

## INVITATION TO THE WORKSHOP AND EXCURSION

### WITHIN THE PROJECT

# „Geopark – opportunity for the region“

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Dear partners,

Leader Dal'Alvarna and Czech partners: MAS Brána do Českého ráje, o.s., Obecně prospěšná společnost pro Český ráj, MAS „Přijďte pobejt!“

they would like to invite you to the two-day workshop. The goal is to share experience with Bohemian Paradise Geopark in the Czech Republic which is a part of the European Geoparks Network.

After the workshop there will be two-day excursion in the region of Dalarna. One part of the programme is a demonstration of the influence of the meteorite impact on the local landscape.

The entire event takes place within the international cooperation project „Geopark – opportunity for the region“. The project is co-financed by the European Agricultural Fund for Rural Development (Rural Development Programme, axis IV.2.1.)

Workshop lecturers are experts from Bohemian Paradise Geopark as well. Consecutive translation of lectures in Swedish is ensured throughout entire workshop.

**Venue:** Hotel Lerdalshöjden, Rattvik

**Date:** September 17th – 18th, 2013: 9:00 - 15:00 – workshop

September 19th - 20th, 2013: 9:00 - 17:00 – excursion

Detailed programme of the workshop and excursion you can find in the attachment bellow.

Both workshop and excursion are provided free of charge including refreshment and transport within the whole event.

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## Attachment: Workshop programme

**Day 1, September 17th, 2013: 9:00 - 15:00**

Time schedule	Topic	Lecturer
9:00 – 12:00	„Geopark – opportunity for the region“ <i>Introduction of the cooperation project, MAS and its activities and other partners</i>	Alena Klacková
	„ The area of Geopark and his participants“ <i>Czech Paradise – territorial division, activities, task and cooperation of individual local subjects</i>	Jiří Lukeš
	„ Products from Czech Paradise“ <i>Czech Paradise product offer exhibition, mind map</i>	Pavla Bičíková
12:30 – 13:00	Break, lunch	
13:00 – 15:00	„Economic models of the European geoparks“	Vítězslav Dufek
	„How to bring a tourist to the place where we would like“ <i>Tourism, nature protection, marking and navigation</i>	Jan Mertlík

**Day 2, September 18th, 2013: 9:00 - 15:00**

Time schedule	Topic	Lecturer
9:00 – 12:00	„Landscape interpretation“ <i>Geological and geomorphological interests, activities for kids and teenagers</i>	Lubomír Jiříšně
	„Geotourism“ <i>Geotourism as a type of tourism, trained guides and their certification</i>	Ivan Matějček
12:30 – 13:00	Break, lunch	
13:00 – 15:00	„Regional products“ <i>Example of certification of regional label „Bohemian paradise“</i>	Luděk Láska
	„Preservation of cultural heritage in Geopark“ <i>Demonstration of environment and culture – friendly reconstruction of historical sights</i>	Martin Šnorbert
	„Tourism marketing“ <i>How we promote and sell tourism offer of the region Bohemian Paradise, cooperation with various sectors</i>	Helena Červová



## Excursion programme

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**September 19, 2013: 9:00 - 17:00**

Manufactory „Dala horse“, Grönklitt Bear Park, canyon and limestone quarry, tourist centre „Naturum Dalarna“.

**September 20, 2013: 9:00 - 17:00**

Manufactory Nittsjö Keramik, Hala Dalarna, visit at the Vikings, natural reservation – waterfalls.

