

CHARACTERISTICS OF THE REGION

The Zlínský Region was established on 1 January 2000 on the basis of the constitutional act No. 347 from 3 December 1997 on foundation of higher self-governing units. It was formed by a merger of the Zlín District, the Kroměříž District and the Uherské Hradiště District that were parts of the Jihomoravský Region, and the Vsetín District that belonged to the Severomoravský Region. Along with the Olomoucký Region it forms a cohesion area of Central Moravia. With effect on 1 January 2003 it formed 13 administrative districts of municipalities with extended powers (level III municipalities) where 25 territorial districts of municipalities with authorized municipal office (level II municipalities).

It is located in the east of the CR, where the borders with Slovakia are formed by its eastern edge. It borders on the Jihomoravský Region in the southwest, on the Olomoucký Region in the northwest, on the Moravskoslezský Region in the northern part. It is the fourth smallest region of the CR thanks to its **area** of 3,964 km². It has 305 municipalities in total (30 of which are towns), in which 591,042 inhabitants were living to the end of the year 2009. The density of population of 149 inhabitants per km² distinctively exceeds the national average. The highest density of population occurs in the Zlín District (187 inhabitants per km²) and the lowest in the Vsetín District (128 inhabitants per km²).

The character of the Region's territory is very diverse; a dominant part is hilly, it consists of hilly countries and mountain ranges. In a part of the Region, in the Morava River basin, flat fertile areas of Haná and Slovácko stretch in the Kroměříž District and the Uherské Hradiště District, respectively. The Moravskoslezské Beskydy with the highest mountain Čertův mlýn (1,206 m) mountain range goes through the northern part of the Region, the Javorníky mountain range with its highest peak of Velký Javorník (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 mountain of Velká Javořina (970 m) that forms the borders on 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 (587 m). The Upper Moravian vale (Hornomoravský úval) passes through from the west among the highlands of Chřiby and above mentioned hilly countries through the Kroměříž District up to the Zlín District. The Lower Moravia vale (Dolnomoravský úval) passes through 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 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 climatic data measured in a weather station on the territory of the Region, the average temperature of air was 9.8°C in 2009 and the total amount of precipitation was 645 mm/m².

Most of the soils in the Region 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 very fertile brown soils and black soils in both the vales and high-quality floodplain soils in the surroundings of the Morava River in contrast with the hilly and mountainous part with the poor gravel and stony medium-hard or hard soils.

It is very difficult to cultivate soil in big part of the Region due to the steep land and variety of the terrain. Total amount of the **soil** can be divided into 49.1% of agricultural soil and 50.9% of non-agricultural. Most agricultural soil belongs to the Uherské Hradiště District (58.12% of the total District's area, of which 71.5% is arable land). There is a completely different division of soil in the Vsetín District: the percentage of non-agricultural soil is much higher (64.5%) and 83.8% of it is covered with forests, mostly spruce forests.

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

There is a large **protected landscape area** in the Zlínský Region. Large-area territories include two protected landscape regions (CHKO): Beskydy and Bílé Karpaty (White Carpathians) that cover approximately 30% of the area. The protected landscape region of Bílé Karpaty belongs to six

biosphere reservations of UNESCO in the Czech Republic. Further, there are also 38 natural reservations of which 6 national and 122 nature monuments (2 national nature monuments) in the area of the Region. In July 2000, an association of legal persons "Euroregion Bílé – Biele Karpaty" (focusing on versatile development of cross-border co-operation of the regions on the territory of the protected landscape region of Bílé Karpaty) was established. Euroregion includes the area of the operation of the association "Región Biele Karpaty" with the seat in Trenčín and the area of operation of the association "Region Bílé Karpaty" with the seat in Zlín. The Czech part of the Euroregion stretches in the Uherské Hradiště District, the Zlín District and the Vsetín District and a part of the Kroměříž District as well as several municipalities of the Hodonín District with the microregion of Horňácko, which belongs to the Jihomoravský Region.

In 2009, 591,042 inhabitants lived on its territory. Development of population age structure is characterized by an increasing share of people in post-productive age: share of population aged 64+ increased from 15.51% in 2008 to 15,8% in 2009. However, the age structure is still favourable as for the economic point of view. Average age was 40,9 years in 2009.

Economy in the Region was and still is based primarily on capitalisation of input raw materials and semi-finished products. Export in the Region has been negatively influenced by its position within the CR. Regarding the gross domestic product generation; the Zlínský Region ranks ninth among regions of the CR. In 2009, the average value of GDP per capita reached CZK 286,977 (in current prices) in the Region.

Industrial potential of the Region lies in manufacturing enterprises that represent 17.0% of total registered entities. They are mainly enterprises of metalworking, wood processing, electrical and textile industries. However, their characteristic feature is low level of modernisation of production in comparison with the rest of the CR.

In **agriculture**, the average yield of cereals per hectare decreased in comparison with the year 2008 by 0,21 t, to 5.6 t. The average annual milk yield per cow increased by 194 l to 7,523 l compared to the last year.

In **housing construction**, 1,894 dwellings were completed during the year 2009 on the Region's territory, of which 920 were in family houses. The average habitable floor area of a completed dwelling was 78 m².

As at 31 December 2009, the Czech Statistical Office registered in the Zlínský Region 131,870 legal and physical entities out of which 15,229 entities had employees. 1,525 enterprises in the Region have 25 and more employees.

As at 31 December 2009, the labour offices registered in the Region 33,836 job applicants; **registered unemployment rate** was 10.83%. Within the Region, the highest unemployment rate was reported from the Kroměříž District (12.72%), while the lowest from the Uherské Hradiště District (9.61%).

The network of **pre-school and school establishments** in the Region consists of 309 nursery schools, 256 basic schools, 17 grammar schools, 79 secondary schools, 12 higher professional schools. There are two universities in the Region. They are: Tomas Bata University in Zlín, which has a public status; it has 4 faculties and can confer a bachelor and master degree. The other one is a private college – European polytechnical institute in Kunovice.

In the Region, a general practitioner takes care of 273 inhabitants in average. Acute, successive and rehabilitation **health care** is ensured by a stabilised network of hospitals (11 in the Region) with 3,078 beds available. In 2009, 164,889 people were receiving pensions, of which 87,384 were full old-age pensions. The amount of average pension reached CZK 9,614.

As for **culture**, the Region's inhabitants can visit 59 museums, 60 galleries, 31 permanent cinemas, 8 theatres and 44 open-air amphitheatres. Readers can use services of 402 public libraries (including branches).

In 352 **collective accommodation establishments** of tourism of the Zlínský Region, 448,122 guests were accommodated, of whom 59,236 were foreigners in 2009.

The Zlínský Region is a typical touristic region; its attractiveness is a consequence of number of nature, cultural and historic monuments. There is no other area in the Czech Republic which offers at the same time mountains, garden architecture, spas, wine valleys, remains of the Great Moravia empire, series of religious monuments and historically valuable buildings as well as a unique example of modern Baťa's functional architecture. To the originality of the Region also contributes to a great extent the fact that three ethnographic units meet in this Region: fertile Haná, generous Slovácko and typical Valašsko.

Ten thousands of visitors arrive to the biggest Moravian spa Luhačovice every year in order to relax and gain health. They have a long tradition of spa treatments of the respiratory system, digestive system, diabetes and locomotive organs. Very famous are the curative springs, favourable climatic conditions and also the typical architecture.

The Region offers a rich sporting life. High quality ski courses for down hill and cross country skiing are provided in Pustevny, Portáš, Velké Karlovice, the Chřibské ridges and Hostýnský hills. Along the river Morava there is the Moravian cycle route, which is connected to the Austrian and Slovak cycle routes. Mountain climbers can practice in The Pulčínké, Lačnovské or Čertovy rocks.

An original experience is the voyage on the Baťa canal, there are water reservoirs Horní Bečva, Bystřička, Ostrožovská Nová Ves, Rusava, Pozlovice and Smradávka.

A worldwide appreciation is given to the Podzámecká and Květná garden and archiepiscopal castle in Kroměříž, which are entered in the UNESCO List of World Cultural Heritage. Worth mentioning is also Holešov with its museum of Jewish culture, the gothic castle Buchlov, the baroque castle in Buchlovice or the Velehrad pilgrimage place. Also unique is the monument of Great Moravia in Staré Město, the Valašské museum in nature and open-air museum in Rožnov pod Radhoštěm, area of buildings in Pustevny, the statue of pagan god Radegast and sculptural group of Cyril and Metoděj in Radhošť.

The events that document the ethnographic richness of the region are the Carnival in Strání, Ride of kings in Vlčnov or the Kopaničářský festival in Starý Hrozenkov.

Every year the Summer film school takes place in Uherské Hradiště and the International film festival for children and the young in Zlín. A grateful centre for visitors is also the zoological garden with a castle in Lešné or the Museum of footwear in Zlín.