Conceptual Framework of Sustainable Tourism and Ecotourism Development in Natural Areas:

The Case of The Banska Bystrica Region

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International Workshop & Conference „Opportunities for Ecotourism in Slovakia“ (September 2020, Banska Bystrica, Slovakia)
SUSTAINABLE TOURISM AS DEVELOPMENT PRIORITY IN BANSKA BYSTRICA REGION
Distribution of overnight stays in Banska Bystrica Region and Slovakia (2019)

Number of overnights stays
TOTAL (2019) = 2 141 489
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BACKGROUND OF SUSTAINABLE TOURISM APPROACH IN BB REGION

Tourism Regions and DMOs
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BACKGROUND OF SUSTAINABLE TOURISM APPROACH IN BB REGION

DESTINATION MANAGEMENT NETWORKS (MEMBERS)
BACKGROUND OF SUSTAINABLE TOURISM APPROACH IN BB REGION

ALL REGIONS HAVE POTENTIAL FOR TOURISM DEVELOPMENT!!!
ACCOMODATION CAPACITY = number of permanent beds (2019)
Tourism survey (2018) – Main motivation

- Cultural heritage and sites: 34%
- Nature: 29%
- Cultural events: 9%
- Cycling tourism: 7%
- Sport events: 4%
- Shopping and nightlife: 2%
- Gastronomy: 3%
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WHY SUSTAINABLE TOURISM APPROACH IN BB REGION?

- Tourism as economic activity and source of income of Least-developed districts
- Innovative approach to tourism development
- Agenda 2030
- Enviro-strategy 2030
- Missing context of sustainability in National Tourism Strategy 2020
- Strategic orientation of funding in next programming period into support of sustainable use of natural and cultural heritage

„Fewer barriers for more benefits in utilising nature“
ECOTOURISM

- **NOT JUST ABOUT GREEN ACTIVITIES AND ECOLOGICAL MOBILITY**

- **SPECIAL APPROACH TO TOURISM DEVELOPMENT IN NATURE PROTECTED AREAS**
WHY ECOTOURISM IN BANSKA BYSTRICA REGION?

- Local/economic aspect
- Unique for the destination
- Authentic
  - Slow down
  - Return to roots
  - Experience
- 4 National Parks
- 4 Protected Landscape Areas
- 3 geoparks
  (one in UNESCO network)

„Sleeping“ tourism potential
1. STAGE

- Statistical Office
- Tax incomes of local governments (settlements)
- Visitor survey in national parks
- Tourism potential (attractivities) passport
- Own economic estimations and modelling
- **LACK OF DATA**

2. STAGE

- Field work with stakeholders
  - DMOs
  - Other (incl. Bodies of State Nature Conservancy) - in process
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EXPECTED RESULTS

3. STAGE

• Sustainability /unsustainability overview (current situation)
  • Tourism intensity and density
  • Tourism planning policy data
• Economic aspects of tourism development – Regional policy data
• Marketing analysis - product creation – Marketing strategy data

• Stakeholders opinion on tourism development
  (reflection to further work)
• Identification of infrastructure and other needs
  (incl. sustainable zones in pilot areas)
• Formulation of strategic framework for ecotourism development in BB Region
TOURISM INTENSITY = number of overnight stays per km² of built-up area
TOURISM INTENSITY = number of overnight stays per 100 inhabitants
ACCOMODATION CAPACITY = number of permanent beds (2019)
ACCOMODATION DENSITY = number of permanent beds per km² of built-up area
ACCOMODATION DENSITY = number of permanent beds per 100 inhabitants
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#### ECONOMIC RELEVANCE OF SUSTAINABLE TOURISM IN NATIONAL PARKS

<table>
<thead>
<tr>
<th>Region</th>
<th>Settlement</th>
<th>Tourism revenues</th>
<th>Ø revenue</th>
<th>Ø revenue_ Domestic</th>
<th>Ø revenue_ Foreign</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Region Horehronie/ destination NPMP</strong></td>
<td>Hel'pa</td>
<td>144 080 €</td>
<td>13,13 €</td>
<td>13,11 €</td>
<td>17,44 €</td>
</tr>
<tr>
<td></td>
<td>Pohorelá</td>
<td>6 898 €</td>
<td>13,29 €</td>
<td>13,31 €</td>
<td>13,09 €</td>
</tr>
<tr>
<td></td>
<td><strong>Telgárt</strong></td>
<td>191 661 €</td>
<td>17,14 €</td>
<td>17,00 €</td>
<td>18,64 €</td>
</tr>
<tr>
<td></td>
<td>Bacúch, Bravácovo, Michalová, Polomka, Šumiac *</td>
<td>91 239 €</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Region Gemer/ destination NPMP</strong></td>
<td>Muráň</td>
<td>1 244 421 €</td>
<td>35,44 €</td>
<td>35,53 €</td>
<td>27,23 €</td>
</tr>
<tr>
<td></td>
<td>Muránska Huta, Muránska Lehota, Tisovec*</td>
<td>37 322 €</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td><strong>DESTINATION MURANSKA PLANINA total</strong></td>
<td>1 715 621 €</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Gemer/ Wider territory</strong></td>
<td>Revúca</td>
<td>84 818 €</td>
<td>17,48 €</td>
<td>16,13 €</td>
<td>30,55 €</td>
</tr>
<tr>
<td></td>
<td>Jelšava, Klenovec, Krokava, Revúcka Lehota*</td>
<td>159 848 €</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td><strong>Wider territory total</strong></td>
<td>244 666 €</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>1 960 287 €</td>
<td>14,53 €</td>
<td>14,27 €</td>
<td>18,18 €</td>
</tr>
</tbody>
</table>
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#### Economic Relevance of Sustainable Tourism in National Parks

#### Tourism Incomes (Local Self-Government Incomes – Accommodation Tax)

<table>
<thead>
<tr>
<th>Region</th>
<th>Settlement</th>
<th>Tax Income 2019</th>
<th>Share on tax inc. 2019</th>
<th>Tax Income 2018</th>
<th>Share on tax inc. 2018</th>
<th>Tax Rate (overnight stay)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National park territory total</td>
<td></td>
<td><strong>32 666,87</strong></td>
<td><strong>0,32%</strong></td>
<td><strong>9 837,53</strong></td>
<td><strong>0,09%</strong></td>
<td><strong>0,433 €</strong></td>
</tr>
<tr>
<td>Gomer/ wider territory total</td>
<td></td>
<td><strong>9 879 €</strong></td>
<td><strong>0,08%</strong></td>
<td><strong>8 420 €</strong></td>
<td><strong>0,07%</strong></td>
<td><strong>0,646 €</strong></td>
</tr>
<tr>
<td>SPOLU</td>
<td></td>
<td><strong>42 546 €</strong></td>
<td><strong>0,19%</strong></td>
<td><strong>18 257 €</strong></td>
<td><strong>0,08%</strong></td>
<td><strong>0,486 €</strong></td>
</tr>
</tbody>
</table>
WHY VISITORS OF NATIONAL PARKS TRAVELED?

- 44.5%: Summer vacation (more than 3 days)
- 20.4%: Weekend stay
- 1 day trip with friends/family
- Visit of national park and/or stay in nature
- Spa/wellness vacation
- Visit of friends and family
- Business trip
- Conference/seminar
- tranzit
PAID GUIDED SERVICES
CONSOMPTION OF VISITORS OF NATIONAL PARKS (INTERPRETATION)

No (89 %)
Yes = 11 %

WILLINGNESS TO PAY FOR GUIDING

- 10 - 20 € (28 %)
- 5 - 10 € (24 %)
- 20 - 50 € (22 %)
- More than 50 €
PERCEPTION OF VISITORS OF PROTECTED AREAS TOWARD WOOD EXTRACTION

<table>
<thead>
<tr>
<th>Perception</th>
<th>Score</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Velmi negativne</td>
<td>-2</td>
<td>545</td>
<td>74.7%</td>
</tr>
<tr>
<td></td>
<td>-1</td>
<td>76</td>
<td>10.4%</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>86</td>
<td>11.8%</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>9</td>
<td>1.2%</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>14</td>
<td>1.9%</td>
</tr>
<tr>
<td>Neprekazha mi</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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GENERAL PRECONDITIONS OF SUCCESSFUL IMPLEMENTATION

NATIONAL LEVEL

Identification of key tourism potential of Slovak Regions and sustainability

- (Agenda 2030, Enviro-strategy 2030, Carpathian Convention, ...)

Support of networKing

- destination management
- implementation of integrated management of protected territories
- other partnerships in regional (intellectual) development

AVAILABILITY OF RELEVANT (SPECIALISED) DATA!!!

CHANGE OF THINKING
International Workshop & Conference

Opportunities for Ecotourism in Slovakia

(Segtember 2020, Banska Bystrica, Slovakia)