



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

The Case of The Banska Bystrica Region

L'udmila Elexová

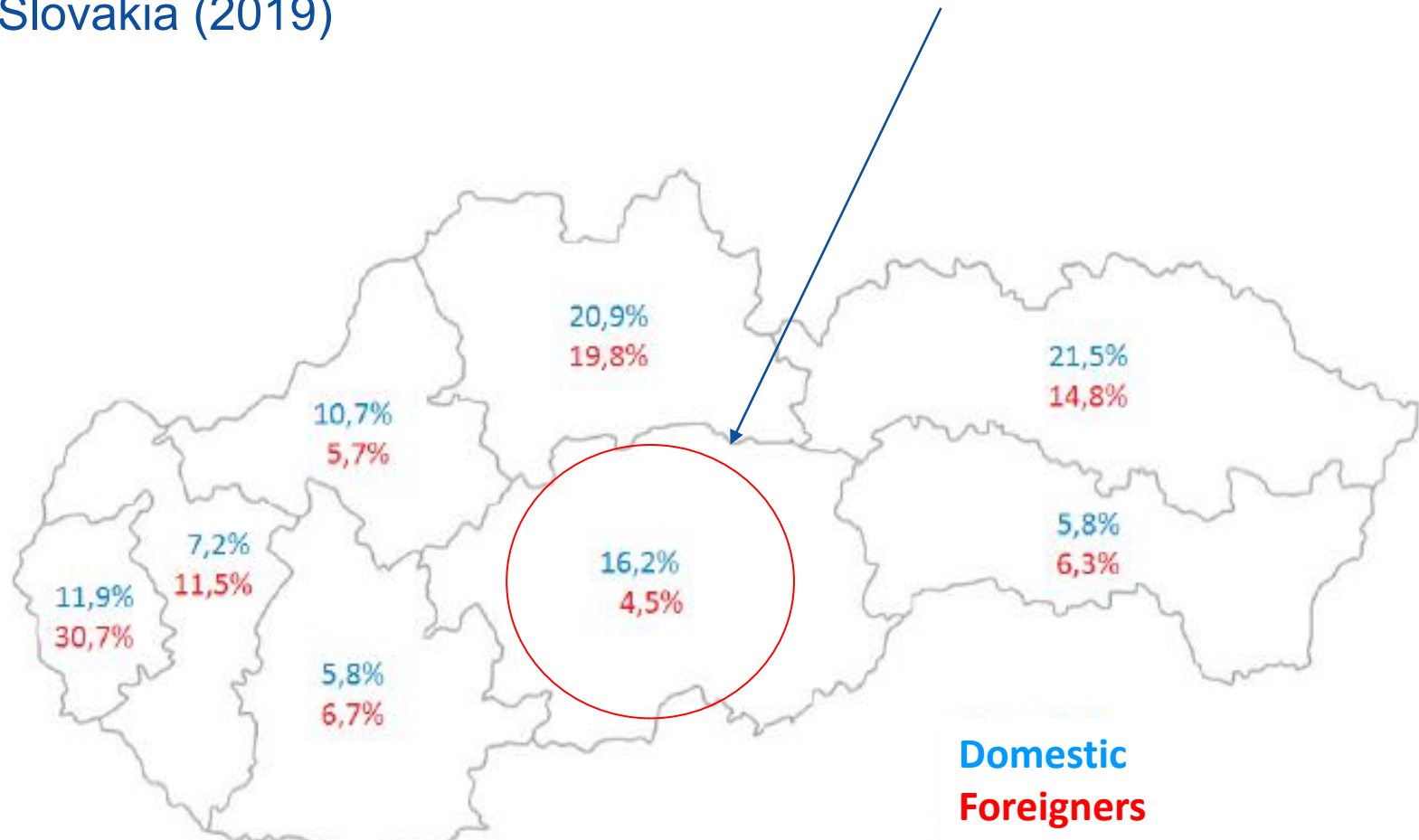
*International Workshop & Conference „Opportunities for
Ecotourism in Slovakia“ (September 2020, Banska Bystrica,*



**SUSTANABLE TOURISM AS DEVELOPMENT PRIORITY
IN BANSKA BYSTRICA REGION**

BACKGROUND OF PRIORITISATION OF TOURISM IN BB REGION

Distribution of overnight stays in Banska Bystrica Region and Slovakia (2019)

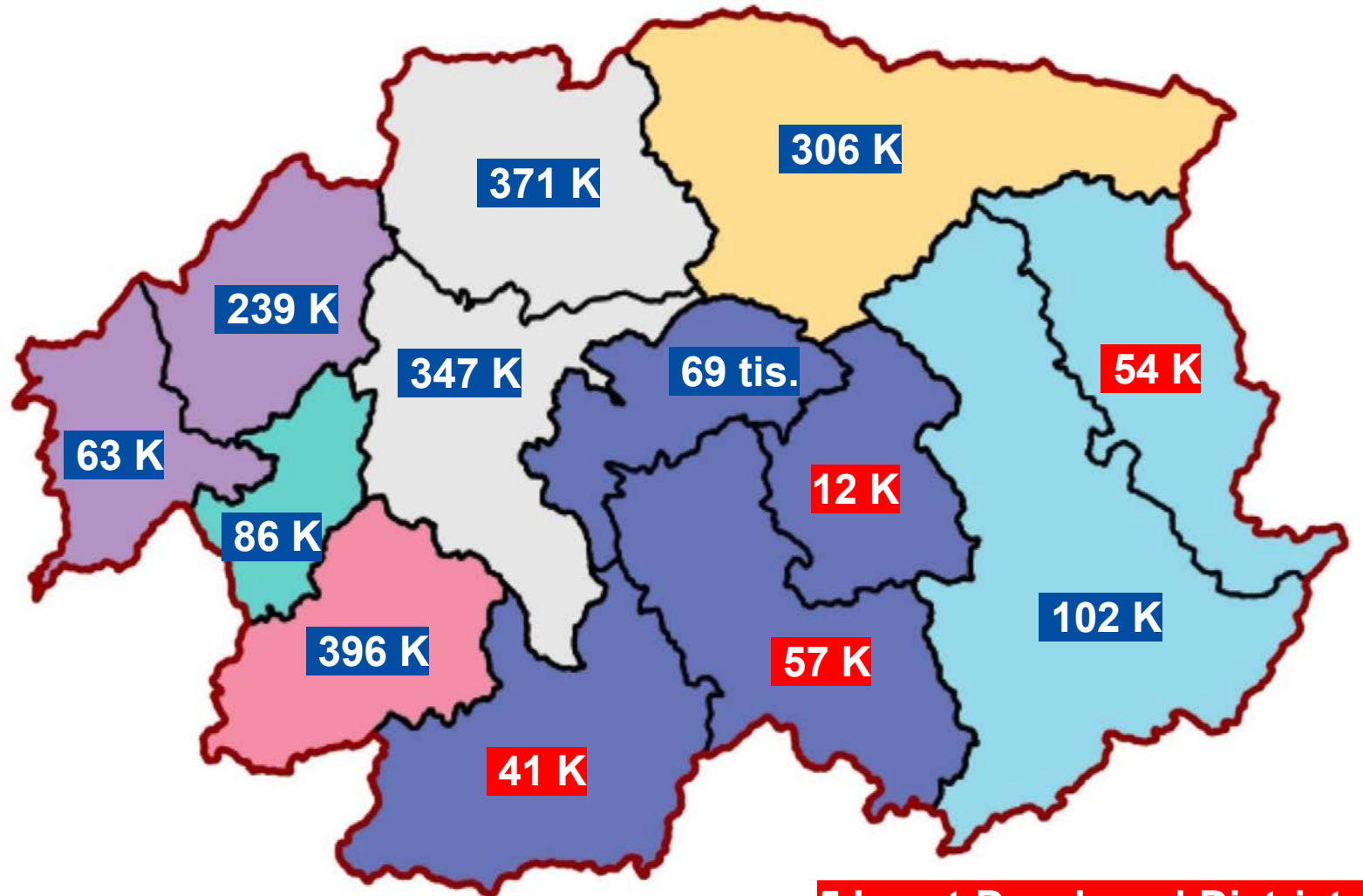


Source: MINDOP SR, 2020.

BACKGROUND OF PRIORITISATION OF TOURISM IN BB REGION

Number of overnights stays

TOTAL (2019) = 2 141 489



5 Least-Developed Districts

BACKGROUND OF SUSTAINABLE TOURISM APPROACH IN BB REGION

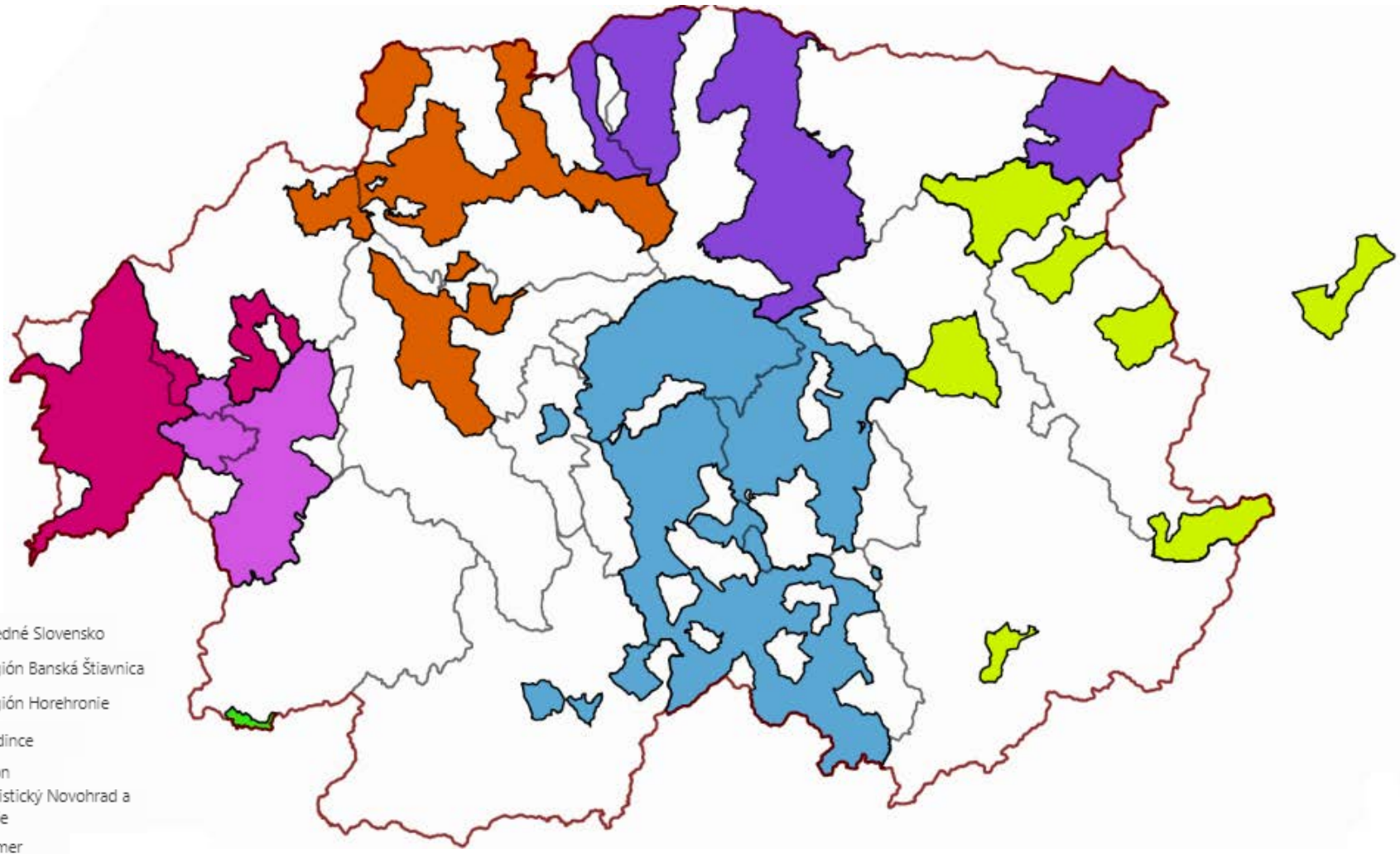
Tourism Regions and DMOs



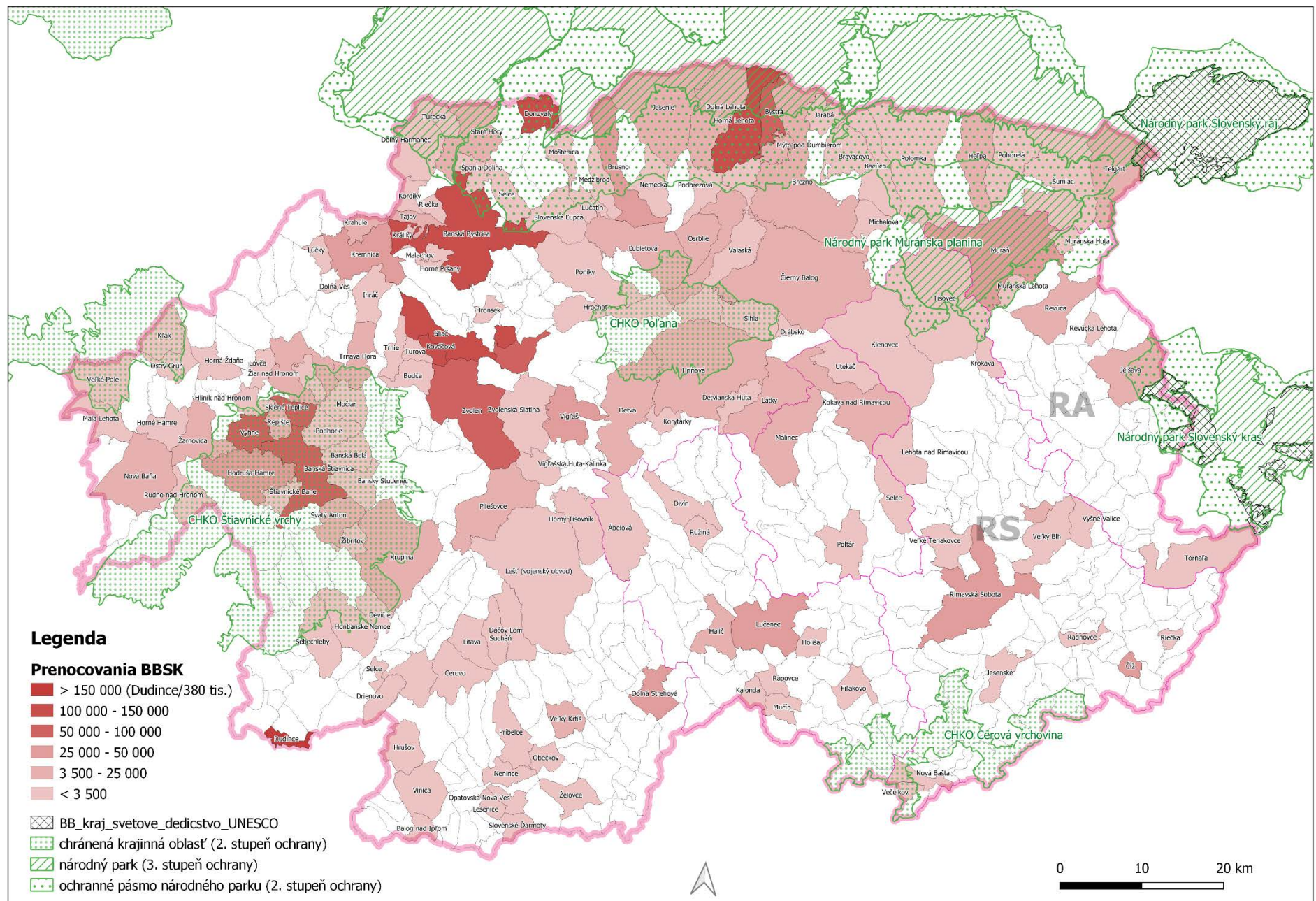
TOURISM = REGIONAL PRIORITY

BACKGROUND OF SUSTAINABLE TOURISM APPROACH IN BB REGION

DESTINATION MANAGEMENT NETWORKS (MEMBERS)

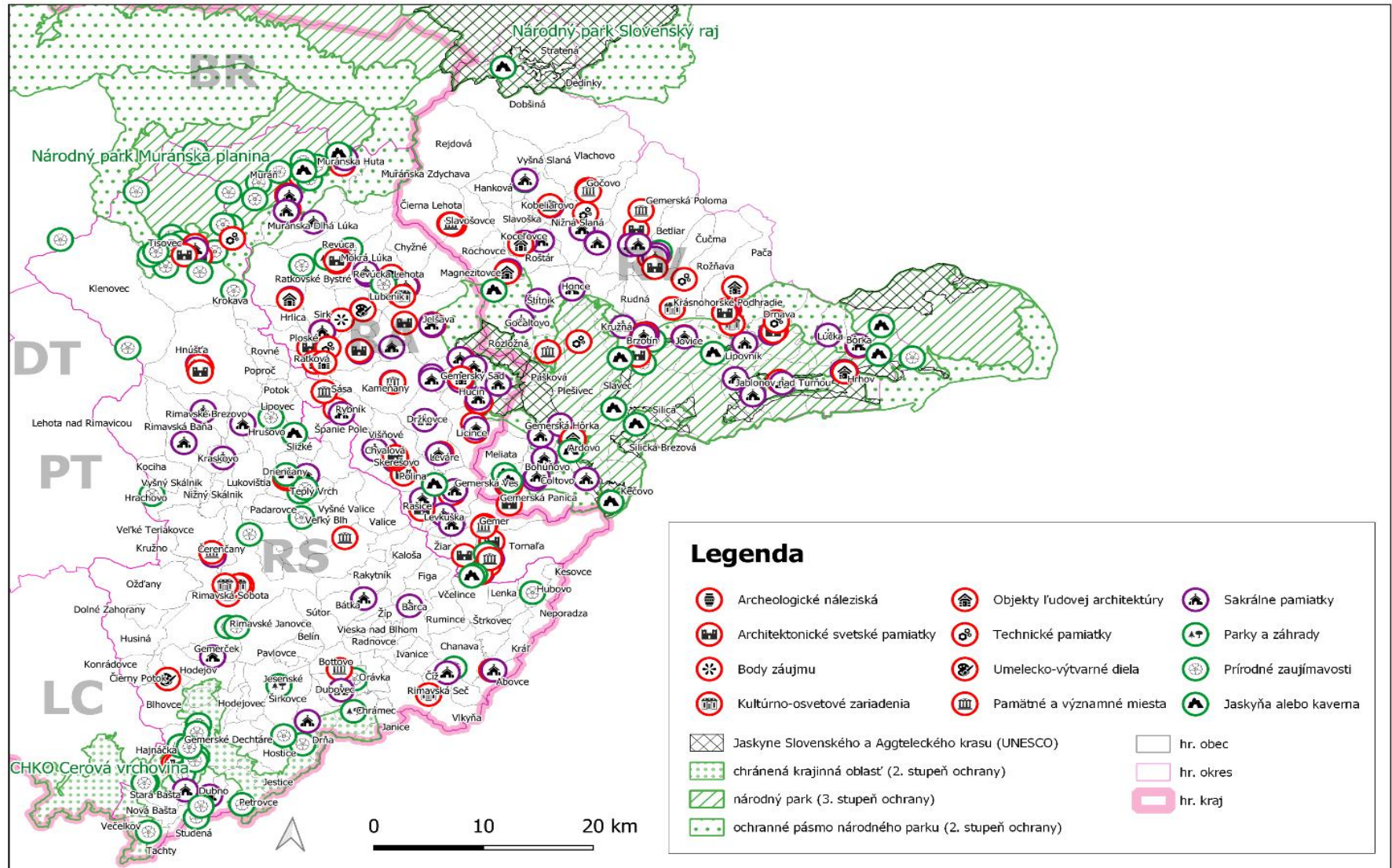


TOURISM INTENSITY = OVERNIGHT STAYS (2019)

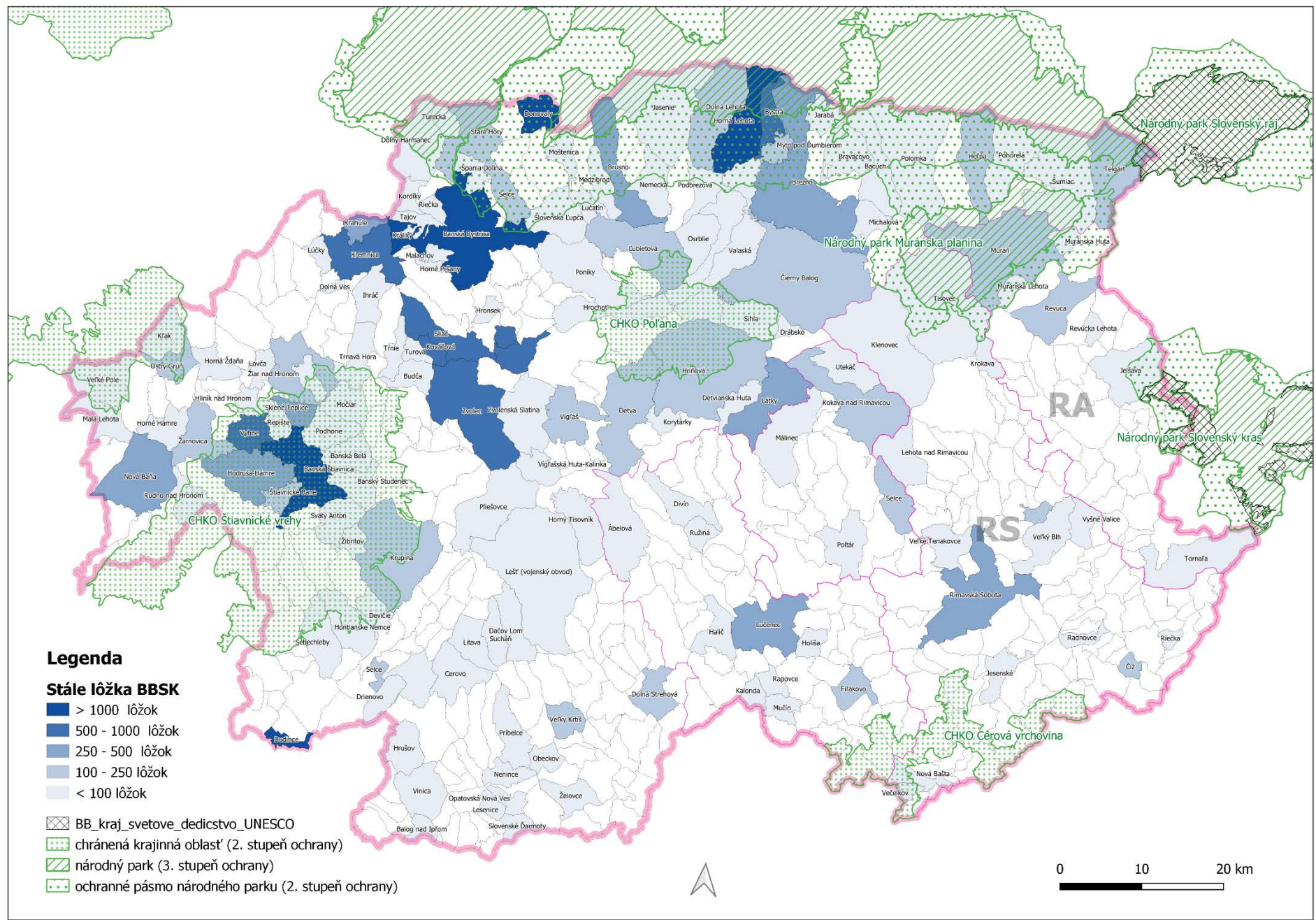


BACKGROUND OF SUSTAINABLE TOURISM APPROACH IN BB REGION

ALL REGIONS HAVE POTENTIAL FOR TOURISM DEVELOPMENT!!!

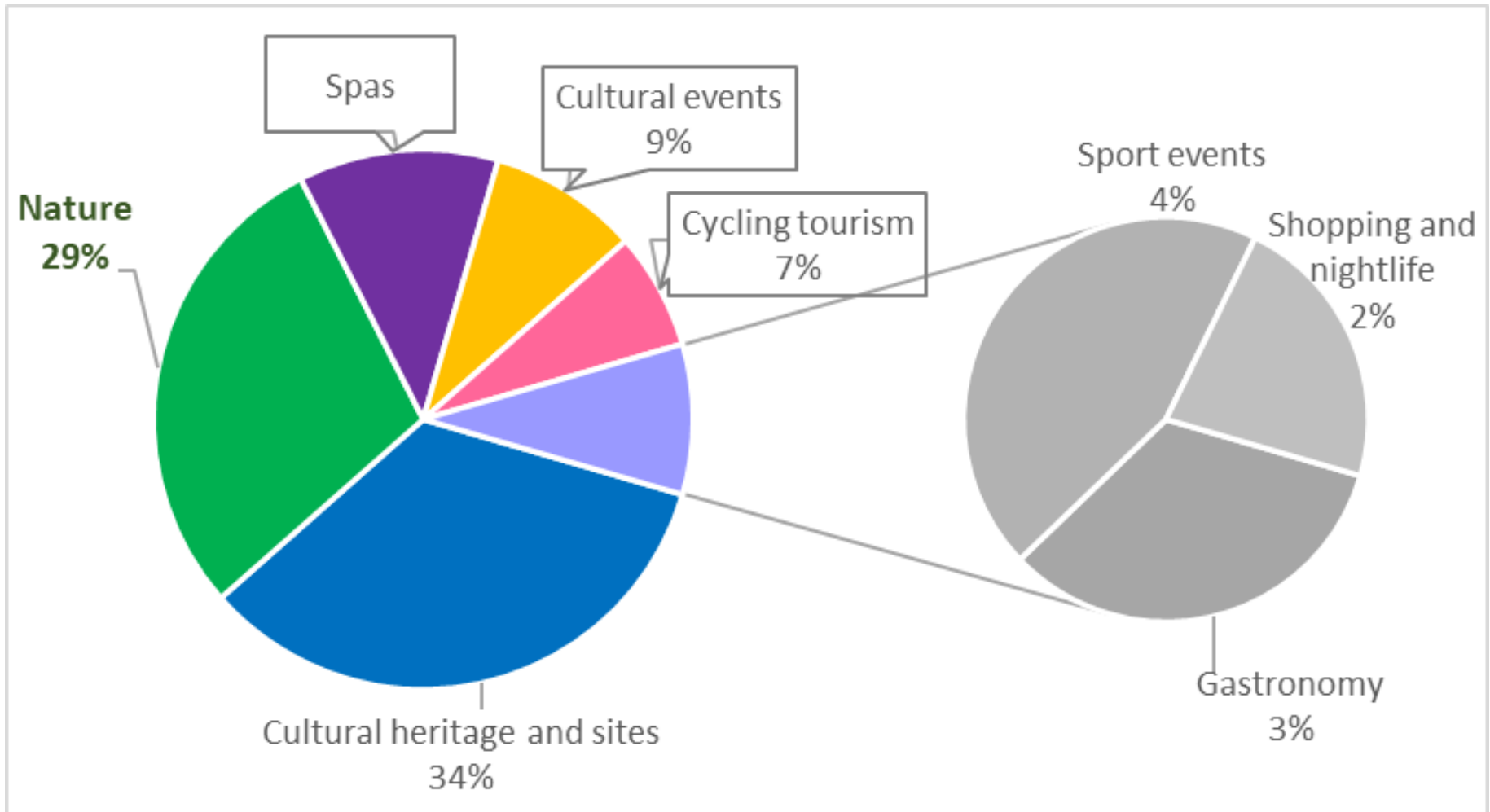


ACCOMODATION CAPACITY = number of permanent beds (2019)



BACKGROUND OF SUSTAINABLE TOURISM APPROACH IN BB REGION

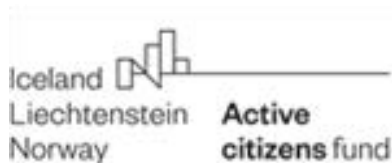
Tourism survey (2018) – Main motivation



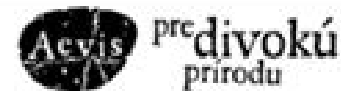
WHY SUSTAINABLE TOURISM APPROACH IN BB REGION?

- 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“



VIA IURIS



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



DATA SOURCES AND ANALYSIS

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

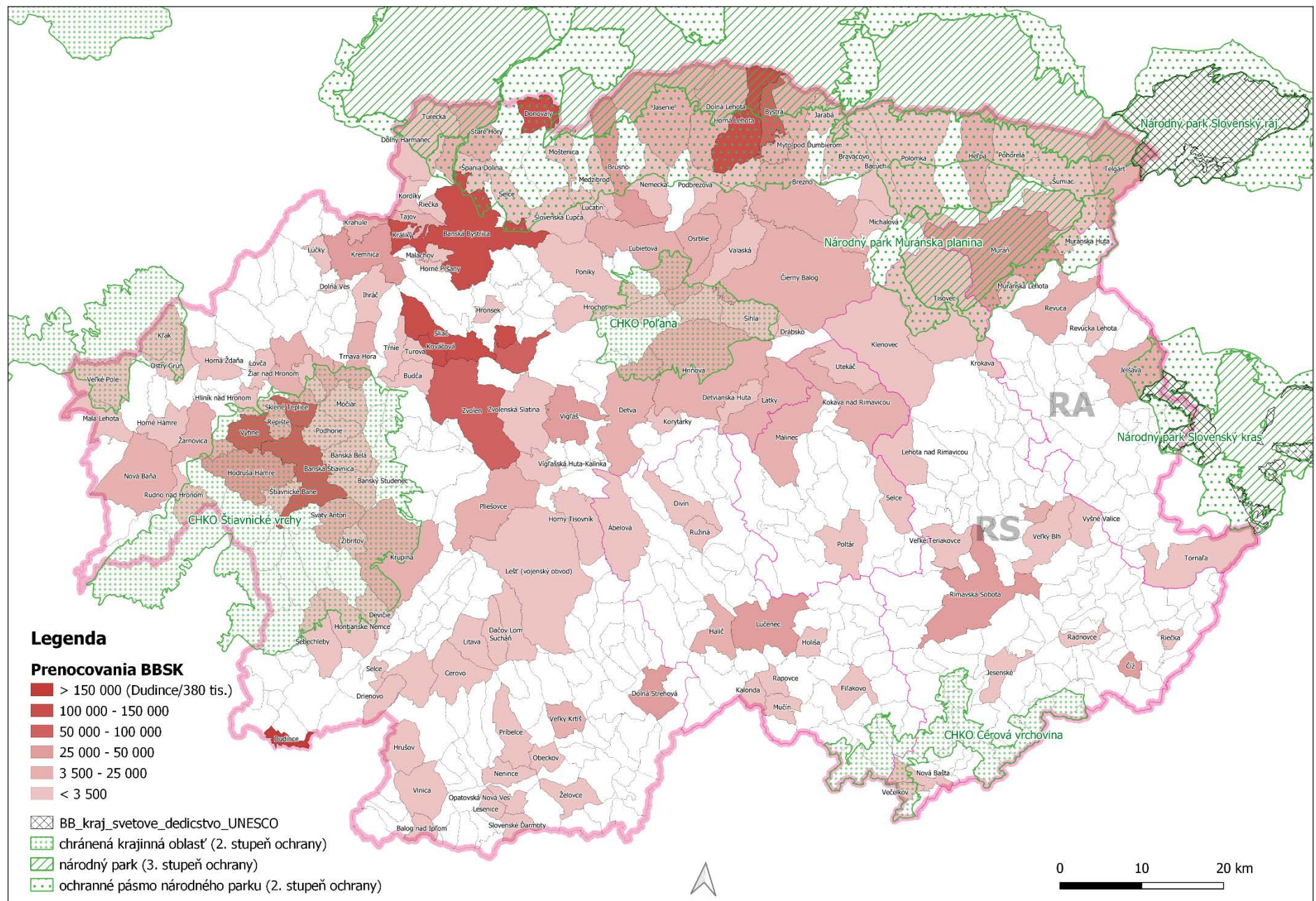
- Field work with stakeholders
 - DMOs
 - Other (incl. Bodies of State Nature Conservancy) -in process

EXPECTED RESULTS

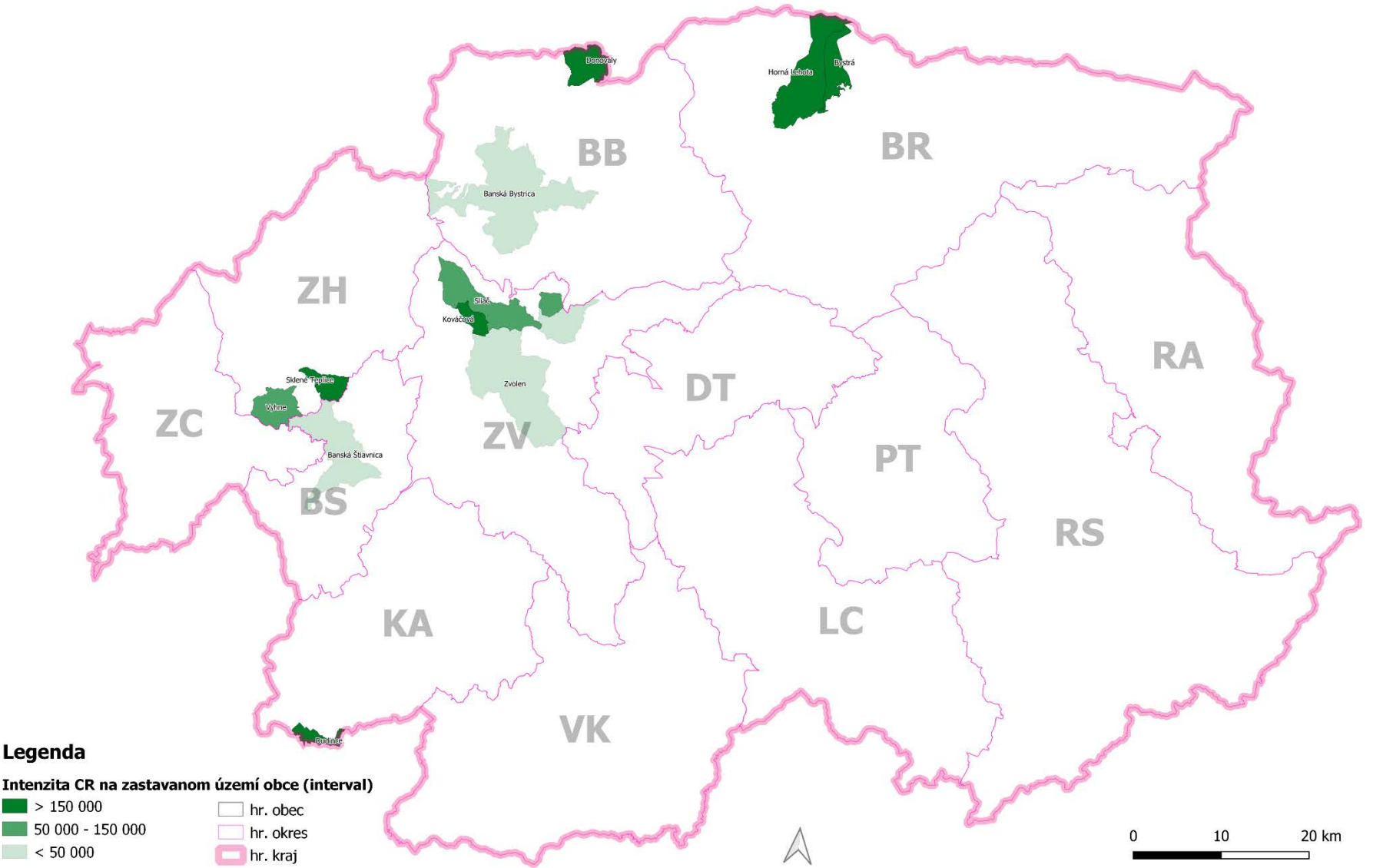
3. STAGE

- 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

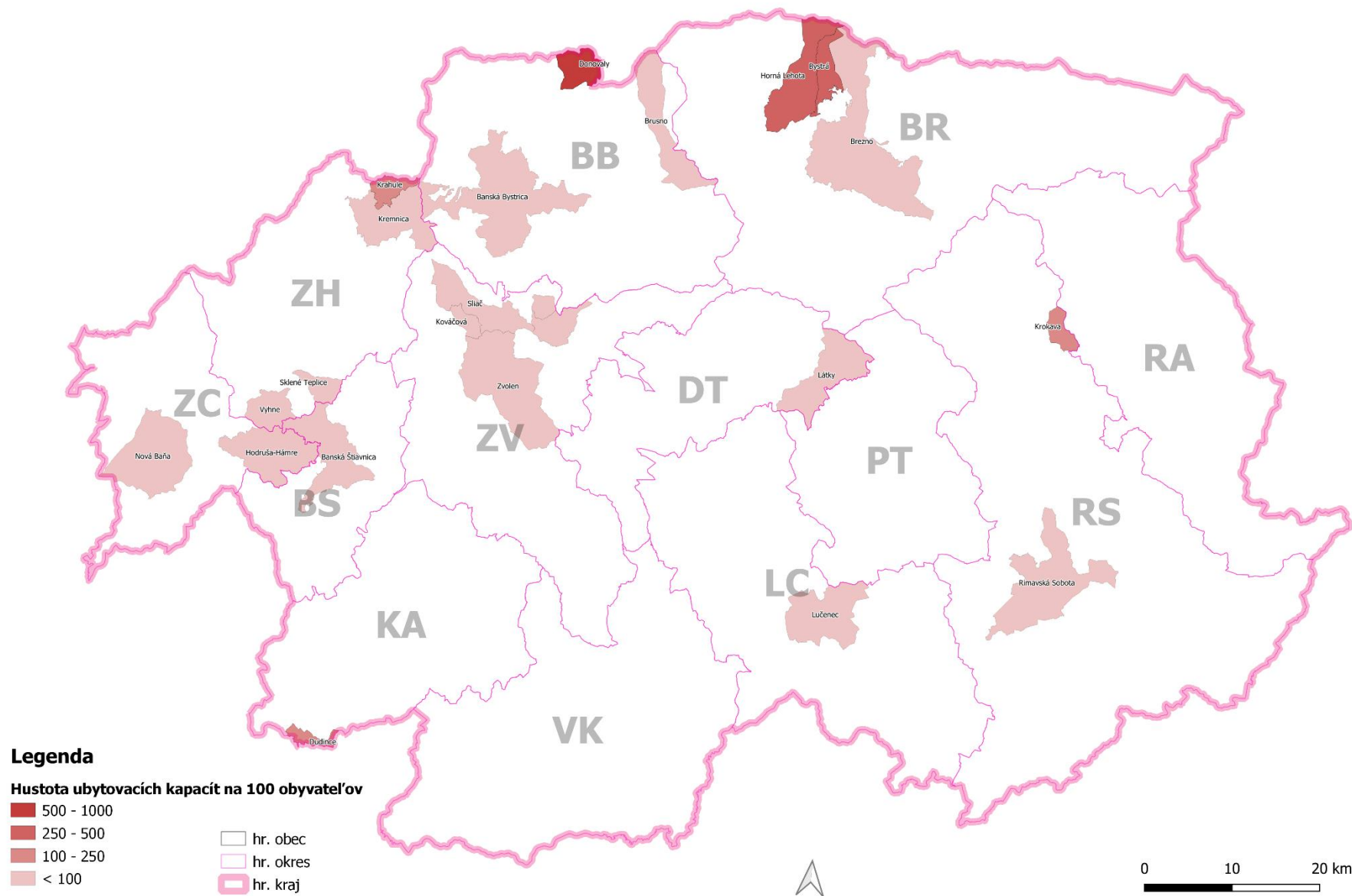
TOURISM INTENSITY = OVERNIGHT STAYS (2019)



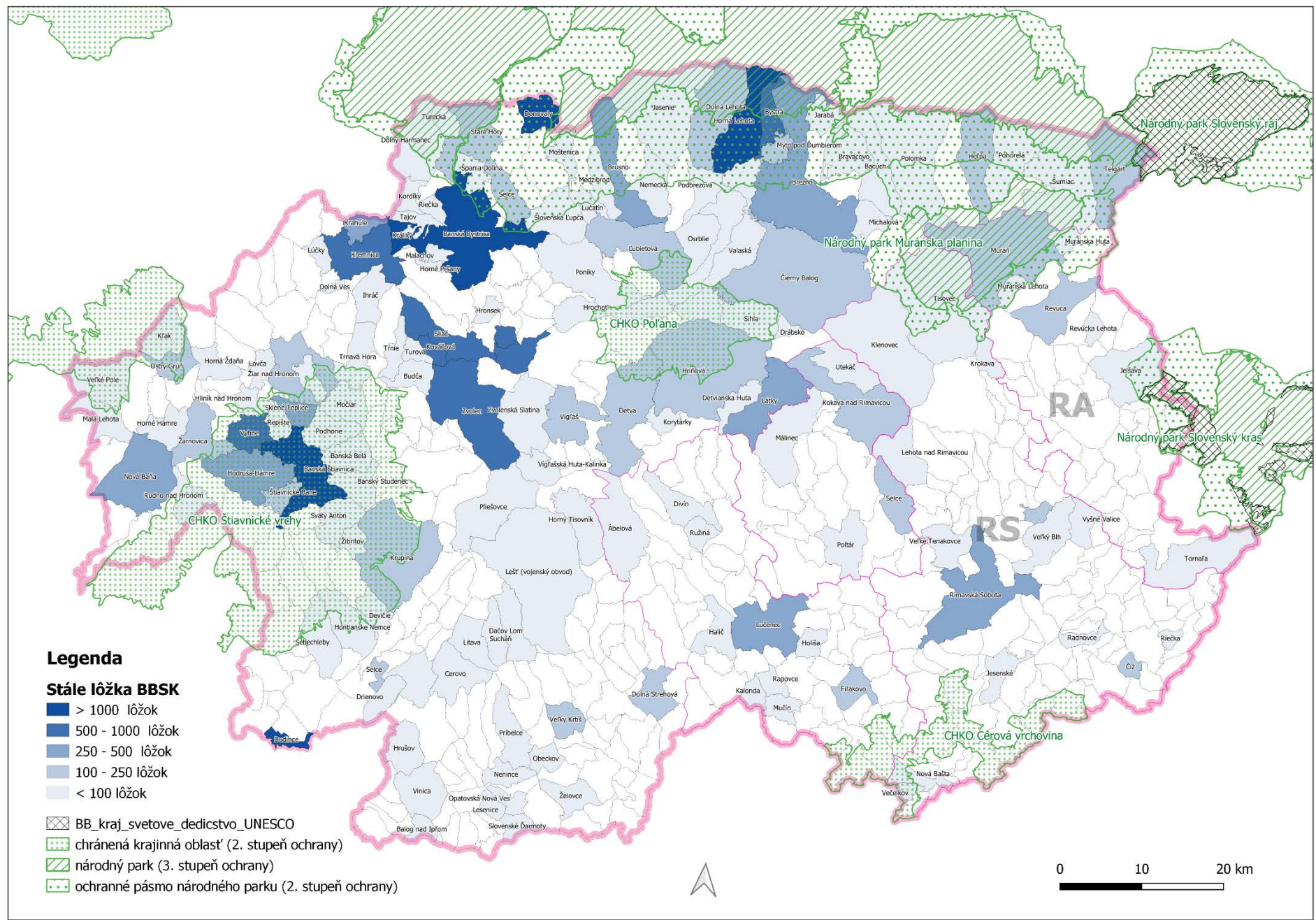
TOURISM INTENSITY = number of overnight stays per km2 of built-up area



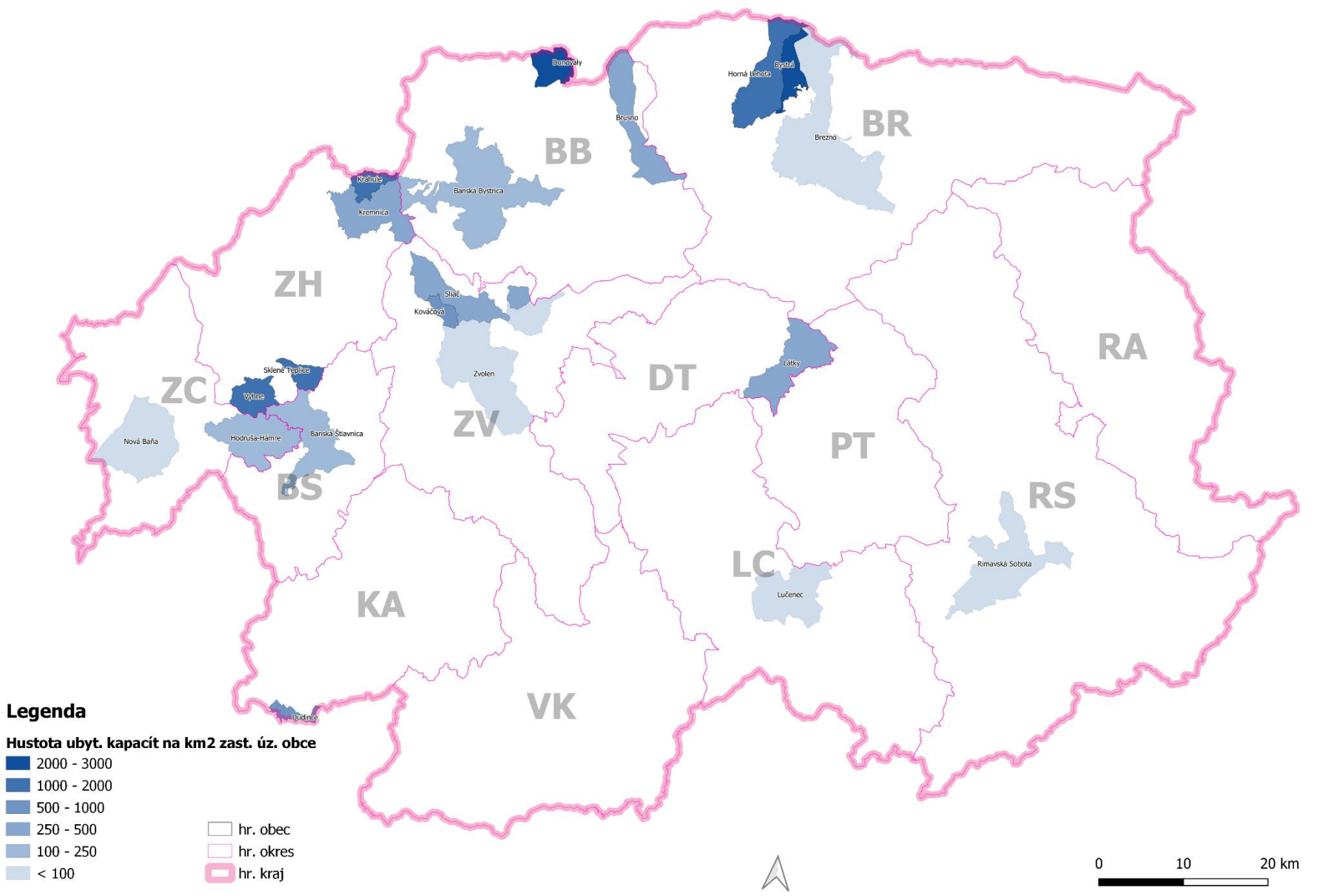
TOURISM INTENSITY = number of overnight stys per 100 inhabitants



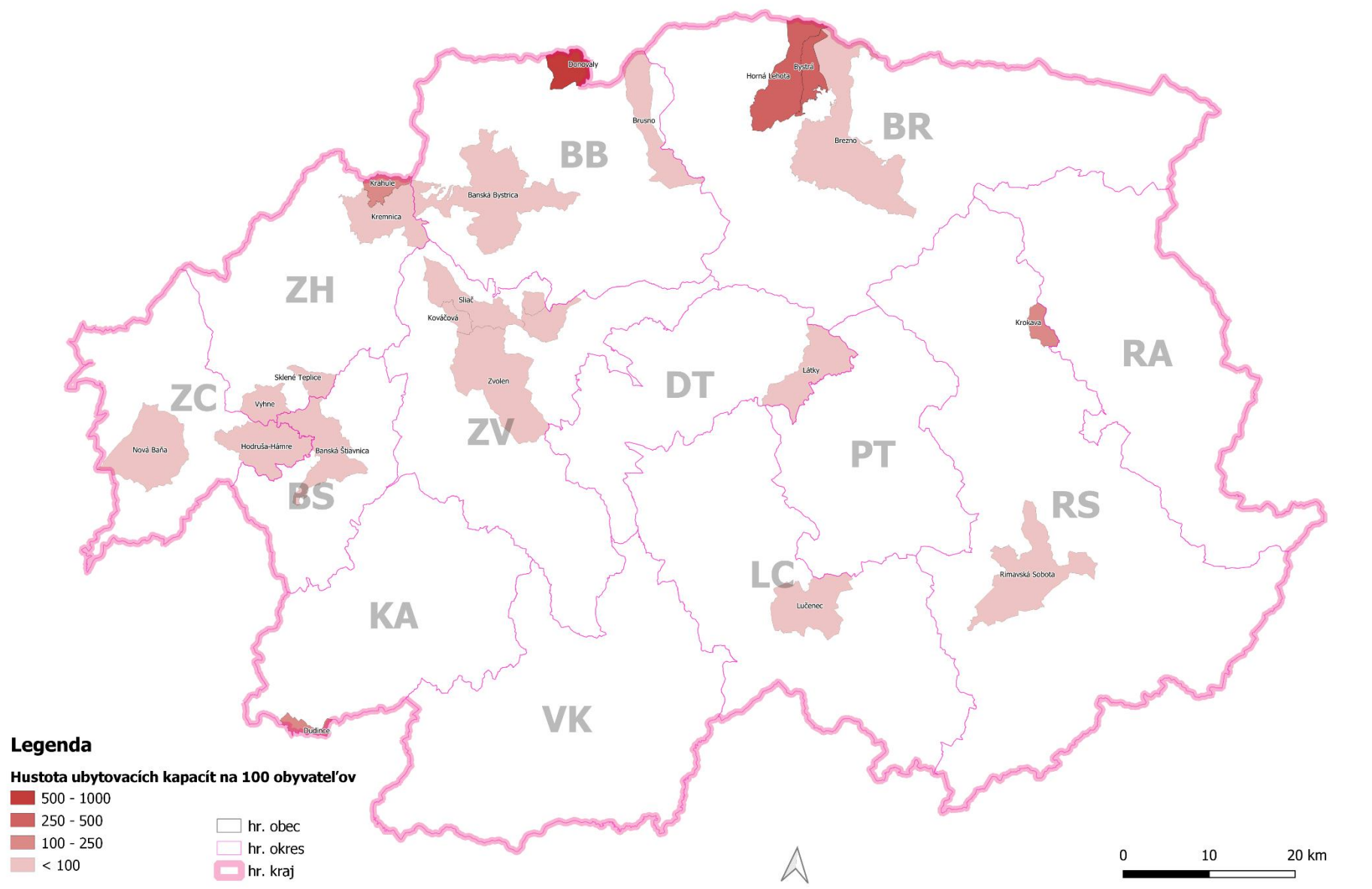
ACCOMODATION CAPACITY = number of permanent beds (2019)



ACCOMODATION DENSITY = number of permanent beds per km2 of built-up area



ACCOMODATION DENSITY = number of permanent beds per 100 inhabitants



ECONOMIC RELEVANCE OF SUSTAINABLE TOURISM IN NATIONAL PARKS

Region	Settlement	Tourism revenues	Ø revenue	Ø revenue_ Domestic	Ø revenue_ Foreign
Region Horehronie/ destination NPMP	Heľpa	144 080 €	13,13 €	13,11 €	17,44 €
	Pohorelá	6 898 €	13,29 €	13,31 €	13,09 €
	Telgárt	191 661 €	17,14 €	17,00 €	18,64 €
	Bacúch, Braväcovo, Michalová, Polomka, Šumiac *	91 239 €	n/a	n/a	n/a
Region Gemer/ destination NPMP	Muráň	1 244 421 €	35,44 €	35,53 €	27,23 €
	Muránska Huta, Muránska Lehota, Tisovec*	37 322 €	n/a	n/a	n/a
DESTINATION MURANSKA PLANINA total		1 715 621 €	n/a	n/a	n/a
Gemer/ Wider territory	Revúca	84 818 €	17,48 €	16,13 €	30,55 €
	Jelšava, Klenovec, Krokava, Revúcka Lehota*	159 848 €	n/a	n/a	n/a
Wider territory total		244 666 €	n/a	n/a	n/a
TOTAL		1 960 287 €	14,53 €	14,27 €	18,18 €

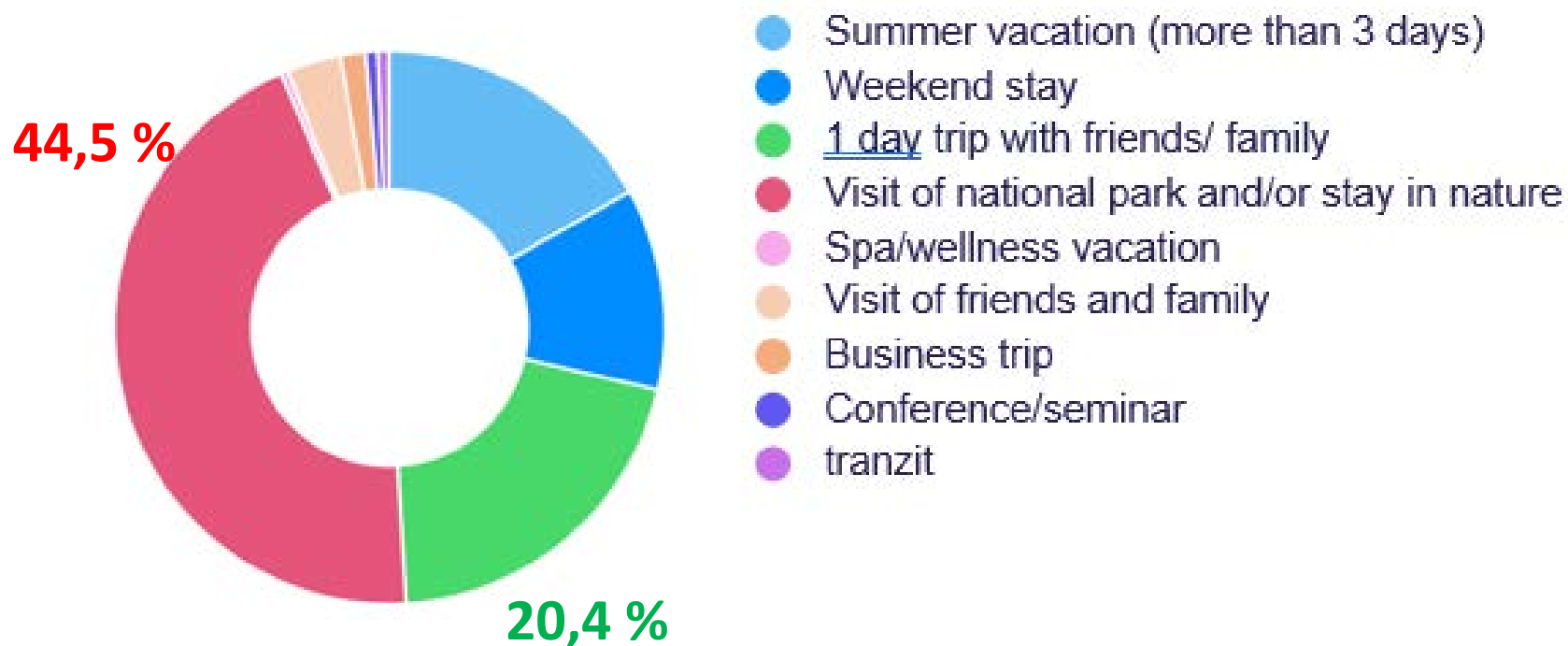
ECONOMIC RELEVANCE OF SUSTAINABLE TOURISM IN NATIONAL PARKS

TOURISM INCOMES (LOCAL SELF-GOVERNMENT INCOMES – ACCOMODATION TAX)

Region	Settlement	TAX INCOME		TAX INCOME		Tax rate (overnight stay)
		2019	Share on tax inc.	2018	Share on tax inc.	
National park territory total		32 666,87	0,32%	9 837,53	0,09%	0,433 €
Gemer/ wider territory total		9 879 €	0,08%	8 420 €	0,07%	0,646 €
SPOLU		42 546 €	0,19%	18 257 €	0,08%	0,486 €

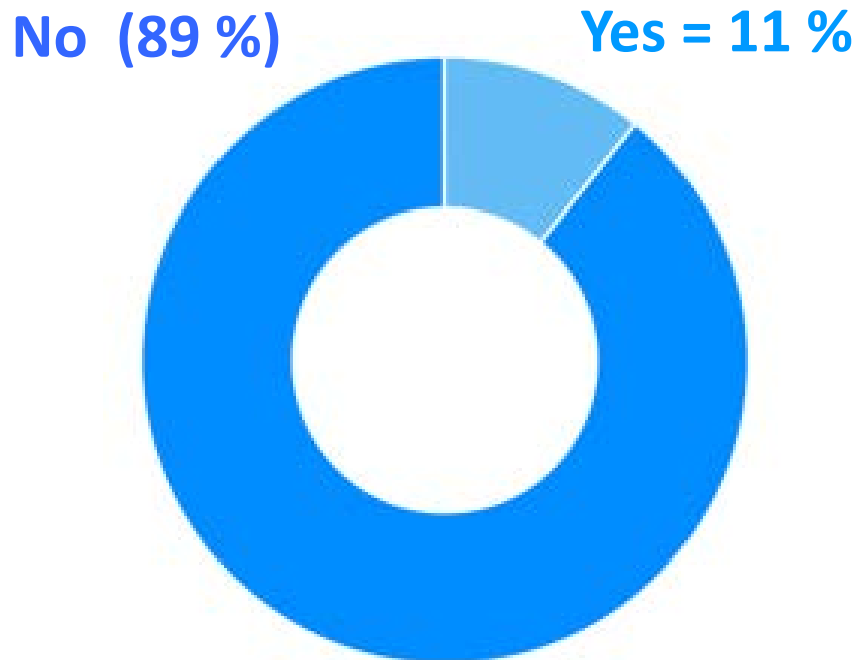
NATIONAL PARKS VISITOR SURVEY (2020)

WHY VISITORS OF NATIONAL PARKS TRAVELED?

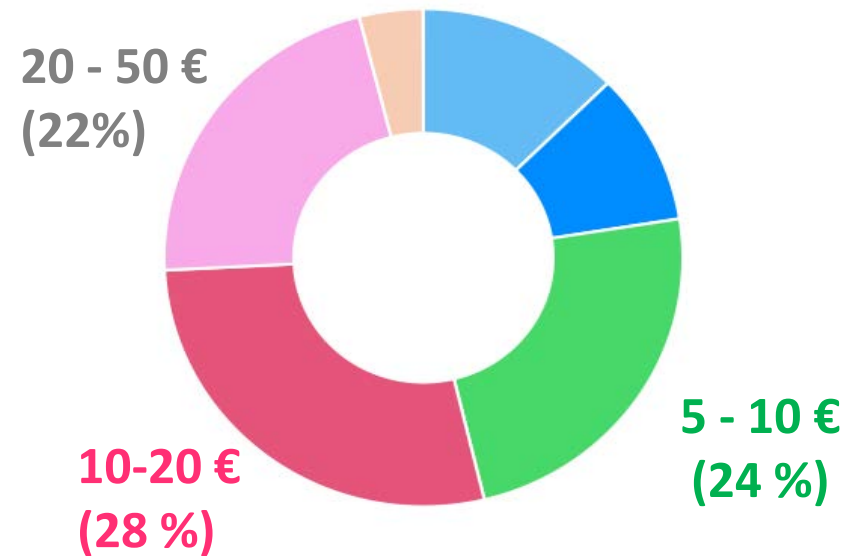


NATIONAL PARKS VISITOR SURVEY (2020)

PAID GUIDED SERVICES CONSUMPTION OF VISITORS OF NATIONAL PARKS (INTERPRETATION)



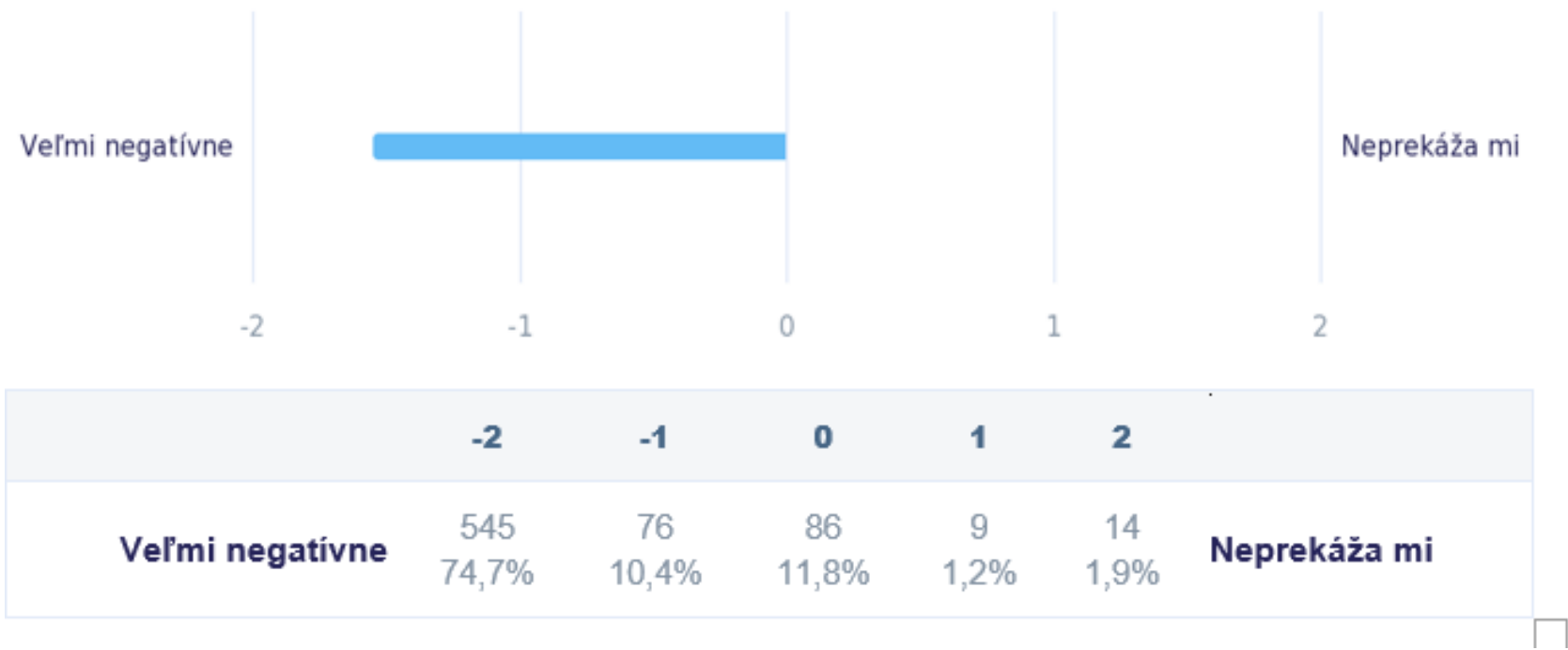
WILLINGNESS TO PAY FOR GUIDING



Conceptual Framework of Sustainable Tourism and Ecotourism Development in Natural Areas

NATIONAL PARKS VISITOR SURVEY (2020)

**PERCEPTION OF VISITORS OF PROTECTED AREAS TOWARD WOOD
EXTRACTION**



GENERAL PRECONDITIONS OF SUCESSFULL 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

