



Project Presentation:
MAS Sedlčansko (Czech Republic)

Sustainable Tourism as Part of Rural Development



Project idea



To promote sustainable and low-impact tourism in rural areas as a tool for balanced rural development, preserving natural and cultural values while supporting local economies. The project focuses on tourism that uses the natural landscape, rural life, and culture of the Sedlčansko region.

Key Objectives:

- Develop and promote **sustainable rural tourism products and routes** (e.g., hiking, nature trails).
- **Protect the environment and preserve landscapes and local culture** for the long term.
- **Strengthen cooperation** among local stakeholders to manage tourism development together.
- **Build tourism products and services** that support local engagement and economic diversification.

Vision (from local strategy):

“Create an attractive Sedlčansko tourism destination characterized by health, peace, friendliness and sustainable use of natural and cultural potential.”



Our Organisation

MAS Sedlčansko, o.p.s. (Local Action Group, Czech Republic) – community-led organisation uniting public, private, and civil society stakeholders.



32 small municipalities in 518 km²



The Project

During the project, **we focused on practical actions in the region based on our Community-Led Local Development Strategy (CLLD):**

- We **upgraded existing hiking routes and created new ones** connecting villages, natural sites and cultural landmarks.
- We installed information panels and wooden play elements for children directly in the landscape.
- We supported small-scale tourism infrastructure such as **rest areas and visitor points.**
- We **worked with local producers and service providers** to include them in the tourism offer.
- We supported the **revitalisation of local natural and cultural heritage sites.**
- We organised **joint meetings** between municipalities and local stakeholders to coordinate tourism development.

The project was not about building large attractions. It was about improving what already exists and making it work better together.

How the Cooperation Was Organised and Implemented

Framework of Cooperation:

- The project was implemented under the LEADER/Community-Led Local Development (CLLD) approach, which emphasises multi-sector cooperation within local territories.
- MAS Sedlčansko coordinated the project, working with stakeholders to connect tourism and sustainable rural development.

Key Implementation Steps:

- Worked with municipalities and local groups to find tourism opportunities and needs.
- Created sustainable tourism routes like nature walks, and educational trails.
- Developed tourism products for specific visitors, avoiding mass tourism impacts.
- Used local heritage and nature to make the tourism experience unique.



Main Challenges Faced

Identified Challenges:

- **Limited tourism infrastructure:** Small rural areas often do not have enough services or facilities for visitors. We had to create solutions that match local possibilities and capacity.
- **Long-term sustainability:** It is a challenge to continue activities and maintain results after the project funding ends.



Lessons Learned

Key Lessons:

- **Sustainable tourism should be community-led and community-driven** – local participation from planning through implementation supports better outcomes.
- Including tourism in rural development **helps create jobs, protect nature, and improve life for local people.**
- **Using existing natural and cultural attractions**, instead of building large mass-tourism projects, helps keep the rural character and high quality of the area.



Sustainable tourism is a **strategic tool for rural development** that **supports economic diversification while preserving the cultural and environmental integrity** of the region – it is an example of **how local, community-led cooperation can lead to impactful rural transformation.**



Děkuji za pozornost

Project manager

Mgr. Veronika Liotard



liotard.sedlcansko@gmail.com

