

The media image of the relationship between nature protection and socio-economic development in selected Protected Landscape Areas

Drahomíra Kušová*, Jan Těšitel & Michael Bartoš

Institute of Systems Biology and Ecology AS CR, Na Sádkách 7, CZ-37005 České Budějovice, Czech Republic

**draku@usbe.cas.cz*

Abstract

Comparative monitoring of regional periodicals and their content analysis was done with the aim to identify the media image of the relationship between nature protection and the socio-economic development of municipalities in three selected protected landscape areas – Šumava, Křivoklátsko, and Třeboňsko. Within the analysis, attention was primarily paid to the conflicts between the administration of the protected landscape area and the municipalities, and to examples of good cooperation. Based on the results gained, we can state that Třeboňsko and Křivoklátsko proved to be areas without critical tensions, while in the Šumava Mts. (= Bohemian Forest) there are many circumstances that prevent consensus being reached between both sides. However, recent newspaper articles reflect the fact that the situation is improving in the Šumava Mts. as well – the tension seems to vanish; municipalities and nature protection authorities manifest a growing willingness to start to communicate with one another. The analysis was conducted within the project “Participative management of protected areas – a key to minimize conflicts between biodiversity protection and socio-economic development of local municipalities” (VaV/610/3/03, financially supported by the Ministry of Environment). The outputs are expected to be used, as one of the information sources, in formulating the communication strategy for the administration of the three particular protected areas.

Key words: nature protection, socio-economic development, protected landscapes, content analysis

INTRODUCTION

The project “Participative management of protected areas – a key to minimize conflicts between biodiversity protection and socio-economic development of local municipalities“ is focused on proposing an optimal model of coexistence between nature protection and appropriate socio-economic development in protected areas (for more details see <http://www.in-fodatasys.cz>). The project included, among others, the monitoring of the regional press and its content analysis as the basis for the proposal of a communication strategy prepared for the administrations of the protected landscape areas (PLA).

Using this method we followed the general presumption that the press was part of mass communication supporting the spread and communication of information as well as the symbolic concepts addressed to the general public (e.g. MACLUHAN 1991, DEFLEUR & BALL-ROKEACH 1996). The press represents a reflection of the expected interest of the public in concrete problems, and is also an intermediary of social control of the institutions which are in charge of it. It reacts to real-life problems in concrete local communities. According to BLAŽEK (1998), “among other functions, the newspapers are an everyday memento pointing

to the absurd tendency of modern man to totally document all his activities”.

Our aim was to identify the “media image” of the selected protected landscape areas, mainly the medially presented cases of successful cooperation or, on the other hand, of possible conflicts between the administration of the protected landscape area and the communities.

METHODS

We applied content analysis as a standard sociological technique used for studying documents. It is based on an objective, systematic and quantitative description of the content of evident messages. In this view, the nature of content analysis can be seen in the identification of frequency, ratio and context of a pertinent message in selected media. Quantitative analysis can also be complemented by qualitative content analysis that offers more detailed interpretation of the process in which media construct reality in relation to problems at hand (DISMAN 1993). By use of this technique comparative monitoring of the regional press was carried out in the model areas of the Šumava National Park (NP) and PLA, the Křivoklátsko PLA and the Třeboňsko PLA (Fig. 1). As contextual units for content analysis the daily newspapers were used: MF Dnes-region jihočeský, MF Dnes-region plzeňský, MF Dnes-region středočeský, Českobudějovické listy, Českokrumlovské listy, Jindřichohradecké listy, Listy Prachaticka, Tábořské listy, Plzeňský deník, Klatovský deník, Kladenský deník, Rakovnický deník, and Berounský deník. The period of monitoring was almost five years, from January 1998 to September 2004, and the main aim consisted in documenting “the medial presentation of the relationship between nature protection and communal development”. It was made operable by use of the following key words: Třeboňsko PLA, Křivoklátsko PLA, Šumava PLA, Šumava NP, Biosphere Reserve, communities, enterprise, cooperation, support, coexistence and conflict. As recorded units, entire articles were used that contained the name of a particular PLA or NP together with at least one of the remaining key words.



Fig. 1. Model areas.

RESULTS

On the basis of the accomplished research, during the period of interest, 550 relevant records were found in the surveyed newspapers. However, the distribution of records concerning particular areas was uneven. The frequency of the problems related to the Šumava area was approximately five times higher in comparison with Křivoklátsko and Třeboňsko (Fig. 2). The concrete media image of the situation in the particular protected landscape areas was designed on the basis of information primarily published in the mentioned daily newspapers. Quantitative data were then complemented by a qualitative typology of pertinent messages.

The Šumava National Park and Protected Landscape Area

The press analysis accomplished proves that, considering the mutual relationship between nature protection and communities, the Šumava Mts. area assumes the media image of the area of most conflict among the three areas in question. In the surveyed daily newspapers both parties often express the view that their relationship is characterised by tension and their mutual communication is critical. The representatives of NP and PLA are criticised by the communities for their strict and bureaucratic attitudes, for deliberately interfering with communal affairs, for hindering communal advancement. The NP Administration is also criticised for bad management of the Park, for the poor condition of protected forest growth, disregarding the needs and opinions of local community management and mayors. The appointment of the new director of the NP and PLA Administration is connected with the hope for positive changes in communication with local governments, for more information and searching for a “common language”. The Park is respected as a protected area but people also expect economic profit in particular communities. The press analysis pointed to personal ties among the observed subjects; some mayors, representatives of communities or their relatives are employees of the NP and PLA Administration.

The presentation of problems in the media was significantly influenced by the replacement of the Ministers of the Environment, which was connected with change in the concept of nature protection and of the Park management. Other important factors were the appointment of the new Director of the NP and Administration and the accession of the Czech Republic to the European Union in May 2004, which brought the adoption of the European

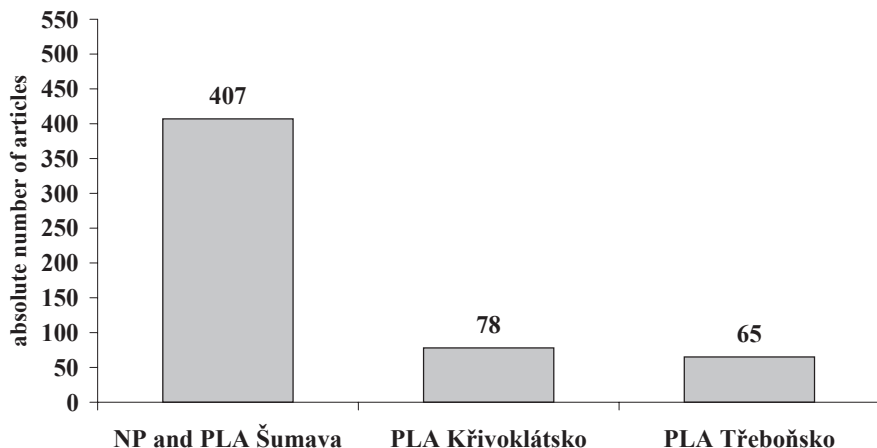


Fig. 2. Number of articles matching the key words (period 1998–2004).

programme of nature protection, Natura 2000.

Another important factor forming the media image of the relationship between nature protection authorities and local governments is the unprepared nature of the legislative background connected with the declaration of the Šumava National Park, whose activities overlap the PLA's activities. During the period of the NP's existence this situation has caused numerous conflicts between the administration and the communities. It is mainly a matter of the absence of such legal rules as would directly solve the question of various compensations for the disadvantages imposed on communities, due to the fact that they are located in protected areas and thus limited as to their economic, construction and agricultural activities. Local governments expected the Šumava NP Administration to encourage the incorporation of the Act on the Šumava NP into the legislation plan of the Ministry of the Environment. However, during the period of monitoring, the appropriate formulation of the law had not been prepared.

Furthermore, the press content analysis proved that the communities in the Šumava Mts. area cannot be seen as a homogeneous group. The differences appear mainly in the sphere of their "medial activity" and in their attitude to the National Park. The press mostly presents the communities whose view of the state nature protection represented by the NP is clear and concise. On the one hand, there are communities like Borová Lada, Modrava, Srní, and Prášíly, which understand the necessary existence of the Park and respect it; as a good-quality logo, the NP helps increase the interest of tourists, and local governments intend to use it for socio-economic development. They do not want their communities to be just open-air museums or cottage-owners centres – they want an active, living community (e.g., the village of Borová Lada is an example running a tourism-based business).

On the other hand, the communities of Nová Pec and Horní Planá represent another group – they have high unemployment and perceive the existence of the Park as very limiting. According to the records in the press, they have been trying to be excluded from the Park area since 1999; recently (since 2004) they also made efforts to encourage the transfer of the Park into a lower category according to IUCN nomenclature. This idea is also supported by other communities, e.g. Stožec, Lenora, Horní Vltavice, and Strážný.

The press analysis was mainly aimed at the identification of conflicts between nature protection and community development, or on the other hand, at examples of good cooperation in the sphere of interest. It showed that the areas of conflict involve problems the solutions of which are essential (even "fatal") for the future existence of the communities. Some of the problems can be seen as general whereas others are related to concrete localities. The main spheres of conflict can be summarized as follows.

Compensations and grants – The press records indicate that most local governments act in a like way (or in a similar way) in the case of stressing that forest management in the protected areas is not subject to immovable asset tax and the communities thus lose their profit. The Park supports their effort to obtain compensation. More often, the conflicts occur during the negotiations with the Ministry of the Environment. The Park also supports the communities with their attempt to get financial aid from the Environment Fund. Currently even small communities are eligible for this aid. Other sources of considerable financial help are the European structural funds and Phare.

Historical assets – The amendment of the Act on communities from 1999 enables the communities to gradually acquire land as an historical asset within the area of the Park (they are allowed to manage the property, exchange it for land outside the Park area, are entitled to financial remuneration etc). Here, again, the communities act in a like way, but the process is expected to span over longer periods of time. After returning the largest parts of the forest to the communities of Kašperské Hory and Volary, this law was temporarily stopped

due to the NP initiative and surrendering the forests got considerably prolonged. The administration referred to the conflict between the Act on communities and the Act on nature conservation. The solution was finally delivered by the Court, which declared that the communities were in the right. The press subsequently criticized the community of Kašperské Hory for irresponsible wood exploitation.

Land resources – The communities act in a like manner. Since 1999 they can acquire land (gratis, purchase it from the Land Register etc.) in the 3rd zone of the NP. The Park itself showed interest only in 10% of the entire area, namely peat bogs and wetlands. The NP Administration supports the effort of communities to acquire the land and criticizes its free selling out or its surrendering as restitution compensations through the Land Register. The communities are thus deprived of their right to make decisions on the developments on their area.

Bark beetle occurrence and felling in the 1st zones of the NP – The press reflected the view that the communities situated in the NP area mostly supported the action as a possible way to exterminate the pest. What they criticized was the method of wood exploitation.

Šumava NP management plan for the period 2001–2010 with prospects till 2030 – The plan was elaborated by the NP Administration in 2000 and approved by the Ministry of the Environment without ever discussing it with the involved communities. After subsequent discussion it was decided to elaborate partial plans for particular areas. When the last Minister of the Environment was confirmed in his position in 2003, a new conception for the elaboration of the NP Šumava management plan was adopted.

Zonation of the Šumava Protected Landscape Area – The decision on PLA zonation appeared in 2001 but, according to the reflections in the press, it had been prepared without previous discussion with the communities. Subsequently there has been a growing inclination to exclude the left shore of the Lipno reservoir from the protected landscape area and unify the borders of Šumava PLA with the border of the Šumava Biosphere Reserve. Recently some communities in the area of the Lipno reservoir have called for exclusion from the Šumava NP as well as the Šumava PLA.

Territorial planning and new building construction in the communities – The media presented some individual problems with granting building approval, as they developed between the NP Administration and the communities (e.g., in Modrava, Rejštejn or Zhůří).

The press analysis also shows that different opinions of local government representatives or businessmen and, on the other hand, of the NP or PLA Administration staff, concerning mostly concrete use of localities, form a new group of conflict spheres, which are often presented in the media. The localities in question are as follows:

Smrčina – The problems involve the dispute over the construction of the downhill skiing piste or four-seat ski lift on the neighbouring Hraničnick Mt., opening the Zvonková border crossing for pedestrians, cyclists and passenger transport, and the construction of a bridge across Lipno reservoir. These plans are supported by the communities of Horní Planá and Nová Pec, which have a high number of jobless. The NP representatives are of an opposite opinion.

Boletice military training area – The construction of a large ski complex is planned in this area. The southern part of the former military training platform belongs to the Protected Landscape Area. The Natura 2000 program – bird areas, applies to the entire territory. In the period of monitoring the topic was attractive and frequently presented in the media as the construction is supported by the Regional Office and by the communities along the left Lipno reservoir shore. The opponents are mostly among ecologists and Boletice inhabitants.

Modrý Sloup – The border crossing in the area of Modrava village and Březník (Lusný) Mt. represents the problem of the increasing number of functioning border crossings in the

Šumava Mts. area. Opening the Modrý Sloup crossing is considered very desirable by the community of Modrava as well as the neighbouring Bavarian communities. The NP shows disagreement because of the occurrence of rare capercaillie (wood-grouse) in the area in question.

Boubín Mt. viewing-tower – Horní Vltavice microregion tried to improve the infrastructure with regard to tourism and, in 2004, started the construction of the viewing-tower with support of the Ministry of the Environment, though the NP and PLA Administration expressed disagreement. At present the construction has been stopped (the statement was valid for the period of the press analysis, i.e. up to September 2004. In the spring 2005 the viewing-tower was put into operation).

Apart from a large number of problems, the daily newspapers also published articles presenting successful cooperation between nature protection authorities and communities. They were less frequent but they can be perceived as a manifestation of common interest in the advancement of the area, mostly in the form of improvement of tourism-related facilities. Concrete examples are, e.g., the maintenance of cross-country ski tracks, routes of ecological buses, repair of landmarks like open-air shrines and memorial stones, building information centres (e.g. in Horská Kvilda village, where the information centre was set up within the common project of the NP Administration and local community; apart from the centre, the reconstructed venues also host a general practitioner's office, the technical support for ski tracks maintenance, and three flats).

The analysis spreads over a five-year period (1998–2004). It can be said that this period was characterised by the positive development of the interrelations of both main parties most involved in public affairs, as they were mentioned above. The original fierce rhetoric was gradually replaced by a more conciliatory tone indicating the convergence of the viewpoints of the NP Administration and communities. The former tension is being replaced (at least in some articles) by attempts to cooperate.

Křivoklátsko Protected Landscape Area

Compared to the Šumava Mts. area, Křivoklátsko was presented in the press as an area without serious conflicts. Both the local communities and PLA are interested in tourism promotion which is oriented, apart from the City of Prague clientele, towards tourists from abroad. In the future the protected landscape area is expected to neighbour with “Large Prague Agglomeration”. According to press articles, the PLA Administration describes its relationship with the communities in its territory as “good and permanently improving”; it provides the communities with counselling services in the field of nature sciences, territorial planning, ecological stability, architecture and urban planning. Its motto is “more cooperation, less bureaucracy”. Like in the Šumava Mts. area, the periodicals mentioned the interesting fact that there exist “useful” personal interrelations between the PLA Administration and the community (of Křivoklát).

The conflicts between nature protection and communities were usually connected with concrete community problems, with routine matters of nature protection, and did not arouse any strong emotions. Articles on these topics usually had only informational character. For example in the settlement of Pejšina the PLA Administration disagreed with asphalt carpeting of country roads, in Slabce the Administration disapproved of further building activities near the castle, and in the village of Svatá it disagreed with the building plans of two private entrepreneurs for aesthetic reasons.

Here, the cases of good and functional cooperation were presented in the press more frequently than the “conflict areas”, which is a positive phenomenon. Articles in the periodicals praise the activities of the PLA Administration for their educational activities, e.g., the con-

struction of educational paths for hikers and cyclists (U Eremita, Údolí Ticha, the project of ninth-grade pupils within so called project lessons – Paraplíčko path, Hudlicko microregion, Křivoklát–Rakovník); declaration of a memorable tree in the village of Otročiněves; starting the operation of a new PLA information centre in the town of Křivoklát–Buda, which often hosts educational events addressing schools, communities, teachers and the public. Annually there is the Day of Parks which is always mentioned by the local press. The program includes a visit to the Týřov National Nature Reserve accompanied with professional commentary provided by a member of the PLA Administration.

Other articles demonstrated the common interest of the communities and the PLA Administration in local development; namely it was the case of application for subsidies, which was supported by the PLA Administration. The subsidies, determined for the communities in protected areas (e.g. Otročiněves), were to be used for the construction of a sewage treatment plant and communal gas service in particular localities, and within the title “Programme of Landscape Care” (e.g., village of Běleč – open-air museum of charcoal, village of Slabce – castle park regeneration, locality Přední Losy in the village of Velká Buková – wetland construction). The Administration also participates in the Programme of social and economic development in the Balkán Microregion. A good relationship between the communities and the PLA in the area of Křivoklátsko is further indicated by the fact that the discussion concerning the declaration of Natura 2000 – bird areas did not bring about any problems.

The media also presented the efforts of the PLA Administration aimed at the declaration of the national park. However, the content analysis did not prove if this reflection in the press was initiated by the communities as an expression of agreement, or by the PLA representatives.

Třeboňsko Protected Landscape Area

It can be said that the media image of Třeboňsko, like that of Křivoklátsko, was rather positive and non-conflictual. The cases of conflicts between nature protection and economic development interests, as they were presented in the press, also relate mainly to communities’ functioning. An example is the disagreement of the PLA Administration concerning the viewing-tower and a mobile operator’s transmitter construction which would hinder the view of the church spire (town of Chlum u Třeboně). Another relevant topic was the maintenance of roads in winter, which is discussed each year. In the PLA area it is impossible to apply salt to roads surface in cases of heavy snowfall, frost and sleet. Exceptions are permitted only on the main roads – connecting towns of Jindřichův Hradec, Veselí nad Lužnicí, and Halámky. Inert road spreading in the area of the PLA causes the choking of communal drainage.

Unlike in the Křivoklátsko area, the media in the Třeboňsko area reflect topics related to the operation of local production branches and enterprises. Some of them are traditional, like fisheries, spa activities and gravel exploitation, others are newly established, e.g. tourism and deep-well water pumping and sale. The presentation in the media shows that, if some conflicts exist, it needn’t necessarily be just conflicts between the PLA Administration and communities – sometimes there is a “third party” in the disputes as shown in the following examples.

Fishfarming – Repeatedly they have to put up with losses caused by cormorants, therefore they intend to apply for legal remuneration of damage brought about by protected animals. A serious problem consists in adequately documenting the losses in the form of exact figures. Therefore the usual solution was, on the basis of an agreement with the PLA, reducing the number of cormorants in the area. They cooperate in fishpond fertilization, follow the instructions of the PLA Administration concerning loads limits to surface water, or the

instructions related to wetlands preservation. In exchange for compensation they are willing to reduce the breeding capacity.

Gravel exploitation – In 1998, the communities, together with the PLA, opposed the exploitation in the community of Krabonoš; the other gravel exploiting companies cooperate with the PLA, operate in the 2nd and 3rd zones and, using appropriate methods, follow the rules on avoiding the pollution of groundwater.

Controversial campsite near sandpits in town of Veselí nad Lužnicí – It belongs to a Dutch investor: The PLA Administration specified suggestions concerning the project (fence, capacity, size). However, it seems that the project will not be realized because of the planned railway corridor which is going to get 5 m closer to the lakes.

The Good Water company – The PLA and local government representatives pointed to the fact that the construction of new facilities in the given area was inadvisable, inappropriate, as well as increasing truck transportation. In 2000 they managed to stop further extension of production of bottled water.

Lavana spa in the area of Domanín village – The construction was opposed by the PLA but the project became feasible due to an exception in the 3rd zone granted by the Ministry of the Environment. The investors expect approval after enhancing the quality of the project in the sense of EIA requirements.

The press also reflected cases of cooperation. Discussing the “Natura 2000” programme did not bring about any problems – “Natura 2000” area is practically identical with current protected areas where the people are accustomed to following certain rules and limits in the sense of environment-friendly management. Other articles reacted to the support provided by the PLA Administration in the sphere of application for subsidies, e.g., in 2001 the PLA Administration helped the community of Jemčina acquire financial support to maintain and plant greenery from Jemčina to the mill of Šimanov, and promised further help with castle park reconstruction. The PLA also helped with funding the construction of a sewerage system in Břilice village and with funding the waste water treatment plant construction in the communities of Lomnice nad Lužnicí, Chlum u Třeboně etc.

The press mentioned the educational activities of the PLA – constructing educational paths and cycling tracks (educational tracks Veselské Rybníky ponds and Trpnouzské Blato swamp, the track along Lomnice fishponds), and the creation of the exposition “Landscape and people” in the castle of Třeboň town.

DISCUSSION AND CONCLUSION

The territories vary

Let us reconsider the initial assumption from the beginning of this study, i.e. that the press always reflects the expected interest of the public in the given topic. Already the number of articles can be an indicator of its medial attractiveness (e.g. MACLUHAN 1991).

From this viewpoint, Třeboňsko and Křivoklátsko can be seen as areas where the problems of nature protection do not stir public opinion. This view is supported by the content analysis of the articles, which documents that the “conflicts” between nature protection and communities usually belong to the sphere of the routine administrative agenda. On no account they do have a character of “fatal” problem considering any of the parties involved. This can be applied even to the area of Třeboňsko, though here the overall situation is more complicated due to the existence of problems connected with the operation of local production branches and related entrepreneurial activities. In both areas, the image presented in the press includes more examples of successful cooperation between nature protection authori-

ties and communities. If we were to formulate a hypothesis summarizing the situation, we could probably say that in the course of the previous twenty years, “both the systems got accustomed to each other”.

In this respect, the area of the Šumava Mts. is different from the areas dealt with above. Due to the relatively short existence of the Šumava National Park, whose activities overlap with the PLA activities, the chance to state that this area is free from medial conflicts is very low. The consensus between the Šumava NP and the communities is hindered by a large number of varied circumstances. The PLA, as well as the NP, is situated on the territory belonging to two administrative regions; the final version of the Act on the Šumava National Park has not yet been accepted; the communities strive for financial funding of their budgets and for compensations, and at the same time they struggle to reduce unemployment. In this case, the conflicts presented in the press can be considered “fatal”. The decision of one actor in a dispute can have serious consequences for the other actor involved (e.g., the reduction of the Park area or its transfer versus the stoppage of the construction of a bridge over Lipno Reservoir, etc.). That is why the relationships are more tense. However, here too, the points of view are gradually converging. The tension between the NP and communities seemed to mitigate with the arrival of the minister Libor Ambrozek and new NP management. It was possible to notice new effort aimed at the restoration of mutual communication, that was also articulated in the period after the content analysis itself had been accomplished. “We do not underestimate the problems of communities. We are trying to solve the remunerations. We’ve sent more than CZK 350 million to the Park area. We want this area to be the display window of the Czech Republic,” said the Minister to daily newspaper MfDnes on December 6, 2004 and documented this way the change of the Ministry rhetoric. The director of the NP Administration, Alois Pavličko, pointed out that, in his second year in the position, he intended to change and manage the following matters: “I want to change the zonation and liquidate the fragmentation of the first zones, make the communication between communities and the NP Administration clearer, be a partner for the communities rather than a supervisor, prepare amendments for the management plan ... Last but not least I want to bring money to the region.” (MfDnes, January 24, 2005). The NP Administration seems to realize that its main role does not consist only in the protection of unique natural heritage but also in supporting the potential which brings the communities quality life and sustainable development. Thus the above mentioned hypothesis could be slightly reformulated – How much time is needed for both systems to get used to each other? Maybe in 20 years’ time the Šumava Mts. area will be presented in press in a way resembling the current articles on Křivoklátsko and Třeboňsko – very much like an “idyll”.

Common interest

The convergence of the attitudes of nature protection authorities and communities in all the monitored PLAs consists mainly in the fact that both parties understand how important it is to share the responsibility for the “functioning” of the territory. One of the common goals accepted by everybody is probably the development of “sustainable tourism”. Both parties in all areas evidently identified the comparative advantage of the regions which is a “pristine natural environment”. Thus it can be said that, paradoxically, the protection of nature in these areas seem to guarantee economic development based on local resources use (e.g., BARTOŠ et al. 1998, SHARPLEY 2000, TĚŠITEL et al. 1999).

Commentary on the method used

In the family of mass media, the press belongs among the veterans. However, in spite of the current development of new media it is still considered to be a very important and frequent-

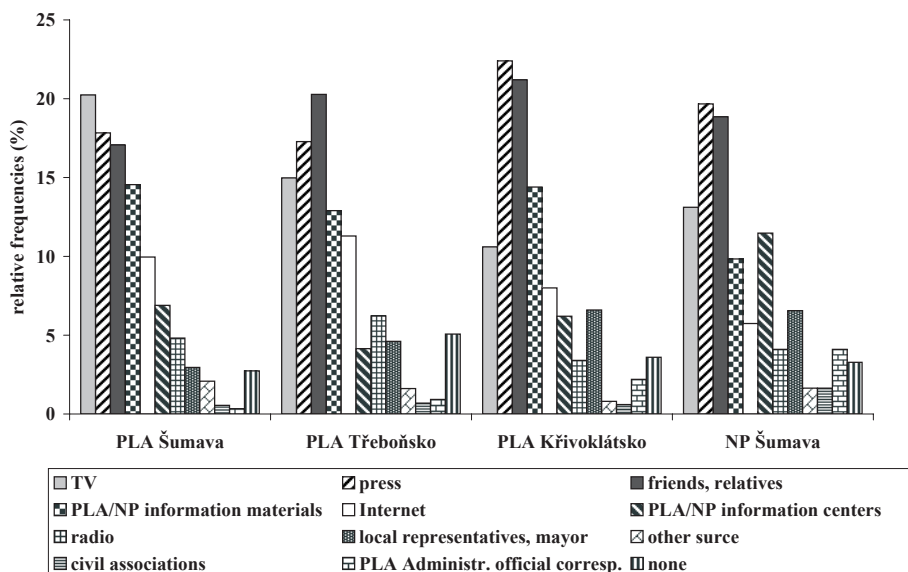


Fig. 3. Sources of information on events happening in the PLA/NP. Explanatory note: Figure is based on results of questionnaire survey conducted within the same project. Adult population permanently living in model areas represented the basic set. The sample consisted of 1150 respondents. Out of this, there were 500 respondents from the Šumava PLA, 300 respondents from the Třeboňsko PLA, 300 respondents from the Křivoklátsko PLA, and 50 respondents from the NP Šumava. The share of the sample on the basic set was 1.86%.

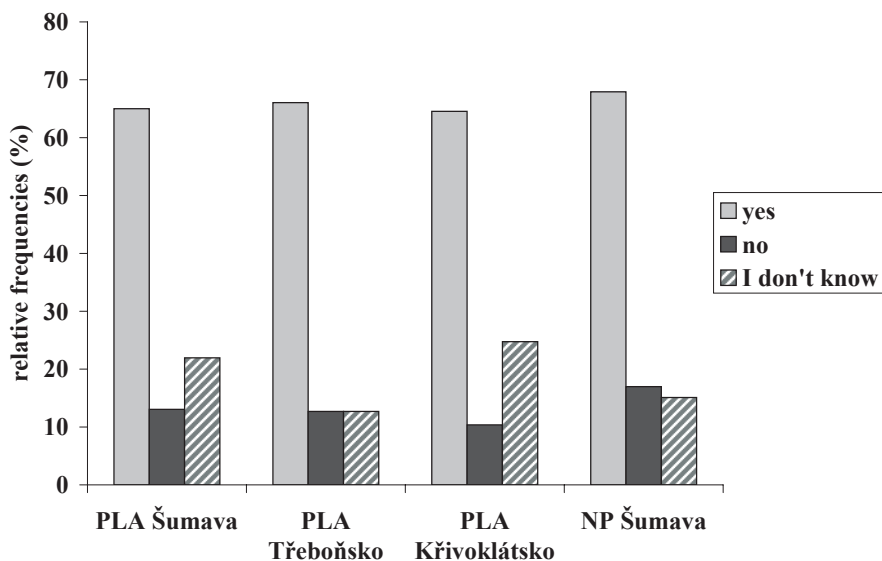


Fig. 4. Do you think that PLA/NP contributes to tourist attractiveness of the region? Explanatory note: see explanation in Fig. 3.

ly used source of information (BLAŽEK 1998). It evidently plays this role in the monitored protected areas, as we can see in Fig. 3, which shows the answers of respondents to the questionnaire-based investigation. Television, newspapers, friends, acquaintances and information materials are the most frequently used information sources telling local people what is going on in the PLA.

The press, as any other mass communication medium, plays a two-fold role. Firstly, it reflects reality and secondly it participates in its formation. It is worthy of study in both these modes. However, the submitted article primarily concentrates on its descriptive function. Even here we must ask about the information capacity contained. In this context we have to state that press content analysis was used for the initial survey of the problems and as a complement to the other methods, i.e., semi-standardised interviews with experts and a questionnaire survey focused on the aspects of the quality of life in the PLA, which we submitted to the inhabitants of the protected areas.

Following the results of the three above mentioned methods it was proved that they describe the problems in a way which is structurally the same. Fig. 4, created on the basis of the respondents' answers to the questionnaire-based investigation, provides an example of the structural agreement. It is obvious that the view of tourism as one of the important development factors is shared also by the general population in the model areas.

To conclude the study, we would like to express the opinion that, within the project, press analysis proved to be a suitable method for the terrain survey. It yields appropriate results relatively quickly and it is inexpensive. However, for the full comprehension of complex problems like the coexistence of nature protection and communities it should be combined with other methods. Currently further results obtained in interviews and a questionnaire survey are being processed. They will be presented to the readers of our journal in some of the next issues.

Acknowledgements. The study was based on two research projects: Participative management of protected areas – a key to minimization of conflicts between biodiversity protection and socioeconomic development of local communities (Vav 610/3/03), funded by the Ministry of Environment CR; Spatial and functional dynamics of biological, ecological and socioeconomic systems in interaction with the global change of climate (Research project of the Institute of Systems Biology and Ecology AV0Z60870520). We would also like to thank to M. Kopáčková of the South Bohemian scientific library in České Budějovice for her assistance with processing the basic materials.

REFERENCES

- BARTOŠ M., KUŠOVÁ D. & TĚŠITEL J., 1998: Integrated endogenous regional development concept and the role of Šumava National Park administration. *Silva Gabreta*, 2: 385–394.
- BLAŽEK B., 1998: *Venkov, města, média* [Countryside, cities, media]. SLON, Praha, 362 pp. (in Czech).
- DEFLEUR M. & BALL-ROKEACH S., 1996: *Teorie masové komunikace* [Theory of mass communication]. Karolinum, Praha, 363 pp. (in Czech).
- DISMAN M., 1993: *Jak se vyrábí sociologická znalost* [Way to produce a sociological knowledge]. Karolinum, Praha, 374 pp. (in Czech).
- MACLUHAN M., 1991: *Jak rozumět médiím. Extenze člověka* [To understand media. Human dimension]. Odeon, Praha, 348 pp. (in Czech).
- SHARPLEY R., 2000: Tourism and Sustainable Development: Exploring the Theoretical Divide. *Journal of Sustainable Tourism*, 8: 1–19.
- TĚŠITEL J., KUŠOVÁ D. & BARTOŠ M., 1999: Non-marginal parameters of marginal areas. *Ekológia (Bratislava)*, 18: 39–46.

Received: 20 May 2005

Accepted: 8 September 2005