

European Polytechnic Institute Ltd.

BACHELOR THESIS

2011

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European Polytechnic Institute Ltd., Kunovice

Field of Study: Management and Marketing of Foreign Trade

ŠARDICE VILLAGE PUBLIC RELATIONS

(Bachelor Thesis)

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Hodonín, June 2011



1. soukromá vysoká škola na Moravě
Evropský polytechnický institut, s.r.o.
Akademický rok 2010/2011

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

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Studijní program: Management a marketing zahraničního obchodu

Téma práce:

Public Relation obce Šardice

Cíl bakalářské práce:

Cílem bakalářské práce je analýza public relation obce Šardice. V úvodní části vypracujete teoretický základ. V dalších částech provedete charakteristiku obce Šardice. Na časových řadách popíšete ekonomiku a hospodaření obce za posledních deset let, vypracujete SWOT analýzu této obce. Provedete srovnání vývoje public relation obce Šardice v letech 2000-2010. V závěrečné části vypracujete inovativní návrh řešení na zlepšení public relation obce Šardice. Bakalářská práce bude obhájena před vedením obecního úřadu v Šardicích a hodnocení bude součástí bakalářské práce.

Osnova:

Úvod

1. Teoretický základ

2. Charakteristika obce Šardice

3. SWOT analýza obce Šardice

4. Komparace vývoje public relation obce Šardice v letech 2000 - 2010

5. Inovativní návrh řešení na zlepšení public relation obce Šardice

Závěr

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My special thanks to Mrs. Ing. Jarmila Nešporová, for the very useful methodological help, valuable advice and comments she provided me with during the preparation of my Thesis.
Hodonín, June 2011

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INTRODUCTION

Events around the world show that public attitudes are the greatest impetus of 20th and early 21st century. These attitudes determine the course of events in any country or social group. Public attitudes in different regions of the Earth are closely linked.

Individual people's attitudes determine the system of the nature and structure almost everywhere - and that how they work, what factors must be taken into account and what it has to adapt to. It follows that the dictatorial way of managing the organization surpassed. In this nascent world the predominant power is a public opinion, a summary of people's attitudes, which is measured by any events and which determines all the decisions. Today, the only possible way to anticipate the future is a participation in co-creation of the future public opinions. And this opinion is constantly changing. New ideas and influences come from all of the sides. It is a continuous evolution, in which the procedure is shifted from the use of methods of decision in the field of influencing public opinion. It is the inevitable result of increase in all sub-components of the evolutionary process during the development from the end of 2nd World War .

- electronic and information media flooded the world, affecting nearly every individual from all social classes
- the education was strengthened, as a result of both schooling and the media effect
- the standard of living has reached its peak, as a result of technology, overall population growth and increasing productivity of firms and factories
- today, millions of people have the resources that allow them to demand more from life than a bare livelihood security.

In an environment that is constantly evolving, the rigid and isolated position cannot be a protective barrier, it is rather a fall to the level of the stationary target. "Public Relations" is concerned with people's attitudes and public opinions.

Public relations is therefore a major tool for external relations of each country, region, group, every organization and institution. If organizations want to pursue its interests in a competitive market, they must not neglect this powerful phenomenon.

The aim of this presented thesis is to elaborate the theoretical knowledge gained from literature and apply all public relations activities to Šardice village, to target groups, which are directed towards activities and goals the village wants to reach. The public should be adequately informed about the village, its beautiful nature and cultural-social and sporting life. In this work I want to enhance the good name of the village Šardice.

1 THEORETICAL BASIS

1.1 Origin and nature of public relations techniques

Public relations are the part of today's reality. It is interesting that in our country is a false indication of the methods, not only in everyday conversation, but also in publications. In general, the English term was incorporated as a technical term. The English-language texts use the plural - public relations, while in our practice it is in favor of using the singular - public relations.

PR Methods (techniques) pursue real expression of bilateral and all around relationship between the entity (company, organization, cities, universities) and the public. That is why we can not agree with the translation of two words: public = public; relations = relations. "Public relations" do not express the essence of things, what more they are even misleading.

Public relations can indicate any relations of people in public, such as relations of people to train drivers or relationships between theatergoers and the organizers, etc. But the essence of public relations methods is systematic development of relations between the organization and the public.

1.2 Theoretical definitions of public relations

Each of us can imagine a lot of views and definitions under this term. This is a large area and for each of us a bit of an unknown. Experts also are not united in their approach to this area. Indeed, let's think carefully over the following definitions, which I chose:

"Public relations is an outstanding management function which helps to establish and maintain mutual communication, receiving and cooperative relations between the organization and its public, including management issues, helping management to keep the information and responsibility to public opinion, defining and emphasizing the responsibility of management to serve the public interest, allowing management to keep

pace with development and effectively utilize changes, serving as an early alarming system to help anticipate trends, and such as basic tools is using research and investigation and ethical communication. "

(G.M. Broom)

"Public relations is the science and art, how to understand, create and influence public opinion. Their main tool is the mass media. Public Relations includes in itself the elements of psychology, politics, economics, social welfare and other components, but stands outside them."

(Philip Lesly)

"The activities within public relations is an art and social science, which analyzes trends in society, predicts their consequences, advise management of the organization and provides planned programs into reality to serve the interests of the organization and the public."

(Mexican Association of the International Declaration of PR)

"It's about promotion of relationships and goodwill between a person, company or institution and other people, companies or the public in the broadest sense of meaning, through the expansion of interpretative material, the development of friendship and exchange of information, and estimation of the public response."

(Webster's New International Dictionary)

"The activities of public relations is a planned continuous effort leading to achieve and maintain goodwill and mutual understanding between an organization and its public."

(Institute for Public Relations)

"PR - public relations; research and influencing of public (public opinion) with the theory and knowledge in particular sociology and psychology. The practice of PR is used for example when examining the relationships between companies, institutions and social environment."

(Encyclopedic dictionary, Prague 1993)

"The activities of public relations is the art and social science how to achieve harmony with the environment through mutual understanding, which is based on truthful and complete information."

(Black Sam)

"As PR we call those forms of management communication that helps the organization to adapt to its environment, change or maintain it, with a view to achieve the objectives of the organization."

(Public Relations Review)

Source: [6]

1.3 Public relations and the public

When the public relations staff is expected to create good relations between the organization and the public, then the main problem of its actions is to precise the definition of PUBLIC. Answers such that they are influencing people is unscientific and incorrect. Of course, public relations staff must have some information about the current situation of each country, mainly on its evolutionary trends. Over time, the attention of public relations workers focused on "public " at three levels:

- society and its development trends,
- specific social groups,
- self employment "public ".

Public relations workers gain information about social structure and trends from sociological researches that take place in every developed country and are professionally published.

Who is the public?

- not only citizens of the city but also citizens of the surrounding catchment area, whose residents use the municipal infrastructure and services
- not only Citizen, but also tourists
- not only individuals but also banks and potential investors who could influence the revenues of the city and its economic life

- both property and real estate owners, but also those who intend to buy
- entrepreneurs
- governments, staff, council
- local media
- interest groups, civic associations
- etc.

Each organization should seek to establish methods of public relations and maintain a positive public relations as a working relationship with the public becomes a unique know-how for the successful functioning of the organization.

1.4 Image

This term comes from English and means "image, an image of something." [2,p.79]. Image thus indicates a precise idea which the public has about the organization. Positive image of the organization means good name, sound and reputation in public. If we read in the Bible: "the reputation and goodwill is more than gold and silver, then today this saying is doubly true. If the customer decides for a product or service, he will choose a product or a service of the organization which has a positive image. Positive image is a guarantee of quality goods, good prices, or standby service.

Image is the evaluation of the entire organization, must pursue their goals and manage the expectations of internal and external public in a way its owners said. A good image thus costs a lot of money. When the organization has a battered image, it is often cheaper to change the organization's name, logo, slogan, or even the seat of the organization dearly than restore its previous image.

A good image is involved in several important areas:

- It increases the attractiveness of the organization on the labor market - many organizations encounter the problem of finding skilled workers despite the growing unemployment. When the image of the organization is good qualified university graduates seek a job in the company.
- It motivates employees - employees are proud of the organization and identify with it once the image is good.

- Good influence on the capital market - organizations with a good image on the capital market have a much better position and are more successful than those who ignore its image.
- Supports marketing products - the image of the manufacturer decides about sale if the prices and quality of products are settled on the market.
- The possibility of averting attacks - image works as an account, which is stored in good times and which the organization can draw from in bad times.

1.5 Identity

Corporate identity can be seen as the guiding idea of the organization, which keeps the whole together and provides a clear direction for the future. The components that create an image of the organization include the history and traditions, their integration into life surroundings, the principle of leadership or vision. Vaclav Havel was able to pull people with his vision, in which "love and truth will prevail over lie and hate." And Henry Ford had a vision in the form of mounting vehicles on a running belt.

An organization without a vision is equal to the ship on a stormy sea without a compass, whose crew had no idea where it is and where it is going. Organization's vision is the foundation and there are three conditions which the visionary leader must meet:

- competence
- personality
- ability to communicate

Competence - is an important condition for the detection of problems and needs to solve them in the future. The competent leader must recognize the evolution in the long time horizons.

Personality - Simon describes it as "the inner freedom" and the ability to get rid off the idea of infallibility, as the courage to pass up short-term achievements, which would be applauded, for the future.

Ability to communicate - even the best vision will be nothing if its holder is not able to convince her surroundings about it.

1.6 PR Mission

Public relations has a mission, in the first instance, to inform the public about important changes and major and strategic objectives of the organization. On the other hand, public relations brings to the organization knowledge about the public response to its own activities. To fulfill these two functions it is essential to operate a permanent information flow in both directions. So far, mostly only one-sided flow works, the organization informs about its activities, products and services, but the response usually fails. We should focus on external relations to the general public, but also on the activity inside the organization, in terms of improvement of internal climate and creation of positive relationships between management and employees, in order to lead PR with the responsibility and quality.

1.7 Mission of advertising

Advertising is the oldest means of communication activities. The word advertising is derived from the Latin clamare - call. This way ad was created, simply by calling the vendors in the marketplace, drawing attention to goods being offered. Methods of presentation of goods have changed over the centuries, but the concept “the advertising (ad)” remained.

Ad Features include:

- information
- persuasion
- reminders

Information – is used in introducing products to market. By Advertising, the organization informs customers how to use the product and also informs about additional services and distribution network. Before the product is launched and the customers informed about the product, sociologists analyze the social market. The analysis shows which group of people the ad will inform.

Persuasive function (persuasion) - is used in the basic stage of growth, or even in the beginning stages of product maturity. In the stage of maturity it is put on because of demand creation in the wide range of products. The customer is satisfied by various techniques, for

example by comparing the characteristics of a product with a competition, the attack on the psyche through fear, or delivery of individuality and confidence.

Reminder function - keeps the customer's attention on the product in the stage of maturity as long as possible. Advertising should resemble the best features of the product, quality, etc.

Advertising has a number of instruments, which are addressed to the public and therefore the specialists in public relations must be interested in it. Specialists must not make mistakes that would change good advertising into bad ad, which could harm the good name of the organization and its image.

For example: advertising often uses female beauty, graceful movements, smile, etc ... When a beautiful woman offers fashion, jewelry, drugstore goods it seems to be all right. But some agencies take advantage of female beauty to advertise cement, fuels and fertilizer. Every woman has to be offended by a spectacular naivety when launderettes show miraculous abilities of washing powders.

Many errors can also occur when using a famous person in the ad. If the doctor recommends a proven cure, the customer is influenced by his name, and the white coat associates a purity and hygiene. But sometimes a link between some celebrities and a promoted product is unclear and therefore the ad lacks logic.

Even a rhyme helps advertising. According to psychological studies, it is confirmed that the rhyme helps to remember. Therefore, we can meet a variety of rhymes in advertising. But applies the high demand on professionalism otherwise there comes a threat that naive verses lead to customer's suffering smile.

1.8 Relationship between public relations and advertising

Public relations and advertising have clearly close links, but can not be equated. Both, public relations and advertising work with the public and mass media and it is desirable that both of them are based on the same concept, nevertheless it is important to note the significant differences between public relations and advertising.

Differences have occurred already in history:

- Public relations is systematic, conceptual application of methods. It is a matter of this century.
- Ad has been known for several millennia (eg. already in Pompeii advertising signs were on the stores).

The difference in possibilities of measurement (evaluation) of the effect of public relations methods and advertising, is difficult to establish, even the ad does not have the appropriate mechanism (double the cost of advertising = double sales) - but still measurements of the ad is more specific and sophisticated. The most important is careful analysis of all ways that lead to a positive image of the organization – beginning with quality and innovation of products and ending with professional advertising.

1.9 PR Tools

1. Publications – in order to influence the target market an organization has to rely on all communication materials that can be used and these can include brochures, articles, annual reports, newspapers, magazines and audiovisual materials.

- *Brochures* - inform the target customer what kind of product it is, what is its function and how it is used.
- *Articles* – if a powerful manager writes the right article, it may attract customer`s attention to the organization and its product.
- *Annual report* - is used as a promotional material, offering new products to its customers.
- *Newspapers and magazines* – help with building the image and informing target markets.
- *Audiovisual materials* - (movies, audio, video, etc..) become more and more important. These materials are usually much more expensive than printed materials, but also have a significant impact.

2. Events - a major public relations mission is also devising and organizing various events, which focus on promoting the organization, its products and employees. Such events may include seminars, conferences, exhibitions, competitions, etc ... Many organizations also contribute to organizing various events in which targeted public is engaged.

3. News - Public Relations also seeks and creates reports about the organization, their products and workers. Reports requires skills in developing their concepts, in finding the

necessary information, in compilation and publication. Public relations staff must demonstrate the ability to achieve that mass media will accept the offered report. Relations with the public should be important for a good manager, who must also understand the need of print, and get well-written articles that attract the attention of all readers.

4. Speeches - are another tool to generate a publicity of the organization and its products. It is important that managers of organizations respond to the editors' questions, speak at meetings, and corporate and sales meetings. To avoid the damage of the organization's reputation, the speaker should be chosen very carefully and professionals used for writing.

5. Public services - a company can also obtain a good name by donating funds for charitable purposes, usually where the organization is based.

6. Identification media - materials of organizations often have various appearance, and thus leads to various confusions. Organizations must compete for an attention. Therefore, they should seek a clear visual identity. All the brochures, consignment, clothing, buildings, stationery, etc. should have unique identifying features.

1.9.1 Public relations, publications and massmedia

When the manager performs in public, his speeches, published press releases and interviews may have an impact on the public, but must be submitted on time, with an appropriate manner and in the proper medium. It is best to clarify what public has to be addressed and what media will act as a means of communication to address a selected group of the public.

Communication technology is today at a high level and is very forward. To apply the public relations methods successfully, we must understand the importance and ways of modern communication, including nonverbal expressions. It is important to recognize the characteristics and importance of mass media - print, radio, television, Internet, etc ...

1.9.2 Marketing communication and fairs

A highly efficient form of marketing communication are fairs. Basic communication advantages of exhibitions and fairs are [3.s.18]:

- Contacts with plenty of potential and actual customers, if the organizers define a closed periods, which are intended exclusively for professionals. This will greatly increase the quality and quantity of trade negotiations. [3.s.18]
- Competition in a clear space and closed time enables show products visually and demonstrates not only their difficult construction but also their functions, while also observing the response of the public and customers.
- Increase their participation in a promotional site for the use of accompanying instruments, such as putting it in the catalog and advertising, billboards and posters in the area, demonstration programs, printed on the stand, press conferences and meetings with journalists, local radio broadcasts, etc ...
- Quickly get an overview of the offer of domestic and foreign competition.
- Include also the sales of products or at least contacts with new clients, because many customers are deferring purchase to the trade fair because they can better compare competing offer and obtain current information and make a decision on this basis.
- Personal meetings with partners, representatives of government and professional institutions and others, then they can think about trends and business conditions in the field.

1.9.3 BVV Communication process

The communication process of public relations is actually a flow of logically related sub-steps that lead from start to finish through all public relations activities. The base consists of the body, an organization, institution or corporation, who is the initiator of communication links. Public relations then leads communication using means and forms to the target groups. The subject then becomes the organization and its products.

It is also important to set targets that are based on the company's philosophy. The objectives which the organization sets must be feasible, defined and have a time effect.

Another part of the communication process is setting of public relations plans in written form, which for some time horizon provides public relations objectives and various ways, media, target groups and methods of evaluating communication and the whole process of public relations.

Larger companies and organizations recruit specialized firms for this work. These companies enable a better use of external workforce and provide time-saving for internal public relations staff. But it does not apply in all cases. Activities on the corporate public relations range from the spokesperson and print workplace, to the print service and public relations department that is responsible for complex activities of this kind.

Resources available for making PR communication process:

- Individual forms of action
- Group forms of action
- Press Relations
- Lobbying

Individual forms are personal interviews, telephone calls, fax, letters, mailing, personal attendance at meetings or gatherings.

Lobbying - the oldest method of public relations, rather belong to the individual forms of action. Lobbyists realize the objective of lobbying by communications with people who, by their competence, can influence a development or decision on the subject of lobbying.

Press relations, the so-called media relations are also very important. In cooperation with the press, radio or television there are also used other forms of individual action, and in this area seem to be also necessary other forms of news events. Interviews are also a way to cooperate with the press.

Press relations include also forms providing great publicity opportunities - fairs. Some organizations make their press relations in the fairs. Mostly, an organization uses this in marketing a new product or strategic change. Fairs are an ideal place where we can discuss and consult the relevant facts to the media.

The reason why an organization can get publicity just in trade fairs, is a large accumulation of journalists. Fairs provide a relatively large portfolio of international, national, regional and local events and also have a larger or smaller print centers, through which editors and journalists' community can get in touch. This saves a lot of time for public relations staff, because under normal circumstances they would have lost it in their progressive meetings with editors.

1.9.4 Internet

Internet is a great communication perspective, not only for entrepreneurs, journalists, but also for other people who have access to a computer. The number of connections to the internet in the Czech republic significantly increased. Internet users expect general information, which can also be obtained via the Internet. Internet also serves as a communication tool and many users have e-mail. Internet users have easier access to employment, faster information retrieval and are provided with a fast and easy communication. Internet has become a normal part of life.

1.9.5 Prints

Print as a mass medium has the oldest tradition. Even in ancient Rome *Acta Diurnia* was issued, written daily records of Cesar's commands, also reported about deaths or marriages, festivals ...

The invention of printing press by Gutenberg (1450) had an essential importance for press. Here, the first newspaper began publishing in 1672, and Charles of Dobroslav the book printer, received the privilege of publishing the first civic newspaper from the Austrian government. Today, the newspaper is considered to be a superpower, because of its impact on society through policy reports, articles and commentaries. Press has the power also in terms of advertising and public relations techniques. The information in newspapers is relatively the cheapest. The offered product can be described and attached by a photograph. For technical products, this method is the most effective for transferring accurate information. [1, s.101]

1.9.6 Radio

Radio as a mass medium is much younger than printing (in Prague since 1923). The advantage of the radio is undoubtedly the possibility to listen to the radio broadcasts, and to pursue their work, listen to the radio while driving in the car, and it provides information. According to research results, in the morning radio is primarily a source of information and functions more like music background to work, in the afternoon it is getting rather stronger and evening hours are for the reports. But TV is still winning over the radio. [1, s.105]

1.9.7 Television

Television has become the most widely used type of world mass media. The development will still continue and technology will bring many innovations, but the TV is currently the most widespread and the most powerful. TV is practically already in every household. Television in terms of public relations and advertising combines the advantages of all previous mass media. Television is a medium so powerful that it affects the lives of all generations, children, and elderly people, lawyers, psychologists, educators, politicians, etc. all are watching it.

Based on the researches about tv watching, you can construct a programme profile which is very important. The advantage of television's education through the nature, science programs, historical sites and countries, etc.. We can use a camera to pass even the smallest detail: the actor's face, technical equipment.

Television has its negative side too, it draws people into the story and it is not possible as with the radio to do something else. It has a great influence on young people, both positive and also negative. It is generally known that children spend too much time in front of the TV screen, there are even some parents who let children watch it, to have time for their tasks. Advertising on television must not be longer than fifty seconds to take a spectator. When ads multiple each viewer automatically switches to another channel, and the result of the ad is not effective. [1, s.108]

1.9.8 Communication in Crisis

1.9.8.1 Conflict, crisis, disaster

Conflict – we encounter with smaller or bigger conflict and coping with it every day. Conflict from the Latin "conflictus" means opposite interests, the struggle, resistance, etc.. Conflict is our most common communication activity both in professional and private life. [2, p.20]

Crisis – only unmastered conflict changes into a crisis. And the crisis could escalate into a disaster. Best to manage the crisis, is not to give it a chance to develop.

Disaster - is the result of unresolved crises. The dictionaries explain the disaster as a misfortune, catastrophe, incident with tragic consequences. The disaster, in particular a natural or other disasters may occur directly.

Conflict, crisis and disaster are perceived as a negative terms.

1.9.9 Settlement of crisis communication

In order to settle the crisis, we must choose a strategy that will lead us to the wanted result. Our goal should be to achieve peaceful coexistence and sympathy. Our policies and procedures must be prepared so that the communication enables us to resolve conflicts and manage crises, but also to detect early outbreaks of potential conflicts and crises. The sooner we find an outbreak of conflicts and crises, the sooner we can cure it. Conflicts and crises can be treated actively or passively.

The active approach says that any conflict or crisis should be solved, if only to demonstrate to the public that our organization has emerged from conflict or crisis changed. That our organization deals with the causes seriously.

The passive approach argues that it is unnecessary to pay attention to this problem and add fuel to the fire. The organization therefore plays possum. According to the chosen strategy, which the organization had taken, must be chosen the right type of communication. Communication must have a higher intensity than in times of no crisis. [2, p.48]

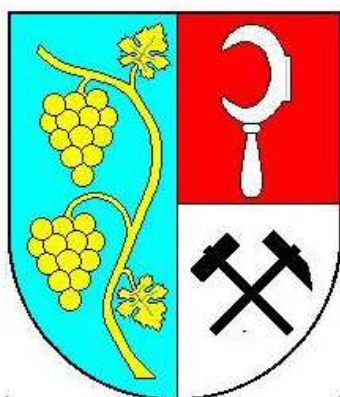
2 CHARACTERISTICS OF COMMUNITY ŠARDICE

A small South Moravian village Šardice is located 11 km southwest of city Kyjov and belongs to the district Hodonín. The center is located at 48 ° 57'52 "north latitude and 17 ° 01'49" east longitude. The village had on 2220 inhabitants on December 31, 2009. Acreage of the village is 1730 ha.

Šardice territory consists mainly of hills and knolls, some are on the north side of the height of 325 m, 248 m west of the village itself is 185 m altitude. The soil is quite fertile, mostly clay. The local farmers consider as the the most fertile track "Dlouhé čtvrtě u Svaté Trojice". Further to the south the hill pass into the fertile lowlands, where it continues and extends to the sandy plain towards Hodonín.

Šardice is not very rich in forests and waters. South of Šardice is Hovoransko grove, deciduous and pine forests south on sandy soils. The village is an important wine-growing village, sub-Slovakia.

Mutěnice wine trail goes via the village. Vineyard trails were documented already in 13th century. Currently, the village registered these wine tracks: Kameny, Hejdy, Dubový-Červenice, Padělky, Požární čtvrtě, Bařinové čtvrtě, Špitálka, Hrubý kopec. The wine theme can be found on the historically documented seals, the youngest of 1622 and the current municipal emblem.



Picture 1: Municipal emblem (granted to the village by Parliament of Czech republic in 2003)

Source: [4]



Picture 2: Municipal seal

Source: [4]

Based on the geological evolution of Šardice we can explain the fact that there was a lignite deposit. There was intensive lignite mining in the 19th and 20 century, mining was discontinued in 1993. In Dukla mine, now also closed, major floods killed 34 miners on 9 June 1970, who were working on the afternoon shift. Village Šardice published a book "Protrhlo se nebe I země" ("The heaven and earth broke") ... to describe events in and around Šardice then during the torrential rain.

The book "The heaven and earth broke" says ... "On 9 June 1970 in the afternoon and a mine Dukla village in Šardice hit natural disaster. After 5 p.m. began a huge rain shower that lasted less than an hour. Lots of water, which swept from Stavěšice have created a large reservoir at a mine with a fierce river, sometimes up to 102 meters wide, its level reached a height of 2 m. Then over the space previously exhausted, occurred a sudden inrush of water, mud and sand, which flooded over 32 kilometers of corridors and workplaces. In many places the undermined surface failed. Water from the mine with a thunderous roar swept through Šardice and along the main road in places reached the threshold of the house and in the lower gardens of almost trees. Everything standing in the way was taken away, broke down fences and caused extensive damage to fields and vineyards. The Dukla mine killed 34 miners. "[5, p.11]

On June 9, 2010, a commemorative event took place reminding 40th anniversary of this tragic event, where the Mining Association laid flowers to the monument and homes were served by a written record like this tragedy.

There is a primary and nursery school, health center, municipal office, post office, charity care facility Domovinka in the village. The village has also a cultural monument known as Residence, is the former summer residence of the Augustinian`s monks. The residence also used to be a place to live for Johann Gregor Mendel, the founder of genetics and Abbot Cyril Napp. Memorable building in the village is also St. Michael the Archangel`s Church, several times restored, the oldest part dates back to the 13th century.

Both, cultural and social life are also significant for the community. Šardice have their own costume, which belongs among the costumes From Kyjov area. Although Hovorany, Cejc, Theresienstadt and Karlin wear the same costume, it si slightly different and yet each of those communities has a little specifics on it. Different costumes are for single girls, brides

or married woman. Another costume is worn by women at work, and today when passing through Šardice, we can see older women wearing it in the field.

Children and youth from “Šardičan” are also acting in these beautiful costumes, accompanied by folk music “Denica”, which was founded in 1995. It plays folk songs from native Slovakia, but also comes to modern and classical genres and often accompanies by a male choir singing.

Considerable merit in developing young people and folk traditions has also brass band “Young music Šardice”, which was founded in 1980. Nowadays, the choir has about 45 members who act in traditional Slovakia costumes. The average age is 16 years. They have a rich repertoire consisting of folk songs, but also concert tracks.

The performance of “Young music” must also be by our majorettes. Other brass music involved in Šardice Is Slovakia band music “Ištvánci”, which was founded in 1997. The band took the name of its artistic director Mr. Joseph Ištvánek, who led the band at the beginning. The band plays in the composition of the 18 members in Slovakia costumes.



Picture 3: *Šardice costume*

Source:[4]

Life in the village also enrich other clubs such as football club Banik Šardice, Mining Association, Mendel's wine club, Hubert Hunting Association, beekeeper, Firefighters, Association of MD, Eagle Amateur Theatre, Chess club, and other ...

2.1 The first written mentions about Šardice

Šardice origins are undoubtedly older than the first written reports. Settlements of the Roman Empire period are documented in Čejč, Vracov, Mistrin, Šardice and Bzenec where Roman coins were found.

It is assumed that the name Šardice originated at the end of the first millennium. The basis may be the personal name of Germanic origin Skard (meaning "cut", "share"), later it was Sardis, which was still in the later Middle Ages, used as a common name. The same name Šardice has not changed for centuries, because during the wars the village never was so destroyed that there was any need to rename it.

Šardice were already in the mid-11th century the property of castle in Hodonin. The first aristocratic owner was Soběhrd of Šardice. During the government of Soběhrd occurred development of the so-called "little farms" (smaller farms). Four of those ones, amounted to one area of farm fields.

Soběhrd also attended to construct a church dedicated to St. Archangel Michael, and sought to establish parishes in Šardice. After various peripeteias with Werner, Soběhrd finally succeeded, though his Šardice farm had to hand in the so-called material compensation, it was the tenth of every crop of millet, peas, lentils and lamb, etc..

On June 2, 1286 Olomouc bishop Dětřich signed a judge list about establishing a parish. The content of the instrument touches the Místřín church and is thanks to the text entered into the Cistercian Velehrad, where between 1414 - 1420 all important documents were signing up.

2.2 Šardice in data

- In the second half of the 11th century the community belonged property of Castle Hodonin.
- The village became an aristocratic property around 1240. The first owner was Soběhrd of Šardice.
- The first written mention of Šardice dates to June 2, 1286. The judge List of Olomouc Bishop Dětřich establishing Šardice parish.
- 1350 Half of Šardice belonged to Ulman from Velká. After his death in 1362 his half of the Margrave of Moravia became the property of John Henry. Another part he has obtained from the Danish Štětina and the rest of Černin of Popice. The first special procedure for Šardice issued Margrave John Henry.
- In 1370 Margrave ruled that Šardice become permanent property of Augustine and will be their first settlement.
- In October 1420 the Emperor Sigismund decided to entrust Šardice to Jan Piggies from Onšov as a reward for his services. John Piggies from Onšov changed Šardice for some time from a possession of the monastery to the estate.
- 1475 is the holder of Šardice Jan Janovský of Strábenice.
- 1480 - 1490 Holder Jan Kuna of Kunštát.
- And since 1492 are Šardice held by Augustine.
- In the 15th and 16 century Šardice experienced great development of agriculture and viticulture, supported by evidence of the names of vineyards mountains - Old Mountain, which originally dates back to 13th century, as well Prostředí, Dubová, Kamenné, Hejda, Prostřední, Nové. Wine grapes are displayed on all official seals.
- Šardice also experienced what it is plundering, burning of the church, rectory. Memory is the cornerstone of conciliation at Lúčka stream. Ravages of the imperial army in 1621, when just 98 people remained in Šardice. 1623 invasion of Duke Bethlen Gábor, along with the Tatars and Turks. More devastation in the Thirty Years' War.
- 1705 Kuruc burned the church, rectory, and has a large part of the community as well as in surrounding villages. Later the events of the war subsided and there is a settlement of Šardice.
- In 1740 – 1742 a site of an old barn-storey residence, as a representative Augustine office in Brno was built for the price of gold in 1926, was separated from the monastery garden

inn. The residence was equipped with a stone, sandstone floor, rooms have vaulted ceilings decorated with stucco, with the necessary social and office space - prosecutor's office, chapels and other economic and living rooms. The Economic inspector was staying here, and was also used as a summer resort and a prelate of the monks. Also, a famous Augustinian abbot Johann Gregor Mendel lived there. The monastery had three gardens for growing vegetables, fruit trees and vines.

- In 1753 Abbot Pertscher abolished capital punishment and limited them to fines, imprisonment or beatings.
- 1783 a new Horensky order for Moravia issued.
- In 1792, Abbot Cyril Napp had built a villa with evidence even from 1884. Napp planted ornamental trees and lined roads with poplars avenues to replace wooden bridges in stone.
- Beginning of the lignite mining in Šardice dates back to 1830 when geologist Heinrich found of lignite deposit near the surface. Lignite is used for domestic heating and industrial plants, and it led to the development of pits and gradually opened up shaft as Barbora, Marie Anna, Josef, Ludvík, František, Josef I. a II., Hildegart I. a II.
- 1872 seized Šardice a large fire, which burned down 23 houses and 14 barns. This gave impetus to the construction of fire-resistant building and brick production in Šardice.
- Since 1877, the cultivation of sugar beet developed in Šardice thanks to the company in Martinice, which took over the lease of the farm. It was a sugar mill and brewer. The company had developed economy, mechanization used harvesters, blowers, etc..., spreading fertilizers, custom craftsmen.
- The First Fire brigade was opened in Šardice in 1898.
- In 1906, Šardice built a new school with four classrooms and two cabinets.
- 1913 began mining at the mine Julius.
- Citizens of Šardice who died in World War II, had their monument with portraits built in front of the church, October 4, 1920.
- In the land reform the monastery lost nearly half the land after 1920.
- 1927 - 1929 school was built in Šardice.
- 1930 - village electrification.
- Julius Mine was purchased in 1939 by Bata, Inc. from Zlín.
- 16th April 1945 The Soviet army freed Šardice
- September 30, 1945 a memorial of fallen Soviet soldiers revealed accompanied by the presence of poet Nezval .

- In 1958, mine Julius and recently opened mine Julius II burned out. And 1960 was renamed the 9th May mine. Newly built Dukla mine was opened in 1964.
- June 9, 1970 - after a torrential downpour, when the water rushed away from Stavěšice, flooding the land and the village of inrush of water into underground space Dukla mine water, mud and sand flooded 32 km of tunnels. 32 miners were killed here.
- In 1993 the last mine Dukla closed, the result was an end of about 160 year old mining activities in the village.
- Clubs like an eagle or falcon or another played amateur theatre in the history, and an important figure in this field was the teacher Frank Blazek. Over the past twenty years has not been staging of any theatrical piece, yet in 2008 "The most beautiful War". The premiere was a success and the amateur actors practise other performances. [4, p. 33]

3 SWOT ANALYSIS OF ŠARDICE

SWOT analysis is a strategic planning tool, used to evaluate the strengths and weaknesses, opportunities and threats that are key in every project. Includes standard marketing methods, and is divided in external and internal environment analysis.

- Strengths – internal conditions (characteristics of the organization helping to achieve the goals)
- Weaknesses – internal conditions (characteristics of the organization hampering the achievements of the goals)
- Opportunities – external conditions (characteristics of the organization helping to achieve the goals)
- Threats – external conditions (characteristics of the organization hampering the achievements of the goals)

SWOT analysis of Šardice:

Strengths:

- alive folk tradition
- sports
- social activities in the vilalge
- people's hard work and focus on events in the community
- level of municipalities equipment
- musicality, festivals
- facilities for various events
- specialists in village management
- existing road networks links (although unsatisfactory)
- cultural monuments (churches, Residence, chapels, Loyder cellar, monument)

- wine-growing, cellars

Weaknesses:

- outflow of young people to cities
- lack of employment opportunities
- transport children to schools
- exchange of information between communities
- land devastation, little landscaping, erosion
- weak capital security of business
- distrust among neighboring communities
- zero offer of winter tourism products
- disrupted communication links in the past
- quality of road network

Opportunities:

- professionalism
- retail accommodation
- development of tourism infrastructure
- use school to inform
- cooperation with business
- increasing labor skills
- utilizing the potential of folklore, societies
- development of small wineries
- promotion, awareness

Threats:

- Finance, inaccessibility of resources
- lack of awareness, low public support as a result
- departure of skilled manpower
- lack of brand profiling Šardice
- no partnership between private and public sector
- ensuring quality micro-manager

Source: [10]

3.1 The time series describing the economy of the community from 2000 to 2010.

It is based on a table processed by Municipal Authority: Development of revenues and expenditures by type: (in thousands of CZK)

YEAR	2000	2001	2002	2003
1. Tax revenues	10 675	12 461	13 125	13 957
2. Non tax revenues	3 369	1 460	1 543	1 198
3. Capital revenues	90	416	593	40
4. Funds received	2 136	1 617	2 109	9 875
Total revenues	16 271	15 954	17 369	25 070
5. Current expenditures	17 435	14 229	16 214	22 594
6. Capital expenditures	4 752	1 413	1 214	5 811
Total expenditures	22 187	15 642	17 427	28 405
Balance of revenues and expenditures	-5 916	312	-59	-3 335

2004	2005	2006	2007	2008	2009
15 940	17 460	17 304	18 187	19 960	17 425
1 195	2 182	1 657	2 061	1 659	2 383
47	1 636	885	851	27	2 482
9 385	884	2 199	1 756	2 370	1 770
26 566	22 162	22 045	22 854	24 017	24 059
22 472	14 294	16 066	15 526	15 151	19 393
9 958	4 782	5 786	4 485	3 677	15 685
32 429	19 075	21 851	20 011	18 828	35 078
-5 863	3 087	194	2 843	5 189	-11 020

Chart 1: Revenues and expenditures of the community from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]

Operating balance is a key indicator of financial health. It is calculated as the difference between current revenues and current (operating) expenses. Simply means the amount that is left for the local government for development and investment after the payment service.

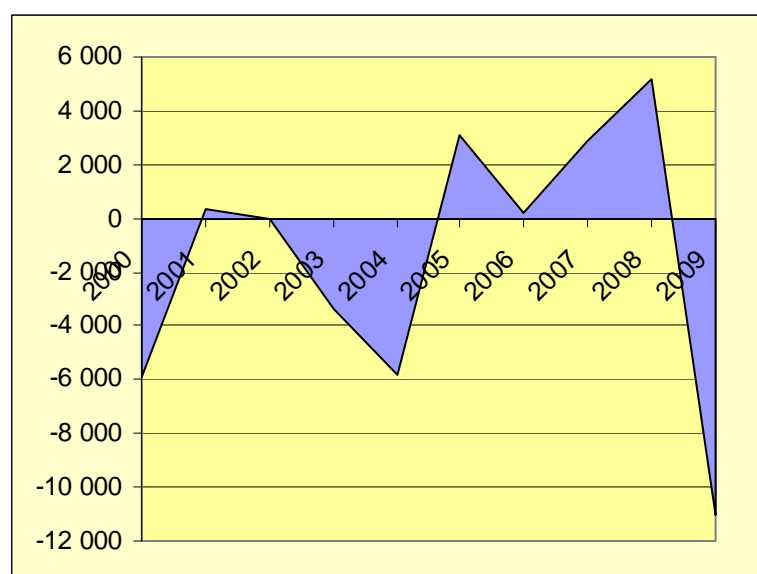
Development of the balance of revenues and expenditures:

	2000	2001	2002	2003	2004
Development of the balance of revenues and expenditures	-5 916	312	-59	-3 335	-5 863

2005	2006	2007	2008	2009
3 087	194	2 843	5 189	-11 020

Chart 2: Development of the balance of the village from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]



Graph 1: Development of the balance of the village from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]

Development of revenues and expenditures for the period 2000 to 2010:

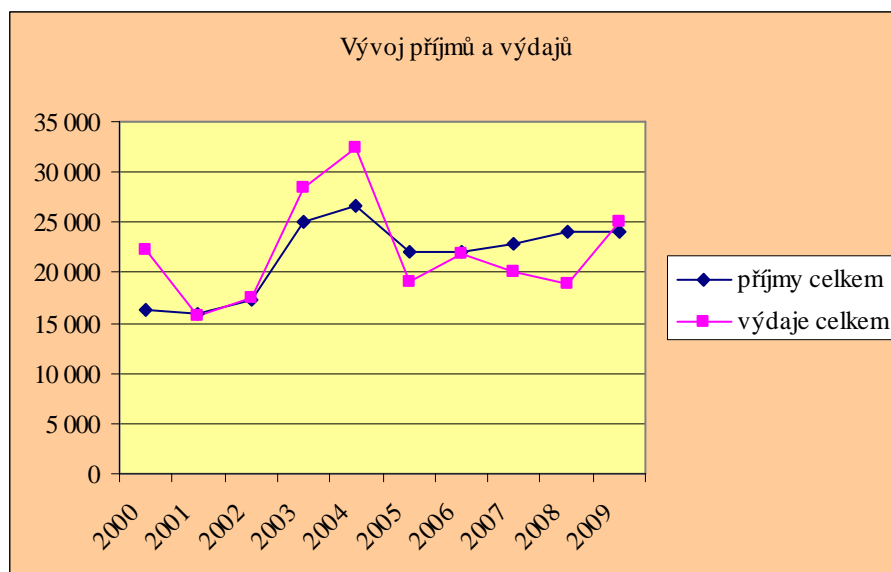
	2000	2001	2002	2003
Total revenues	16 271	15 954	17 369	25 070
Total expenditures	22 187	15 642	17 427	28 405

2004	2005	2006	2007	2008	2009
26 566	22 162	22 045	22 854	24 017	24 059
32 429	19 075	21 851	20 011	18 828	25 078

Chart3: Development of revenues and expenditures for the period 1999 to 2009 (2010 data have not been processed yet)

Source : [7]

With this graph we can see the development of revenues and expenditures of Šardice for the period from 2000 to 2010.



Graph č.2: Development of revenues and expenditures for the period 2000 to 2010 (2010 data have not been processed yet)

Source: [7]

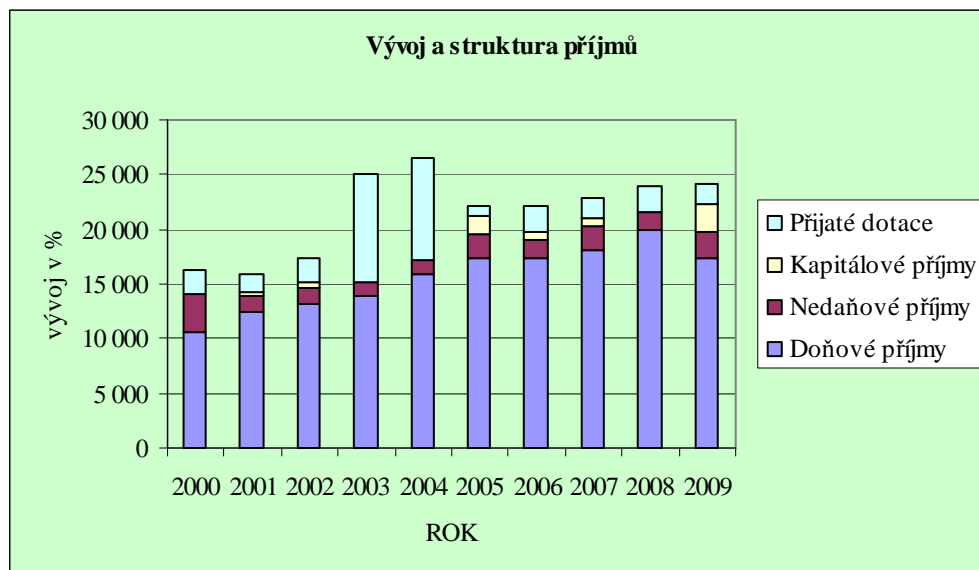
Development and structure of revenues:

	2000	2001	2002	2003	2004	2005
Tax revenues	10 675	12 461	13 125	13 957	15 940	17 460
Non tax revenues	3 369	1 460	1 543	1 198	1 195	2 182
Capital revenues	90	416	593	40	47	1 636
Grants received	2 136	1 617	2 109	9 875	9 385	884

2006	2007	2008	2009
17 304	18 187	19 960	17 425
1 657	2 061	1 659	2 383
885	851	27	2 482
2 199	1 756	2 370	1 770

Cher4: Development and structure of revenues from 1999 to 2009 (2010 data have not been processed yet)

Source: [7]



Graph č.3: Development and structure of revenues from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]

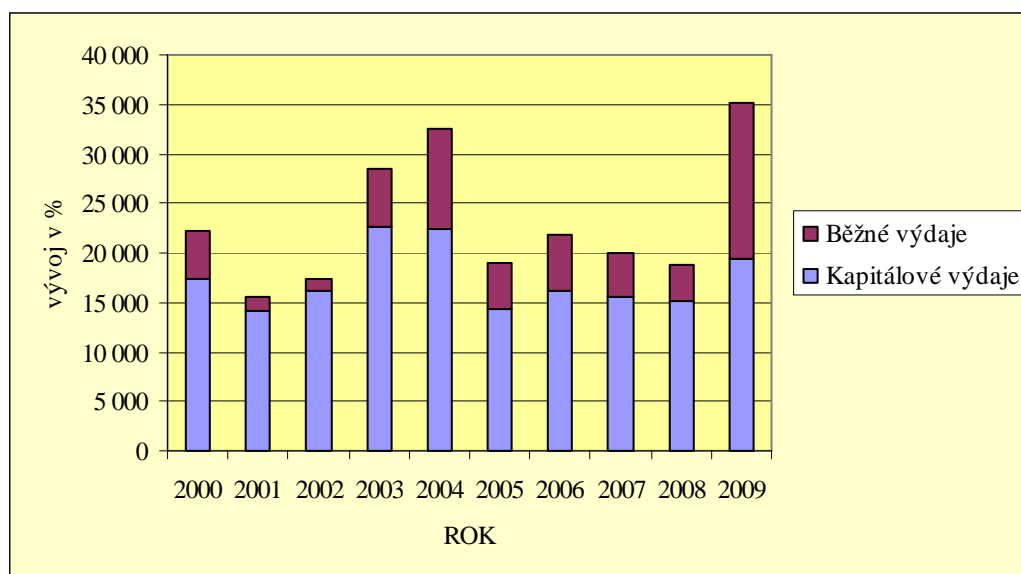
Development and structure of expenditures:

	2000	2001	2002	2003	2004	2005
Current expenditures	17 435	14 229	16 214	22 594	22 472	14 294
Capital expenditures	4 752	1 413	1 214	5 811	9 958	4 782

2006	2007	2008	2009
16 066	15 526	15 151	19 393
5 786	4 485	3 677	15 685

Chart 5: Development and structure of expenditures from 2000 to 2010(2010 data have not been processed yet)

Source: [7]



Graph č.4: Development and structure of expenditures from 2000 to 2010(2010 data have not been processed yet)

Source: [7]

These two graphs show the development and structure of income and expenditure for the period from 2000 to 2010. Revenues consist of (tax revenue, non-tax revenues, capital revenues, grants received) and expenses consist of (current expenditure, capital expenditure).

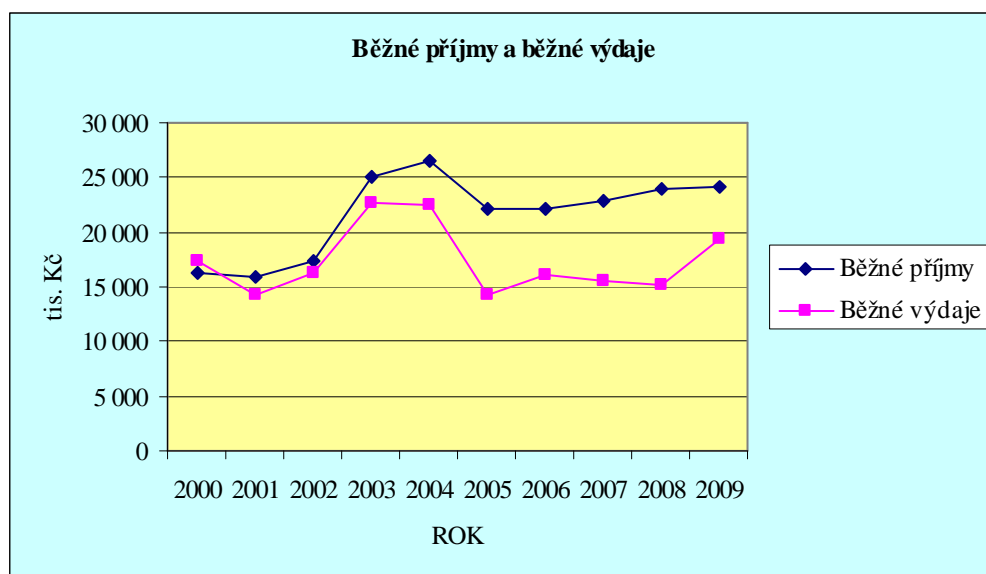
Current revenues and expenditures:

	2000	2001	2002	2003	2004
Current revenues	16 271	15 954	17 369	25 070	26 566
Current expenditures	17 435	14 229	16 214	22 594	22 472

2005	2006	2007	2008	2009
22 162	22 045	22 854	24 017	24 059
14 294	16 066	15 526	15 151	19 393

Chart 6: Current revenues and expenditures from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]



Graph 5: Current revenues and expenditures from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]

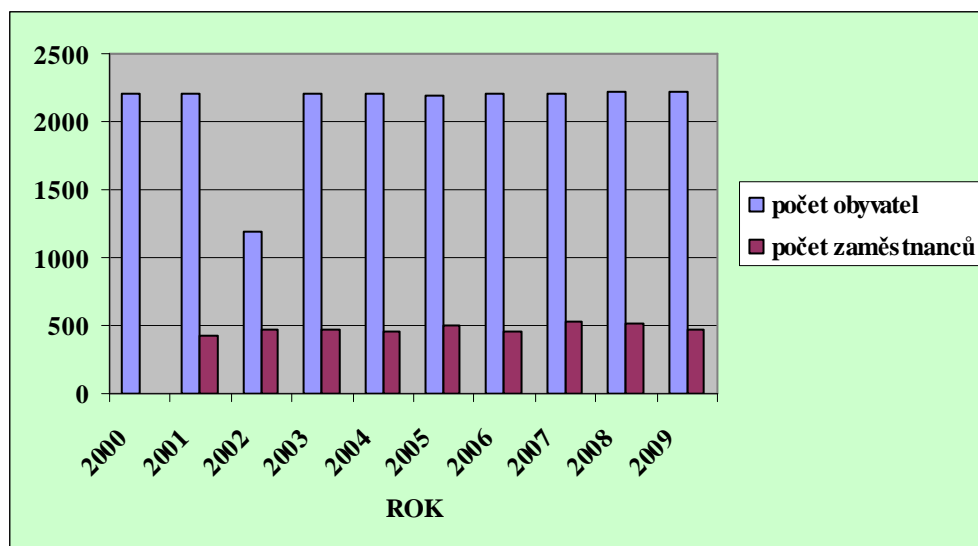
Development of population and number of employees working in area:

	2000	2001	2002	2003
Population	2207	2207	1192	2205
Number of employees		429	473	474

2004	2005	2006	2007	2008	2009
2201	2196	2202	2213	2223	2227
462	504	454	527	511	477

Chart 7: Population and number of employees from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]



Graph 6: Population and number of employees from 2000 to 2010 (2010 data have not been processed yet)

Source: [7]

Population in Šardice from 2000 to 2010 is consistently around 2000.

4 COMPARISON OF PUBLIC RELATIONS DEVELOPMENT FROM 2000 TO 2010

Šardice began to think about the presentation in 2001, when the municipal authorities in Šardice commissioned a specialist company for creating first websites of community Šardice.

4.1 Point Consulting Ltd.

Setting up and running website Šardice community - a company which processed the following Web site is called Point Consulting with headquarters in Prague. It was founded in 1997. The company's core koncept is organizing educational events and publications. The company has created many web sites, and operates an Internet portal on followimh web pages www.point-consulting.cz, www.horvath-partner.cz a www.topvision.cz .

To create a server www.sardice.cz two colleagues from this company were invited, such as Ing. Ladislav Profoto, who had overall responsibility for project coordination, creating a basic page design, structure design and programming sites, further development of the site. Another co-author Mark Gregorovič, who was also responsible for updating site, content creation, digital photos and text processing, operational liaison with the Municipal Authority to provide them with information to be processed and approved.

This team has already implemented many web projects such as:

- www.point-consulting.cz
- www.horvath-partner.cz
- www.topvision.cz

Šardice Website - the village pages should introduce community and surroundings, its history and present, traditions and customs in Šardice. The aim was to accumulate as much information from past to present.

The active list of events - sporting and cultural events, wrtitten about Šardice. These sections represented a description of new events in Šardice and required constant updating. Such constant updating will make visitors return to this site.

Other useful information - phone books, business website, official board, information from local newsletter. Information was used primarily for Šardice residents. Basic Information pages can be created in a foreign language to let interested people know and learn about Šardice and find needed information. It was particularly necessary because the international success of interest groups - majorettes, brass bands. Both authors reside in Šardice and thus are very close to current events.

The company created its own graphical site solution. And was prepared to accept the proposals made by the village. The village received two proposals to update the site, the first was carried out quarterly, right after every issue of Šardice newsletter. A second proposal was to update more frequently, once a month to keep the visistors coming back to them.

The overall calculation of websites creation and operation:

Calculation of websites creating – one time cost		
Vytvoření, přizpůsobení a odsouhlasení designu stránek		7 500 CZK
Vytvoření podoby jednotlivých rubrik a obsahové struktury		3 000 CZK
DESIGN TOTALLY		10 500 CZK

Chart 8: Calculation of creating web pages

Source: [8]

Option A:**(quarterly websites upade)**

Calculation for website operatin		
Quarterly website update	1 quarter	1 500 CZK
Presentation space on Internet	1 month	200 CZK
The annual maintenance fee for a domain	1 rok	800 CZK
TOTAL UPDATES per year		9 200 CZK

Chart 9: Calculation of cretaing and updating web pages for the quarter

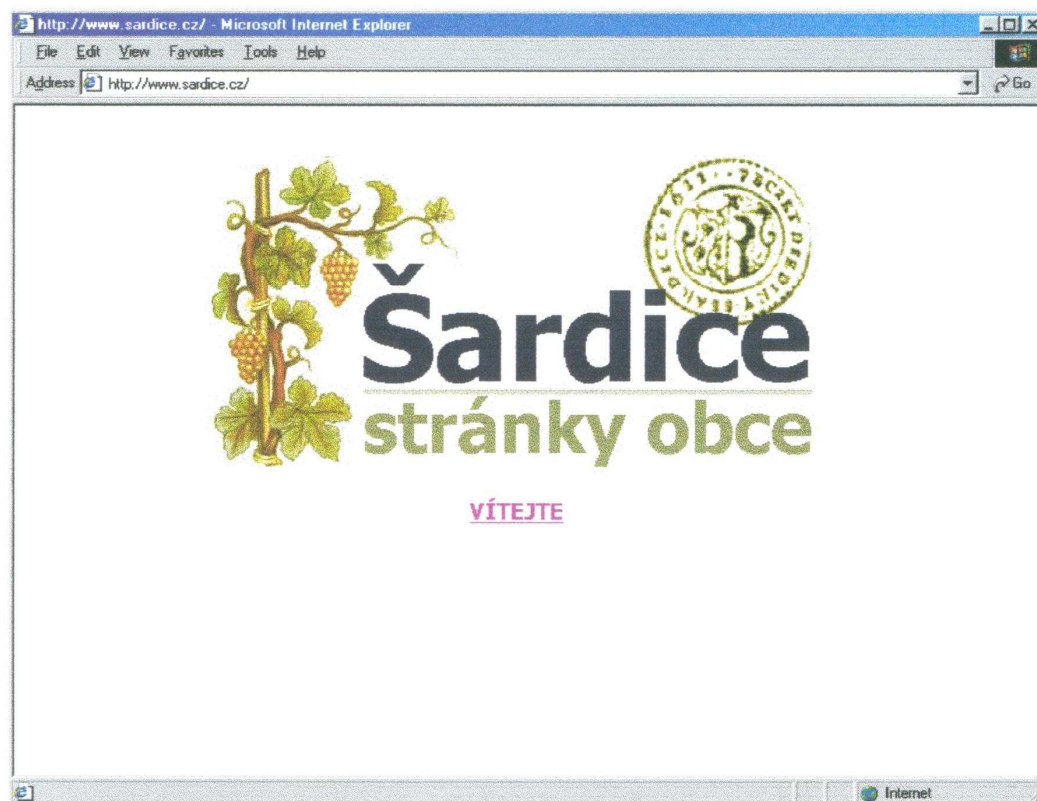
Source: [8]

Option B:**(month update – 3 times and quarterly update once)**

Calculation for website operatin		
Monthly website update	1 month	1 200 CZK
Quarterly website update	1 quarter	1 500 CZK
Presentation space on Internet	1 month	200 CZK
The annual maintenance fee for a domain	1year	800 CZK
TOTAL UPDATES per year		23 600 CZK

Chart 10: Calculation of cretaing and updating web pages per month

Source: [8]



Picture 4: Web pages desing 2001

Source: [8]

4.2 Artory, Ltd.

These sites were functioning until 2009, when local governments asked the company **Artory, Ltd.** from Šumperk to create new websites and marketing study of tourism, which was a compulsory part of the village application to draw grants from the EU Structural Funds .

Artory - Consulting, Ltd. the company bringing together project managers with more than three years' experience in regional subsidy policy. The company offers a broad portfolio of services, process development strategies of regions, municipalities, consulting services and advice in the preparation of development projects and applications to draw funds from EU, Czech Republic and individual regions.

Services offered by the company:

- Processing project to the form suitable for funding
- Subsidy audit and identification of appropriate grant program
- Creation of applicant`s strategy
- Design of partner organizations, the official conclusion of partnership agreements
- Processing grants applications and methodology of all mandatory annexes
- Application submission and preparation of an application client to sign a project funding
- Implementation project of selection procedures for suppliers
- Opening the project and construction of project plan
- Submission of progress reports
- Realization control
- Project closure
- Request for payment
- Check of the project's sustainability
- Preparation of monitoring reports

The company also handles grants and EU projects, and deals with project and provisioning management, where:

- provides advice in the initial processing of the project

- elaborate financial and economic analysis of the project, which confirm their feasibility and sustainability
- complete preparation of project application
- finding suitable project partners and preparing documents for the formal partnership
- communication with all relevant public authorities in the Republic and the EU
- financial control of the project (final project report and request for payment)
- project progress and implementation of any changes
- monitoring the implementation of the project outputs.

Consultancy work:

- offers a continuous survey of subsidies for the project plans
- a summary of the information needed for design work
- preparing materials for construction of project feasibility
- tender documents according to grant program methodology

And also deals with education and training activities.

The official website include also a tourism marketing study, which was once part of the obligatory annexes to the application for grants from statutory EU funds and other public sources. The grant application was made under the Regional Operational Programme, priority area 2.2 Development of infrastructure for tourism. The project is located in the village Šardice, South Moravia, microregion Hovoransko. Village Šardice is sponsor and also the investor. The Village is working closely with other municipalities in microregion Hovoransko.

The village and the entire microregion Hovoransko invest in advertising and communication campaigns to develop tourism. This campaign aims are to attract more tourists to the village, and by extension the entire region. There is a need to achieve that tourists prolong their stay in the village and its surroundings and bring a better economic effects arising from tourism. Currently, the tourism potential is utilized.

Goals the community wants to achieve is economic development of the area, the visibility of community at home and abroad, raising awareness of potential tourist attraction of the village, improving the image of community, support of folklore and folk traditions, development, administration providing sufficient information before visiting the community, information

about tourist attractions , possibilities of tourism services, leisure time activities, etc. One of the goals is to achieve a partnership between disparate entities. It is associated with increased revenues from the tourists fees and services development in tourism. This way, entrepreneurs, who offer products and services in tourism, will be supported.

Tourism is economically attractive commodity that greatly affects the development of the region. It also helps to reduce unemployment, restore and develop the social events (cultural, sports, etc.) and not only these reasons led to creating marketing studies of tourism and applications for funding within the Regional Operational Programme, priority area 2.2 Development of tourism infrastructure .

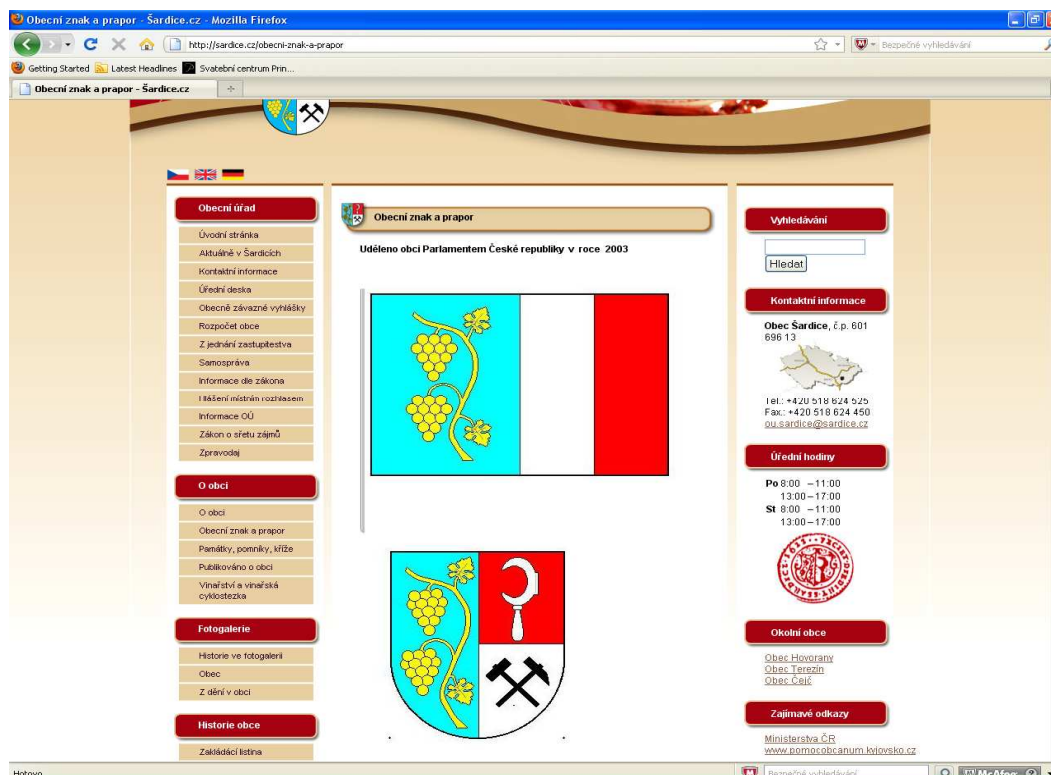
Šardice village which is an investor in this project and wants to use a number of tourist attractions, beautiful countryside and especially the unique cultural heritage, still alive folk traditions and winery for the implementation of a comprehensive promotion of the area.

The project has responded to the situation, when almost no promotional events within the community took place, even though the whole village Šardice microregion Hovoransko offers many attractions such as the bases for the development of tourism. The village is located in the South Region, which is a popular tourist destination. It has a unique cultural heritage, extraordinary natural resources and still living folk tradition and winemaking. Websites are also prepared by Artory, Ltd. Have been working so far.
Source: [9]



Picture 5: Contemporary desing of community websites

Source: [9]



Picture 6: Sample of municipal emblem and flag

Source: [9]

5 INNOVATIVE PROJECT OF SOLUTIONS FOR IMPROVING PUBLIC RELATIONS IN ŠARDICE

5.1 Distribution and identification of target markets

Geographic location

Šardice village is located in the South Moravian Region, district of Hodonin, not far from Kyjov, in the picturesque region of Moravian Slovakia. Surroundings of the village is mainly agricultural landscape. It is an important wine-growing village, subarea of Slovakia where Mutěnice wine trail goes through. Because of its location local wineries have a unique character. Vineyard more on the North are good for the earlier varieties of grapes.

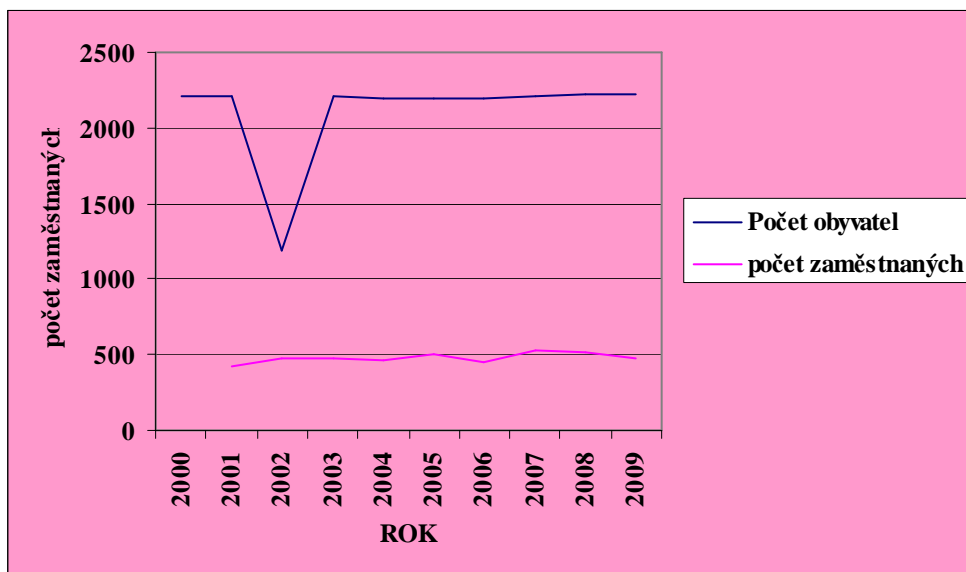
Demography

At the end of 2009, the population of the South Moravian Region was 1 154 191 inhabitants. It has been evident for a long time that South Region has the second highest proportion of women in the population (the capital city of Prague is first), in 2009 the region accounted for 100 men 105 women. 2213 inhabitants lived in Šardice till January 1, 2010.

In cent years, overall population growth rate, which is influenced by the migration growth (number of people who moved into the region is higher than the number of people who moved out of county).

Socio-economic distribution

According to the results of the statistical office in the Czech Republic, the total number of employed in 2009 reached 5,312,300 people. In 2009, 573,100 employed people were in the South Moravian region.



Graph 7: The number of inhabitants and employed people in the village 2000 - 2010

Source: [9]

Distribution according to pupose of trip

Attractions, history and architecture mostly attract visitors to the area. They relax, visit nature and have a rest here, too. One of the major reasons is the tourism and sport. Sightseeing and hiking, swimming and stay near water and cycling attract the most visitors in the South region. We must not forget the social life, visiting cultural events and rural tourism.

Distribution according to organization of stay

The majority of tourists arriving in the South Region organize their own route themselves and do not use any agencies. Another group consists of visitors who book in advance directly with service providers. Using travel agencies is not so frequent.

The age of respondents influences the decision of organization of the trip. Younger age groups usually organize their stay themselves. On the other hand, older people use travel agency or book their stay at the accommodation provider.

5.2 Destination marketing objectives

Our vision is to develop tourism in Šardice and in the whole microregion Hovoransko. To attract potential tourists, extend their stay here and develop the tourism in the region, we must increase their awareness. Šardice invested in advertising and communication campaigns to develop tourism here and around the microregion Hovoransko. These campaigns` aim was to attract more tourists to the community and the entire region. The aim is to achieve that the length of stay in the village and its surroundings extends and brings greater economic effect resulting from tourism.

The goal is economic development of the area, increasing the number of tourists in it, extending their stay, highlighting community at home and abroad, awareness of potential tourist about attractions in the village, improving the community image, promoting and development of folk traditions and activities, sufficient information to incoming tourists, more information before entering the village, information about tourist attractions, the use of tourist services, leisure time activities, etc. One of the objectives is also to establish partnerships between different entities.

5.3 Specific marketing objectives

Tourism services will improve thanks to better promotion. For local businessmen, the higher number of tourists arriving to the village would be undoubtedly a financial contribution. The village receives a positive image because of quality preparation of all events, which will be also achieved through cooperation, and can also increase the number of potential visitors in Šardice.

Objectives which microregion Hovoransko and Šardice could reach:

- Increase tourism in the area
- Economic development of the area
- Partnerships between different entities
- Increase the number of visitors to the region
- More investment in community development and promotion of tourism
- Tourism development

- Sustainability of development
- Support for local SMEs
- Improving the overall image of the village
- popular public events will be repeated and their number increased
- Increase the tax yield

5.4 The positives of Šardice

Šardice village is an important wine-growing village, subarea of Slovack and Mutěnice wine lane passes through here. Winery, along with traditions and local folklore is clearly a major factor for attendance to this area.

Village Šardice could maintain this position to the future and improve services in tourism and by holding events to attract more visitors and extend the duration of their stay. The reason why this area is popular is a variety of nature, which offers a wide range of attractive areas.

The vital importance for tourism development are accommodation and catering services. The municipality will have an interest in improving these services, which are intended mainly for tourists and visitors to the region.

Every year, the village also organizes numerous cultural events, so the customs and traditions are constantly renewed. Events for the public are important for arriving tourists. Some events held here: “Fašaňk” parties, balls, burying the bass, brass band exhibitions, Christmas concerts, the mountain hammering, traditional costumes feast, relics, Harvest Festival and other cultural events held regularly.

5.5 Promotional materials

These promotional materials include:

- Leaflets
- Website presentation
- Folding map of the area
- Public relations

- Postcards
- Promotional DVD
- Souvenirs
- Print advertising
- Information boards
- Information note boards
- Box with promotional materials and souvenirs
- Welcome sign at the beginning and end of the village
- Reconstruction of current information system

Leaflets - are of this type - "Young music ", "Slovak group and dulcimer music", "SC Miner, " "Wine Road". Some of these leaflets are used for direct marketing of partical associations and others to promote the general community and the region. Leaflets are processed in color to attract attention. Text on the leaflet is in Czech language but also English and German. Leaflets` aim is to highlight passing tourists on Šardice and provide information about cultural attractions, events, history, wine tasting, etc.

Website presentation – Website Reconstruction is processed by Artory Ltd. Visitors to this web site have an overview of cultural and sports events in Šardice and its surrounding areas. A special email address for inquiries of tourists has been established. Web pages are both in Czech and in English and German.

Folding map of the area - from one side is a map of the microregion and detailed map of the village Šardice. On the other side information about the village, its history and present situation and events (cultural and sports)that are regularly repeated and photographs of the community. Map is for general public and tourists. It is offered at fairs, exhibitions, etc. The map is also available in Czech, English and German for foreign tourists.

Public relations - is actually creating a positive image of the municipality for potential visitors, perhaps through printed or audiovisual media.

Cards - cards can be placed in the information center. The aim is to create a nice promotional materials that will influence potential visitors.

DVD Presentation – Combination of video, text, pictures and photos creates a quality

promotional material which will promote not only Šardice community, but also the entire neighborhood. Available in Czech, English and German language. It is distributed at exhibitions, fairs and other similar events. And it is given And as a gift to more important visitors of the village.

Souvenirs - For this occasion, pencils with chains are made, pens, bookmarks, "tasting" cups, paper bags. All souvenirs will have the logo of Šardice community.

Information board – information boards are located in front of the local significant architectural monuments.

Information note boards - should provide information to local citizens and tourists as well. They are located in the village and on the building of the Municipal Office. These boards should be constantly updated.

Welcome signs at the beginning and end of the village - Signs make a positive community image. Each arriving visitor is welcomed by a welcome sign, and „goodbye“ signs up are saying goodbye to each departing visitor.

Promotional materials of Šardice:



Picture.7: Bottle of wine

Source: [9]



Picture 8: Commemorative CD

Source: [9]



Picture 9: Souvenirs (leaflets, cards, map, pen, bookmark), all with logo of Šardice

Source: [9]

5.6 Distribution chanelns

Distribution chanelns which ciuld hepl with promotional actions are following:

- Websites
- Information centers
- Minicipal office
- Hotels, pensions
- Local events
- Mass media
- Prints

5.7 Marketing mix

Product

Important features of community Šardice include support of unique cultural heritage and maintaining still living folk tradition. Visitors who come here during religious festivals or feasts have the opportunity to see folk costumes, which are still handmade. And they can participate in local traditional entertainment, accompanied by brass and dulcimer music, which accompanies the local balls, „Fašank“ carnival, burying bass, Christmas concerts, Mountains hammering, costume feast, etc.

Place

The village lies in the microregion „Hovoransko“, in Hodonin district, South Moravia region.

Price

Only moderate fees are paid for the events and some of them are free.

Promotion

Šardice village is located in the South Moravian region, which is a popular tourists` destination. Its cultural heritage, natural resources and still living folk tradition and winemaking are unique. More than 95% of the vineyards of the Czech Republic is concentrated in this region, which is in this respect unexampled. The village is also a part of the "wine lane". In the area there are numerous leisure time activities and tourist attractions. For tourism development is important the organization of large quantities of public events, which are inspired by folk festivals, traditions and holidays.

Village council issues „Newsletter Šardice - our common home“ four times a year. Newsletter describes all the cultural and sporting events that took place during the period, summarizes the important moments. There is also a place for local authority information, statistics of marriages, anniversaries, births and deaths, activities of local business associations, contemporary and historical matters of interest, etc. At the end of the magazine, you can find contributions for leisure time as recipes, herbs, attractions for children and youth.

5.8 Business and marketing objectives

Business objectives:

The village achieves a better public image by creation of promotional materials, equipment with new or reconstruction of existing information resources. Also, commercial and partner relations will be carried out through production of promotional pens, postcards, plastic bags, bookmarks, small calendars, gift sets "koštovky", etc. This positive image will enhance the market position of the village in the tourism, within the destination Kyjovsko / Hodonínsko and increase the total sales of services.

Marketing objectives:

- Offer of clearly profiled product in the CR will make the village strong.
- The village will create a significant brand and a popular place in the country to visit
- The municipality will gradually build a brand image: the image of the product
- Creating partnerships with additional destinations
- Creation of product packages for offering
- Providing the functioning distribution system of promotional materials
- Creating a system of horizontal and vertical cooperation between tourism operators and defining the common practices in tourism promoting

5.9 Self innovative suggestion of solution

The village Šardice has rich cultural and sporting life (there are four folk clubs and a successful football team). These cultural and sports institutions therefore should be more visible. For this purpose it would be good to count with the production and distribution of larger number of leaflets. These leaflets would contain presentation of the most important and specific cultural and sports associations, and leaflets with municipal information, including tips for trips, village history, folk art, tradition of viticulture, apiculture, and others.

Thanks to this project, the existing information systems would be rebuilt and also new one built. Advertising print, boxes of promotional materials and souvenirs, and a reconstruction of the existing information system of the village could be also used.

Press advertising – print advertising will be awarded in local media and will be coordinated with other forms of promotion. The aim will be to draw attention to current events in the community Šardice, cultural, social and sporting events, etc.

Promotional box with materials and souvenirs - These boxes will be made of high quality hard paper and will be filled with the promotional materials of various events, celebrations, fairs, etc. (leaflets, maps, small calendars, postcards, pencils, etc.).

Reconstruction of current information system of the village - reconstruct existing information boards in the municipality to inform the local population and visitors in general.

- Distribute leaflets in libraries around the place that will draw attention to cultural and sporting events that take place in the village.
- It is also possible to organize excursions, such as school trips to local residence from 1740, to arrange exhibition of village history, wine, mining, reminiscent of the Augustinian order's activity in Šardice, and JG Mendel - abbot of the Augustinian order, and exposure of local folk costumes, a church dedicated to St. Michael the Archangel. Also releasing other information materials to these opportunities.
- In case of greater interest of tourists set up an information center where visitors get more information not only about Šardice village and its surroundings, but also tourist maps of cycling routes.
- Organize more cultural events, soccer matches between villages, and so attract sponsors to come to the village.
- Also, organizing of events such as: education and presentations, seminars, conferences, exhibitions and fairs, open houses, community meetings, openings, concerts, charitable collection.

CONCLUSION

The main objective of this study was to map the activities of public relations in Šardice. The theoretical part developed views on this area, on the base of the literature study. Public attitudes are today very important for the progress and development of the events. If the public relations work is good then it is the bridge carrying to a change. It is a means for influencing the new attitudes that are currently causing the change. Public relations also help stimulate and implement changes.

Public relations aim is not to master the public, but to help institutions, organizations and companies in their behavior that would be accepted by the public. The issue of public relations is extensive and complex with many linkages and interdependencies. Knowledge and good contacts with the public is the key for business success in the marketplace. The result of this activity, which can not be practically implemented without mastering theoretical aspects, is the marketing strategy of particular entrepreneur.

The content of the practical section is to provide information and advice on public relations activities in the village Šardice. The village began to deal with the public relations in 2001, when it hired a specialized firm Point Consulting, Ltd. to prepare a publication "Creation and running of the Šardice websites."

These websites were successfully functioning until 2009. When the village had a book called "Marketing study of tourism" processed by Artory, Ltd. It was an important and compulsory part of the grant application. The grant was made under the Regional Operational Programme, area of support 2.2 Development of infrastructure for tourism, including the new websites of Šardice village.

Furthermore, I propose solutions for improving public relations in Šardice by modernization and reconstruction of the existing village information system and by building new and repairing old information resources. Also by the production of new promotional materials with the logo of the municipality and presentation of the most important cultural and sports associations. These materials will give visitors advice about village, including tips for trips, village history, folk art, wine tradition, beekeeping, etc.. And attract more visitors to visit Šardice.

ABSTRACT

Veronika NOVOTNÁ – Šardice Village Public Relations. Bachelor Thesis.

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Key words: Public relations, Image, Identity, Advertising, SWOT, Communication, the village Šardice, Internet, Television, Radio, Prints.

This thesis deals with public relations and their relationship to other components of the communication strategy of the organization, primarily to advertising and marketing. The theoretical part outlines the emergence and development of public relations, the principles, tools and relationship to advertising.

The practical part is devoted to describing and evaluating public relations in the village Šardice. Deals with various aspects of public relations, their practical use and the expected benefits. In the end there is an overall assessment and suggestions for improvement in areas that are not sufficiently used.

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LIST OF ABBREVIATIONS:

PR – public relations

BVV – communication/ management skills

SWOT - Strenghts

- Weaknesses
- Opportnities
- Threats

CR – Czech repuclic

Referred to as “EU“

ATTACHMENTS:

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Attachment No.2: Health center

Attachment No.3: Municipal hall at Eagle

Attachment No.4: Municipal office

Attachment No.1: Pub At Eagle



Attachment No.2: Health center



Attachment No.3: Municipal hall at Eagle



Attachment No.4: Municipal office



