

At the base here are always very willing people from organization with very personal and helpful attitude. Thanks to this people who are giving to visitors' also environmental education whole resort stay clean in spite on growing number of visitors.

Potential of adventure tourism

A research conducted in 2010 by the Adventure Travel Trade Association (ATTA), displayed that

26 % of international travellers are adventure tourists and predicted that commercial adventure activities will represent by 2050 the 50 % of all travel motivations (Xola Consulting Services). The same study showed that the global market for Adventure Travel has an actual value of 89 \$ billion and, if adding equipment expenditure, the total value would amount to 142 \$ billion. The sector of adventure tourism has enviably over-

came the recession with a calculated annual growth rate of 17 % (Adventure Travel Trade Association, 2010). Given these growth rates, adventure tourism appears to a big number of developing countries as a possible source of economic development. Moreover, it is believed to be a good strategy for helping therebuilding process after a political crisis or natural disaster (Adventure Travel Trade Association, 2010).

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ECOTOURISM ON THE EXAMPLE OF ENVIRONMENTAL ACTIVITIES AT MUNICIPAL LEVEL: HOSTĚTÍN (ЭКОТУРИЗМ НА ПРИМЕРЕ ПРИРОДООХРАННОЙ ДЕЯТЕЛЬНОСТИ НА МУНИЦИПАЛЬНОМ УРОВНЕ: ХОСТЕНИН)

Описывается поселение Хостенин, в котором при поддержке муниципальных органов власти используются альтернативные источники энергии. Данное поселение приобрело известность за счет экологических проектов, участвующих в использовании местных ресурсов, сохранения и использования возобновляемых источников энергии, в частности солнца и биомассы, а также экологически безопасных технологий, поддерживающих устойчивое развитие местности с середины 1990-х годов.

Hostětín is a small municipal village in the eastern part of the Czech Republic, namely in eastern Moravia, few kilometres far from

the Slovakian borders. The village is situated at the foot of the White Carpathians (UNESCO Biosphere Reserve), numbering approxima-

tely 240 inhabitants on an area of 3, 63 square kilometres in total.

The village of Hostětín is well-known for its great number of

ecological projects engaged in the use of local resources, saving and renewable sources of energy, particularly sun and biomass energy, as well as environmentally friendly technologies maintaining its future self-sufficient and sustainable development since the middle of the 1990s.

Its importance for the sustainable development makes it so unique that even his highness Prince Charles included this completely breath-taking place into his agenda on his visit across the Czech Republic.

The village is heated centrally by biomass from its local biomass heating plant with an output of 732 kW, providing more than 80 percent of households. Waste water produced by everyday life is cleaned in the reed-bed sewage treatment plant and electricity is generated with the assistance of two photovoltaic power plants.

Furthermore, the town use energy-saving public lighting which positively contributes to reduce electricity consumption.

In addition, the village owns a passive house which functions as a base of ecological institute called Veronica and also as an educational centre and ecological guest house. Moreover, the city produces its organically labelled unfiltered juices and syrups from the regional fruit species since 2000.

Through the years, Hostětín as a model town of sustainable rural development as well as self-sufficiency gained a couple of prestigious national and international awards for their contribution to environment protection, for instance the Energy Globe (2007), the Czech Solar Award (2009) or Climate Star (2012).

Projects within the village

Reed-bed sewage plant

The reed-bed sewage treatment plant of this kind was the first one in eastern Moravia, operating since 1996. The basis of this reed-bed sewage plant is a constructed wetland with common wetland plants such as common reed or reed canary grass where water is treated mainly by bacteria living on the roots of plants which decompose the organic pollution and thus clean the water.

This kind of water treatment serves a unique sustainable and environmental friendly way of cleaning water in the respect of nature with considerable landscape functions boosting ecological stability and aesthetic quality of the place. Moreover, it houses various types of plants and animals.

Energy-efficient public lighting

In 2006, Hostětín retrofitted its out-of-date street lighting system using luminaires with flat-glass bottom cover which enables to distribute light much more efficiently along the street and prevent negative impacts of insufficient outdoor lighting; characteristic in poor light distribution, light pollution or intrusive lighting disrupting natural rhythms.

While the intensity of road and pavement illumination increased two or three times, light pollution of surrounding and atmosphere reduced ten times and electric input of the whole system lowered by one third.

Passive house

Since 2006, the first Czech public passive house has stood in Hostětín, serving as the educational centre Veronica. The passive house consumes 7–10 times less energy

for heating than usual buildings that was accomplished by a thick layer of heat insulation without thermal bridges, precise construction, controlled ventilation with heat recuperation and utilization of solar heat thanks to windows with perfect heat and technical parameters. The building incorporates many modern as well as traditional and natural materials and technologies, including e.g. straw isolation, clay plasters, unburnt bricks, rain water, etc. The Centre provides space for environmental education and meetings as well as accommodation.

Biomass heating plant

A central municipal heating plant with an output of 732 kW was installed in 2000. The boiler burns 500–600 tons per year of wood chips from waste wood from nearby woods and sawmills. More than 80 % of homes in Hostětín are connected to the heating plant distribution system. This unique investment was financed by the State Environmental Fund, a Dutch grant within one of the international mechanisms reducing CO₂ emissions, the Czech Energy Agency, by the community budget as well as by the beneficiaries themselves.

The investment in the heating plant has been complemented by thermal insulation of houses which the residents have been installing gradually at their own expense. The heating plant produces approximately 3,500 GJ of heat per heating season and saves 1,500 tons of CO₂ emissions per year. Fuel payments do not leave the regional economy, as they would for coal, gas or electricity, but go to the municipality and local entrepreneurs. An important benefit is clean air, which is much cleaner than in the past.

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**ПРОБЛЕМА ЭФФЕКТИВНОГО ИСПОЛЬЗОВАНИЯ МАТЕРИАЛЬНОЙ БАЗЫ УНИВЕРСИТЕТА
ДЛЯ КАЧЕСТВЕННОЙ ПОДГОТОВКИ МЕНЕДЖЕРОВ
(THE PROBLEM OF EFFECTIVE USE OF THE MATERIAL BASE OF THE UNIVERSITY
FOR HIGH-QUALITY TRAINING OF MANAGERS)**

Наличие у вуза собственной материально-практической базы является залогом успеха для качественной подготовки менеджеров. На примере чешского лесного учебного предприятия «Масариков лес» в Криптинах, принадлежащего Университету им. Менделя г. Брно, рассмотрены основные преимущества подобного объединения в практической и теоретической составляющих образования. 90-летний опыт работы чешского лесного предприятия показателен и вполне может быть адаптирован к применению в УГЛТУ и принадлежащей ему лесной базе.

The presence of a University of its own material and practical base sits as the pledge of success for the qualitative training of managers. On the example of the Czech forestry training enterprise «Masarykov forest», owned by the University Mendel, discusses the main advantages of this combination of practical and theoretical components of education. The 90-year experience of the Czech forest enterprise is indicative and may be adapted for use in USFEU and belonging to him forestry.

В XXI в. общество повсеместно начинает воспринимать лес не только как кладовую древесных материалов, но и как «фабрику здоровья», которая способна улучшать экологическую ситуацию в том или ином регионе, которая может влиять на среду обитания человека, на окружающую природу, причем иногда в глобальном масштабе

вплоть до изменения климата. Речь идёт о способности лесных биосистем постоянно влиять на качество жизни людей. Леса не только дают кислород и очищают воздух, но и являются «собираателями», накопителями воды, которые питают реки, озера. Без лесов невозможно представить жизнь на планете Земля.

Что надо делать, чтобы леса приносили людям постоянную пользу, в том числе давали и древесину, сырье для производства?

Это непростые вопросы. Решать их будут выпускники наших вузов, Университета им. Менделя в Брно и Уральского государственного лесотехнического университета в Екатеринбурге (УГЛТУ). Хотелось бы, однако,