



**SOUTH EAST
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DATOURWAY



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Transnational Strategy for the Sustainable Territorial Development of the Danube Area with special regard to Tourism DATOURWAY

Abstract

TOURISM SURVEY Slovakia



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The project area is situated in the west part of the Slovak Republic. From an administrative point of view it is divided into 3 units - Bratislava, Trnava and Nitra region.

The Ministry of Economy of the Slovak Republic issued the document Regionalisation of Tourism in the Slovak Republic in 2005. This concept, identifying 21 tourist regions on the territory of the state, allocates the area along the Danube to two regions:

1. Bratislava – territory of the capital Bratislava, surroundings of Town Stupava and Districts Pezinok and Senec
2. Danube – Districts Dunajská Streda, Komárno, territory of the administrative department Štúrovo (south-east part of District Nové Zámky) and 2 municipalities in District Senec, situated very near to the Danube (Hamuliakovo, Kalinkovo)

The **Bratislava Region** belongs to the category of international importance. Its sub-regions with developed tourism are the Small Carpathians sub-region (viculture), Bratislava and Senec. The strip along the right bank of the Danube is considered to be important from the long-term perspective.

The Danube Region is listed in the category of national importance. Its sub-regions with developed tourism are Malý Žitný ostrov (Small Rye Island) with the water dam Gabčíkovo and linkage to Szigetköz in Hungary, also Dunajská Streda, Veľký Meder, Komárno, Štúrovo with linkage to Esztergom.

Bratislava Region

It is regarded as of international importance from both, mid-term and long-term perspective.

Types of tourism:

- Long-term incoming foreign tourism over 50%; intensive domestic tourism as well
- Stay tourism – short-term in incoming as well as in domestic tourism
- Long–stay waterside tourism only in the summer time;
- One-day visits – domestic as well as foreign tourism, transit

Forms of tourism:

- Sightseeing tourism
- Business tourism
- Summer waterside stays

Activities with the highest long-term potential:

- Discovering cultural heritage
- Business tourism
- Congress/conference tourism
- Visiting cultural and sport events
- Stays/recreation near water
- Water sports
- Boat sports and water tourism
- Cycle tourism

The region is, thanks to Bratislava, the most popular Slovak destination for foreign tourism. As far as the number of overnight stays is concerned, the Bratislava region is the second best behind the Tatra region, the reason being that the Bratislava region is mainly visited for a short period of time.

In the near future, the Bratislava region will at least hold on to or slightly strengthen its position. Despite the absolute increase in the performance of this region, in a long term perspective its share on the performance of the Slovak Republic will fall, as a result of the gradually more significant promotion of other Slovak regions on foreign markets. The region

has all the prerequisites to offer competitive services in the individual areas of business and sightseeing tourism, in both cases in combination with attractive additional activities. Bratislava and the surroundings as Bratislava's background create conditions for achieving this aim, whereby its function and importance will gradually grow.

Danube Region

From the mid-term perspective it is considered to be of sub-regional importance, from the long-term perspective of national importance.

Types of tourism:

- Intensive domestic tourism
- In the summer time incoming foreign tourism mainly from the Czech Republic and Hungary
- Long-stay tourism - in the summer time
- Otherwise short-stays and scores of one-day visits

Forms of tourism:

- Summer waterside tourism, water sports
- Summer thermal waterside stays
- Sightseeing tourism – historical heritage

Activities with the highest long-term potential:

- Waterside stays / recreation
- Water Sports
- Water tourism / boat sports
- Thermal
- Waterside stays / recreation
- Cycle tourism
- Rural tourism
- Sightseeing tourism

The region is popular mainly among less solvent clients as a cheap holiday destination. As far as foreign tourists are concerned, only holiday makers from the Czech Republic with a tight holiday budget and guests from neighbouring Hungary - often due to their ethnic links - come to visit this region. The low share of the bed capacity of the Slovak Republic and its low utilisation are put down to having only one short season. The region has all the prerequisites for improving its position on the market. The area along the Danube (and its immediate surroundings), where international tourism has been developing in recent years, should be used for this purpose. The second possibility is presented by thermal water sources. However, it is necessary to build facilities that, in terms of the quality of their services, equal the standards of neighbouring Hungary. In such a case it will be possible to attract a more solvent client base compared to that held at present. The summer season will be from a long-term point of view dominant for this region.

Tourism

In the regional centres (on the level of NUTS IV) usually there operate tourist information offices, however compared to foreign practice there is no national or regional system for their common promotional and marketing and so their possibilities are massively limited. From the aspect of the tourism the landscape is arranged into 5 regions (regions of Bratislava, Podunajsko, Záhorie, Dolnopoľsko, Nitra, Ipel'). From these in the area near the Danube only 2 are to be found: region of Bratislava and Podunaj. Their potential is generally evaluated in the part „External relations“.

Bratislava: the capital of Slovakia, and at the same time it is one of the most significant spots of the tourism in Slovakia, which offers, apart from sights of interests and programs, mainly capacity of congress tourism.

County of Senec: by the Danube dam Hrušov (Hydro-electric plant Gabčíkovo) is developed an active tourism turistika: cyclo and aquatic tourism, windsurfing, recreational complex Slnčné lakes in Senec belong to water and congressional tourism from the aspect of the recreation, to centres with nationwide importance.



County Dunajská Streda: its potential is tied mainly to water. Surface waters - Danube, branch system of Danube, Little Danube and gravel deposits are important in the aspect of active tourism (water and cyclotourism), recreations and fishing, thermal baths from the aspect of recreation. Rural tourism and agrotourism is also represented with its offers. Thanks to the establishment of new quality facilities wellness and congress tourism has developed recently. In Dunajská Streda and in Veľký Meder are thermal spas operated with national importance, which are supplemented with small thermal baths in Topoľníky. The potential of protecting natural values and ecotourism is only used in a small extent. Cultural tourism has possibilities mainly in the western part of the county (medieval sacral monuments). As a technical attraction, many visitors are attracted by the hydro-electric plant in Gabčíkovo. In the last few years in different municipalities were created traditional local events (gastronomical and festivals of different kind).

Komárno Region: the biggest attraction in the region is the city Komárno with its broad fortification system and with its city centre. From the aspect of cultural tourism is very important as an only expansive Roman monument on the left bank of the Danube – military camp Leányvár in Iža, the largest Roman monument on the left bank of the Slovak section of the Danube. In the last few years the offer for rural tourism and agrotourism is expanding, including fishing. In



spite of the existing potential, as the outcome of the missing infrastructure, the tourism is only slightly extended and active. Bath and also wellness and congress tourism is represented by the complex in Patince. The potential of protected natural values and the ecotourism is only used in a small extent (Čičov dead branch). In the last few years in different places were created traditional local events (gastronomical and festivals of different kind)

District Štúrovo: Dominant of the region is the thermal bath Vadaš in Štúrovo with nationwide importance, which offers also congress tourism. For active tourism is the significant mountain range Burda with some nature trails. Other segments of the active tourism in great measure is held back greatly by the necessary infrastructure. In the last few years the offer for rural tourism and agrotourism is expanding. The potential of protecting

natural values and ecotourism is only used in a small extent. (Parisian marshes). In the last few years traditional local events were created in different places (gastronomical and festivals of different kind)

SEGMENTS

The active tourism is mainly represented by the aquatic and cyclo tourism. Hiking tourism is significant only in the mountains, horseback riding within the narrow closeness of ranches.

Water tourism. Water crafts without own driving gear are classical appliances of water tourism. The optimal state is when tourist after 30-40 km have available port facilities: station with a possibility to camp, with hygienic background, shopping and catering. Between two stations tourists require refreshment facilities.



Danube reaches Slovak ground rkm 1880 at Devín and through Bratislava it flows into the dam of the hydro-electric plant of Gabčíkovo. Old Danube flows in line with the hydro-electric plant. Between the hydro-electric plant and the Old Danube is to be found the left-side branch system. By the village Sap at rkm 1811 is the conflux of the waste channel of the hydro-electric plant Gabčíkovo and the Old Danube, from here and all the way to the end of the Slovak passage at rkm 1708 water tourism takes place on the frontier flow of Danube. From the aspect of the necessary infrastructure the Slovak passage is weakly equipped. Port facilities can be found only by the Čárda Moča. Refreshments are available in all the 14 municipalities along Danube. Small Danube, 126 km long sinuous lateral river of Danube is, after Hron, with aquatic, the second most visited water flow in Slovakia. Ports with services are to be found in 7 villages, refreshment is available in all villages along the flow.

Tourism with motor boats and yachts is extended over Danube and on the dam of Hrušov. Centres with services are to be found in 6 places. Large motor vessels are represented by barges, which have 3 public ports available on the river Danube (Bratislava, Komárno, Štúrovo), apart from this there is a possibility of anchorage in 2 ports (Šamorín, Gabčíkovo). From the aspect of cyclotourism the land is equipped with the necessary cyclo routes only partly. The bearing route is represented by the Danube cyclo route, which is built from the Austrian border only to Číčov. Whence cyclotourists are forced to use the common motorway network when going to Štúrovo.

Recreational and spa tourism. Recreation is a form of relax outside of everyday regime in an active and passive way. By Danube in the branch system there is a continuous line of settlements of summer houses between Vojka nad Dunajom and Bodíky, the settlement of summer houses can be found between Radvaň nad Dunajom and Moča and between Štúrovo and Chľaba. On the Little Danube there are settlements of summerhouses between Bratislava and Jahodná.

Bath tourism is represented by thermal spas and aquaparks. On the landmark can be found 18 thermal baths, some of them receive some hundred thousand visitors a year. In the last few years there has been a tendency to improve the services – reconstructing the baths into aquaparks or in combination with accommodation and with construction of wellness-hotels (Dunajská Streda, Veľký Meder, Štúrovo). On the landmark is to be found the most famous spa city in Slovakia – Piešťany.

Rural tourism is slightly developed, it is caused, on the one hand, by the plain character of the land, but on the other hand, that this segment in the state policy and tourism in Slovakia is underrated on the long run. Broad services of rural tourism have evolved nearby thermal spas (Veľký Meder, Štúrovo, Podhájska) or natural values – mostly by flows: Danube, Small Danube, Váh, Hron. This progress is, however, spontaneous, no systems exist, which would support improving quality of services.



Conference tourism is tied to quality services and traditionally are operated in larger cities of the landmark (Bratislava, Nitra), respectively in Piešťany. In the last few years also near Danube have been created adequate contents (Šamorín, Dunajská Streda, Patince, Štúrovo).