

# Content

## 1. Work Package 6

|   |   |
|---|---|
| 1.1 Methodological Guide                    | 4 |
| 1.2 Definition of the Work package 6        | 4 |
| 1.3 Links to other project products         | 7 |
| 1.4 Training and Guidance Modules           | 8 |
| 1.5 Guide for Training and Guidance Modules | 9 |

## 2. Work Package 11

|   |    |
|---|----|
| 2.1 Module Profile                                | 10 |
| 2.2 Course Guide, Session Guide and Session Plans | 12 |
| 2.3 Handouts                                      | 26 |
| 2.4 Tool box                                      | 46 |
| 2.5 Best Practices                                | 50 |
| 2.6 Case study                                    | 51 |
| 2.7 Handbook                                      | 58 |
| 2.8 Appendix                                      | 91 |

## 2.7 Handbook

### Restructuring destination management for tourism in the Moravia-Silesia Region

#### Tourism and development trends

##### Content:

|  |    |
|--|----|
| 1. General trends of the tourism development .....                                   | 59 |
| 2. Developmental trends affecting tourism in Europe.....                             | 60 |
| 3. Tourism development in the Czech Republic.....                                    | 63 |
| 4. Essential data on tourism in the Czech Republic .....                             | 66 |
| 5. Tourism in the tourists region of the region of Northern Moravia and Silesia..... | 72 |
| 6. 55 obstacles of the tourism development according to ČCCR.....                    | 83 |
| 7. Destination management.....   | 86 |
| 8. Tourism products.....   | 87 |
| 8.1 Product structure of tourism .....   | 88 |
| 8.2 Essential conditions of the product preparation.....                             | 90 |

Teachers  
Students

\*Recommended duration of the training (specifically for particular training group)

Recommended duration of the training is depending on a target group following:

- 4 to 6 hours - prior: presentation and the course study goals
- 4 to 6 hours - specification of respective localities, possibilities of the tourist industry and its development
- 8 hours - 2 days - practical training and testing
- 4 hours - the course paper and its presentation
- 2 hours - evaluation report