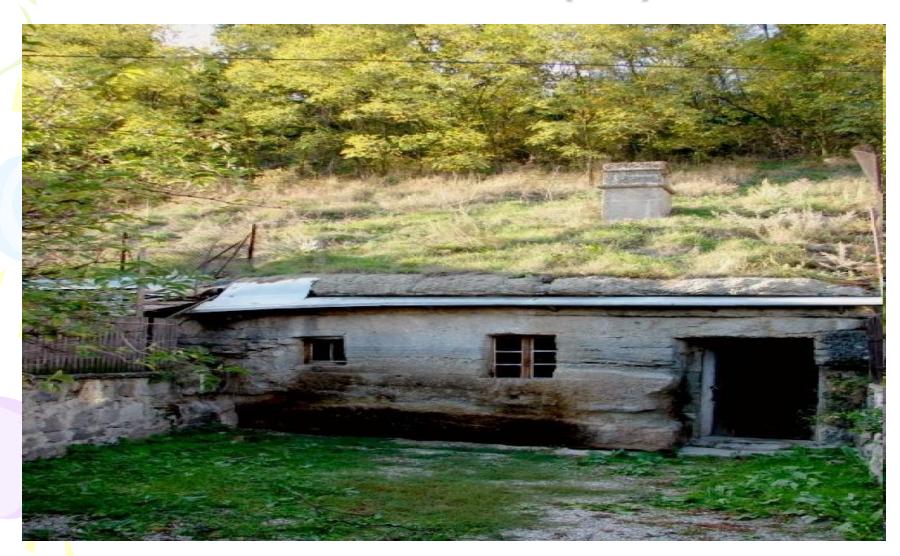
Examples of Rural and Agritourism in Slovakia

Bozen 2016
Tempus – CruiseT
Jana Kučerová

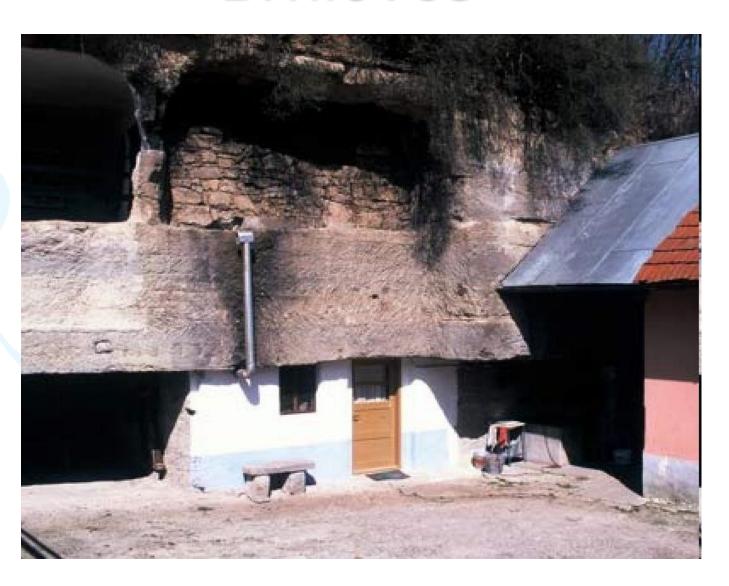
Types of Rural Tourism in Slovakia

- Villages Protected Sides of Folk Architecture
- Agri-tourism
- Eko/agri tourism
- Gastronomy and agri tourism
- Support of rural tourism

Villages – Protected Sides of Folk Architecture (10)



Brhlovce



Čičmany



Osturňa



Vlkolinec - UNESCO



Špania Dolina



Bobbin Lace Work



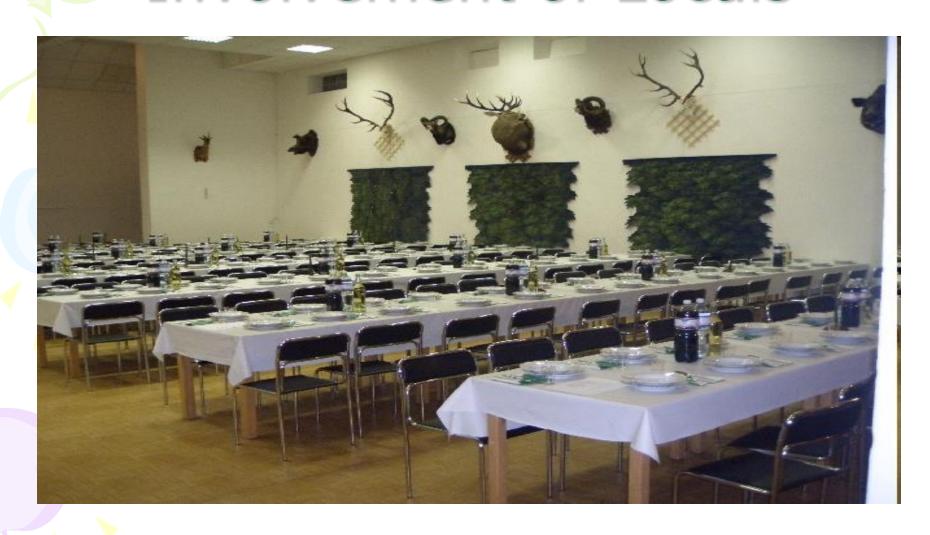
Podbiel'



Podbieľ (



Hontianska paráda – Involvement of Locals











Agri/tourism

 Problems in Slovakia – in previous regime there was mass agricultural production, privatization process, wrong imaginations about agri/tourism with the utilization of large agricultural properties, lack of small family farms, lack of interest of young people to stay at the farm.

Agri/tourism

- Maintenance of the traditional settlements in rural areas and country side eco - systems
- More effective utilization of existing facilities of the farmers
- Increasing incomes for farmers
- Creation of new job positions in rural areas
- Direct selling of products from yard to tourists
- Revival of local culture, traditions, folklore and handy crafts in rural areas

Eco-agri/tourism

- Part of agri/tourism
- Stay at traditional environmental friendly farms
- Eco-farm does not apply no chemicals and conservation ingredients in the production of food and drinks.

Eco – farms in Slovakia

 Products of the environmentally friendly farms are strongly controlled and in case that they meet international standards, they can apply special mark "bio".



Ekologické poľnohospodárstvo

Forms of Agri/tourism in Slovakia

- Stay at farmer is connected with the accommodation, catering and other services provided to tourists.
- More possibilities staying in the facility of farmer together with farmer's family, renting family house, chalets, flats or rooms or holiday houses.

Forms of Agri/tourism in Slovakia

- The main target group families with children or grand parents with grand children from larger cities. Families pay great attention to the needs of children, try to learn them about nature and social contacts (high level of safety standards focused on the safety of children)
- Summer season main holidays and weekends
- Relatively new form of tourism developed mainly in mountain areas with intensive agricultural activities.

Forms of agri/tourism in Slovakia Ranč pod ostrou skalou.



Forms of agri/tourism in Slovakia

Guest House Adam



Guest House Adam





EURo Shepard House Michalová



Tourists produce their own chees and ship milk



EURo Shepard House Michalová



EURo Shepard House Michalová



Guest House Michalová

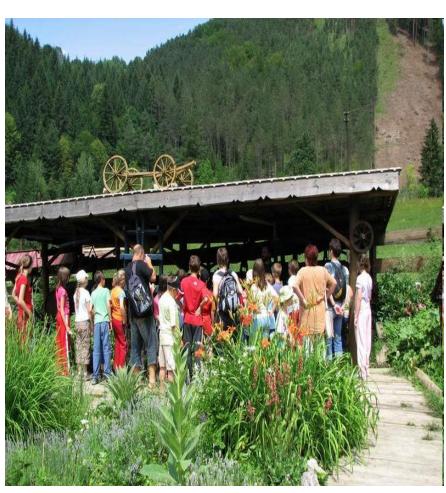


Eco-open air museum Lietavská Svinná



Eco-open air museum Lietavská Svinná





Eco – farm Liptovská Teplička



Liptovská Teplička



Liptovská Teplička



Liptovská Teplička



Folklore Festival – Liptovská Teplička



Gastronomy and agri/tourism

- Offer of local or regional food in various hospitality forms
- In Slovakia connected with various markets and traditional events (Christmas, weddings, pig-sticking etc.)

The objective of gastronomy events

- To increase the awareness about the importance of local gastronomy in tourism
- To appreciate the quality of local agricultural products
- To stress the role of local products in regional development and in sustainable economic development
- National gastronomy becomes inevitable part of local culture and tourism.

Pig - sticking





Shepard House - Offer of national and regional gastronomy



Shepard House



Shepard House



Shepard House



Thematic Gastronomy Events

- International Gastronomy Fest in "Slovak dumpling cooking" - Turecka
- Cooking of traditional soup "štiarec" Špania Dolina
- Goose gastronomy fest Chorvátsky Grob
- Grape harvest fest (Modra, Pezinok)

Wine Tourism

- Not just for wine producer and experts
- There are famous wine routes in Central Europe (Small Carpathian, Nitra, Nitra kings wine route, Tokai wine route, wine routes are interconnected among Slovakia, Czech Republic – Moravia, Austria and Hungary)
- Slovakia has accepted so called European model of culture of wine tourism connected with wine testing and presentation of wine cellars.

Small Carpathian Wine Route



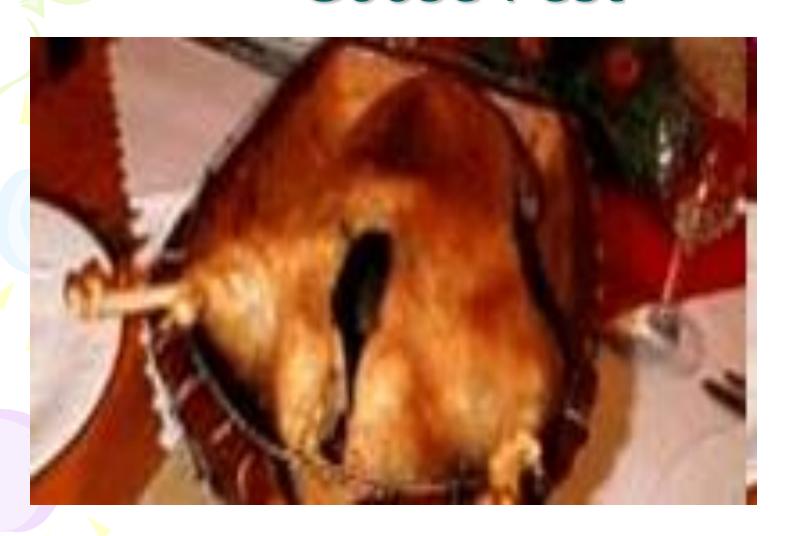




International Gastronomy Fest in "Slovak dumpling cooking" - Turecka











Support of Rural Tourism

- Various programs, mainly the Program of the rural development (Ministry of Agriculture)
- Association of entrepreneurs in rural tourism and agri/tourism (education, trainings, promotion, organizing of events etc.) It has established the quality standards for facilities of rural tourism and agri/tourism.

Program of the Recovery of Village

- Ministry of the Environment elaboration of the development plans, environmental protection and development of human capital in rural areas
- Program LEADER +

Project funded by the Program of the development of rural areas

- Project "Golden Route" LAG Banská Štiavnica (UNESCO), Dudince (spa) + 29 municipalities created association with 70 members
- Objective support of rural tourism, SMEs and re - structuralization of agricultural sector

Project "Golden Route"

- Support of the activities of rural tourism "golden spike"
- Basic services for rural population "golden hands"
- Recovery and development of villages "golden times"
- Education and information "advice above gold".

Project "Golden Route"

- Consultations and education "selling from the yard"
- Christmas market selling the products of local population
- Reconstruction of the public places in the villages
- Reconstruction of the House of local craftsmen
- Measures for protection of local bee Geno fond





What could be the role of competence centres un rural development?

Why do you need the rural tourism?
What should you do as the center?
Do you need as the center the clear strategy?
How your strategy will be implemented?
Can you elaborate the integrated strategy of rural tourism development?
What do you need to do? Try to formulate steps.