

TOURISM POTENTIAL OF THE FORGOTTEN UNIQUE HISTORICAL SITES IN ŠUMPERK AREA – TŘEMEŠEK DOMAIN (CZECH REPUBLIC)

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Abstract: The present paper describes the historic development of the and includes proposals of how local unique historical sites can be incorporated the tourism industry. From the obtained information it can be assumed, that Třemešek is not only a small village with a few houses, a castle and a brewery ruin but a place with a rich history. Among the most interesting matters it may include, for example, the fact that Třemešek ponds belong to the oldest ponds systems in Czech Republic and entrance to the Třemešek castle is a well-preserved, a purely Renaissance entrance portal. One of the most important events in the development of the village and in fact (indeed) the entire area around could be the project implementation on the Třemešek territory by Baťa's textile city. From the village, which nowadays has only a few dozen inhabitants could become a quite big factory town, with a population comparable in that time to Šumperk. Even this information is sometimes unknown by the visitors of Šumperk city or Jeseník city, and also for the inhabitants around.

Key words: Jeseníky Mountains, Třemešek Domain, Baťa's textile city, forgotten sites

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INTRODUCTION

In the past half century, tourism industry has belonged to one of the fastest developing areas of the domestic and global economy. As well as industrial production has its outputs in the form of products; tourism industry has also its own outputs known as tourism products. Tourism product can be defined as the sum of all offers of private or public entities which operate or coordinate tourism industry. Even though we often hear the opinion that development of modern tourism industry started in the second half of the 20th century, the beginnings of this industry are mainly dated from the 17th and 18th centuries.

Humans entered to the foothills of Jeseníky Mountains for the first time, approximately forty thousand years ago. Roughly seven thousand years ago next dweller came to this place, who already knew about livestock farming and land use for agriculture. In the years from 2 000 to 700 B.C., during the Bronze Age, there was a boom of settlement in all northern Moravia and Silesia. The first trade route between the actual Poland, and Moravia and Silesia began through Ramzovské and Červenohorské Saddleback, this fact evidences the bronze objects are found in places like Skorošice and Branné. According to the basic necessities of life, people started to move from place to place, already we can start using the term tourism. But the essential settlements of Jeseníky Mountains consisted mainly in German colonization. In the 13th century was supported the influx of people into Jeseníky area, numerous findings of iron ore, gold and silver. Due to a gradual decrease in mining, new activities such as weaving, glassblowing, woodworking, and sheep farming develop at the foothills; this was the result of the transition of population subsistence.

In the peripheral regions was textile manufacturing also developed. Uničov and Šternberk cities were centers of flax and cotton industry. Bruntál city became an important crossroad of trade routes; Krnov city was later used as an important transportation hub. Certainly the spa had a great economic importance. In the 19th century places like Karlova Studánka, Jeseník spa, Velké Losiny and Lipová spa contributed to the progressive development of tourism. In 1881 Moravian-Silesian Sudeten Mountain Association participated in the construction of mountain huts in order to have access to the mountains. Unfortunately, the Second World War brought attenuation of tourism in Jeseníky Mountains and after that „recovery” starts very slowly. The fact that the present inhabitants found their own way into this area all the way to the postwar period has resulted in a lack of regional identity and this is a sensitive fact tourism is involved (Čihař, 2002).

Jeseníky Mountains are situated at the border of Czech Republic with Poland. The immediate potential of recreational visitors is located in cities like Olomouc, Ostrava and Brno. In Poland there are Nysa, Opole, Katowice and Wrocław. More than 60 percent of visitors come into the region from the above mentioned areas. Due to the proximity of the previous areas with Jeseníky, this last is the focus of considerable amounts day trips and short term accommodation (3-6 nights). The age structure of visitors is relatively young, e.g. approximately 30% of guests are made up by families with children, about 47 % are made up by people between 30- and 49-year-olds, and the last 23% is from visitors with ages of 19- to 29- (Vagner, 2011).

When there are talks about implementing tourism in the area, we can say that there are exist two possible ways of tourism, one is domestic tourism, in which residents get to know their own country, and the second is a foreign form of tourism in which visitants cross the state border. It is impossible to omit the incoming tourism, when visitors come in to the country. In the case of Jeseníky visitors come from Poland, followed by Germany and Slovakia, which is the most important foreign resource market. Domestic clients constitute over 90% of stably visitors of Jeseníky Mountains.

The core of Jeseníky Mountains is Hrubý Jeseník. The area constitutes of the massif Kralický Sněžník, Rychlebské hory a Nízký Jeseník. All of these mountains, with the exception of Nízký Jeseník, exceed 1000 m altitude. Nízký Jeseník with its highest mountain Slunečná (798 m), creates in the east area a gently rolling plateau. The whole mountain chain of Hrubý Jeseník form mountain barriers with an average height of 1350 m. In their eastern area is the highest mountain of Moravia and Silesia - Praděd (1492 m). Other notable peaks are Keprník (1423 m), Vysoká Hole (1464 m) and Mravenečník (1343). Jeseníky provides perfect conditions for sports, recreation, tourism (hiking), but especially for winter sports. The whole area is permeated with a rich network of marked hiking routes, and also a number of recreational & sports centers offer the possibility to spend a pleasant relaxing moment in these Moravian mountains (Babnič, 2002; Quix, 2011).

Among the most popular places in Jeseníky Mountains are the national nature reserve Praděd, Šerák – Keprník and Rejvíz. One touristic site (attraction) of European importance is the intersection watersheds of three seas (North, Baltic, and Black Seas); it is located in Kralický Sněžník on the southern slope of the Klepý Mountain. Also some technical monuments (attractions) can be found like handmade paper mill (machine) in Velké Losiny; or the Dlouhé Stráně hydroelectric power plant (pumped) in Hrubý Jeseník. Even though all the above mentioned places are very well-known; they fail to keep domestic and foreign tourists in the area for longer than a few days. For this reason, it is necessary to find a new entirely unknown site that with its importance and uniqueness will retain the tourists for at least one or two days longer, and in addition it will attract other visitors. Undoubtedly such a place is the Třemešek Domain, which is located near the city Šumperk.

THEORETICAL BASEMENT OF TOURISM DEVELOPMENT

Disproportionate quantity of tourism is mainly caused by the ecological devastation and its loose spontaneity. Mass tourism prefers comfort in great centers with attendants, which are technically equipped and provide uniform services. However, recently a new trend is gaining ground that requires an individual approach to each client and information about traditional nature & culture in detail. This trend can be described as sustainable tourism. The “Environmentally sustainable” tourism, respectively its forms, is operated respecting the environment (Závěšický, 2009).

Nowadays, in most sectors of human activity, the interest in protecting of environment and also in tourism more frequently comes to the forefront. Quality and protection of the natural environment are basic factors that affect the attendance in the given area and are considered not only some of the most important interests of tourists, but also as a necessary factor in order to know their needs. A healthy and clean natural environment is a crucial condition for the development of tourism. Entities which operate in tourism like hotels, guesthouses, restaurants, amusement parks and other are on one hand necessary for the development of tourism in its destinations, but on the other hand, they have influence in the possible contamination of the area and significantly change it. Environmental pollution reduces the standard of living and attractiveness of the area not only for residents but also for tourists. But for searched destinations, there is a temporary or in some cases a permanent outflow of tourists to other resorts and there is an ending of tourism in the area. One of the possible ways to prevent may be the use of “green management” (Dusová et al., 2012).

Activities aimed at protecting the environment should have a broader business impact. This applies in particular to customer loyalty and new business opportunities, which can be a good environmental policy to gain more clients. Therefore, attention should be focused on the exploration of requirements and expectations of guests,

operators, travel agencies and other entities. It is appropriate to engage in local events and initiatives to protect the environment. Interest in nature tourism is increasing. From the present global trend in tourism, it is seen that clients are interested in the experiences associated with exploring the mountainous terrain and if possible extended experience of nature untouched by man. Clients expect real professionalism from all who are entrusted to take care of them. For visitors interested in the natural, cultural and social values it is a very important professional care. Experienced, psychologically and pedagogically well mastered interpretation is what will improve and enhance the tourist experience (Tesařík, 2013).

If the area around the town of Šumperk wants to attract tourists, it is necessary that the representatives of national and regional government recognize the above aspects of contemporary tourism. Mentioned locality has all the prerequisites, both natural and historic to be able to develop tourism in the context of the 21st century. However, it is mainly for locals, if tourist potential can capture flows. The first statistical indicators say that the positive shift has come (Vondruška, 2013). In the near future it is necessary to increase efforts in connection with natural monuments, historical sites and revitalize them. If the development of environmental friendly tourism in Třemešek area is to be succeeds, logically, it will increase the economic level thus ensuring its sustainability.

BASIC INFORMATION ABOUT TŘEMEŠEK DOMAIN

Třemešek village is situated in Olomouc region, three kilometers far from the city Šumperk. This small village is quite unique in Olomouc region, and maybe in the whole Moravia especially from the perspective of its history and the monuments situated on its territory. The fact that Třemešek castle, which nowadays is a place of refuge for poor people, was once an important model (pattern) of Italian Renaissance is known by a few people. Other historical important fact is the cooking of the famous local beer Třemešský kozel 11° and that today the three Třemešek ponds are just the rest of the pond system, which had an area of over 30 hectares. A very interesting fact is also that Třemešek village was close to become the city of Bata's Factory, with its size and population could compete in the 30's and 40's of the 20th century with the current city Šumperk.

Třemešek domain extended over tens of square kilometers, nearby the present village Třemešek, in which are the best preserved monuments of the Třemešek domain. Currently, the exact boundaries of Třemešek domain cannot be determined. It can be assumed that the manor territory extended in the west, to the village Chromeč, and the east, to the actual village Vikýřovice.

This village, together with the remains of the manor, is located in North Moravia, about 3 kilometers away from the city Šumperk, in Olomouc region (Figure 1). From a cadastral point of view lies in territory of the village Dolní Studénky, to this administration belongs. Neither the size of the village nor the population are particularly important, at the end of the year 2013, there were about seventy permanent residents, but the historical development and the preserved monuments of this manor exceeds its uniqueness boundary in district and region.

HISTORICAL DEVELOPMENT OF TŘEMEŠEK DOMAIN

In the present village Třemešek was located Třemešek domain. In the first half of the 14th century dominion Lords of Lipé are mentioned as the first owners, one of them Čeněk of Lipé domain sold it to Svatobor from Záborec. He later joined to Třemešek parts of Chromeč, Postřelmov and Dolní Studénky. Thereby began the formation of Třemešek estate. In the year 1420, when Jan from Kolšov bought Třemešek, in the village was a farmstead (farmyard), a milling, three ponds and a parsonage. In 1509 Mikuláš Trčka

took from Jindřich Tunkl the estates in northern Moravia. At that time the village Třemešek was declared as barren. A complex of Třemešek ponds remained as a reminder of the family Tunkl (Goš, 1993; Spurný, 1973).

In 1527 Peter from Žerotín bought the deserted village Třemešek together with the farmyard, Dolní Studénka and Hrabíšín. This step was trying to restore former glory Třemešek domain. In the year 1559 Peter Bukůvka from Bukůvka took in his possession Třemešek from Karel (younger) Žerotín. This required the construction of a new settlement for the Bukůvka's family. At the end of the 16th century, more exactly in the 80's in the 16th century the son of Mr. Peter Bukůvka began the construction of a new settlement in Třemešek – Renaissance castle. The construction was completed in 1587. This castle belonged to Bukůvka's family until the middle of 17th century. In 1653 Třemešek returned to the possession of Žerotín's family. The last Žerotín who owned Třemešek was Josef Karel, who had a great fondness for stargazing (Goš, 1993).



Figure 1. Topographic situation of the area
(Source: Google, 2014)

For this reason, Josef Karel from Žerotín let build in the castle tower a small observatory. Ramsden a world-renowned optic was the creator of the astronomical telescope for the castle observatory, the telescope had an achromatic lens system, Ramsden was originally from England (Spurný, 1993).

In the year 1771 Josef Karel of Žerotín sold Třemešek to her sister Antonia Oktavia Stillfriedová. In 1812 a wealthy merchant of Šumperk named Tersch Franz acquired the ownership of Třemešek domain; he was raised to the title of knighthood. Tersch Franz son, who was named same as his father - Franz, began reconstruction of the castle into the present form we all know. The number of farm buildings in Třemešek had grown

under his ownership. The reconstruction of the castle began in 1857, but was finished for the upcoming owner JUDr. Eduard Ulrich, who was a lawyer from Brno, in this year Franz Tersch, sold him the manor. JUDr. Eduard Ulrich was very enterprising owner; a proof may be the foundation (establishment) of extensive fields and plantation exotic trees together with 12,000 fruit trees around the castle. Ulrich also let build, in 1871, one of the dominant in Třemešek - a modern brewery at that time, whose operation was finished in 1908. Later Ulrich's Family was replaced by landowning family Mauthner and LADA Company, which was owned by the business family Baťa.

THE UNREALIZED AND FORGOTTEN BAŤA'S PROJECT OF STOCKINGS

After the First World War could be a great turning point in the historical development of the village Třemešek. Due to the planned project Stockings of Baťa from a small village could become a factory town with thousands of residents, but at the end for political reasons could not be fully implemented. There is not more information about the project of the textile city. Baťa Shoe Company designed the construction of the textile factories near the city Šumperk, in places of the former Třemešek domain, in Třemešek land settlements and the village Králec.



Figure 2. Regulatory Plan of Třemešek from the year 1939 – scale 1: 2880
(Source: archive J. Benda)

The construction concept of the Baťa's buildings company is known for the construction of cities and workers' colonies near to their factories. It was the same in the case of the textile plant construction in Třemešek, when the planned construction of the town along with the the production complex (Figure 2). More than four hundred houses from thr town were extended between the current Třemešek settlement and the village

Králec. Their architecture would probably be similar, for example, to the houses for employers of Baťa Company in Zálešné (Zlín District). Residents of the planned city should have several dozen of buildings with services – schools (including high school) boarding schools, culture houses, sport & social buildings, and catering facilities. The plan was also a railway connection, after which it was addressed supplying local factory and also a proposal for the transport services planned city. Those who were mainly concerned with making the design of this textile construction were Dr. J. A. Baťa, D. Čípera, V. Baťa and architect Podzemný (Benda, 2012).

Historian Benda (2012) described the ongoing construction of the town this way: On the 24th of January 1938 Milady s.r.o. Company bought the Třemešek estate at Šumperk from its owner R. Mautner. The castle, outbuildings belonging to it, 257 hectares of agricultural land and 193 hectares of forests were subject of the purchase.

Milady Brno s.r.o. Company was owned by partners Dr. Lewinsky and Thun Hohenstein of Kvasice. This company gave the Třemešek estate at a disposal to Baťa Company right away. The work on architectural design was preceded by surveys aimed at assessing the social, ethnical, educational, traffic and energetic conditions in the place of construction and its surroundings. Surveys gave answer to questions like how many inhabitants did the nearby village Sudkov have, what was its woman to man ratio, the ethnical composition, education, work experience in textile industry, and means of transport from the village to the factory (by bike or bus). Such surveys were performed in several municipalities. Baťa Company needed to verify that it will find the necessary number of qualified workforce for its factories.

Foundations of the first eight houses and one five storey building were laid at 1938. Houses were designated for the employees in charge of construction, recruitment and opening of the new stocking factory.

The construction work was interrupted by the German occupation of Czechoslovakia in 1938. After the occupation, the aryanization of the property of Milady Company took place. The company was notified of this act by the administration of the government president for Eastern Sudetenland in Opava. The reason for this was the Jewish ancestry of the company owners, which was not in compliance with the policies of Nazi authorities (Benda, 2012).

Baťa Company tried to appeal against this decision in a letter to the bureau of the government president of Eastern Sudetenland. They stated that the castle, brewery and other buildings are their property and that the sales documents are authentic. However, they did not succeed. This letter was discovered by Jan Benda (2012) in an archive in Zlín, where the documentation of Baťa company property aryanization at Třemešek is kept.

The failed appeal meant that the Baťa company could not proceed in building an industrial town and the company's activity at Třemešek was suspended until 1945, i.e. the end of the German occupation. Taking the size of the project into consideration, the concerns of Šumperk citizens, who were mostly of German ancestry, are not surprising. If the project was finished, it would have a great impact on the town of Šumperk and its surroundings. If the textile town would merge with Šumperk, the Czech population in town would increase over 50% and German influence in the city council would decrease (Benda, 2012). The planned number of employees in the stockings factory was 3 – 4 thousand. That was more than all the workers in textile industry in Šumperk combined. The small village of Třemešek would, after a few years, turn into an industrial town, which would help the development of Šumperk region.

The Industrial part of the town, i.e. the stockings factory should have been equipped with the most modern machinery, which would be able to produce the woman's stockings at a capacity of 200 000 pairs per week and men's socks at a capacity of 500 000 pairs per week.

Part of town, which was meant for public housing, was designed in a great detail. Placement of housing for employees and their families is visible at an architectural plan. There should have been four hundred of these buildings. Taking the people's needs into consideration, it was also necessary to build some public service infrastructure, such as primary school, several secondary schools, including textile school, where a qualified workforce could be educated. Two dormitories were designed, one for men and one for women, to be used by schools and the employees from afar, who didn't have the opportunity to live in the planned houses.

The architects who participated on the project of the town went through this task with very sensitive approach. In the past cases the residential buildings were situated in close distance from the industrial objects.

This practice was beneficial because workers could live close to their jobs but on the other hand the quality of life in the industrial area was questionable. In the presented case the architects tried to situate the industrial production with the awareness of the close proximity of the urban areas. In that time unique relaxation area was situated on the land separating the factory and the homes of its employees creating a green island of calm in the centre of the settled area.

The city project also contained the recreational facilities for the employees of the Baťa Company such as a sport stadium and a lido developed from one of the Třemešek ponds. This leisure area is displayed on the regulation map near the Třemešek ponds.

There were several reasons why was the textile factory situated in the former Třemešek domain. As mentioned above the cultivation of the textile plants was common in the area. There were also textile factories owned by companies Bujatti, Reiterer, Schiela and Trebisch which were closing or reducing their production after the crisis which occurred in the early 1930s. This also led to the availability of the large number of local workers who were experienced in textile industry (Benda, 2012; Tesařík, 2013).

The project of the textile industrial city in Třemešek was meant to employ circa 3000 - 4000 workers of which the 2/3 should have been women.

The influence of the early 1930s crisis especially on the labour market could have been abated by the realisation of this industrial city project. The textile industry in the Šumperk area would also greatly benefit from such action. However the real events went differently. After the end of the WWII the Baťa company reclaimed their former property. In the company's archives can be found the document dated in 1945 which was named "Project of the textile city in Třemešek and Šumperk" as the evidence of efforts to continue with these past plans. The formerly responsible person for the project realisation Mr. František Šťastný also requested the decision of the Baťa Company in the matter of reopening its construction.

Another evidence of efforts to pursue the original intention is the architectonic plan for the reconstruction of the Třemešek mansion for leisure purposes of the Baťas employees as well as the reconstruction of the inn situated near the crossroads at the mansions park. This inn was eventually demolished in the 1980s. On the 14 June 1947 the Baťa Company notified the city of Šumperk with the following announcement: "After the nationalization of the industry our company policy had to change and therefore our company will not realize the textile factory in Třemešek. Textile production will be singled out of the shoemaking industry" (Benda, 2012).

The realization of the textile factory project was therefore declined. With the amount of the necessary investment for its eventual implementation and with the necessity to eventually build a whole new city district, this project would have been the greatest one ever realized in the Šumperk region. After the end of the WWII and with the rise in the political power of the communist party it was decided that the Třemešek area will be the agricultural territory.

CURRENT TOURIST INDUSTRY IN THE ŠUMPERK REGION

The city of Šumperk is quite frequently visited by the Czech and foreign tourists. In the recent years the city and its surrounding villages and region is annually visited by more than 11000 tourists. The city of Šumperk is sometimes called “little Vienna” and it draws the tourists attention primarily by its history and architectonic features. This nickname is given to the Šumperk city because of the number of buildings which are designed in the architectonic style of the Vienna in the late 19th and early 20th century. The history of the Šumperk region is famous because of the witch hunts which took place in the 17th century (Frys et al., 2011).

The City tried to attract tourists with these interesting historical events. A number of tourist educational paths that are focused also on this subject were built around the city. Visitors can walk around the paths named “The birth of the little Vienna”, “Where did the witches live” and “The stroll from the 13th to the 21st century”. The town hall with the accessible tower, the St. Marys church and the observation tower Háj are some of the many other places of interest.

The number of city visitors is also influenced by its position near the Jeseníky Mountains and as such it is usually called “The gate to the Jeseníky”. Especially during the winter season the visitors are enjoying several modern skiing resorts and a large number of nordic skiing trails that are usually very well managed. In the summer season visitors to the Šumperk region can explore many touristic and cyclotouristic trails which are very well marked and they connect interesting locations around the area.

However the Šumperk region is not interesting by just its history and nature (Protected Landscape area Jeseníky) but there can be found also several National cultural monuments e.g. Velké Losiny palace, paper mill for handmade paper production in Velké Losiny and hydroelectric power station in Třeština.

The popularity of the region is also increased by its good accessibility by various means of transport. It can be reached by important A-road 1/11 which connects cities of Ostrava and Hradec Králové with daily traffic of above 10000 cars. Also the railway between Zábřeh na Moravě and Šumperk that is linked-up on the arterial railway Praha-Ostrava was recently electrified.

According to the regional statistics (Czech Statistic Bureau 2000 - 2012) the number of accommodation facilities grew in the period from 2000 to 2012 by the 38 (to the number of 148 in the 2012). The number of beds increased in the said period as well by the 571 beds (total of 6916 beds in 2012).

The room utilization ratio in hotels and guest houses is in average about 30 % according to the statistics of the Olomouc province. The average tourist spent in the region just 3.5 days in 2012. The data from the year 2013 were not published so far but the expectations are similar to the the numbers of 2012.

Presented data clearly implies that Šumperk region still has a lot of work in promoting and attracting new tourists from both the Czech Republic and abroad, but also has to work on keeping tourists in the region for a longer period of time.

Also the augmentation of the average time spent in the region per visitor should be one of the priorities. Recently “discovered” locations of interest with the potential to attract tourists’ attention in the vicinity of the Šumperk city could very well contribute to this purpose.

CONTEMPORARY CONDITION OF THE OBJECTS OF INTEREST IN THE TŘEMEŠEK DOMAIN

Due to the large extent of the Třemešek domain the most interesting and preserved points are selected which could be eventually used for touristic and leisure purposes after certain investments. Specifically these locations are the Třemešek mansion (or castle), the

castle park, Třemešek brewery and the Třemešek ponds (Figure 3). All of these sites are close to each other and with the appropriate amount of publicity they could broaden the touristic potential of the Šumperk region.

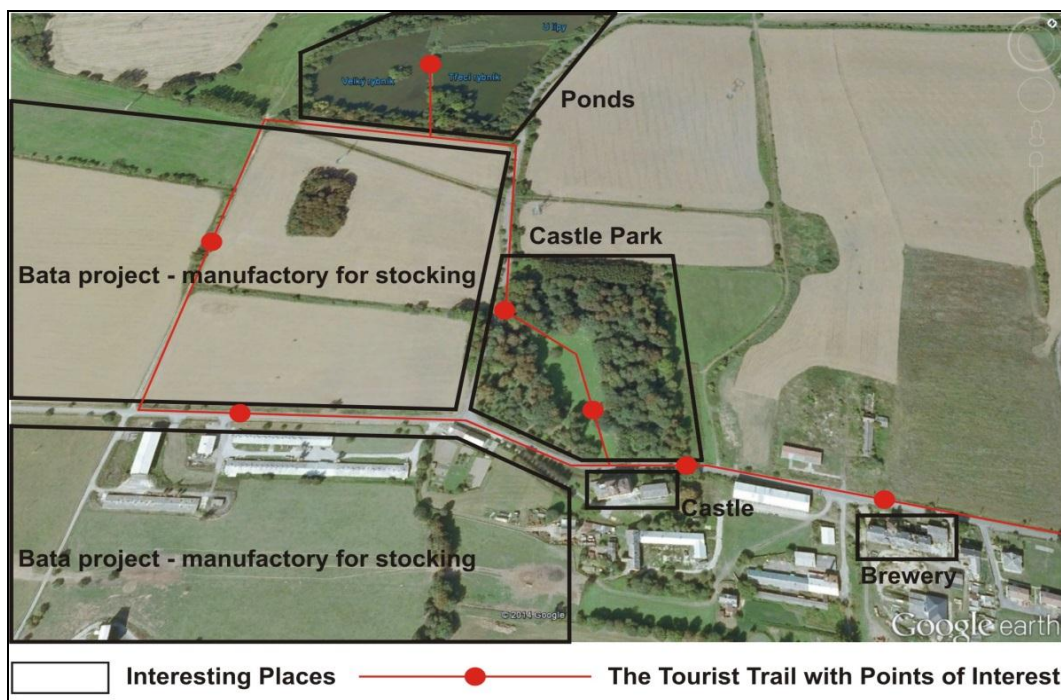


Figure 3. The points of interest at the Třemešek location with the draft of the possible tourist trail design (Source: Google, 2014)

Třemešek mansion (castle) is situated in the western part of the Třemešek town. The original renaissance style was changed to the architectonic style of 1850s because of the reconstruction and this condition remains to this day. Luckily the most valuable fragment of the original style, the entrance portal (Figure 4), remained untouched. Its construction was ordered by the owner of the mansion Jan Bukůvka of Bukůvka and it is the artwork of an unknown Italian artist. The mansions owner decided to make a big investment into the decoration of the portal which documents the great quality of stonemasonry that prevailed for centuries and forms the most valuable part of the whole mansion (Doubravský, 2010).

Třemešek mansion currently doesn't have other interesting features from the visitor's point of view. Interiors are furnished more functionally and therefore no murals or other architectonic interior decorations can be found there. The façade which was renewed in the 1970s for the last time bears a certain evidence of aging. Also the mansions tower doesn't contain a small astronomical observatory as it used to. Since the tower is the highest point in the city it currently serves for telecommunication purposes as the involved companies place their transmitters or antennae etc. there. The mansions visual aspects undoubtedly suffer by such features.

The mansions premises serve as a guest house nowadays. Most of the interiors architectonic decorations were irretrievably damaged by various practical modifications of the building especially during the communism period. The entrance portal however remained unharmed and it is freely accessible to the public.

Castle park was developed right in front of the Třemešek mansion on the site which remained after the pond drainage. Its 4 ha of area was planted with exotic trees by JUDr. Eduard Ulrich. Even now the trees such as *Pseudotsuga*, *Tsuga canadensis* and *Ginkgo biloba* can be found there (Goš, 1993).



Figure 4. Renaissance entrance portal
(Source: Vavřík, 2009)

In the parks centre there was situated a small fountain. However the only remaining evidence of it is a small terrain depression. The park is becoming desolated as there is just minimal care taken of it. The park is divided into two parts by a local road. The part which is located near the mansion forms the access road to the mansion (or castle) that is lined with the alley of *Tilia* (Linden) trees with several *Carpinus* (Hornbeam) and *Fraxinus* (Ash) trees. Main part on the other side towards Šumperk is of rectangular shape with lawn in the center that is surrounded by trees. Trees are mainly lindens, oaks (*Quercus*) and beeches (*Fagus*). Some of the trees are suffering from the root and trunk rotting and some of them have even fractures of branches and treetops (Pavelková, 2012).

Not far from the Třemešek mansion is situated the building of former **Třemešek brewery** which might be mistook for the mansion or little castle. In its time it had even greater beer production than now relatively well known brewery Holba which is situated in Hanušovice city.

The most noticeable part of this building is the tower which was a part of the malt house and the malting floors that served for drying of the germinated barley grains were situated there. This once majestic building was built in revivalistic style which is typical for industrial buildings of the late 19th century. The features such as battlements or mouldings are purely decorative (Gába, 1994).

In the present the building is in serious disrepair with just bearing walls and parts of roof and its frame remaining. After the object remained unused the pilfering of the metal materials occurred which afterwards grew in large stealing of anything that people could find a use for i.e. even windows and wooden structural elements of the building. The wooden beams were removed as well and therefore the floors collapsed. Surprisingly just the large iron brewing tanks remained in place.

This unfortunate landmark of the Třemešek town can be seen even from the Šumperk which is in a few kilometres distance (Blažek et al., 2011). The Třemešek brewery is in very bad technical shape which would change only after large efforts and investments for the reconstruction.

Not far to the north from the Třemešek mansion are situated the **Třemešek ponds** that are the remains of the former system of ponds. These ponds were founded in the 15th century by the Tunkl family. First reference to the Třemešek ponds dates to the year 1420 and therefore they are one of the oldest ponds in the area of current Czech Republic. Originally the pond system consisted of 5 ponds and was connected with the pond system in the near former Zábřeh domain (Haitmar, 1973).

The main purpose of the Třemešek pond system was to produce fish. The fishing annals from 1735 shows that there were caught a large number of 7200 trouts (Haitmar, 1973). Ponds are the most preserved part of the Třemešek domain.

The proposed trail is not belong among the longest of its kind. It would be about 1.5 km long using mainly tarmac or firm clay trails and roads. Proposed trail is not very suitable for disabled visitors especially who are handicapped in their movement abilities as the visitor can easily encounter various obstacles on the trail such as fallen parts of trees or potholes that would make the mobility on the e.g. wheelchair quite limited. The trail would be best to visit in the period from April to October as the trail is passable easily compared with the winter period. At that time the trail would also bring the most beautiful experience to the visitor as there can be encountered various kinds of flowers in bloom and species of fauna.

GENERAL KNOWLEDGE ABOUT THE AREA

The number of residents in the region is decreasing since 1990 especially the number of residents under the 14 years of age. On the other hand the number of residents over 60 years of age is increasing. The reason to this is the lack of work opportunities that ceased to exist due to the declining industrial production in the region. The vacant manpower wasn't put to use in any other work sector since then and the villages around Šumperk region are amongst the least on the labour market in the Czech Republic with unemployment rate of up to the 45 %.

This state needs to be improved by the work alternatives for the residents. Since the 1990s the tertiary economic sector experienced a dynamic growth in the area. Many workers who were formerly employed by the mining industry found a job there but still not as many as the region needs. Tertiary economic sector employs about 47 % of the working residents in the Šumperk region. That is however far under the Czech Republic average of 53.5 % (Kreisel et al., 2006).

The developments in tourism would certainly bring benefits for the employment rate around the territory even in directly unrelated sectors. However unlike the high leisure potential of the region, the local marketing level and the cooperation of the local and regional administration are limiting the possibilities of the area as well as the communication barriers between the public and private sector.

The accommodating facilities are deep under their utilization limits and along with the restaurants they usually do not meet the international standards and would need further modernisation.

The “sustainable development” should be the goal of the further planning. That means to develop tourism that sensitively makes use of the landscape, the environment and has strategically managed quality and resources.

CONCLUSIONS – PROPOSALS FOR THE TOURISM DEVELOPMENT IN THE ŠUMPERK REGION

Třemešek area is quite unknown among the general public and is currently visited mainly by the local inhabitants or just passing by cyclists. Its significance lies primarily in the local tourism even though there could be found the points of interest significant even in the national scale such as the entrance portal of the Třemešek mansion and the unrealised project of the Bařas industrial city. It certainly suffers from the technical conditions of the objects and very low general public knowledge of it which results in low number of visitors.

One of the points of interest could be the tower of the Třemešek mansion with the astronomical observatory which historically belongs to the mansion as it was built there by Mr. Bukůvka.

Unfortunately it's not functional or even preserved anymore. In the Šumperk region and its wider surroundings there is no other similar facility which could serve to the public for observation of astronomical events. The location would still be perfect for this purpose as there is minimal light pollution around the mansion which could make the sky observation more difficult.

It would be appropriate to mark this location to the existing touristic maps as the area with the abundance of endangered species of flora and fauna and of certain historical significance. As e.g. many people don't know that the ponds are one of the oldest in the Czech Republic the area could be fit for educational school field trips.

Třemešek park and ponds could serve as the educational locations for e.g. biology classes. There is also lack of camping facilities around the place although the area is very suitable for such activities. The utilization of ponds for leisure activities of the public would need its further improvements as there are no restaurants and public toilets, parking lots etc.

The educational information panels placed along touristic routes are one of the ways of promoting the location. These panels are growing in popularity recently as they are relatively cheap compared to other options which are to establish an information centre or to employ the guides.

The foundation of the educational trail named “The rise and fall of the Třemešek domain” suggests itself. The proposed trail should have 7 informational panels (Figure 3) that would introduce a visitor to the history and significance of interesting points as well as of the Třemešek domain itself.

Each of seven panels would contain information about the nearby place. After the foundation of the educational trail it is necessary to promote it accordingly. For example the creation of a web page that would be focused on the history of the Třemešek mansion and on the said trail might be appropriate. This web page should be linked with the existing touristic web pages. The trail should be also marked in touristic maps and brochures and printed guides that inform the public about various trip possibilities in the area around Šumperk.

The information panels called „The Bařa City” that would be situated along the local 3rd class road that connects Králec village and Třemešek village will be certainly the most interesting with plenty of information available.

They will eventually inform a visitor about unrealised project of the Bařa Company mentioned above. Urban area and industrial buildings should have been situated right on the spot where the proposed trail is situated. The visitor will be

presented with the picture of the Bařas buildings, stadium, textile factory and various other facilities instead of pastures and forests spreading towards Třemeřek that are actually there nowadays.

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