's square, a church of St. Wenceslav and many more representative, cultural or educational buildings. Nevertheless the legacy which makes Ostrava so special are the buildings related to the mining and production especially then the mining towers, blast furnaces and coking plants which all together make up an unmistakable face of the city. (Kučová and Matěj 2007, 11-14)

The Hlubina mine, the blast furnaces and the coking plant of the Vítkovice ironworks have been included to the list of national heritage sites already in 2002 and the record on the list of European Heritage Sites was accomplished in 2008. Since then it was very intensively intended to get a place on the list of UNESCO which is the United Nations Educational, Scientific and Cultural Organization, established in London in 1945. The organization

unifies the most magnificent sights on the planet earth. UNESCO focuses on protection and reactivation of the chosen sights which are worldwide unique. The main point which UNESCO intends to reach is to secure the protection and handover of the monuments for the future generations. The World Heritage Committee decides about new monuments added to the list and the chosen monuments should be somehow a flagship of their regions and they should be unique in the regional context not just in the country they are situated in. UNESCO also tries to keep the balance in the geopolitics. Ostrava's industrial heritage is definitely a significant phenomenon of its region and it also refers to the whole middle European history of the coal mining and its processing and usage in the iron production. (Kučová and Matěj 2007, 15-18; Project office. 2010, 94)

The uniqueness and the biggest value of the industrial heritage of Ostrava remains in the complexes related to the entire coal extraction and iron production which is represented for example in the Anselm mine. The mine offers an exhibition of archeological discoveries that are more than 23000 years old. Each visitor might see the remnants of the coal extraction from the late 18<sup>th</sup> century. There are historic sights which are showing a high level of the mechanization of the mining process grounded in the 19<sup>th</sup> century. For the visitors interested in the technical heritage sites is Ostrava the only place in the Europe where can such a visitor find a complex of all buildings and machines which are needed for the production of iron and coke beginning by the coal extraction, proceeding through the production process and ending up by the distribution of products. The industrial complex in Ostrava is an evidence of a fast change from the agricultural landscape into a heavy industry. Nevertheless after the end of active days of such complex its look remains a dominant feature which would not be interchangeable with any other city.

(Kučová and Matěj 2007, 53,55-57)

## **7.2 Ostrava – Candidate for the European Capital of Culture 2015**

The European Capital of Culture is a project of the European Union which awards 2 cities of the European member states with a title The European Capital of Culture. The cities which are labeled with such a title profit from its popularity, prestige and they become more interesting for both international and national tourists and investors. This fact supports the development of the city. Except for Ostrava the application was sent by Pilsen and Hradec Králové. The city of Ostrava advanced to the second/final round where she was defeated by Pilsen which became the European Capital of Culture 2015 together with

a Belgian city Mons. Even though Ostrava did not win the competition, it catapulted the city on a higher level regarding the national point of view and Ostrava remained at least a European cultural city. Some of the cultural projects implemented in the city became very popular.

(Project office 2010; Ostrava 2015 / Home)

One might have noticed a close connection to the industrial area in the Lower Vítkovice which hosted one of the biggest music festivals in the Czech Republic – Colours of Ostrava in 2012. Around 200 bands from the whole world were invited to the festival. Already in 2010 the festival had 30 000 visitors. This amount of participants marks Colours of Ostrava as one of the most significant festivals the central Europe and the area of the Lower Vítkovice broadened its horizons. The atmosphere of the industrial complex made this festival unique and if the minor problems connected mostly with a big location change of the festival will be omitted one can claim that the event was very successful and the upcoming year 2013 will probably push the limits further. It is a great evidence for the area of the Lower Vítkovice which proved that the complex might be multifunctional and it can bring a great value not just on an educational field related to the technical heritage but also to the cultural issues.

(Project office. 2010, 168)

Based on these facts is obvious this great cooperation between the technical heritage complex and the cultural life in the city which in such a combination brings new options of the city tourism. The city should become more popular in the world and it might even bring many visitors every year who will be up to spend their money in the tertiary sector, especially for the hotels in order to secure a comfortable stay, in gastronomy – restaurants in order to satisfy their desires and to try Czech national dish. Moreover, in the bars - it is possible to find out more about the culture, in the shopping centers where are unlimited options of buying some souvenirs for themselves, their relatives and friends. Once the visitors are there they might seek for some trips or excursions in the neighborhood. Ostrava would not be the only place which will financially profit from the tourism, it would help the whole region because it has a lot to offer and the whole region will definitely move forwards. For those who are interested in classical music might visit Janáček's philharmonic (Project office. 2010, 113), those who are interested in tourism might see the beauty of the Beskydy mountains, other ones might visit Stodolní street which is absolutely unique and shows the night life of the city. Moreover, the employment rate will increase

and the city will profit from it. There are plenty of options but the area of the Lower Vítkovice will be the major sight which has to be visited once the tourist decides to set out on a journey to this region. Ostrava has an opportunity to have a world class unique sightseeing sight which will attract the world's attention once it is fully reactivated. The country might become more interesting for the travel agencies that are organizing trips among others to the Czech Republic. It would be worth to see more than just Prague. Especially the high-schools, companies interested in this field might organize practical trainings, internships, schooling and workshops in the city of Ostrava. (Project office. 2010, 168; Ostrava 2015 / Home).

### **7.3 The Comparison of Industrial Complexes in Ostrava and Duisburg**

Ostrava is not the only city which had an idea of reactivation their unused industrial complex. In Duisburg in Western Germany this idea was formed by its citizens in 1989. The citizens were against the demolition of the industrial complex, because it was a symbol of their city and they wanted to preserve this technical sight for future generation. Here one can see a link between both cities of Ostrava and Duisburg. The ironworks were closed in 1985 and there was a need to create a plan what to do with this industrial wasteland which lay fallow on more than 200 hectares. This idea was realized through the commitment of interested citizens and the park began to change into a huge amusement park which is supposed to offer its visitors plenty of options to entertain themselves. (Landschaftspark Duisburg-Nord – Startseite)

The blast furnace number 5 which used to serve as a production place of pig iron while melting iron ore in high temperatures climbing up to 2000 degrees centigrade changed into a visitor's platform from which you can see a fantastic view of the city of Duisburg with a river Rhine. The visit is also possible to be realized during the sunset or at night in order to capture a moment when the lights in the city shine or there is a light show in the industrial complex which is realized through many colorful artificial lights that bring out an unforgettable atmosphere. Only three out of five blast furnaces have been preserved until the present days because two of them have been demolished early after the closure. The blast furnace number 5 is the only one which is freely accessible.

(Landschaftspark Duisburg-Nord – Startseite)

The Power plant and the Blower house complex are nowadays used for big events so as operas, concerts, sport events or a movie premieres. In the active days of the ironworks the

Power plant which is 170m long and 35m wide was used to pre-heat the air for the blast furnace and the Blower house complex used generate the furnace wind.

Very unique is a usage of the Gas holder which has been transformed from gas storage into a diving area. The divers can enjoy a 13m deep float to the bottom and they can discover there an underwater landscape concerning an artificial barrier reef, a shipwreck, an aircraft wreck, two cars and many more objects. (Landschaftspark Duisburg-Nord – Startseite)

The Old and New Administration buildings served as a company's registered office and they were used mostly by the management board. What can be found in the new administration building today are the offices of associations and companies whereas the old administration building got changed into a Visitor's center In 2001 it was changed again into a German Youth Hostel with 140 beds and rooms for a leisure time. There was possible to meet other guests. The Visitor's center moved to another part of the complex – into the Main Switching House, which used to be an ironwork's control center. This tradition remained until the present days. The visitor can obtain all necessary information about the amusement park itself in the Main Switching House. One can book a guided tour at the reception or he can just hire the bikes and enjoy the day when relaxing in the industrial complex. There is also an option to purchase some souvenirs to remember the time spend in the premise of the Landscape Park Duisburg Nord. (Landschaftspark Duisburg-Nord – Startseite)

For the lovers of nature the Landscape Park offers a possibility to go for a walk or to ride a bicycle on Green trail sidewalks on former railway lines in the Parklands. Sidewalks which are passing the blast furnaces and chimneys create an original and unique atmosphere. Apart from these one can find there play areas with climbing walls.

(Landschaftspark Duisburg-Nord – Startseite)

In 1996 the British artist Jonathan Park run his light show which floods the ironworks every evening with various light effects that light up the whole area and create unforgettable memories of an old rusty ironworks immersed into a swirl of colors.

(Landschaftspark Duisburg-Nord – Startseite)

The Lower Vítkovice and the Landschaftspark Duisburg-Nord are in my opinion somehow very similar but on the other hand also very different. They both have resembling facilities so as the blast furnaces, the gas containers which are the major sights. Both industrial complexes are the flagships of their regions and they are unique in an international context. They should lure tourists not just from their regions but also from other countries.



Both offer a guided tour in order to learn something about the history, production process and the technical parameters of the ironworks.

True is that the German complex is bigger and it offers more services from the tertiary sector like the possibility to sleep in the local Youth Hostel or to have a meal in the restaurant which is situated in the Main Switching House. There is also an opportunity to relax in the gardens, to spend a day by walking or riding a bicycle on the walking/cycle trails. The Landscape Park in Duisburg is in my opinion strongly focused on the entertainment, sport and leisure activities. Every visitor might enjoy climbing in the climbing gardens in the charge bunker where coke and iron ore used to be stored. Another activity which might be done there is a High rope course done in the highs on the wobbly bridges and challenging rope constructions. Children might enjoy the play areas where it is possible to slide through the tubes and pipes, they can enjoy the monkey bars or to play football on a football pitch, ride a skateboard, ride a mountain bike, or horses. There is also an option to play with hens and goats or to play in a water play area situated by the Water Turbine Tower. It is a really amazing idea of filling the Gas container with water so people can experience diving and exploring the underwater life there. There are more activities which might be worth trying. Just to mention some of them: A helicopter round trip, archery, summer cinema, dance clubs. The entrance to the complex is free.

(Landschaftspark Duisburg-Nord – Startseite)

On the other hand the Lower Vítkovice area is at the beginning of its reactivation process and its area is smaller. One has to admit that The Landscape Park in Duisburg has been opened already more than one decade ago so it is more developed. The Lower Vítkovice still has a lot to offer. In the industrial complex situated in Ostrava the emphasis is put more on an education and partly on the entertainment. I think that a combination of both would result in a great appearance of the complex. Vítkovice might follow their German competitor in an entertaining issue because people want to have fun and if it is somehow combined with getting interesting information about the industry and the ironworks itself it might encourage people to become more interested in technical fields. Such people are desperately wanted by many companies nowadays. As these might serve for instance clubs, student dormitories and lecture halls which would bring many youngsters from all parts of the country to the industrial complex. Of course the restaurants and facilities like hostels might bring a positive effect as well because people might consider this place a place which is perfect for an afternoon relaxation.

## 8 ANALYSIS OF PRESENT COMMUNICATION STRATEGY IN THE LOWER VÍTKOVICE

### 8.1 Services

**Sightseeing tour** – During the tour it is allowed to film and take photographs of the national heritage sites only. The visitor is not charged of any additional fees once the fee for the tour is paid.

**Parking** – Is ensured right next to the Multifunctional Auditorium GONG and it is not charged of any fee (if there is not some public event). It is not necessary to book a parking spot in advance but during the bigger events might happen that the capacity of the car park will be full. (Homepage | Dolní oblast VÍTKOVICE - Národní kulturní památka)

**Reservation** – of the educational trail is not compulsory but it is fully recommended to make a reservation especially when considering an option of joining the tour in the early hours. The visitor will forestall himself from missing the tour.

**Refreshment** – is provided in the GONG where a small buffet is situated. The refreshment is not part of an entrance fee and visitors have to pay extra for their consumption.

**Smoking** – is allowed just on places given up to it and it is strongly forbidden to smoke in all buildings.

**Sanitary facilities** – are situated in the GONG. They are in a good condition and very tidy.

### 8.2 Price and Packaging

The Lower Vítkovice offers a 25% discount of an entrance fee to U6 – The Small World of Technology if the visitor pays an educational trail on the national heritage sites. It also works vice-versa. This fact offers the visitor an opportunity to visit more parts of the complex and also save money thanks to this advantageous package.

### 8.3 Distribution Channels

The area of the Lower Vítkovice uses Facebook for a communication with public as well as for the promotion of news, events and future plans. The Facebook websites are actualized quite often and they provide the visitor a lot of information. The official websites [www.dolnivitkovice.cz](http://www.dolnivitkovice.cz) also have an informative function and they are often updated. The Lower Vítkovice cooperates with Orion radio and Moravskoslezský deník newspaper, where the news about the area is published.

## **8.4 Promotion**

The Lower Vítkovice focuses on both a paid advertisement as well as free advertisement. The promotion is ensured through the internet articles, Facebook webpages, newspapers, magazines, radio, public address system etc. On the other hand has the Lower Vítkovice a paid advertisement for instance in a magazine called Program and Zikado. For promotion of big event realized in the Lower Vítkovice such as the festival Colours of Ostrava or Majáles were used banners in the trams and buses, on the train stations billboards etc.

## **8.5 People**

The staff which gets into a contact with public is friendly, talkative and helpful. Speaking from my own experience I can say that the receptionist, the tour guide and the worker of a buffet are very positive-thinking and open-minded people who are trying to provide you with help and accommodate your needs and desires. This public relation case is very important because it helps to create a vibrant and positive atmosphere which convinces people to come again.

## **8.6 Programming**

The shift of Colours of Ostrava into an industrial complex in the Lower Vítkovice created a great connection between a cultural event and a technical heritage site which gives the festival a new look. During the festival is possible to visit the guided tour, have some refreshment from kiosks and sleep in the area. That represents a combination of education, culture and a tertiary sector. This perfect combination is implemented in majority of events which take place in the Lower Vítkovice, for instance Majales.

## **8.7 Partnership**

The Lower Vítkovice has many partners which can be found on the official websites <http://www.dolnivitkovice.cz/36/cs/node/1046>. The organization does not cooperate with any travel agency which might resell the visits of the area and which might somehow help in order to increase the interest in tourism in the area.

## **8.8 Processes**

Basically, the Lower Vítkovice area focused on mass services. The educational tour guides provide highly standardized services but there is a lack of a bigger personal interaction

where the visitor can for instance participate in a decision making process what to cover during the tour.

## 8.9 Political Power

The Lower Vítkovice area is represented by a chairman of VÍTKOVICE HOLDING, a.s. Ing. Jan Světlík, who cooperates with representatives of Ostrava and a chief magistrate Ing. Petr Kajnar. These two representatives mostly discuss problematic of Ostrava's future plans and they keep planning the development of the city.

The current communication strategy of the Lower Vítkovice can be further divided into 3 types: Educational, Entertaining and Cultural.

**Educational** – The perspective planning of the Lower Vítkovice intended to help with an inflow of students and young perspective people to the city center which remains empty at the evenings when people get back home from their work (partly caused by commuting). The new plan of reconstructing the old Hotel Palace and its change into a university campus named Campus Palace should make the city center more vibrant after its latest decline. This act should stop the outflow of the people. The dormitory should provide a place to stay for 350 students and in summer the dormitory should serve as a cheap option of accommodation for the visitors of the festival Colours of Ostrava. The campus' position would be also very advantageous because the hotel Palace is situated in the very city center from where all important spots are easily reachable. There should be facilities for living, learning and entrepreneurship in the campus. Another plan of educational usage in the city is moving a scientific library into a coking plant which is situated in the Lower Vítkovice area. This new location would offer enough space for more than 1 million books which has the library collected so far. The current library located in the new city hall does not offer proper premises. (Ekonomika iDNES.cz – Nejnovější zprávy z ekonomiky)

**Entertainment** – The connection of the Lower Vítkovice with the city center is intended to be realized through renewal of old paths. The Lower Vítkovice would be easily accessible for people on bicycles and for those on foot as well. Between the Hlubina mine and the area of blast furnaces should arise a park for a recreation and sports. The whole area of the Lower Vítkovice should be also connected with the city center by the Ruská street (the street should be prolonged). In the future a tram should be passing there. This infrastructure should improve the accessibility of the city center where partially the night

live and cultural enjoyment is situated. (SERIÁL: Do Dolní oblasti autem, tramvají nebo pěšky - Moravskoslezský deník)

**Cultural** – The Lower Vítkovice offers plenty of various cultural events. The most famous one is probably the music festival Colours of Ostrava and Majales. In the area of Lower Vítkovice are realized many different kind of cultural events so as exposition of paintings (Jindřich Štreit), concerts (Jaromír Nohavica), sport events (skiing, show jumping) etc. and the organizers are still coming up with new ideas. (Info Česko)

## **9 A MARKETING RESEARCH OF A PRESENT MARKETING COMMUNICATION USED IN THE TECHNICAL HERITAGE SITES IN THE CITY OF OSTRAVA**

### **9.1 Stating an Aim of a Marketing Research**

Every marketing research should have its aim without which such research would be useless. This aim has to inform the reader, why is this marketing research executed. I have stated this aim:

**“Find out if the people would be interested in the technical heritage sites in the city of Ostrava.”**

Further I have stated two hypotheses which will be necessary to be approved or disproved based on the questionnaire. The hypotheses will be considered approved if more than 70% of participants answer the question positively.

**Hypothesis number 1:** People have already heard about technical heritage sites in the city of Ostrava.

**Hypothesis number 2:** Visitors recommend the visit of technical heritage sites in the city of Ostrava.

In the research I have used methods of observation and secondary sources.

### **9.2 Plan of Survey**

#### **Sources of Information**

The research was done only on the internet. Data were taken from the filled questionnaires which were posted on the internet.

#### **Method of Research**

The research was realized through a questionnaire survey which was filled online. Respondents were Czech citizens from a various age group categories. 81 people participated in the survey.

#### **The Questionnaire**

In the first part of the questionnaire the respondents are asked about their visit of the city of Ostrava. Those who have visited the city should state what their reason was to come and which technical heritage sites do they know. The second part covers the promotion of the

technical sites, what hooks the interest of visitors and a decision about the recommendation of those places. The last part of the questionnaire is related to identification questions.

### 9.3 Evaluation of Particular Questions

81 questionnaires were used for the evaluation of the survey.

Question number 1: “Have you ever heard about technical heritage sights in the city of Ostrava?”

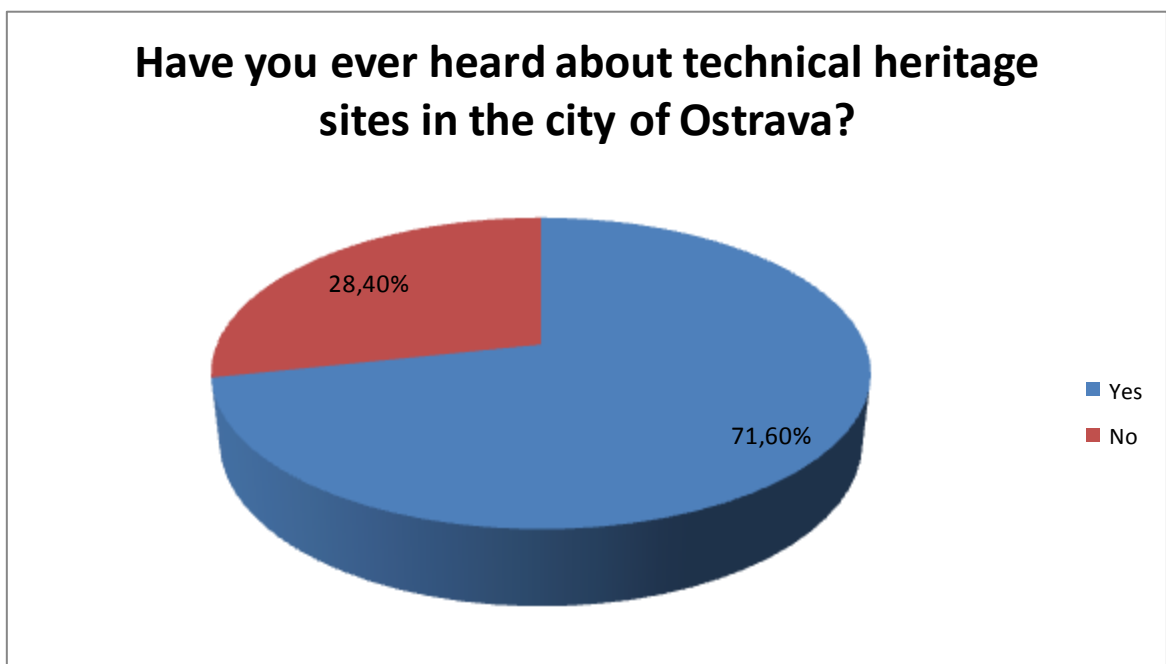


Figure 1 – Have you ever heard about technical heritage sights in the city of Ostrava?

From the diagram of the first question is obvious that more than 71% of respondents have already heard about the technical heritage sites which are situated in the city of Ostrava. This fact tells us that there is quite good general knowledge of the technical sights but on the other hand it does not tell us that people know these sights well.

Question number 2: “Have you ever visited Ostrava?”

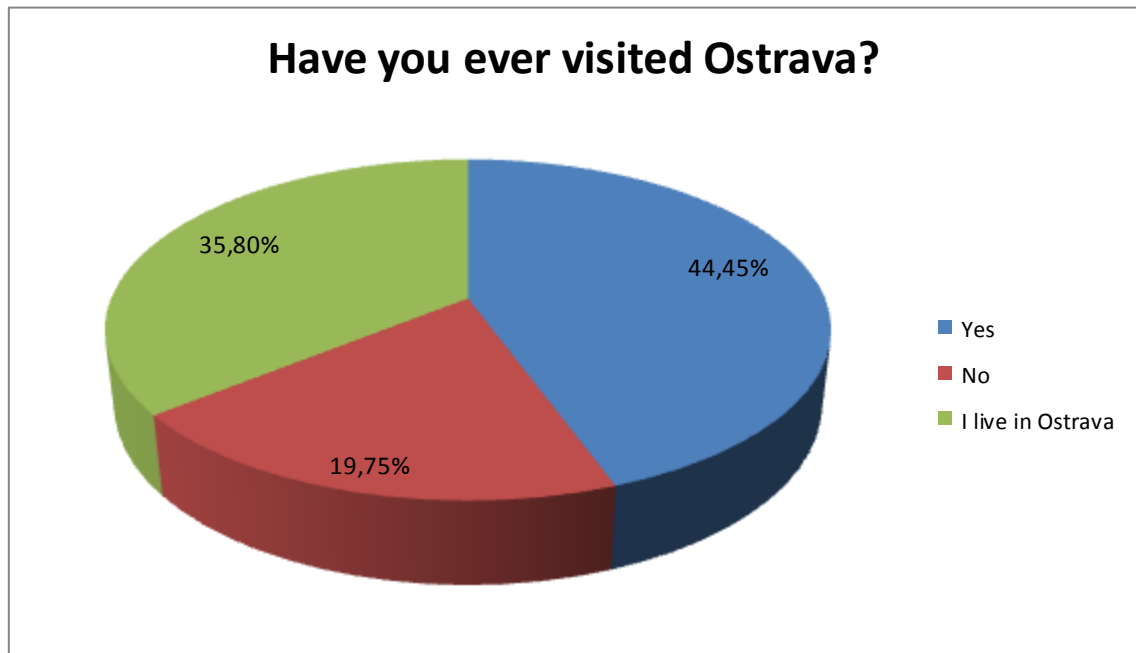


Figure 2 - Have you ever visited Ostrava

Outcome of the second question (Figure 2) proves that almost every second respondent has already visited Ostrava whereas only every 19,75% of all respondents have never been to visit the city. Every third respondent actually lives in Ostrava.



Question number 3: “What was the reason of your visit?”

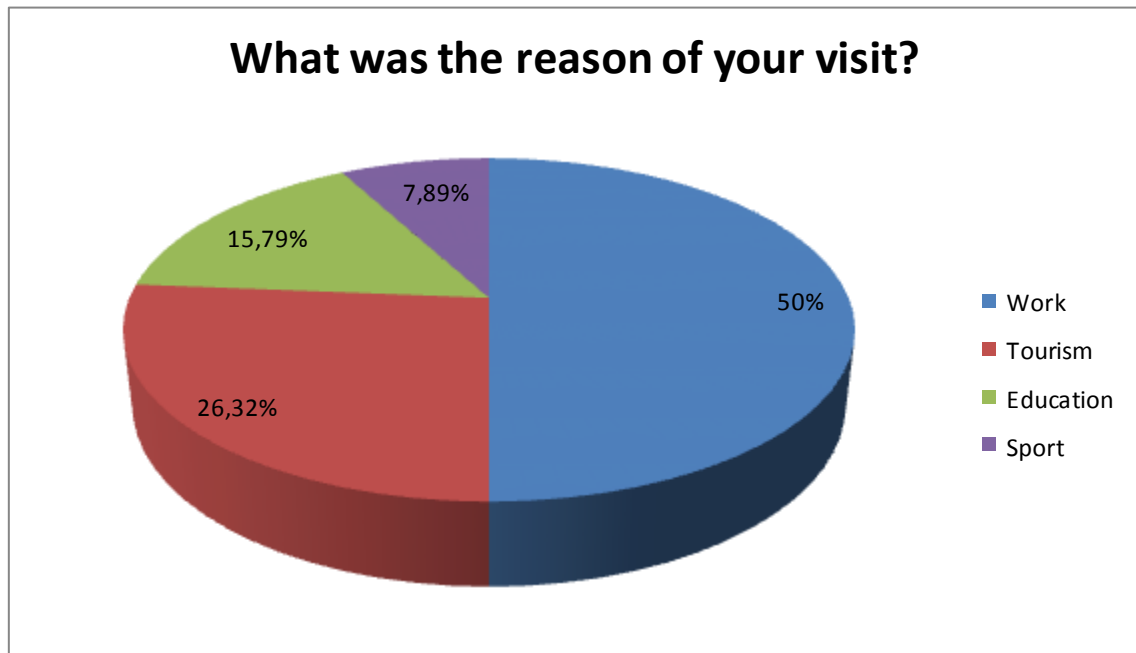


Figure 3 – What was the reason of your visit?

Only those respondents who have ever visited the city of Ostrava were asked what their reason was to come to Ostrava. The diagram shows that every second visitor arrived to Ostrava because of work. Substantial is also amount of visitors who have been to Ostrava due to tourism and education.

Question number 4: “Which technical heritage sites situated in the city of Ostrava do you know?”

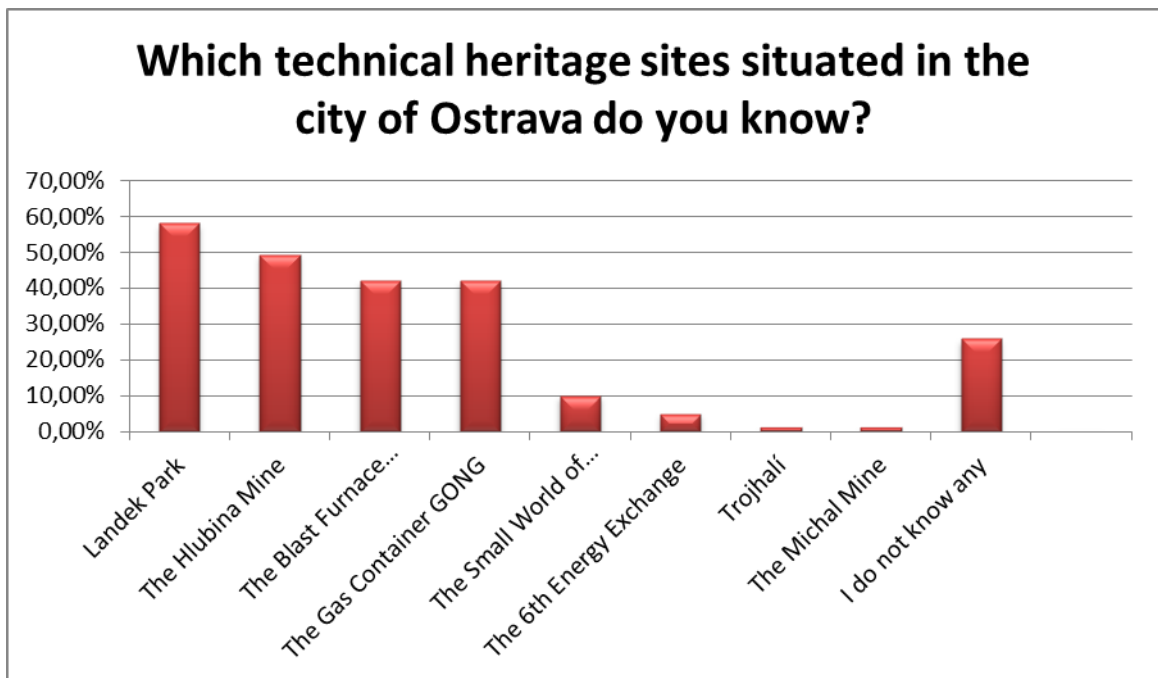


Figure 4 - Which technical heritage sites situated in the city of Ostrava do you know?

Question number 4 served as an answer to a question which technical heritage sites in the city of Ostrava are known the most. From the result is apparent that the most of the respondents have heard about the Landek Park (almost 60%) and The Hlubina Mine (nearly 50%). The Blast Furnace Number 1 and the Multifunctional Auditorium GONG (the former gas container) are with nearly 42% also worth mentioning. Almost 26% of all respondents have never heard of any technical heritage sites in the city of Ostrava.

Question number 5: “Where have you noticed a reference to the technical heritage sites situated in the city of Ostrava?”

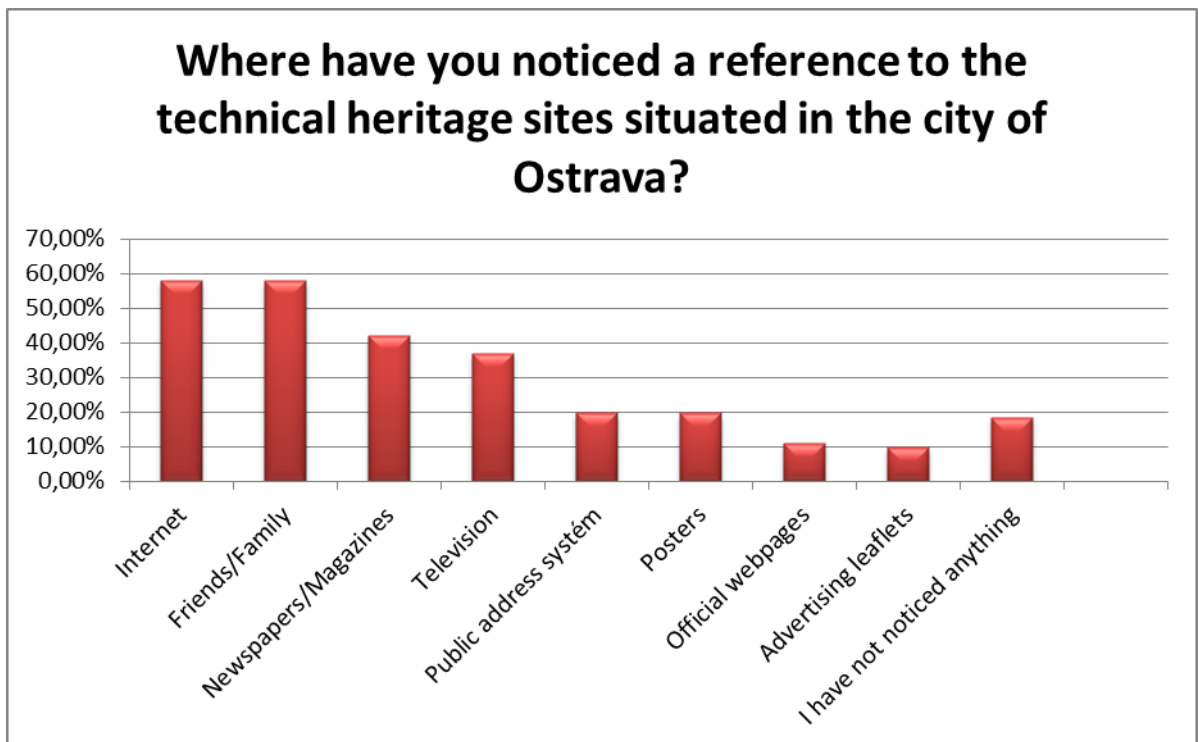


Figure 5 - Where have you noticed a reference to the technical heritage sites situated in the city of Ostrava?

Nearly 60% of all respondents have noticed the technical sites on the internet or they were told about them by their friends and families. Nowadays is usage of the internet a matter of fact and due to that should be the promotion led especially this way. A great source of new visitors might be a positive reference mentioning the technical sites by the family members and friends. This shows that the emphasis is put on a positive recommendation by people who are important for them and their opinion is taken into account. 37% of all respondents have noticed a mention about the technical sites on television. We should also mention that almost 19% of all respondents have never heard about any single technical heritage sight which is situated in the city of Ostrava.

Question number 6: “Do you think that the technical heritage sites in the city of Ostrava are promoted well enough?”

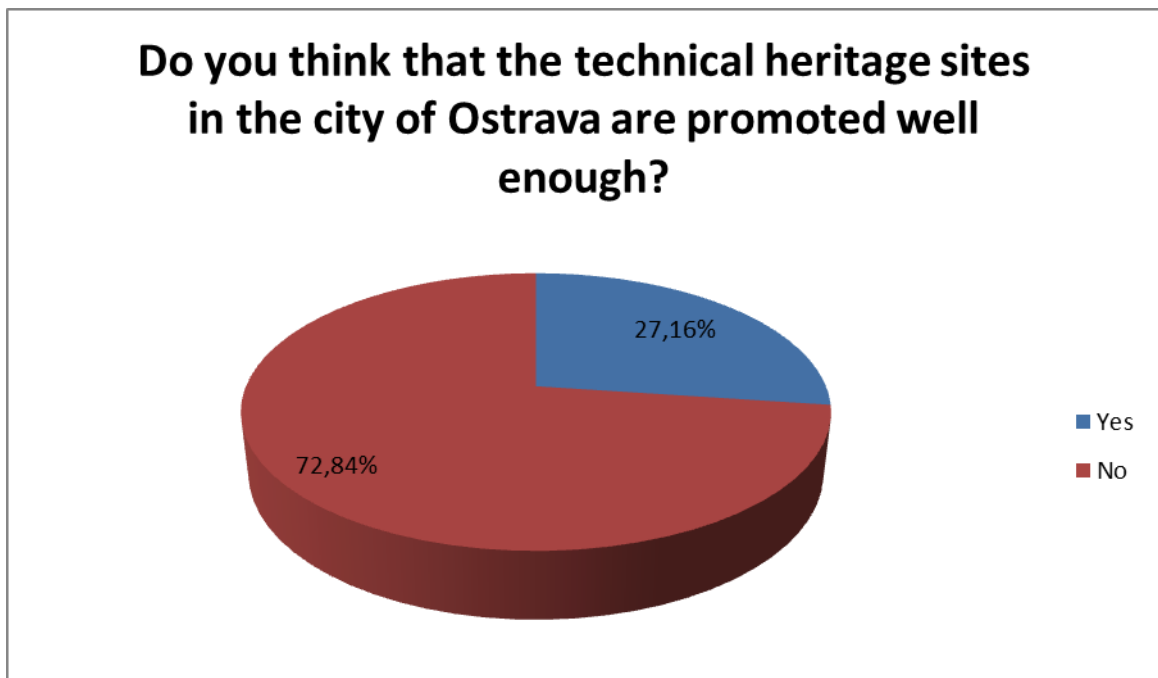


Figure 6 - Do you think that the technical heritage sites in the city of Ostrava are promoted well enough?

In the question number 6 were the respondents asked whether they think that the technical heritage sites are promoted well enough. Almost 75% of all respondents answered that they do not think so.

Question number 7: “Which technical heritage sight have you ever visited?”

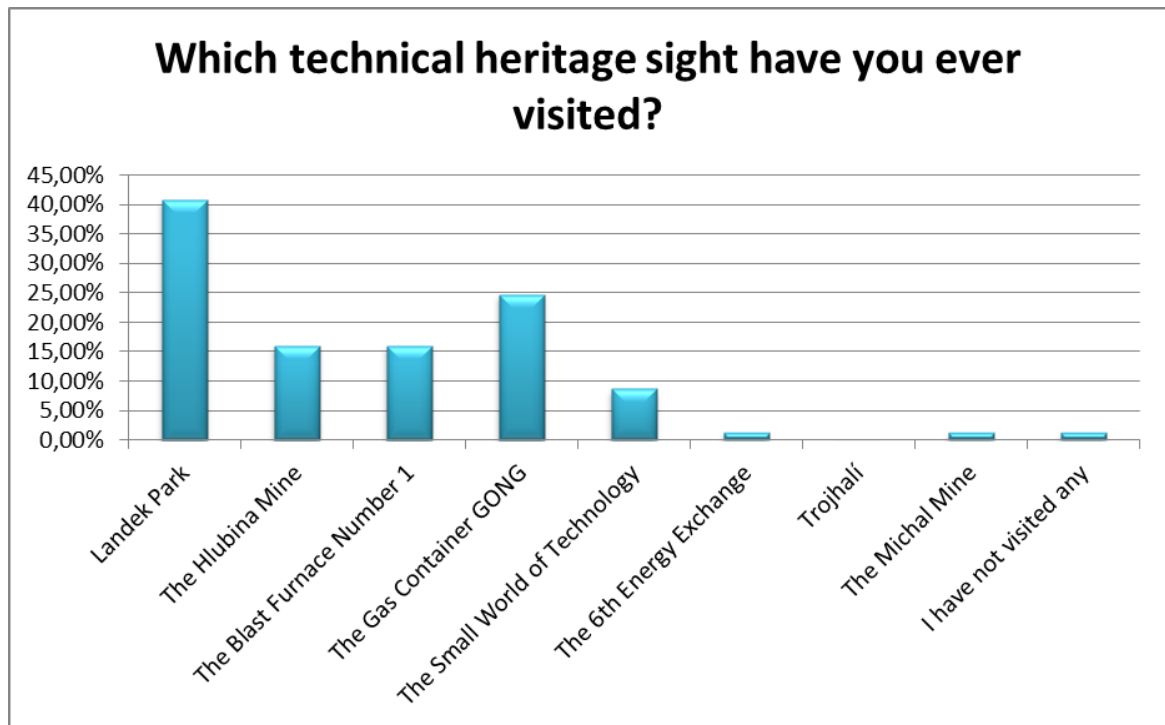


Figure 7 - Which technical heritage sight have you ever visited?

From the answers to the question number 7 results that nearly 41% of all respondents have visited the Landek Park. Almost 40% of all respondents have never visited any technical heritage sight. The technical heritage sites in the Lower Vítkovice were not very sought-after sites. The Multifunctional Auditorium GONG have visited 25% of all respondents, the Blast Furnace Number 1 and the Hlubina Mine have visited only 16% of all respondents and U6 – The Small World of Technology, 6<sup>th</sup> Energy Exchange, the Michal Mine and Trojhalí have visited even less than 10% of all respondents. The area of Lower Vítkovice is not opened for a long time, this might be the reason why there were not that many visitors so far.

Question number 8: “What hooked your interest the most?”

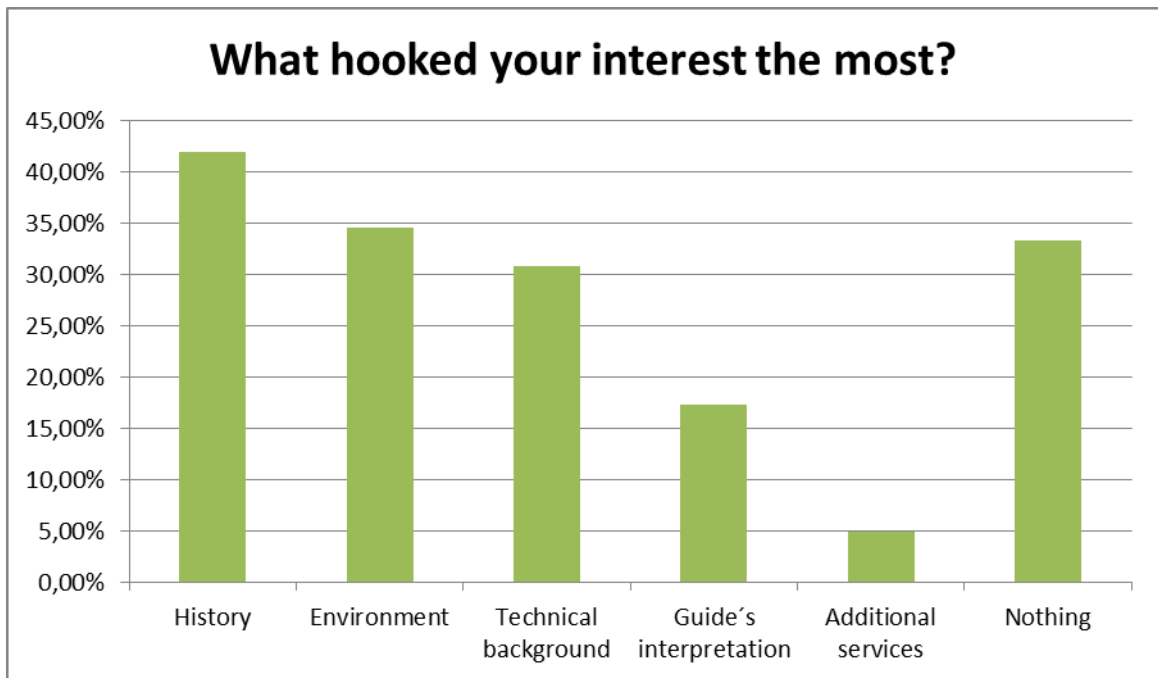


Figure 8 What hooked your interest the most?

Nearly 42% of all respondents were stunned by the history of the technical sights. Almost 35% appreciated the environment and 33% of all respondents did not like anything.

Question number 9: “Would you recommend a visit of the technical heritage sites in the city of Ostrava?”

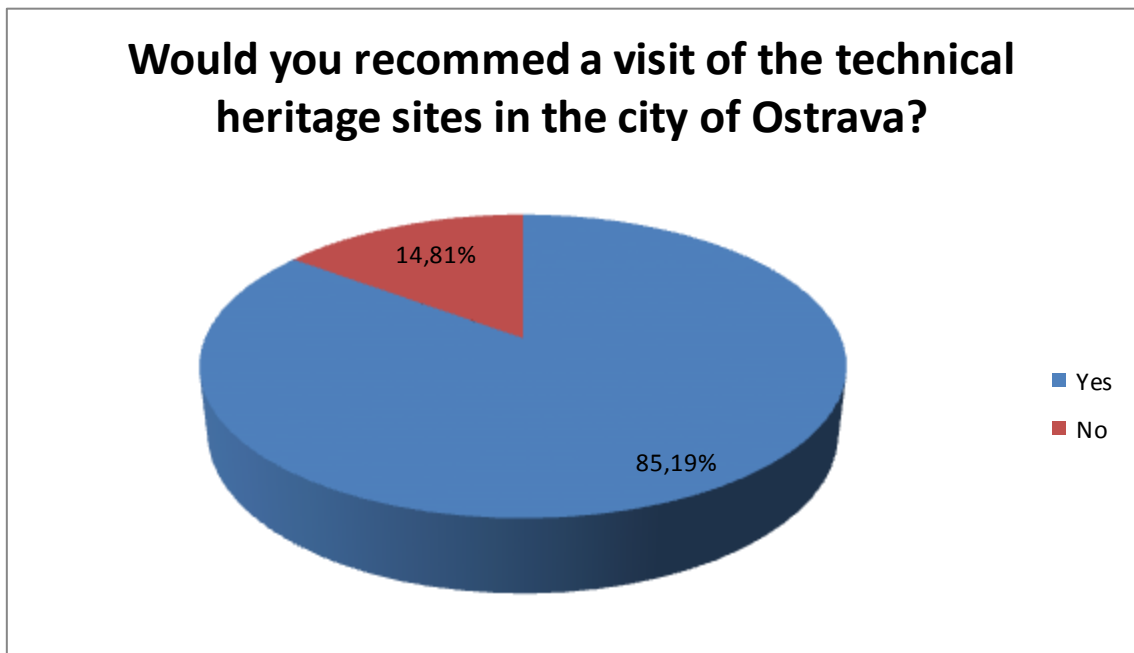


Figure 9 – Would you recommend a visit of the technical heritage sites in the city of Ostrava?

As the reader can assume from the diagram, an overwhelming majority of all respondents (85%) would recommend other people to visit the technical heritage sites in Ostrava.

Question number 10: “What is your sex?”

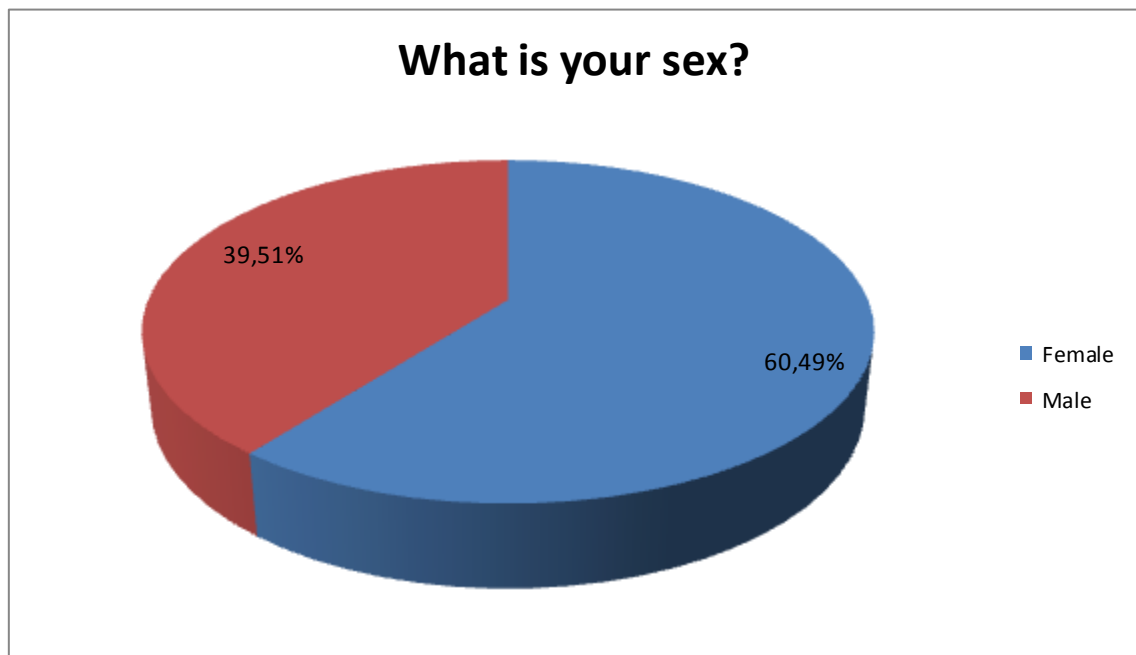


Figure 10 – What is your sex?

The questions were slightly more often answered by women but the difference was not that big.

Question number 11: “What is your age group?”

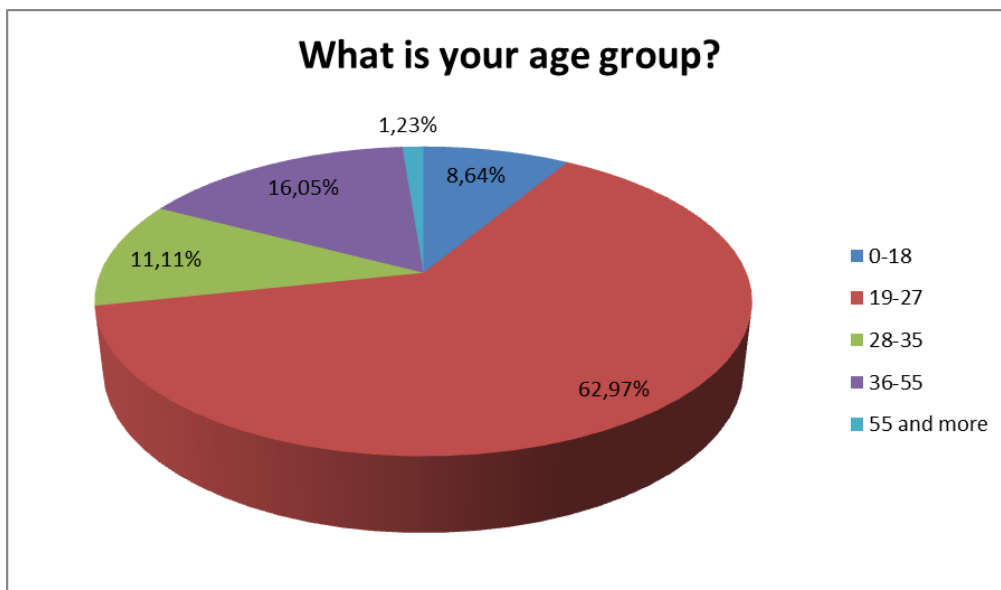


Figure 11 – What is your age group?

Most of the respondents were between 19 and 27 years of age. It is a proof that the most of the internet users are from the young generation.



Question number 12: “What is your highest achieved education level?”

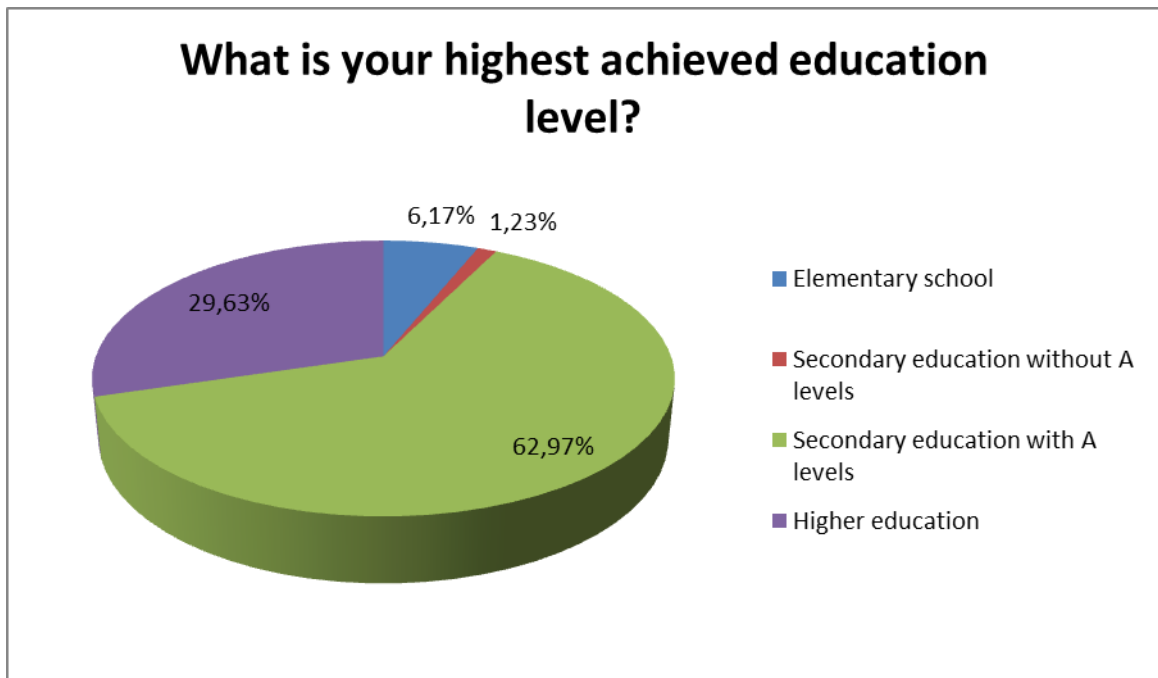


Figure 12 - What is your highest achieved education level?

Results of the 12<sup>th</sup> question are very probably corresponding with the question number 11. Most of the respondents have achieved a high school education with A levels exam. These respondents together with university graduates fit the youth category between 19-27 years of age.

Question number 13: “Where is your place of residence?”

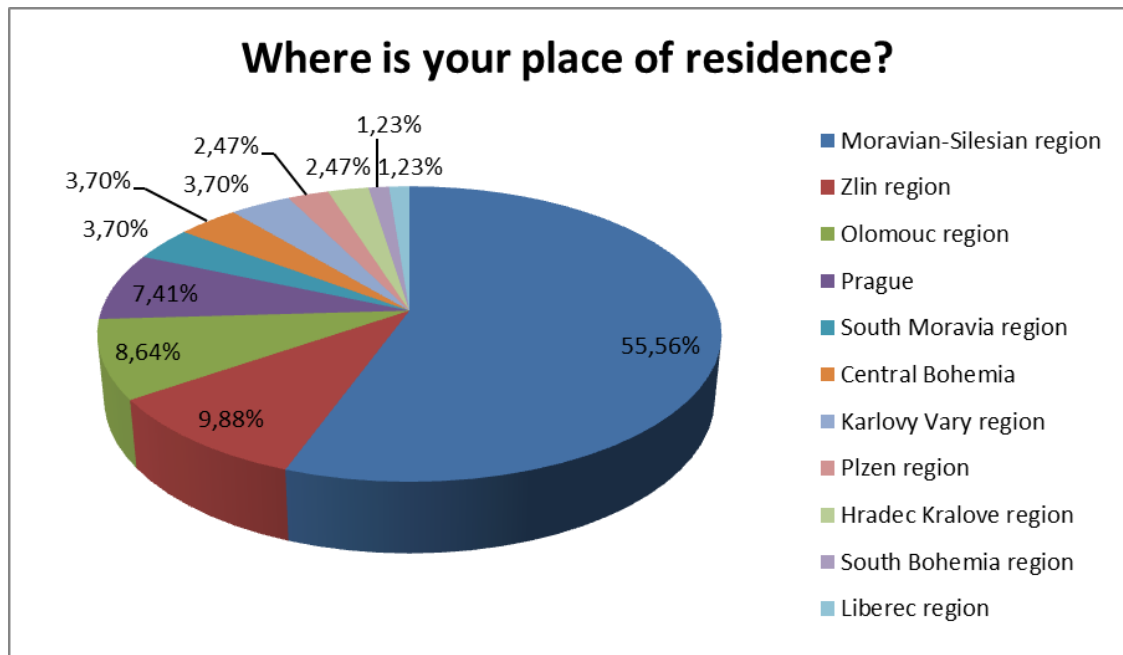


Figure 13 - Where is your place of residence?

An overwhelming majority of all respondents lives in the Moravian-Silesian region. Corresponding to the question number 2 we can assume that many of those respondents live in the city of Ostrava. Nearly 10% of all respondents live in the Zlin region.

#### 9.4 Evaluation of Hypotheses

After evaluating questions from the questionnaire I proceeded with evaluation of two hypotheses which I have stated at the beginning.

**Approval of Hypothesis Number 1:** *People have already heard about technical heritage sites.*

The research has shown that 71,6% of all respondents have mostly heard about the technical heritage sites. This fact points out that the sites have at least some attention, which should be in my opinion more deep and the public should be taught more about it. Vítkovice should not just maintain this superficial knowledge of technical areas in Ostrava.

**Approval of Hypothesis Number 2:** *The visitors recommend the visit of technical heritage sites in the city of Ostrava.*

From the results of the research is obvious that 85,19% of all respondents would recommend visiting the Lower Vítkovice area and its technical heritage sites. This proves

that a recommendation of friends or family members convinces other possible visitors to find some time and visit those technical heritage sites. I recommend to keep working on the development of additional services and surroundings of the complex which should convince people to come.

I consider both hypotheses approved because the results exceeded 70%.

## **10 PROPOSAL FOR AN INNOVATION OF PRESENT**

### **COMMUNICATION STRATEGY IN THE LOWER VÍTKOVICE**

Even though the area is opened to the public very shortly, approximately 1 year, the marketing research has shown that the area is not unknown for the inhabitants of the Czech Republic. Besides other things the approval of hypothesis number 1 might serve as an evidence of a general knowledge of the area and also as a fact that it hooks people's interest. The marketing communication is for this reason working well but still there are couple things which might be improved.

Based on the analysis of current communication strategy of the Lower Vítkovice area and the marketing research related to the same field I propose a few recommendations in order to improve the contemporary strategy.

#### **10.1 Services**

The Lower Vítkovice area offers an educational trail in four foreign languages: German, English, Polish and Russian. The webpages are on the other hand accessible only in Czech, English and Polish. The English and the Polish version of the webpages offers very limited amount of information. Based on this fact I suggest including more detailed information in foreign languages and I think German speaking visitors would appreciate a German version of the webpages. I assume it is a helping hand because the Czech Republic borders with Germany and Austria and in both these countries the German language is spoken.

#### **10.2 Distribution**

The questionnaire has shown that nearly 60% of all respondents have found the information about the area on the internet. Internet is nowadays a phenomenon and the promotion should be lead through such channels because these channels are more used than printed materials as newspapers and flyers. The Lower Vítkovice area already has a Facebook account. Facebook is mostly used by the young generation and it does a great job when promoting events and news related to the area. I suggest opening a Twitter account because Twitter becomes very popular and it is an unpaid version of promotion which will inform potential visitors about news in the area. There is no problem having Facebook and Twitter accounts at the same time. If this way of distribution shows itself as the right way I suggest creating an ICQ and Skype accounts for a cheap communication with public.

### 10.3 Advertising

I assume that the Lower Vítkovice should have their flyers and advertisements in partner travel agencies which should promote the area. Alternatively, the travel agencies might organize tours to the industrial complex in the Lower Vítkovice, where also the Beskydy mountains trip, Hukvaldy trip and the sightseeing tour of Ostrava might be included. This package of various traveling experience will show the city of Ostrava from a different angle. The greatest advertisement would be a record on the UNESCO list which would catapult the Lower Vítkovice to the *crème de la crème* together with the greatest places of interest from the whole world. This would lead to a boom of tourism not just in Ostrava but in the whole Moravian-Silesian region. It will bring foreign investors and tourists who will spend their money in the region and everything will flourish there. I strongly recommend undergoing necessary steps in order to secure getting the Lower Vítkovice on the UNESCO list.

## CONCLUSION

The aim of my Bachelor's thesis was to analyze a current marketing communication strategy of the Lower Vítkovice in order to create its innovation to promote tourism at the technical heritage sites in Ostrava. My task was to describe particular communication tools in their current form and by using a questionnaire find out if they are used properly. Finally I have proposed a recommendation to improve an already existing communication strategy. Working out my thesis was based on a literary research related to the communication strategy problematic.

In the analytical part I have analyzed which communication tools are used by the Lower Vítkovice and in which way they are used. Furthermore I have completed a questionnaire research which was supposed to find out whether the used marketing tools are effective and whether they attract the required amount of people. The research has shown that the marketing tools are used properly and that the people questioned are generally familiar with technical heritage sites in Ostrava.

Based on the results of the questionnaire I have proposed several recommendations in field of services, distribution and advertising. I have formulated the recommendations and I hope that at least some of them will be implemented by the Lower Vítkovice organization. The Bachelor's thesis in a marketing field was very interesting and beneficial for me. I am glad I was given such an opportunity where I could use my English language skills together with a marketing knowledge when working on my thesis.

I hope I have brought a new insight into the problematic issues and that my ideas will push the limits a bit further and they will broaden the horizons of the Lower Vítkovice employees. I would be grateful if the output of my thesis enriches the other workers.

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## APPENDICES

P I The Questionnaire.

P II Logo of the Lower Vitkovice.

## APPENDIX P I: THE QUESTIONNAIRE

Good afternoon,

My name is David Šrámek and I am a student of Tomas Bata University in Zlín. I am currently a 3<sup>rd</sup> year student in a Bachelor's degree. I am studying English for Business Administration. I would like to ask you to fill in a short questionnaire which will help me to work out my bachelor's thesis. My thesis is focused on A Marketing Communications Strategy Innovation for Promoting Tourism at Technical Heritage Sites in Ostrava. The questionnaire is for any kind of respondents without any limitations. Thank you very much for your time.

The aim of this questionnaire is to improve the existing communication strategy.

Thank you very much for the cooperation

David Šrámek

1. Have you ever heard about technical heritage sights in the city of Ostrava?
  - Yes
  - No
2. Have you ever visited Ostrava?
  - Yes
  - No
  - I live in Ostrava
3. What was the reason of your visit?
  - Work
  - Tourism
  - Education
  - Sport

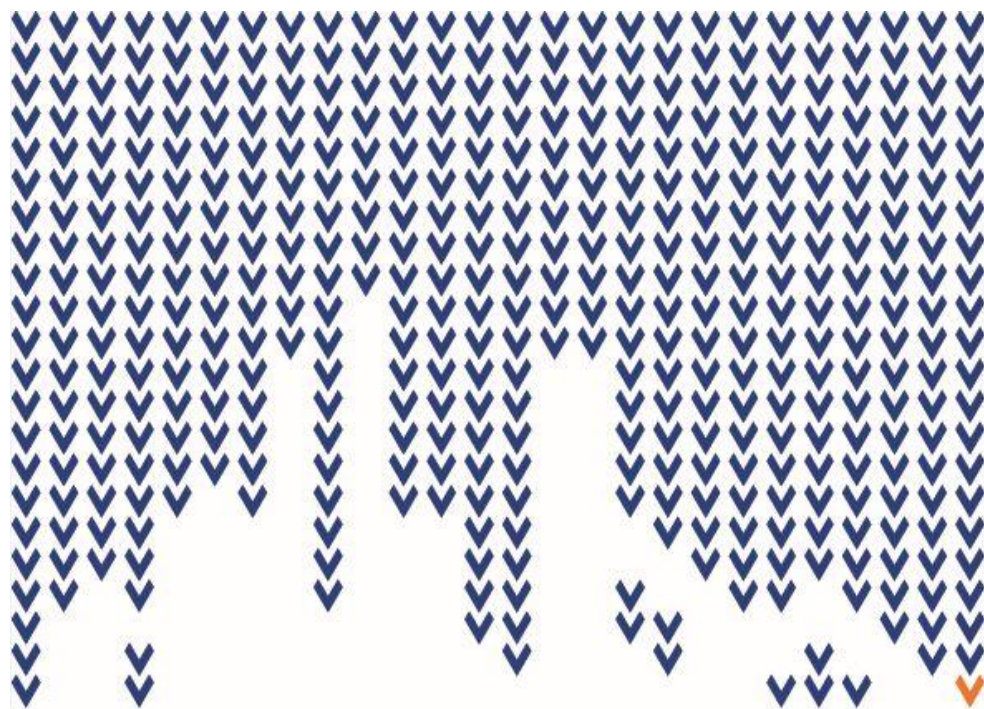
4. Which technical heritage sites situated in the city of Ostrava do you know?
  - Landek Park
  - The Hlubina Mine
  - The Blast Furnace Number 1
  - The Gas Container GONG
  - The Small World of Technology
  - The 6<sup>th</sup> Energy Exchange
  - Trojhalí
  - The Michal Mine
  - I do not know any
  
5. Where have you noticed a reference to the technical heritage sites situated in the city of Ostrava?
  - Internet
  - Family/Friends
  - Newspapers/Magazines
  - Television
  - Public Address System
  - Poster
  - Official webpages
  - Advertising leaflets
  - I have not noticed anything
  
6. Do you think that the technical heritage sites in the city of Ostrava are promoted well enough?
  - Yes
  - No
  
7. Which technical heritage sight have you ever visited?
  - Landek Park
  - The Hlubina Mine
  - The Blast Furnace Number 1
  - The Gas Container GONG
  - The Small World of Technology
  - The 6<sup>th</sup> Energy Exchange



- Trojhalí
  - The Michal Mine
  - I have not visited any
8. What hooked your interest the most?
- History
  - Environment
  - Technical Background
  - Guide's interpretation
  - Additional services
  - Nothing
9. Would you recommend a visit of the technical heritage sites in the city of Ostrava?
- Yes
  - No
10. What is your sex?
- Male
  - Female
11. What is your age group?
- 0-18
  - 19-27
  - 28-35
  - 36-55
  - 55 and more
12. What is your highest achieved education level?
- Elementary school
  - Secondary education without A levels
  - Secondary education with A levels
  - Higher education
13. Where is your place of residence?
- Moravian-Silesian region
  - Zlin region
  - Olomouc region

- Prague
- South Moravia region
- Central Bohemia
- Karlovy Vary region
- Plzen region
- Hradec Kralove region
- South Bohemia region
- Liberec region

**APPENDIX P II: LOGO OF THE LOWER VÍTKOVICE**



**DOLNÍ OBLAST VÍTKOVICE**