

## CHARACTERISTICS OF THE REGION

The Zlínský Region was established on 1 January 2000 pursuant to the Constitutional Act No 347/1997 Sb on establishing higher territorial self-governing units. It was formed by a merger of the Zlín District, the Kroměříž District, and the Uherské Hradiště District (formerly parts of the Jihomoravský Region) and of the Vsetín District (that belonged to the Severomoravský Region). It forms the Střední Morava cohesion region along with the Olomoucký Region. With the effect from 1 January 2003, there are 13 administrative districts of the municipalities with extended powers (the 3rd level municipalities); within them, there are 25 territorial districts of municipalities with authorised municipal authority (the 2nd level municipalities). As at 1 January 2021, the municipalities of Valašské Příkazy and Študlov were shifted from the Vsetín District to the Zlín District.

The Zlínský Region is located in the east of the Czech Republic (CR), its eastern edge forming borders with Slovakia. It borders on the Jihomoravský Region in the southwest, on the Olomoucký Region in the northwest, and in its northern part it borders on the Moravskoslezský Region. It is the fourth smallest Region of the CR thanks to its area of 3 963 square kilometres. It has 307 municipalities in total (30 of which are towns), in which 572 432 people lived by the end of the year 2021. The population density of 144 people per square kilometre exceeds the national average. The highest population density is in the Zlín District (181 people per square kilometre) and the lowest in the Vsetín District (124 people per square kilometre).

The character of the Region's territory is diverse. It is mainly hilly, consisting of hilly areas and mountain ranges. Alongside the Morava River, flat fertile areas of Haná and Slovácko stretch in the Kroměříž District and the Uherské Hradiště District, respectively. The Moravskoslezské Beskydy with the highest peak of Čertův mlýn (altitude 1 206 m) mountain range goes through the northern part of the Region. The Javorníky mountain range with its highest peak of Velký Javorník (altitude 1 071 m) is situated in the east and towards the south there is the Bílé Karpaty mountain range (the White Carpathians) with its highest peak of Velká Javořina (altitude 970 m) that forms the borders with Slovakia. The highlands of Hostýnsko–Vsetínská hornatina and Vizovická vrchovina pass south of the Moravskoslezské Beskydy mountain range. On the south-western part of the Region, there are Chřiby highlands with the highest point Brdo (altitude 587 m). The Upper Moravian vale (Hornomoravský úval) passes from the west (from the Olomoucký Region) among the highlands of Chřiby and the above mentioned hilly areas through the Kroměříž District down to the Zlín District. The Lower Moravia vale (Dolnomoravský úval) is situated along the Morava River, in the Uherské Hradiště District. It passes further to the Jihomoravský Region. Most of the streams flowing through the area flow to the Morava River, which is the biggest river of the Region flowing through both the vales from the west to the south. These are above all the Bečva River in the northern part and the Olšava River in the southern part.

The Region's climate is rather favourable. As for values measured in a weather station in the territory of the Region, the average temperature of air was 9.0°C in 2021 and the total amount of precipitation was 585.9 mm.

Most of the soils are poor in minerals (with the exception of potassium and magnesium) with the lack of humus. These are the brown soils of the highlands and the podzolic soils that locally pass to brown soils of the lower locations towards the south. There are fertile brown soils and black soils in both the vales and floodplain soils of good quality in the surroundings of the Morava River in contrast with the hilly and mountainous part with poor gravelly and rocky soils (medium to heavy).

It is very difficult to cultivate soil in a big part of the Region due to the steep land and the variety of the terrain. The total amount of the Region's land can be divided into 48.5% of agricultural land and 51.5% of non-agricultural land. Most agricultural land belongs to the Uherské Hradiště District (56 668 hectares, of which 67.8% is arable land). In the Vsetín District, the distribution of land is completely different, as follows: the percentage of non-agricultural land is much higher (64.4%) and 85.2% of it is covered with forests, mostly spruce forests.

*The Region is poor in mineral resources. Deposits of brick-clay, gravel sands (these deposits are of national importance), and building stone are used the most; mining of sandstone is of local importance. To a limited extent, there are crude oil and natural gas discoveries in the Region.*

*Protected landscape areas in the Zlínský Region cover a large area. The following two are large: Beskydy and Bílé Karpaty (White Carpathians), covering approximately 30% of the Region's territory. The protected landscape area of Bílé Karpaty is one of the UNESCO biosphere reserves (there are six of them in the Czech Republic). There are also 44 nature reserves (of which 6 are national nature reserves) and 163 nature monuments (of which 2 are national nature monuments) in the Region's territory. In July 2000, an association of legal persons "Euroregion Bílé – Biele Karpaty" (focusing on overall development of cross-border cooperation of the regions in the territory of the protected landscape area of Bílé Karpaty) was established. The Euroregion includes the area of the operation of the "Región Biele Karpaty" association with the seat in the town of Trenčín and the area of operation of the "Region Bílé Karpaty" association with the seat in the town of Zlín. The Czech part of the Euroregion stretches in the Uherské Hradiště District, the Zlín District, the Vsetín District, and a part of the Kroměříž District and several municipalities of the Hodonín District with the microregion of Hornácko, which belongs to the Jihomoravský Region.*

*In 2021, 572 432 people lived in the territory of the Zlínský Region. As for the development of the distribution of the population by age, an increasing share of population is in the post-working age; the share of population aged 64+ years increased from 21.1% in 2020 to 21.6% in 2021. However, the age structure is still favourable in economic terms. The average age of the Region's population was 43.6 years in 2021.*

*The Region's economy was and still is based on capitalising input raw materials and semi-finished products in particular. Regarding the gross domestic product generation, the Zlínský Region ranks tenth among Regions of the CR. The average GDP per capita reached CZK 484 632 in the Region in 2021.*

*Industrial potential of the Zlínský Region lies in manufacturing enterprises, which account for 15.1% of the registered businesses in total. They are mainly enterprises of the manufacture of fabricated metal products and wood processing industries.*

*In housing construction, 1 469 dwellings (flats) were completed in the Region's territory during the year 2021, of which 936 were in family houses. The average living floor area of a completed dwelling (flat) was 74.7 square metres.*

*The Czech Statistical Office registered 145 404 legal and natural persons in the Zlínský Region as at 31 December 2021, of which 13 830 had employees; 1 426 enterprises in the Region had 25 and more employees.*

*The labour offices in the Zlínský Region registered 10 957 job applicants in total; the share of unemployed persons was 2.73%. The highest share of unemployed persons in the Region was in the Vsetín District (3.49%), whereas the lowest was in the Zlín District (2.22%).*

*The network of pre-school and school establishments in the Region consists of 318 nursery schools, 264 basic schools, 70 secondary schools including 16 grammar schools, 1 conservatoire, and 10 higher professional schools. There is one university with a public status in the Region - Univerzita Tomáše Bati in Zlín providing education at 6 faculties.*

*In the Region, a general practitioner takes care of 232 people on average. Acute care, follow-up care, and physiotherapeutic care are provided by a stabilised network of hospitals (10 in the Region) with 2 798 beds available.*

*There were 167 832 pension recipients in the Region in 2021 (138 447 were recipients of a full old-age pension).*

*In 560 collective accommodation establishments in the territory of the Zlínský Region, 555 228 guests were accommodated in 2021, of whom 43 266 were foreigners.*

*As a tourist region, the Zlínský Region is attractive for the number of its nature, cultural, and historic monuments. There is no other area in the Czech Republic offering at the same time mountains, garden architecture, spas, wine valleys, remains of the Great Moravian Empire, many religious monuments and historically valuable buildings as well as a unique example of modern Baťa's functional architecture. The following three ethnographic units contributing a lot to the Region's uniqueness meet in the Region: fertile Haná, hospitable Slovácko, and original Valašsko.*

*Tens of thousands of visitors arrive to the biggest Moravian spa in the town of Luhačovice every year to improve their health and relax. The spa has a long tradition of spa treatments of the respiratory system, the digestive system, diabetes, and the musculoskeletal system. They are very famous for their curative springs, favourable climatic conditions, and its typical architecture.*

*The Region offers a rich sporting life. High quality ski slopes and ski runs for downhill and cross-country skiing are provided, for example, in Pustevny, Portáš, Velké Karlovice, the Chřiby ridges, and Hostýnské hills. The Moravian cycle route, which is connected to Austrian and Slovak cycle routes, runs along the Morava River. Mountain climbers can practice in the Pulčín rocks, the Lačnov rocks, or the Čertovy rocks.*

*There are water reservoirs of Horní Bečva, Bystřička, Ostrožská Nová Ves, Rusava, Pozlovice, and Smradavka in the territory of the Zlínský Region. Navigation on the Baťa Canal (navigation channel) is a unique experience.*

*The Podzámecká garden, the Květná garden, and the archiepiscopal castle in the town of Kroměříž, which have been inscribed in the UNESCO's World Heritage List, are appreciated worldwide. Worth mentioning is also the town of Holešov with its museum of Jewish culture, the Buchlov Gothic castle, baroque castles in Buchlovice and in Vizovice, or the Velehrad and Hostýn pilgrimage places. The following are also unique: an archaeological open-air museum in Modrá, a monument of Great Moravia in the town of Staré Město, the Valašské Museum in nature, an open-air museum in the town of Rožnov pod Radhoštěm, wooden buildings built in traditional folk style in Pustevny, the statue of the pagan god Radegast, and a sculptural group of Cyril and Metoděj on the peak of Radhošť.*

*The following events are examples of the ethnographic richness of the Region: the Ride of Kings in Vlčnov, the Fašank in Strání (i.e. a festival of shrove traditions), the Slovácko Wine Festival in the town of Uherské Hradiště, or the Kopaničář Festival of mountain farmers in the village of Starý Hrozenkov. Every year, the International Film Festival for Children and Youth in Zlín and the Summer Film School in the town of Uherské Hradiště take place. Many visitors come to the following: the Barum Czech Rally Zlín – the Czech Rally Championship and the European Rally Championship, the Masters of Rock festival – the largest international open-air rock festival in the CR, the Vizovice Plum Harvest Festival (Vizovické Trnkobraní) – a music festival with an original plum dumpling eating contest. Visitors of the Zlínský Region also like to visit the only metal ZOO in Europe in the town of Staré Město or the Shoe Museum in the town of Zlín. However, the most visited is the zoological garden with a castle in Lešná.*