Forty-Eight meeting of the UNWTO commission for Europe (CEU) and seminar on “Tourism Policy and Human Resource Issues” Prague (Czech Republic) 15\textsuperscript{th} – 16\textsuperscript{th} of May 2008 and Concomitant programme 14\textsuperscript{th} - 17\textsuperscript{th} of May 2008
GENERAL INFORMATION ABOUT THE CZECH REPUBLIC

The Czech republic lies in Central Europe protected on all sides by mountains and mountain ranges – German Bavaria to the west, German Saxony to the north-west, the Polish voivodes-constituencies of Jelenia Gora and others in the north, the Slovak Republic to the and Lower and Upper Austria in the south.

The Czech Republic’s three primary regions are descendant from the historical lands of the Emperor’s Crown – Bohemia, Moravia and a small part of Silesia. Together they cover an area of 78,864 sq.km.

The main European watershed divide runs through the Czech Republic. Almost all the rivers in Bohemia drain into the Labe (Elbe) River and then into the North Sea. Splendid natural lakes of glacial origin are found in the Bohemian Forest in Southern Bohemia. The entire country – both Bohemia and Moravia – is interlaced with artificial lakes, fishponds and large dams, especially on the Vltava River.

The Bohemian lands have been yet during the period of the Austro-Hungarian empire considered as the industrial heart of the region and today, a number of branches of the heavy and light industry are to be found in the Czech republic.

**Spa & Wellness** – The healing springs in Karlovy vary, Mariánské lázně, Teplice and Janské lázně were discovered as early as the 11th century. Other famous spas can be found in Moravia, e.g. Luhačovice, Jeseník and many other places.

**Government Administration System** – The Czech Republic was formed from the three historical lands of the Emperor’s and Royal Crown – Bohemia, Moravia and Silesia, now administratively divided into 14 districts. The Capital Praha (Prague) is an independent municipal district. The Republic is governed by a president elected for a five-year term and the governmental and parliamentary bodies are elected for four years.

**Population** – The population of the Czech Republic is relatively homogeneous. The total population is 10.251 million of which 94% is Czech, 4% Slovak, a small Polish minority living in the area near Ostrava and 150,000 Germans living mainly in western Bohemia. The Capital city Prague has a population of 1,181 million, other large cities are Brno, Ostrava and Olomouc.

**Telephone** – When using public telephones, you may use either coins or a telephone card. It is advised that you purchase a telephone card if you need to make frequent calls during your stay, cards cost between 150-500 Czech Crowns and they are available in all post offices and newsagents. The country code number for the Czech Republic is + 420, then dial the desired number.

**Tourism, Congresses, Conferences** – Prague, as capital city, has a number of advantages in this respect – location in Central Europe, attractivity for the foreign visitors. The quality of connection with the continental and world communication network is increasing as well. Within the frame of the Czech Republic, Prague has the biggest concentration of industry, trade and population. In a number of branches, the dynamics of
entrepreneurship is based, besides other factors, on the above-average qualification of the working power.

Tourism, congress and conference industry are developing all the time within the Czech and international market. In the year 2006 in the Czech Republic were registered 7 616 accommodation facilities, out of which 4 314 hotels, offering 101 563 rooms and 236 104 beds. In the 5 stars category are registered 35 hotels, in 4 stars – 274 hotels. Prague has at its disposal 619 hotels with 32 122 rooms and 69 650 beds.

Noted personalities – among them are to be mentioned, before all Charles IV, who belongs to the most important representatives of the European history. Tomáš Garrigue Masaryk used to be the first president of Czechoslovakia, Václav Havel – the first president after 1989, Bedřich Smetana and Antonín Dvořák – one of the most famous Czech composers, Karel Čapek, Franz Kafka or Mila Kundera, who belong to the most famous writers. The Czech philharmonic is world wide known, Miloš Forman – film conductor of Czech origin, double price winner of Oscar award, or Jaromír Jágr – one of the most famous hockey players.

BASIC INFORMATION ABOUT PRAGUE

Prague is the capital and in the same time the biggest city in the Czech Republic and is the historical Czech metropolis. It is located in the central part of the country, along the Vltava River. The headquarters and residences of the predominant part of state institutions and other organizations and companies, are located in the city.

Until recently the resemblance of Prague has been developing for 11 centuries. Now it occupies 496 km2 with 1 181 000 citizens. The historical centre of the city with the unique panorama of the Prague castle are since 1992 registered in the list of historical and cultural heritage of UNESCO. The official name of the city is since 1920 Praha. In other languages it is Prague, Prag, Praga. This name is based on the word door-step.

Prague is the most important urban preservation area. Since the 9th century Prague has been the center of the Czech state, the seat of all Czech rulers and since the 1918 it has also become the seat of the Czech presidents.

Visitors will be struck by the city’s rich diversity of architectural styles – from Romanesque rotundas, through Gothic towers, Renaissance Palaces, synagogues, Baroque churches, Neo-renaissance buildings and modern Cubism. However, the architectural wonders in the historical centre of Prague do not only witness the past. Prague is still a lively city offering various theatres, concert halls, exhibition areas, museums and galleries.

Eleven centuries of historical events, artistic production and city life, together with its fascinating natural position, create mysterious and cosy atmosphere attracting tourists from all over the world. The historical part of the city has been listed in the UNESCO World Cultural and natural Heritage Register.

The most important historical parts of Prague are located, before all in today’s Prague 1, the medieval ages kernel of the City. Here one can find almost all famous tourist sites like the Prague castle, Charles bridge or Old Town square.
TRANSPORT

Prague’s airport Ruzyňe is the second biggest airport in Central Europe. Last year the Ruzyne airport has checked out 12.5 million passengers. Recently, 51 air companies have regular flights to Prague ensuring connections world wide. The biggest carrier is the Czech airlines, which is transporting almost half of the total number of passengers. The airport has been announced the best in Central and Eastern Europe in the passengers’ opinion poll by World Airport Awards.

The international airport is situated about 12 km from the downtown where the hotels are located. The journey from the Airport to the hotels takes approximately 45 - 60 minutes. Further information regarding the airport are available at the airport’s website: www.prg.aero

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ANNEX 1 - OVERVIEW OF SOCIAL PROGRAM

1. Welcome cocktail – 14.5. 2008
   On the arrival day (Wednesday) a cocktail welcome party will be prepared for the participants. It is supposed that the general secretary will participate. The cocktail will take place at down town near by the hotels.

2. Welcome dinner – 14.5. 2008
   Dinner will take place in hotel Best Western Hotel Kampa
   
   Best Western Hotel Kampa is originally reconstructed 4**** hotel in the centre of the historical part of Prague. The interior of the Knight’s hall is styled in the romantic spirit of the late 17th century. It is decorated with replicas of contemporary and knight’s weapons and it is considered as one of the most exclusive spaces in Prague.

   Programme
   King’s duels (show of knight’s tournament, combat art with sword etc.)
   Dance show with live music.

   Gala dinner will take place at Prague Castle and will continue at famous Kržík’s fountain.

   a) Look – over the Prague castle
   b) Musical programme
   Collection of famous compositions, including repertoire of famous world and Czech musicals, world performers (A.Boccelli, Beatles, E.John), as well as typical popular hits as „Bear barrel polka“. Melodies will be fixed. Solo singing and duets. Performer: Josef Štágr, since 1994 starring in most famous musicals performed in Prague (Jesus Christ Superstar, Evita, Le Miserables, Miss Saigon). Songs will be performed predominantly in English, Italian and Czech hits in Czech language.

   d) Kržík’s fountain
   A short programme (approx. 20 min), including famous melodies of various genres will be performed. According to possibilities, dancing performance could be included. Laser show will complete the programme.
   For those interested, the Big Ferris wheel, which is located near by, could provide unforgettable view of Prague by night.

   The Křižík’s fountain is worldly unique attraction and one of the most remarkable construction in Prague. It provides, during performance 1300 different light colours.
It has dimensions 25 x 45 m and capacity of 1 650 m³ of water. Its squirts, sprinkle water spouts at great elevation, against the background of the Industrial palace (the main exhibition spaces of the Prague Exhibition Grounds).

4. **Boat trip with dinner – 16.5. 2008**

**Steamboat Tyrš.** The boat is a modern one with air-conditioning and open air deck. Participants can also enjoy Prague, while dancing on the dance-floor. The boat is very popular among foreign visitors and a number of companies make use of it for social events. Two hours boat sailing with dinner and social programme.
Luxurious hotel in the Centre of Prague. Elegant accommodation in 162 rooms, out of which 33 apartments. Over-standard conference spaces with complete banquet and conference services. Renowned cuisine, entertainment centres, hairdresser’s, beauty parlour.
Hotel Manes

Hotel Manes
Myslíkova 20, 110 00 Praha 1

Situated in the attractive location of the New Town (Nové Město) close to the embankment of Vltava River, this luxurious hotel offers comfortable accommodation in 45 rooms and 5 suites, all equipped with TV/SAT, high-speed access to the Internet, direct-dial telephone, mini-bar and safe deposit box.

Close access to the main cultural monuments, such as the National Theatre, Žofin Palace, Laterna Magica or Estate Theatre, gives an excellent opportunity for the romantic walks and visits to various theatres, museums and galleries. Hotel relaxation centre is available for the guests.

Included in your stay, we offer relaxation in wellness center with sauna for 7 persons and whirlpool bathtub for 4 persons. All rooms are equipped with free Internet access.
Hotel Rokoko

Hotel Rokoko
Václavské nám. 38/794, 110 00 Praha 1

The newly reconstructed Rokoko hotel**** situated in the very centre of Prague – on Wenceslas Square – offers its guests an unrivalled combination of an attractive location and luxury accommodation.

The hotel will be especially popular with those who like to be where the action is and to soak in the atmosphere of the old town. The hotel and its services will also be appreciated by business clientele, as the equipment of rooms provide ideal environment for their business activities. Countless opportunities for visits to museums, restaurants, theatres, and other cultural and entertainment facilities can be found in the vicinity of the hotel.
Hotel Downtown

★★★★★
Žitná 53, 110 00 Praha 1

Centrally located hotel in the vicinity of the Wenceslas Square is in the newly reconstructed building. It is operated in the category of 4 stars and offers its guests the maximum comfort in 59 fully air-conditioned stylishly furnished rooms. All rooms are equipped with LCD TV/SAT, direct-dial telephone, high-speed access to the Internet, minibar and safety deposit box. Buffet breakfast with a large choice of meals is included in the price of accommodation.

Art Hotel Embassy

★★★★★
Petrská 31, 110 00 Praha 1

This is a stylish hotel in the newly reconstructed historical building located in the very centre of Prague, close to the main tourist boulevard. 40 spacious, air-conditioned and well-appointed rooms are all equipped with TV/SAT, direct-dial telephone, high-speed access to the Internet, minibar, safe deposit box and hair dryer in the bathroom.
Hotel Jeleni dvur

Jelení 197,199,200, 118 00 Praha 1

Charming hotel with pleasant family atmosphere situated at the great location very close to the Prague Castle. It is an offer for a comfortable accommodation in truly romantic hotel situated in the centre of Hradcany, only few steps to the picturesque corner of Novy svet, Loretto or the Strahov Monastery.

Well-appointed rooms are equipped with TV/SAT, safe deposit box, direct dial phone and Internet connection. Wonderful view of the historical part of Prague is available from some rooms.

Just step off the hotel gives its guests a great opportunity for walking through the most romantic and beautiful part of Prague, such as the Prague Castle or Nerudova Street. Variety of typical Prague pubs, restaurants or cafés will make them feel the old times and the history of this unforgettable city.

Visitors of Prague coming by plane will take advantage of easy access from the Prague Ruzyně airport. Parking lot in front of the hotel will comfort those coming by their own car.
Hotel William

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📍Hellichova 5, 110 00 Praha 1

The recently reconstructed hotel William is located in the historical part of Prague, in the nice green area of the Lesser Town. This hotel has a certain fairy-tail atmosphere which suits the romantic spirit of the area. The customers appreciate also the closeness to the Prague Castle, Charles Bridge, to the Nation Theatre or the Petrin Tower.

The hotel has an interesting history. The Hellichova street, the hotel is located on, was named after a famous painter Josef Vojtech Hellich. In this building the prominent architects and the creators of the baroque Prague Krystof and his son Kilian Ingac Diezenhoff used to live.
Best Western Hotel Kampa

 Knights’ Hall
 The premises are decorated in knights’ style - that’s why it's called the Knights' Hall.

 The interior decoration of the gastronomical and congress parts evokes the romantic atmosphere from the times of their foundation in the 17th century. The Knights' Hall with its replicas of contemporary weapons, armours and accessories is rightly considered one of the most exclusive conference premises in Prague. The place is also ideal for weddings, parties and banquets.
Prague Castle

On the basis of archaeological research and the oldest written sources it is thought that Prague Castle was founded around the year 880 by Prince Borivoj of the house of Premyslides. The early medieval castle site was fortified with a moat and a rampart of clay and stones. The first walled building was the Church of Virgin Mary. Other churches, dedicated to St. George and St. Vitus, were founded in the first half of the 10th century. From the 10th century Prague Castle was not only the seat of the head of state, the princes and later kings, but also of the highest representative of church, the Prague bishop. The first convent in Bohemia was also founded in the grounds of Prague Castle, a convent next to the church of St. George for the order of Benedictine nuns.

The basilica of St. Vitus, built on the site of the original rotunda, was the main castle church since the 11th century, where the relics of the patron saints of the land were kept: SS. Vitus, Wenceslas and Adalbert. And from the 10th century the convent of the Prague church was an important educational and cultural institution.

The period of the rule of King and later Emperor Charles IV (the middle of the 14th century) was a time of prosperity for Prague Castle, for then it first became an imperial residence, the seat of the ruler of the Holy Roman Empire.

The royal palace was magnificently rebuilt and the fortifications strengthened. Building began on the Gothic church of St. Vitus on the model of French cathedrals. Building continued on the Castle during the reign of Charles's son, Wenceslas IV. The Hussite wars and the following decades, when the Castle was not inhabited, caused the dilapidation of its buildings and fortifications.

The next favourable time came after 1483, when a king of the new dynasty of Jagellons again made the Castle his seat. New fortifications were built and, together with them, defence towers on the northern side (the Powder Tower, the New White Tower and Daliborka). The architect of the fortifications, Benedikt Ried, also rebuilt and enlarged the royal palace: the splendid Vladislav Hall was the biggest secular vaulted hall in the Europe of that day. Its big windows are considered to be one of the first examples of the Renaissance style in Bohemia.

The kings of a further dynasty, the Habsburgs, started rebuilding the Castle into a renaissance seat. In accordance with the taste of the time the Royal Garden was founded first, and in the course of the 16th century buildings serving for entertainment were put up in it: a summer palace, a ball games hall, a shooting range and a lion's court. Afterwards the cathedral and the royal palace were adapted. New dwelling houses began to be built to the west of the Old Royal Palace, along the southern ramparts.
The adaptation of the Castle came to its height in the second half of the 16th century, during the rule of Rudolph II. The emperor settled permanently in Prague Castle and began to turn it into a grand and dignified centre of the empire. And he founded the northern wing of the palace, with today's Spanish Hall, to house his precious artistic and scientific collections.

The Prague defenestration in 1618 started a long period of wars, during which Prague Castle was damaged and robbed. It was used by the country's ruler only exceptionally and temporarily.

In the second half of the 18th century the last great rebuilding of the Castle was carried out, making it a prestigious castle-type seat. But at that time the capital or the empire was Vienna, and Prague was just a provincial town. The Castle gradually became dilapidated and its art treasures were impoverished by the sale of the remains of the Emperor Rudolph's collections.

Emperor Ferdinand V, after abdicating in 1848, chose Prague Castle as his home. On this occasion the Chapel of the Holy Cross on the Second Courtyard was rebuilt. The Spanish Hall and the Rudolph Gallery were done up in preparation for the coronation of Francis Joseph I which, however, did not take place.

There was a big movement to complete the building of the cathedral, but this was not inspired by the ruler but by the patriotic Union for Completing the Cathedral of St. Vitus. It was in fact completed in 1929.

After the foundation of the independent Czechoslovak Republic in 1918 Prague Castle again became the seat of the head of state. The Slovene architect Josip Plecnik was entrusted with the necessary alterations in 1920.

Today too reconstruction and alterations to the grounds of Prague Castle are going on, and this is not only a matter of essential building maintenance. The basic aim is to open the grounds of the Castle to all comers. Since 1989 many previously closed areas have been thrown open to the public, for instance the Royal Garden with its Ball Game Hall, the southern gardens, the Imperial Stables, the Theresian Wing of the Old Royal Palace.

Today Prague Castle, besides the seat of the head of state, is also an important cultural and historical monument. The crown jewels are kept in Prague Castle, as are the relics of Bohemian kings, precious Christian relics, art treasures and historical documents. Events important for the whole country have taken place within its walls. Hence Prague Castle is the embodiment of the historical tradition of the Czech state, linking the present with the past.