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Organizing institution

*Institute of Geotourism
BERG Faculty
Technical University of Košice
042 00 Košice, Slovakia*

Scientific board

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doc. Ing. Ladislav Mixtaj, PhD.
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PROPOSAL FOR SETTING UP GEOTOURISM GUIDE COURSES IN EASTERN UKRAINE

Mariia Dakhova and Roksolana Ščuroková

Abstract

Customization of product is important in tourism, because people are inclined to spend their time and money where their needs are satisfied. Many geosites have a high aesthetic value and are interesting for guests, but despite these, professional knowledge is needed for better perception and correct evaluation of geosites. Qualified guides of geotourism are perfect instruments for transferring geological knowledge to the general public and for enhancing visitors' experience. Personality of these guides and active participation of each member of the group are essential for geological information transfer. Development of geotourism in Eastern Ukraine calls for quite new job types in this region: a geotourism guide. Based on foreign experience of ecotourism guides' preparation, training for geotourism guides should start on the initial stage of geotourism development in the region. Promotion of geotourism destinations depends on each of the geotourism guides, this statement supports a necessity of geotourism guides' training courses for development of geotourism in a region. There is no lack in eastern Ukrainian high schools with geological faculties, which could be a base for courses of geotourism guides. Geotourism guide courses will promote geotourism in Eastern Ukraine and could be a good opening of a career in geotourism (within the guiding sector or other tourism industry sector), thus it will provide people with new employment opportunities and long-term job perspectives in this field.

Key words: geotourism, geotourism guide courses, structure of geotourism guides course, Eastern Ukraine, survey of attitude to geotourism guiding as potential activity.

Introduction

*“The key to making geotourism accepted by tourists
is through proper interpretation”*

Dowling and Newsome

Customization of product is important in tourism, because people are inclined to spend their time and money where their needs are satisfied and personal approach is appreciated by tourists. Many geosites have a high aesthetic value and are interesting for guests, but despite these, professional knowledge is needed for better perception and correct evaluation of geosites.

Qualified guides of geotourism are perfect instruments for transferring geological knowledge to general public and for enhancing visitors` experience. Personality of these guides and active participation of each member of group are essential for geological information transfer [2].

Face-to-face communication is aimed not only at interpretation of geological topics to public, and educates people about geological heritage of country, but also to inform public about their impact on environment and how people could minimize their negative impact on natural environment. Among other tasks, geotourism guides should encourage intercommunication of excursionists, entertain them, and motivate them to be engaged in activities, which will be proposed them during the excursion [2].

GEOTOURISM GUIDE AS A NEW JOB TYPE IN EASTERN UKRAINE

Development of geotourism in Eastern Ukraine call for quite new job type in this region: a geotourism guide. Based on foreign experience of ecotourism guides preparation, training for geotourism guides should start on initial stage of geotourism development in region. Geotourism guides in Eastern Ukraine could work on voluntary basis and on professional basis, because nowadays volunteers are priceless personal resource for tour guiding. Ukrainian legislation defines guide a specialist who is informed about places of interest of the area, locality of these places, their history, outstanding persons connected with the area; this specialist leads the excursion. In addition guide-interpreter must have a working knowledge of a foreign language (native language of foreign tourists or generally comprehensible language) [5].

According to EN 13809 2.3.5. of The European Committee for Standardisation (CEN), tour guide (or tourist guide) is “a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority” [7].

Definition of volunteer in Ukrainian legislation is following: "volunteer is a person, who comes of age of 18 and performs a volunteerism on a voluntary and gratuitous basis. Ukrainian citizens could be volunteers upon the attainment of the age of 16, if they get a written consent of one of their parents (adopters) or guardian". The activities of volunteers are mainly regulated (at the time of writing) by Ukrainian law #3236-VI. Procedure for issuance of authorizations for professional guides and their job specifications are regulated by the Decree of the State Agency of Ukraine for Tourism and Resorts #83. According to this Decree, to be eligible for certification as a professional guide, a person should have at least an

undergraduate education or complete higher education [5].

For satisfactory completion of all their tasks, geotourism guides should be not only high motivated and have appropriate communication and interpretation skills, but also should have working knowledge in this area and occupational background [3].

A past experience of different countries has shown that training of ecotourism guides should be started at the infant of ecotourism development in region and delay in preparation could cause negative consequences. In our opinion the consequences of delay in geotourism guides preparation could be the same. Promotion of geotourism destinations depends from each of geotourism guides, this statement supports a necessity of geotourism guides training courses for development geotourism in a region [6].

There is no lack in eastern Ukrainian high schools with geological faculties, which could be a base for courses of geotourism guides.

PROPOSAL FOR GEOTOURISM GUIDE COURSES IN EASTERN UKRAINE

We propose to create educational program for geotourism guides, which includes general guiding skills and specific geotourism guiding skills. We propose 2 levels of this program: basic and with foreign language.

As trainers we propose to enlist employers of geological faculties of high schools (on which will base geotourism guides' courses), who are specialists in their respective fields, as trainers of geological subjects; as trainers of tourism subjects, we propose to enlist employers of educational institution of tourism.

These specialists will provide a professional support for people who attended or complete geotourism guides' courses, especially by providing them with the latest geology, tourism, or geotourism, research results. First-aid training will be provided by Red Cross.

To apply for geotourism guide courses, people should fill in a registration form online (available on web-sites of geological faculties) or in paper format (available at geological faculty dean's office). A suggested model for training geotourism guides is based on Sheltakova E. model for training ecotourism guides [6].

Mission of geotourism guide training courses in Eastern Ukraine is:

to train geotourism guides' skills and to provide with knowledge our course leaver to achieve a high level of their geotourism guides' excellence, and provide visitors of eastern Ukrainian geosites with safe, interesting and exciting experience, thereby to promote geotourism in Eastern Ukraine and Eastern Ukraine as geotourism destination

Objectives of the geotourism guide training program are following:

- To gain and develop knowledge of geotourism and geological heritage of the region.
- To form organization and guiding tour skills, to prepare and implement programs, which are focused on interpretation of geological heritage, and animated and interactive excursions on geotouristic routes.
- To develop people skills of guides in the open environment, considering age peculiarities, psychological constitutions, physical characteristics of people, (including people with restricted mobility).
- To gain and develop knowledge of the safety arrangements of touristic events
- To acquire knowledge of legislation, convention and standards, both national and international, related to tour guiding or volunteering, and geotourism. Course participants should be clear which legislation, convention and standards apply to their activity, including tourism activities on protected areas.
- To gain knowledge of methodology and technique of guiding and be able to apply this knowledge.

Program covers a variety of topics and provides course participants with complex of essential skills and knowledge to become successful geotourism guide. Following subjects are covered by program:

- Introduction to tourism (general knowledge of tourism industry)
 - Tour guidance in tourism industry
 - History, culture and ethnography of region
 - Geography and toponymy of region
 - Nature of region
 - Training of communication and presentation skills (oral and non-verbal)
 - Tour guide in contemporary tourism (duties and responsibilities, work with customers)
 - Procedural and legal aspects of tourism guide's activity
 - Emergency management in tourism
 - Psychology
 - Ecology of region and environmental preservation
 - Information technology in tour guide activity
 - First aid training
 - General and regional geology
-

- Geological natural heritage of region

Also course participants have to do practical trainings on geotourism routes [8].

Geotourism guide training program consists of theoretical and practical parts, both of these parts are concluded by evaluation of study (the first one by oral exam, the second one by practical exam (simulation of interpretational work)). The assessment "passed/not passed" is given for both of exams. If theoretical and practical programs are completed and the results of exams are satisfactory, course participant will be enabled to pass a final exam before geotourism guide certification committee, which includes onsite assessment. Trainees who take course with foreign language will take a practical exam in foreign language. After passing this exam, a Certificate of Accomplishment and badge will be granted to course participant. It will help them to promote themselves as genuine geotourism guides.

Suggested program incorporates following methods: lecture and slide presentation, discussion, demonstration, practice-based methods.

We propose to use Japanese experience in this program, specifically a simulation of geo-interpretational work by trainees, which enable them to apply skills and knowledge, which they get on our courses [2].

In future distance learning of this courses will be possible.

People, who compete, fill out course evaluation questionnaire. It helps to improve teaching materials, methods, and make program more interesting for trainees.

Annual requalifying testing for certified geotourism guides is necessary. We propose to convene geotourism guides assessment committee in early April (before tourism season starts).

Duration of program: 3 months.

The model of training visualizes structure of geotourism guides course.

Geotourism guides activity aimed at transformation of visitors' consciousness in environmentally friendly way, development of geological consciousness (or geo-identity), acceptance among the general public sustainable development, through information and educational influence. People, who apply for geotourism courses attendance, should be aware of necessity of self cultivation.

Geotourism guides should wear uniform and sew patches, which will be designed by the Geotourism Supporting association of eastern Ukrainian High schools, to show their Geotourism association membership, their awards.

Geotourism guides will inform people, who live near geosites or geotourist routes, about benefits from geotourism development in region in informal way.

Model of training of geotourism guides

Mission is: to train geotourism guides' skills and to provide with knowledge our course leaver to achieve a high level of their geotourism guides' excellence, and provide visitors of eastern Ukrainian geosites with safe, interesting and exciting experience, thereby to promote geotourism in Eastern Ukraine and Eastern Ukraine as geotourism destination

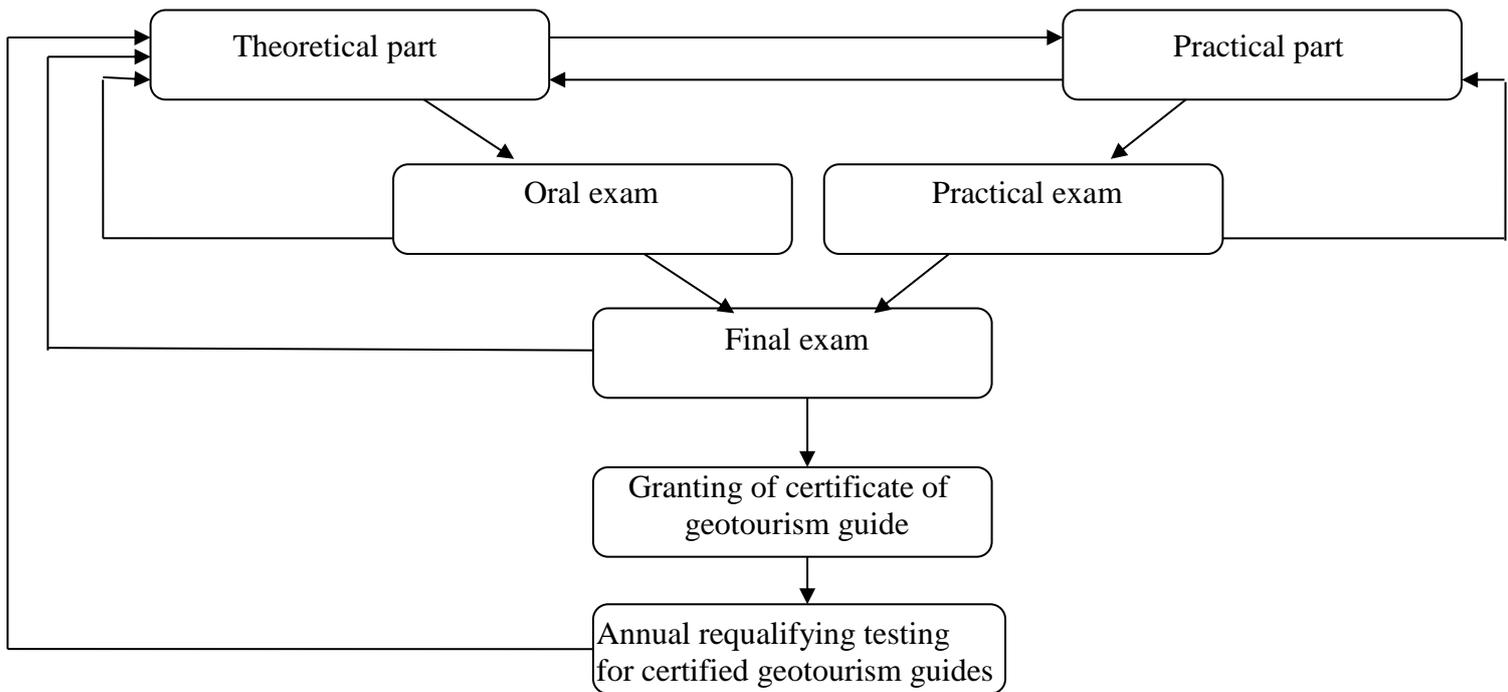


Fig.1 Structure of geotourism guides course

Geotourism guides could promote geotourism not only on geotourism trails, but in schools and other educational institutions, making short geology related presentations. Special trainings in general geology and regional geology will be offered to school teachers, tourism officials, tour operators and travel agencies to heighten their interest in geotourism and geological heritage of Eastern Ukraine.

As supplementary to the geotourism guiding courses we propose to set up a site (at the infant stage to create communities at social networking services) which will be aimed on promotion geological knowledge, especially knowledge about geology and geological heritage of Eastern Ukraine and will conduce to communication between people, who attended or complete geotourism guides' courses or just interested in geology and geotourism.

Also we propose to create an online magazine, where modern geological and geotourism research of Eastern Ukraine could be published, and where geotourism guides could describe

their experience in such way all of it will be available to public.

Geotourism guides' intercommunication and opinion pool of visitors after tour let tour commentaries and whole route be sensitive to customer needs.

At a later stage the Geotourism Supporting association of Eastern Ukrainian High schools could be established, and on the basis of this association, geotourism conferences could be run. People, who have completed courses of the geotourism guide association, will get a discount on conference fee, if this association runs conference. Also we propose them membership discounts at specialized sales outlets, where geotourism literature, kit, decals etc.

SURVEY OF ATTITUDE OF STUDENTS OF GEOLOGICAL SCHOOLS OF HIGHER EDUCATIONAL ESTABLISHMENTS TO GEOTOURISM GUIDING, AS THEIR POTENTIAL ACTIVITY

According to Dowling, guides, who have a good knowledge in geology of geosite, regional and general geology, could provide visitors with excellence experience. Considering that one of requirements for geotourism guide is to be sound on geology (both general and regional), and as a matter of reduction of training time and cost, at the early stage of geotourism guide courses development, we propose to take as course participants alumni or students of geological schools (schools of geology and geography, mining and geological schools etc.) of higher educational establishments. Among eastern Ukrainian educational establishments, which have geological related schools, are: V.N. Karazin Kharkiv National University and Donetsk National Technical University. After attending appropriate courses students become professional and high motivated geotourism guides [2].

To discover students' attitude to geotourism guiding, as their potential activity we made a questionnaire survey. In this survey took part 37 students (various years) of geology and geography school of V.N. Karazin Kharkiv National University of study.

Questionnaire contains following questions:

1. E-mail
2. Age
3. Gender
4. Year of study
5. Have you ever heard something about geotourism? (If NO – go to question 7)
6. What does „geotourism” means?
7. Would you be a guide on geological objects of interest in Kharkiv, Donetsk and

- Luhansk regions? (If NO – go to question 11)
8. On which basis you would make a tour guiding activity (voluntary (as part of summer internship), permanent job, seasonal employment).
 9. Do you have tour guiding working experience?
 10. Would you be able to provide first aid?
 11. Do you plan to work within your specialty after graduation?
 12. What geological objects of Kharkiv, Donetsk and Luhansk region are attractive to general public?
 13. Is the geology popular among Ukrainian general public?
 14. What would you suggest to promote geology to general public?

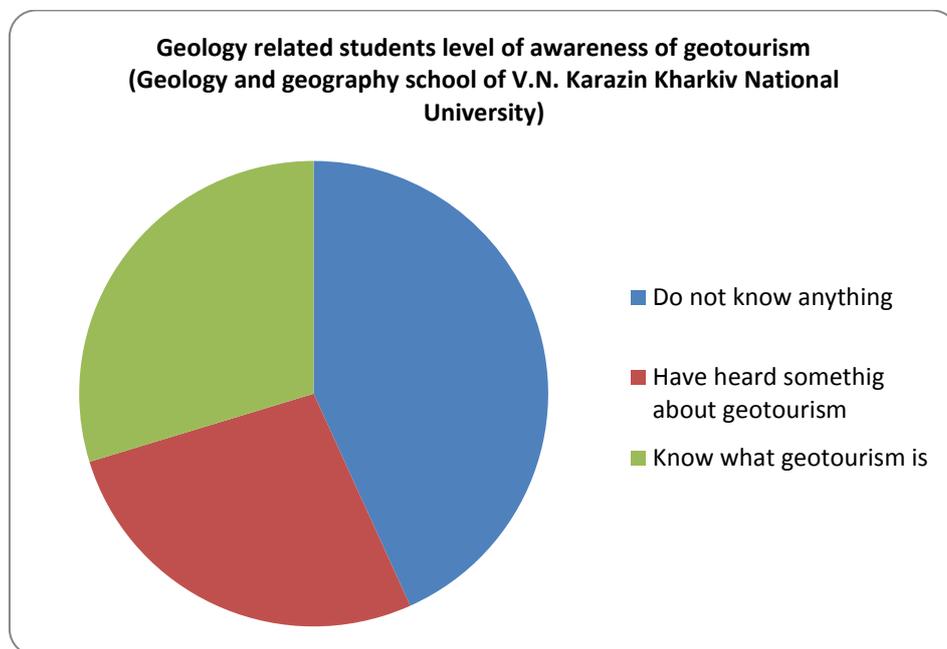


Fig.2 Awareness geology related student about geotourism

In comparison with average Kharkiv region inhabitants level of awareness of geotourism (our survey of inhabitants of Kharkiv region about their level of awareness of geotourism: 1,7% of respondents could define what “geotourism” means, and 4% of respondents have something heard about “geotourism”), students of geology and geography of V.N. Karazin University showed higher level, 21 of them (56,8%) answered that they have heard something about geotourism, but only 11 of them (29,7%) could define “geotourism”, it means that : 29,7% of students know what geotourism is 27% have heard something about geotourism, and 43,3% of them don’t know anything about geotourism [1].

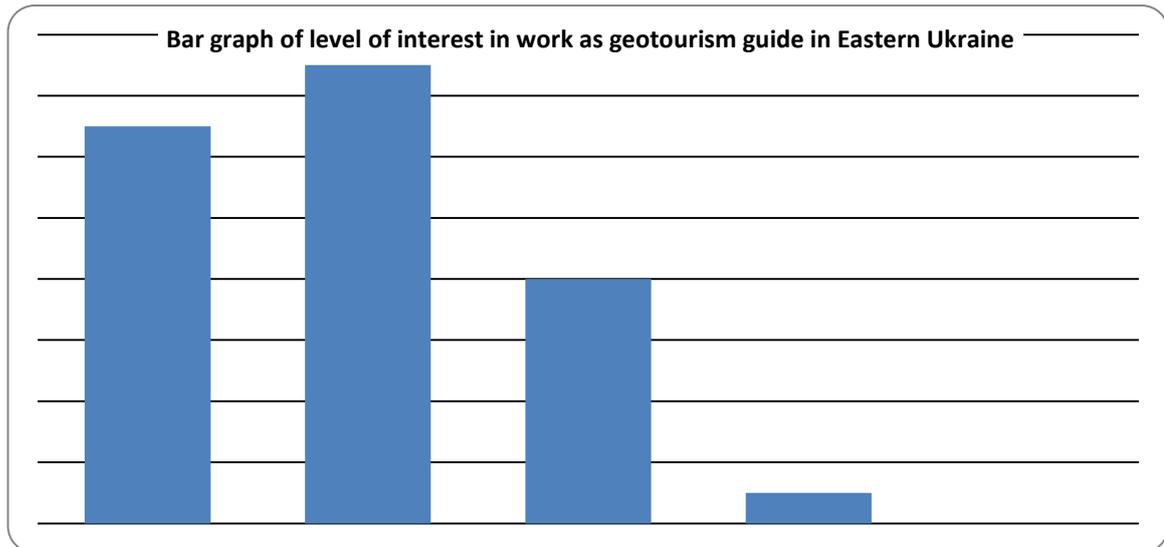


Fig. 3 Level of interest in work as geotourism guide in Eastern Ukraine

The survey showed a high level of interest in work as geotourism guide in Eastern Ukraine. It elicited 28 people, who are interested in work as geotourism guides (they selected categories “definitely yes” and “rather yes”), 8 people, who are not sure if they want to work as geotourism guides. Only 1 person selected category “rather no”.

Most of respondents (58,4%) would like to do a work of geotourism guide on voluntary basis (as part of summer internship), 8,3% of respondents would like to do a work of geotourism guide as permanent job, and 33,3% of respondents would like to do a work of geotourism guide as seasonal employment. Only 3 of these people have tour guiding working experience.

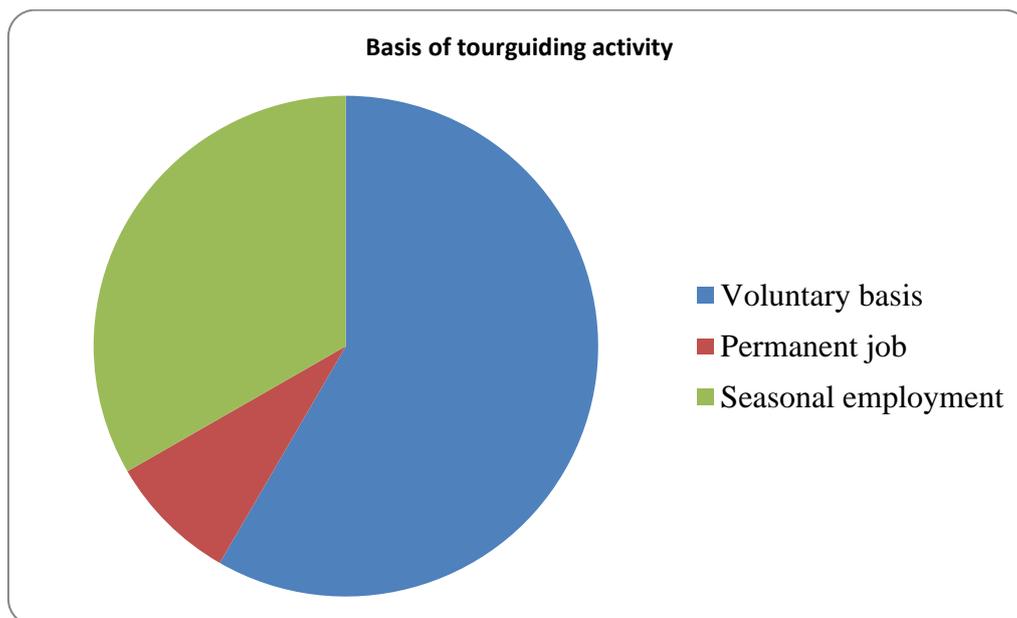


Fig. 4 Preferable basis of tourguiding activity

According to respondents self assessment, most of students are able to provide first aid (75%) of them select category “definitely yes” or “rather yes”, the rest of them (25%) chose category “not sure”. No one chose category “rather no” or “definitely no”.

28 of respondents are going to work within their specialty after graduation (they selected category “definitely yes” or “rather yes”, 8 of respondents are not sure about their future work in specialty, no one selected category “rather no” and only one of them selected category “definitely no”.

Only 16 students (43.2%) could name at least one particular eastern Ukrainian geological attraction, which could be interesting to general public eastern. 8 of students named only geological objects of Kharkiv region, 5 of students only Donetsk region, 1 student only objects of Luhansk region, 2 of students enlisted objects of both Kharkiv and Donetsk region. 6 of students named Big Kamensky exposures at Grekovska gulch (Kamenka village, Kharkiv region) and Kamenka village, Izum district (in this village and in the neighbor of it are located several geosites) generally, 2 of students name whole Izum district, where are most geosites of Kharkiv region are located. 5 students named Cretaceous outcrops at the National Park “Svatye Gory” in Donetsk region (which is located only appr. 35 km from Kamenka village, Kharkiv region). Village Gaidary, Kharkiv region, was named by 2 people, in the neighbor of this village are located Kazatcha hill and Exposure of Cenozoic strata at Gorodischenska hill. 2 students named village Belokuzminovka, Donetsk region, where is located regional landscape park “Kramatorsky”. 1 student named Salt mines at Soledar (Donetsk region) and 1 student named Royal Rocks (Luhansk region).

As is evident from foregoing, students are more aware of geological heritage of Kharkiv region and neighboring districts. It should be pointed out, that geology and geography school of V.N. Karazin Kharkiv National University has a field research laboratory (base) in Kamenka village and training facilities in Gaidary village.

Most of respondents (89.2%) consider geology science as popular among Ukrainian general public. To promote geology most of respondents suggest following actions: giving geological objects guided tours, using mass media, popular geology articles and books.

CONCLUSION

This study shows that geology related students are highly interested to work as geotourism guides. It causes us to anticipate a high demand for geotourism guide courses. Implementation of proposal for setting up geotourism guide courses in Eastern Ukraine could be a basement of professional training system and certification system of tour guides in Eastern Ukraine, and

provide eastern Ukrainian labour market with human resources are necessary for geotourism development region. Therefore Geotourism guide courses will promote geotourism in Eastern Ukraine and could be a good opening of a career in geotourism (within guiding sector or other tourism industry sector), thus it will provide people with new employment opportunities and long term job perspectives in this field. In future it will be possible to train local inhabitants as geotourism guides, but before it we should adapt and modify “general and regional geology” subject’s content for non-geologists.

Acknowledgement

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DEVELOPMENT OF LODGING INDUSTRY IN EASTERN UKRAINE 2008-2012

Mariia Dakhova and Michaela Sehnálková

Abstract

From the second half of 2008 the world financial crisis has influenced the development of lodging industry in eastern Ukraine. In the beginning of 2010 the improvement economic environment in Ukraine and low level of development of lodger industry had a positive influence on development of eastern Ukrainian lodging industry at that period of time. The European Football Championship 2012 also had a positive influence on eastern Ukrainian lodging industry development. But owners of accommodation facilities get from this event less income then they had expected. To encourage construction of new hotels in time for the 2012 UEFA European Football Championships, Ukrainian authorities take some actions to support lodging industry. Cancelling of compulsory certification of hotels also had influence on development of eastern Ukrainian lodging industry. An appropriate lodging infrastructure is vital for geotourism development in a tourist destination. This study analyses situation of lodgings from aspects of the changing market requirements and external factors.

Key words: Lodging industry, eastern Ukraine, the 2012 UEFA European Football Championship, income tax exempt.

INTRODUCTION

Services provided by lodging industry to tourists are essential part of tourism industry. Operation and development of tourism industry is an essential part of economy of the country and could bring considerable income. Accommodation facilities are the facilities that are used to provision of temporary accommodation services. Accommodation services could be provided on permanent basis or intermittently. Accommodation facilities could be divided on collective accommodation establishments and individual accommodation establishments [4].

In early 2000s, foreign and Ukrainian investors were focused on development hospitality market of Kyiv, the capital of Ukraine, but over time they started to be engaged in development of hospitality in regional cities, mainly in major business centers of Ukraine, such as Kharkiv, Donetsk, Zaporozhie, Lviv, etc. and Ukrainian public resorts: Republic of Crimea, Carpathians, and Odessa. At pre-crisis period, lodging industry of eastern Ukraine had high rates of growth, quantity of high-quality accommodation facilities increased [3].

THE DEVELOPMENT OF EASTERN UKRAINIAN LODGING INDUSTRY AT THE PERIOD FROM 2008 TO 2012

From the second half of 2008 the world financial crisis has influenced the development of lodging industry in eastern Ukraine. Among effects of the world financial crisis on lodging industry of eastern Ukraine following items could be specified:

- Occupancy of accommodation facilities diminished, especially occupancy of high price segment,
- Consumers, who previously had preferred high-price accommodation facilities, started to use budget accommodation facilities,
- Most of real estate project were postponed, and completion dates of ongoing project were indefinitely postponed [3].

In the beginning of 2010 the improvement economic environment in Ukraine and low level of development of lodger industry had a positive influence on development of eastern Ukrainian lodging industry at that period of time. The demand on services of accommodation facilities of all categories grew [3].

Also, in 2010 the demand on additional services of hotels (such as rent of conference halls, restaurant and SPA services) increased [3].

In eastern Ukraine there are several hotels managed by domestic hotel operators. One of operators is “Premier International”, which includes “Premier hotel” network, and two 5 stars hotels and one 4 stars hotel in Kharkiv are members of this network. Hotel “Donbass Palace” in Donetsk is a member of International Group “Leading Hotels of the World”. Two hotels of Ukrainian hotel network “Reikartz Hotels & Resorts” are located in Kharkiv, Donetsk and Mariupol. Since 2011 this network is a part of global network “Supernational Hotels” [4, 8, 9].

On the territory of eastern Ukraine there are a lot of accommodation facilities, located in buildings developed in 1970-1980s, in the time of dynamic development of lodging industry at this area. Usage this buildings and constructions without upgrading and renovation, led to depreciation of this accommodation facilities. Majority of these facilities don't complain with international standards. Many of these accommodation facilities don't have a well developed infrastructure. Accommodation facilities of this sort usually have low profitability. These hotels dominate in the total supply on the market and are usually average price category or budget. There is lack of budget hotels and high quality budget hostels in eastern Ukraine [2].

The European Football Championship 2012 also had a positive influence on eastern Ukrainian lodging industry development. Two cities of Eastern Ukraine (Donetsk and Kharkiv) were among four Ukrainian cities that hosted this Championship. This Championship promoted the development of Ukrainian lodging industry. Organizers of this Championship had certain requirements to the cities that host this UEFA Championship about provision with a certain amount of hotel rooms of various categories [6].

The development of lodging industry highly depends on legislation that is why Ukrainian authorities take some actions to support lodging industry to encourage construction of new hotels in time for the 2012 UEFA European Football Championship.

Initially, since 1 January 2011, Ukrainian authorities exempt from income tax business entity received from the hotel services (group 55 CTEA DK 009:2005) hotels 5 stars, 4 stars and 3 stars categories, for a term of 10 years, and hotel should be in operation before 1 September 2012. This formulation of legislation deny the right of use this exemption if the planned data of construct completion was later than 1 September 2012 or hotels that postponed their construct completion dates because of financial crisis. To develop tourism industry in Ukraine quality accommodation facilities are required. Payback period in this industry is quite long (7-12 year), that is why whole industry require state support. That is why in new edition all hotels 5 stars, 4 stars and 3 stars categories got this exempt [1,5].

In July 2011 the terms of exempt were significantly changed. Authorities set up additional terms: income from the provision of accommodation services should be at least 75% of total income of hotel.

These terms were difficult of accomplishment for most of hotels, because such additional services as rent of conference halls, restaurant and SPA services, usually brought more than 25% of income, because Ukrainian hoteliers are aimed on diversification of their services to diminish their risks.

Since 15 August 2012 there are following terms for hotels to be exempted from income tax:

1. Income from the provision of accommodation services should be at least 50% of total income of hotel;
 2. The exemptions are granted, but only in respect of income from the business entity of hotel services;
 3. With spending hoteliers use at their discretion, but within the 3-year period and to the purpose specified by law, aimed at the development of the hotel industry [1, 5].
-

Another considerable change in Ukrainian legislation was cancelling compulsory certification of hotels in September 2012. Star classification of hotels in Ukraine is optional now. This cancelling was aimed on diminishing the expenditures of hotels. Star certification procedure is quite complicated, especially for mini-hotels. Also the cancelling compulsory certification of hotels was aimed on harmonization of Ukrainian travel industry legislation [11].

In spite of all above mentioned, Ukrainian owners of accommodation facilities get less income on the 2012 UEFA European Football Championship than they expected. It was the result of following events. TUI Travel plc, one of Europe's largest leisure travel company, UEFA EURO 2012 Official Accommodation Agency for Poland and Ukraine, cancel the reservation of large amount of rooms (up to 80%) only one month before Championship. Negative attitude of European media (it was pointed to the danger of outbreaks of racism, fights fans of riot, unlawful arrest. After the Championship it turned out that the championship was one of the most peaceful in recent times) and insufficient flexibility of pricing policy of Ukrainian lodging industry also conduce to low level of hotel occupancy at that period of time [6, 7].

According to the data of executive director of Ukrainian star hotels association D.Prochorov, occupancy of hotels at pre-match days were 50-60%, and at the days of matches were 90-95%, room rates were 2-2.5 times higher at pre-match days, and 3-3.5 times higher at the days of matches. Room occupancies of hotels - members of Ukrainian star hotels association in June 2011 comparison with the same period in 2012 were 10-15% higher. Double room rates at that period of time were from 80 to 500 euro per night. The average length of stay in hotel in period of the Championship was 2.5 days, but most tourists had room in hotel on only 1 night [6].

Eastern Ukrainian lodging industry has big growth capacity; it is confirmed by accommodation services prices in cities, which are overrated comparing to average prices in Europe and satisfactory level of accommodation facilities occupancy [10].

CONCLUSION

Certain steps have been taken by Ukrainian authorities to support the development of lodging industry. But this support is aimed only on hotels 3, 4 and 5 stars categories. To harmonize a development of eastern Ukrainian lodging industry, Ukrainian authorities should make the same support for all accommodation facilities, because eastern Ukraine has not only lack of high-price accommodation facilities, but also budget accommodation facilities. Also actions of authorities should be aimed on promotion of domestic and inbound tourism (growth of

quantity of tourists in area will have a positive influence on occupancy of accommodation facilities in eastern Ukraine), because state alone could govern it effective and react on changes in short term. Low level of professional skills and knowledge of hotel managers has an adverse effect on development of eastern Ukrainian lodging industry. The most widespread their mistake is weak and not always meaningful informational support of hotel. However, in recent time investors and hoteliers who enter the market of accommodation facilities, recognize that professional knowledge are essential for accommodation facilities management [10].

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BEAUTIFUL, VALUABLE BUT UNKNOWN...

Jarmila Ferenčíková and Dana Tometzová

Abstract

Slovakia, in terms of its area, belongs to small countries of the world, but in terms of natural and cultural heritage, Slovakia could be proudly called a unique landscape. We can find an incredible amount of natural unique, but also innumerable number of cultural and historical unique. The paper presents a detailed mapping of the north-east corner of the country, the border with Poland and Ukraine, where the Upper Zemplín region can be found, which used to be the northern of the largest Slovak county - Zemplín. The most attractive part of the region is Bukovské hills where the national park Poloniny is located. There are also wooden churches located directly in the national park. These churches are built entirely from wood because it could not be used even one nail in their construction. Expected benefits of article are primarily in the visualization of the north-east region, creating diverse menus linking visit churches residing in the protected nature with visiting nearby sites along with the promotion of regional culture and customs, local traditional events that all can be attractive to many, not only for domestic participants in tourism.

Keywords: cultural heritage, tourism, wooden churches



Fig. 1 Map with wooden churches in Poloniny [9]

INTRODUCTION

Each part of Slovakia has hidden jewels, which are characteristic for that area and are incomparable with others. Wooden churches and belfries are such jewels of Eastern Slovakia, as they are unique and typical especially for this territory.

Those churches reflected the fragility and misery of man, but on the other hand reflected the unbreakable and unshakeable trust of man towards God, who is often the only and last hope in life. Man wanted to thank God as much as possible, and thus built a church as a place, where he could celebrate God properly and with reverence. Only humble and available material to be used by man for building was the wood. Whole interior and exterior, even the smallest details were made of this material. Curiosity of these buildings is the fact, that they were built without using any nails.

We can be justly proud on what our ancestors created and left for us. These cultural and spiritual monuments deserve our protection and care in order to pass this beautiful heritage of our fathers to our children.

THE WOODEN GREEK CATHOLIC CHURCH OF ST. GEORGE, 1792

In 1792 on a slope above the village Jalová, the church was built small, but adequate for the number of faithful for Greek Catholic church. It was dedicated to St. George the Great-martyr. It was enlarged already in 1831. This church belonged to so called "churches in a fur coat", it was plastered from outside, and whitened, and thus devalued. Other renovations took place in the church in 2002 and church was completely renovated, but not plastered. It is a church of rustic structure, based on stone foundation. From the architectural point of view this is a classic, church with three spaces, three parts, two towers and two metal crosses. There is only one entrance, from the western part. In the main tower are two bells. One is from 1908; second one was re-cast in 2001 [3].

Iconostasis has architecture of five rows with icons placed on five levels. It is dated to the 17th century. First row consists of four main icons: St. Nicholas, Theotokos (Hodigitria), Christ and St. George the Great-martyr. Curiosity of the iconostasis is the fact, that main icons are placed upright on the iconostasis, because of the space reasons. Deaconal doors have no leaves. Royal doors have two leaves, adorned with six medallions (four Evangelists and about are two medallions of the Annunciation). Second row is the row of feasts. Main icon of Christ the High Priest is in the middle of the third, apostolic row. Fourth row contains four medallions with pairs of figures of prophets, but because of lack of space, they are placed on the ceiling. Iconostasis is finished by a cross with figures of the Theotokos and St. John the Evangelist [6, 7].

THE WOODEN GREEK CATHOLIC CHURCH OF ST. MICHAEL THE ARCHANGEL, 1700

Greek Catholic wooden church in Topoľa was built around 1700 and dedicated to St. Michael the Archangel. Presently are two churches in the village. Wooden one and new, brick one, dedicated to Ss. Peter and Paul, built in 1994. The old church doesn't serve for regular services. Fr. Alexander Duchnovič, important national and cultural leader was born here in the family of a local priest at the beginning of the 19th century [7].



Fig. 2 The wooden Greek Catholic church in Topoľa [Photo by author, 2012]

Iconostasis (National cultural monument) shines with its variety of colors. It has architecture of four rows with icons displayed on four levels. It is dated to the middle of the 18th century. Deaconal doors have no leaves. Royal doors have two leaves and are adorned with six

medallions of Evangelists and the Annunciation. In the first row are placed the icons of St. Nicholas, Theotokos (Hodigitria) Christ the Teacher and icon of St. Michael the Archangel. Second row of feasts has the icon of the Last (Mystical) Supper in the middle. Third row contains the icon of Christ the High Priest with Theotokos and St. John the Baptist in the middle. Fourth row is so called row of prophets. In the middle is Christ on red three-barred cross with the Theotokos and St. John the Evangelist on the sides [2].

Belfry (National cultural monument) – Part of the area is also independently standing wooden belfry, built in 20th century. It is empty. Belfry is built on stone foundation. In the frontal part of the roof is placed simple one-barred cross [3].

THE WOODEN CHURCH OF ST. MICHAEL THE ARCHANGEL, 1740

In the middle of the village Ruský Potok was in 1740 built originally Greek Catholic wooden church. Its patron is St. Michael the Archangel. From the 2000 was the church transferred to the Orthodox Church.

From construction point of view this is a church with three parts, three spaces, two towers and two crosses. It is built on stone foundation. Structure of the church is classical rustic, the tower, narthex and nave have columned structure. Belfry in the southern part of the church is not original; it was built only in 1956. Inside are three bells, from the belfry in the tower [1].

Iconostasis (National cultural monument) in the church has architecture of four rows displayed on four levels. Probably it comes from the 18th century. First, main row consists of icons of St. Nicholas, Theotokos (Hodigitria), Christ, and St. Michael the Archangel, or better said Synaxis of St. Michael. Deaconal doors have no leaves. Royal doors with two leaves are adorned with six medallions (four Evangelists and two medallions of the Annunciation). On the jambs of the royal doors are the icons of St. Basil the Great and St. Gregory of Nazianzus. Space for the iconostasis is narrower, than the iconostasis, and because of this fact are the first and last pairs of icon put obliquely. Second row of feasts is divided by the icon of the Last (Mystical) Supper. Third apostolic row consists of the icons of apostles, with main icon of Christ in the middle of the row [4].

THE WOODEN GREEK CATHOLIC CHURCH OF ST. MICHAEL THE ARCHANGEL, 1718

The Greek Catholic Church of St. Michael the Archangel in Uličské Krivé is a National Cultural Monument and was built in 1718. The church has three parts, three spaces and two towers. The roof of the church is divided into two parts. Its bottom part has a significant



Fig. 3 Belfry in Ruský Potok [Photo by author, 2012]

overhang, compared to walls of the church, thus creating a shelter on the perimeter of the church. The whole church, same as a space between its upper and bottom part is covered with cleft shingles [6].

Precious **iconostasis** from the 18th century is now a National Cultural Monument. Iconostasis has its architecture of five rows. In the first, main row, we can see from left the icon of the holy bishop and wonderworker Nicholas, than of the Mother of God, the Hodegitria, and of Christ the Teacher. In the middle of the iconostasis are double – winged royal doors with atypical depiction of twelve medallions of the Tree of Jesse, the genealogy tree of Jesus Christ. Christ is depicted as the Savior with heavenly hosts in an arch above the doors. Above he royal doors is the obligatory icon of the Last Supper with twelve apostles. The third, apostolic row, contains from the middle to the northern side icons of the holy apostles,

looking towards the Christ the High Priest in the middle. The fourth row, that of the prophets consists of twelve medallions. The top of the iconostasis is due to the lack of space not finished in a form of a traditional Calvary, but only by the cross itself. Fifth row, on the very bottom is from the beginning of the 18th century [5, 8] .



Fig. 4 The Greek Catholic Church of St. Michael the Archangel [Photo by author, 2012]

Among movables are several precious icons: sizeable icon on the northern wall with the title Christ's sufferings, having additional small depictions on its periphery dated to the year 1834, precious icon of St. Michael the Archangel from the 16th century and the icon of the Mother of God the Hodegtria with honors from 15th century. Especially notable is the icon of the Mandylion – Christ's face on a napkin, on the banister of the choir, dated to the 16th century and the royal doors from an older iconostasis on the southern wall. In the sanctuary, behind the iconostasis is a beautiful icon of the Pieta in a decorated frame, where the Mother of God embraces the body of the dead Christ [6].

THE WOODEN GREEK CATHOLIC CHURCH OF ST. JOHN THE BAPTIST, 1750

The wooden church in Kalná Roztoka has three parts, three spaces, one tower and two crosses

on the top. The construction is the classic log one, while that of tower is of the pillar style. Above the log of narthex is built relatively massive tower. Unique of this church are also his plastered and whitened walls [9].

The **Iconostasis** is filled with icons, which are displayed according to a special rule – canon. It has five rows and three doors. It is dated back to the 17th century and belongs to National Cultural Monuments. Icons of feasts and icons under the main row are from the 18th century. Main row consists of biggest icons, from the left: The holy bishop Nicholas, Mother of God the Hodegitria– the one indicating the way, Christ the Teacher and patron feast icon of St. John the Baptist. The second row of icons consists of icons of feasts, and also of the icon of the Last Supper above the royal doors. Above this row stands the third row, of the apostles, in the middle with a beautiful icon called Little Deesis, with Christ the High priest in the middle and Mother of God on the northern and St. John the Baptist on the southern sides respectively. The fourth row, of prophets consists of six medallions with pairs of figures. The top of the iconostasis is due to the lack of space not finished with the traditional cross [5].

Near the church stands a wooden belfry, also listed among National Cultural Monuments. Inside hang two bells, one of them being from the year 1908, the other from the year 1933. Last partial renovation of the church took place in 1988-89 [3].

CONCLUSION

Poloniny National Park has excellent conditions to become a place visited tourist attraction, but the fact is necessary finance that NP Poloniny can be obtained from various grants and funds from the European Union. Appropriate future financial investment in the area to attract more tourists.

Also, the right promotion, creating of diverse offers visit churches residing in the protected nature of visiting related nearby sites along with the promotion of regional culture and customs, local traditional events can all be attractive to many, not only for domestic tourists.

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POSSIBILITIES OF GEO-TOURISM IN THE MALÁ FATRA MOUNTAINS – CULTURAL AND HISTORICAL MONUMENTS

Barbara Hlavňová and Lenka Muchová

Abstract

This article focuses on the characterization of the existing objects of geotourism in Mala Fatra area in the section of historical and cultural monuments that was observed. The aim of authors was to summarize existing cultural and historical monuments in observed area, define their current usage, point the existing services that are offered in the framework of tourism and point out their obvious deficiencies.

Key words: geotourism in Slovakia, cultural and historical monuments, services

INTRODUCTION

The Malá Fatra mountains belongs to the ones destinations of tourism in SR that have many geo-object, historic landmarks as well as variety of typical well-preserved villages with typical folk architecture. Despite of the fact that geo-tourism, as integral part of tourism in SR, is rather new and still improving form of tourism, above mentioned and those aspects designate the Malá Fatra mountains can become geo touristically sought after destination.

Nevertheless of above mentioned facts, nowadays it is very difficult to find complete and complex information about mentioned mountain chain, however very useful is point of view from tourist – the visitor of mountains. The aim of this article is to summarize existing information about geo-objects, cultural and historical monuments in the mountains and their current usage.

BRIEF CHARACTERISTIC OF THE MALÁ FATRA MOUNTAINS FROM THE POINT OF VIEW OF GEO-TOURISM

The Malá Fatra mountains is a mountain range in the north of Slovakia. Malá Fatra consists of two subdivisions separated by the river Váh. Malá Fatra – Kriváň spreads in the north part of mountain chain and is named after the highest mountain peak Veľký Kriváň and Lučanská Fatra spreads in the south part and is named after the highest peak Veľká lúka.

The River Rajčianka creates borderline of the mountains in the West. In the North it is bordered by the rivers Varínka, Biely Potok and Zázrivka near the village Zázrivá. National

Park Malá Fatra generates majority of this mountains chain in the North straight to the village Kral'ovany. Malá Fatra is divided from Veľká Fatra in the East by the river Turiec. In the South is border made by the Žiar mountains [1,2].

Malá Fatra is made up of crystalline rocks and complexes of mesozoic strongly folded rocks. from the geological point of view. Granites and granodiorites are visible in the South of mountains and came from cristalline core, the rest of the area is created by mosozoic rocks as limestones, dolomites, slates an quartzites. Majestic and massive are cliffs. Grikes, gulfs, caves, karstic springs and cockpits represents karstic forms. Due to this geological variegation of mountains, the touristic value is raised [2].

Above mentioned characteristics of Malá Fatra mountains determine its creation of all geo-object, that includes:

- Temal, mineral waters,
- Caves and other geo touristically attractive and natural objects.
- Cultural and historical objects.

Thermal and mineral waters in Malá Fatra

There are 5 natural well sources and 3 natural sources of mineral waters in Malá Fatra mountains [3]. The most famous source is source of mineral water Fatra that has been discovered in Martin – Zaturčie in 1929 by water finder Hebda. [4]

Crystal bore KM-1 in the village Kláštor pod Znievom belongs to the most plentyful sources of mineral water in SR, effieency measured to 11 l.s-1, used effieiciency is 8 l.s⁻¹.. Natural mineral water Kláštorná is considered as the queen of Slovak mineral waters and this price was gained by her neutral and delicious taste [5].

The most famous thermal sources are in the bath village Rajecké Teplice that are famous by their treatment of psychical and neurological diseases, diseases of motoric tracts and diseases as a result of job professions and generally helps to enhance health condition.

In the summertime tourist can visit thermal pool Laura in Rajecké Teplice, that offers their services during summer when the temperature is higher than 22 °C. The temperature in the thermal pools is 26°C. Visitors can find there beach volleyball and minigolf at thermal pool Laura [6,7].

Near the village Rajec there is another thermal pool Veronika Rajec with the area 55 000 m² and it is 7km far from Rajecké Teplice. Evenmore, you can find there 8 pools. Thermal pool

Veronika Rajec offers to its visitors roller coaster, aquadrom, sandbox, playground for children and beach volleyball court, basketball cages, minigolf and table tennis [8].

Near to a village Stráňavy there is a thermal pool with the identical name and has 1,88 ha. It has two pools, big pool (50x23,5m) and pool for children (12x8m) with the temperature of thermal water 24-26 °C [9].

Caves and other geo-touristically attractive natural objects in the Malá Fatra mountains.

The most famous caves in Malá Fatra mountains are: Hoblíkova cave (Hoblíkova jaskyňa), Cave in Kral'ovianska Hill (Jaskyňa v Kral'ovianskej kope), Cave v Kralovian Kope, Crystal cave in Malý Rozsutec (Kryštálová jaskyňa v Malom Rozsutci), Kral'ovianska middle cave (Stredná kral'ovianska jaskyňa), Old Stratenecká cave (Stará stratenecká jaskyňa), Višňovská cave (Višňovská jaskyňa), Žaškovská cave (Žaškovská jaskyňa) but all of them are inaccessible to the public.

Among geo-touristically attractive objects in the Mala Fatra mountains belongs [1,10]:

- Narrow area **Diery** in national reservation Rozsutec that consists of three parts: Down Holes -*Dolné diery* (touristically attractive narrow with ladders, bridges – nature trail), Upper Holes - *Horné diery* (narrow river between big and small Rozsutec with many rocks objects, waterfalls), New Holes - *Nové diery* (narrow that appears from Down Holes) .
- **Domašínsky meander** – natural monument, made by continuous channeling by the river Vah to increasing mountain at the end of cenozoic and at the beginning of quaternary era.
- **Dubná skala** – Dubna Rock – huge stone pit in the North from Vrutky.
- **Katova skala** – natural reservation with protection of limestone cliff that has karstic signs.
- **Kral'oviansky meander** – natural monument with protection of infrequent form of river relief.
- **Šútovský vodopád** – Waterfalls Šutovo – protected waterfall that is situated in the natural Slovak reservation Šútovská dolina that belongs to the highest in Slovakia.
- *etc.*

Cultural and historical monuments in the mountains of Mala Fatra

We can distinguish cultural and historical monuments in the mountains of Malá Fatra into three sections: castles, ruins and remainders in the mountain area and other manor houses,

museums and theatres, religious and church architecture monuments and also war cemeteries and memorials.

Castles and remainders in the Malá Fatra area

Kunerad castle is attractive monuments in the Malá Fatra mountains. The castle was built in the years 1914-1916. It was occasionally used as an occasional residency by the Ballestrém family, was comfortably equipped and had its own power plant using a water drive. During World War II, during the Slovak National Uprising, the headquarters of the 2nd M.R. Štefánik's partisan group resided here and because of this the castle was set on fire on 25th September 1944. The castle was reconstructed in 1959 and since then it has been used for health purposes (a part of the Rajecké Teplice Spa).

At the present time the castle is closed. It was a big fire in 2010 and now it is destroyed.

Star hrad/ Old castle is a remainder of castle. The castle standing in the forest background of the Domašín Meander of the river Váh above Strečno. It was originally called Varín Castle.

Hrad Zniev is the third highest situated castle in Slovakia. It is situated on the peak Zniev in Lučanská Malá Fatra, high above the village Kláštor pod Znievom. Castle was built after the year 1241 right after the Ugriens armies were prevailed by Tatars. In the past the castle was also residence of Turčianska monarchy. [1,10]

Strečno Castle is more than 700 years situated on the high rock on left bank of the river Vah. The castle is again accessible for public after a longterm reconstruction from 1995 along with expositions in Považské museum in Žilina. At first the exposition presented „The history of Strečno castle“ but now it is substituted by exposition „Disclosed past“ with the significant archeological findings of this region. The most famous historical figure who lived in the castle is undoubtedly Žofia Bošňáková, wife of Francis Wesselenyi. For her good deeds and helping the sick and poor, she was called the "saint of Strečno". In 1970, the castle was declared a national cultural monument. It has undergone reconstruction Works [11].

Strečno castle is one of the most visited castles in Slovakia due to the events prepared for visitors, as for example: Day of Jánošík in the village Terchová etc. Despite of this fact visit rate in 2012 decreased for 4 761 visitors in comparison to the year 2011 (Fig.1).

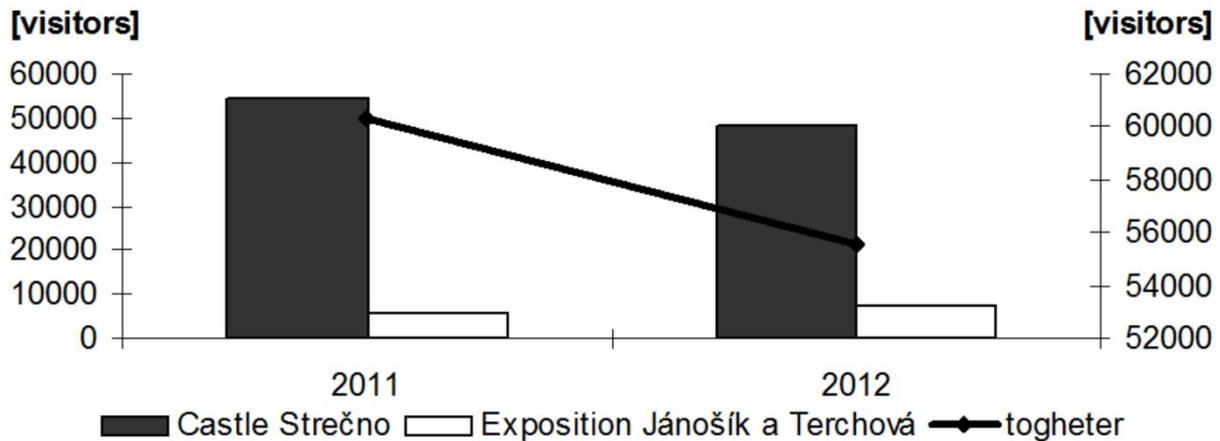


Fig. 1 Visit rate of Strečno castle, Source: Worked out according to internal sources of Považské museum in Žilina [12]

Manor-houses

There are 7 manor-houses in the Malá Fatra mountains registered in Memoir Office SR with variety of usage. Csillaghy manor-house in Istebné is in the present social residence for children and teenagers. Manor-house in Valča is under the duty of private foundation. From the point of view of tourism is interesting the utilization of Pongrácz's manor-house in Krasňany as a guest house.

Reichel manor-house in Martin - Záturčie runs the restaurant and coffee bar. The other manor-houses are insufficient due to their technical conditions [13].

Museums and theatres

Slovak National Museum

In the report of Slovak National Museum on the area of the Malá Fatra mountains there is Museum of Andrej Kmeť (Martin) that studies and explores nature of northern west of Slovakia, Museum of ethnography (Martin) that specializes on the rescue, research and documentation and presentation of folk culture in Slovakia, moreover there is Museum of Slovak village (Jahodnícke groves) considered as the biggest museum in nature in the whole Slovakia where on the area of 15,5ha is situated 145 habitable, farm, technical, social and religious buildings from various regions of northern west of Slovakia.

In the report there is another Museum of Martin Benko (Martin) that is situated straight in the house of a painter and illustrator Martin Benko. Office, atelier and the bedroom are in a good and even in authentic conditions according to the last wish of the artist. Among the youngest

museums in Martin are minority museums – Museum of Czech culture in Slovakia (Martin) and Museum of gipsy culture in Slovakia (Jahodnícke groves) [14].

City museum in Rajec

City museum in Rajec belongs to touristically attractive museums of the Malá Fatra mountains. It is situated in the building of brewery from 17th century and has two expositions – ethnographical and natural science. The most famous exhibit is the document written by Mária Terézia from 1749 which liberated Rajec citizens from paying road fees in the whole Ugrian [15].

Považské museum of Juraj Janošík in Terchová

Exhibition of Jánošík and Terchová nowadays was introduced to public in August 2008 during the traditional folk festival Days of Jánošík. Moreover, it is considered as one of a kind because of its focus to describe Juraj Janošík and his hometown Terchová from the point of view of history and athnographically [11,12].

Slovak Chamber theatre in Martin

Slovak Chamber Theatre in Martin started up in 1944 as the second profesional theatre in Slovakia. It used to have a great influence when the stage-craft has been forming in Slovakia. The theatre presented and still present actress as Emil Horváth, sn., Jozef Kroner, Elo Romančík, Mária Kral'ovičová, Emil Horváth, jn., Marta Sládečková, Matej Landl etc. [16].

Religious and sacral monuments

Bethlehem in Rajecká lesná illustrates birth of Jesus in bethlehem, life and history of Slovakia in miniature form. It is an unique Christian, artictic, national and graving work of art made by a carver Jozef Pekara from Rajecké Teplice. Work of art illustrates jobs and handicrafts that Slovak citizen handled, their folk costumes, habits and way of life. Characters move, work and even celebrate. [17]

Military memorial and cementeries

Memorial of frensh partizans is situated near the village Strečno on the hill Zvonica. It was built in the years 1952-56 on the honour of lost french partizans. It is made of white travertine (from Spiš). There are corpses of 24 french partizans in the crypt under the memorial.

Annually there are organized memoir fests at the end of August to get honour to french partizans and always the diplomacy from France is invited [18].

National cemetery in Martin was established at the end of 18th century as city cemetery. In the second half of 19th century, in 1967, gained nationwide importance and was announced as National cemetery and National historic landmark. Many Slovak famous and important people rest in peace there, for example: poet Martin Kukučín, writer Janko Jesenský, actor Emil Horváth sn., básnik Janko Kráľ etc. [19].

2 SURVEY METHOD AND INTERPRETATION OF RESULTS

Above appeared information unequivocally show that mountain Malá Fatra disposes of relatively marked geo-touristic potential which at present is not sufficiently exploited. It was this fact just led us to the realization of a survey of visitors in this geo-touristical destination. The sample of respondents were as included 87 tourists from EU countries of different ages and gender. The survey was realized in the summer months of July and August 2012 in the tourist accommodation facilities in districts: Žilina, Martin and Dolný Kubín. Hypothesis survey pursued the following aims:

- Find out, which objects of geo-tourism are decisive in choosing the final destination for tourist
- Find out, which objects of tourism would decide in visiting of Malá Fatra
- Find out, if the tourists have an idea what defines the term “geo-tourism”.

In order to verify the hypothesis set out on the basis of the survey aims a questionnaire were presented to the respondents. There were 7 close and 1 open questions.

The first question was tasked to determine how many of the interviewee has visited Malá Fatra already. The results showed that there were 68 visitors of the number of respondents, i.e. approximately 78%. The following questions were answered only by these respondents who had visited Malá Fatra at least once. The second question identified gender (Fig. 2) and the third, age group of enquired visitor of this destination (Fig. 3). 55,88% of men and 44,12% of women participated the survey who had visited the destination. Most interviewees were at the age of 31 – 40 years (42,65% of total respondents) and at least at the age of 65 years (1,47% of total respondents).

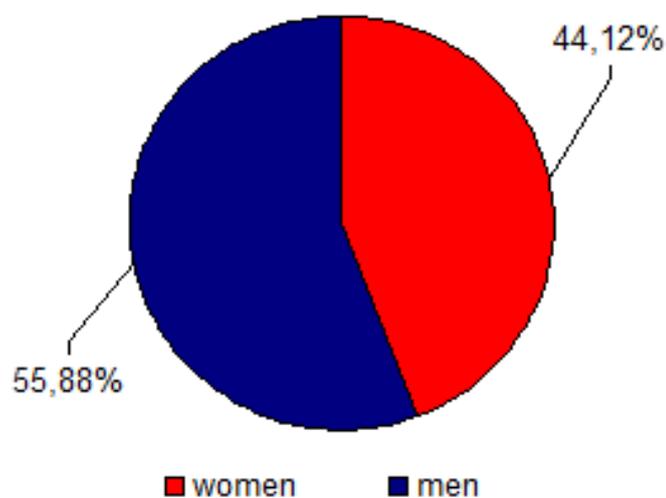


Fig. 2 Please specify your gender

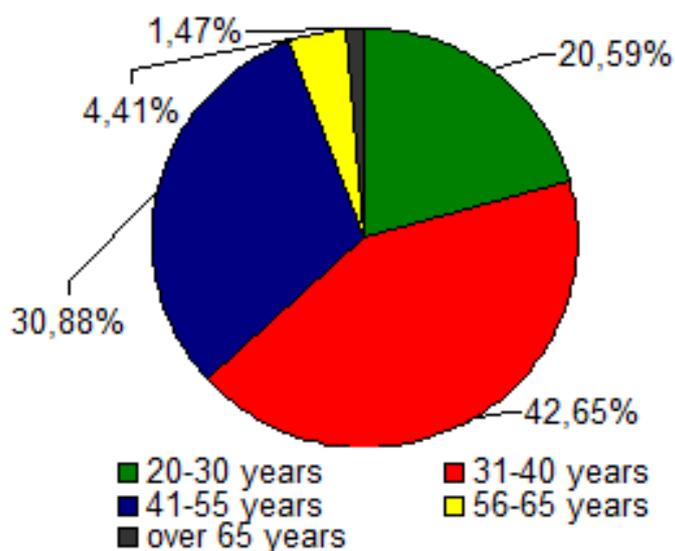


Fig. 3 Please specify your age

In close interaction with previous questions, the respondents inserted their country of residence.

Of the total number respondents who had visited analyzed destination in the largest number were Czechs (32,35% of total respondents) and Germans (30,88% of total respondents), while the smallest number, Englishmen (only 7,35% of total respondents) (Fig. 4). After finding the issue logically followed the question with the aim to determine where tourists gathered

information about the destination from. Approximately 45% interviewee visitors stated that information about Malá Fatra drew on the Internet, and 63,24% were decided on visiting the destination on the basis of references and recommendations of their relatives and friends. Only 1,47% of visitors drew the information about Mala Fatra in Tourist Offices (Fig. 5).

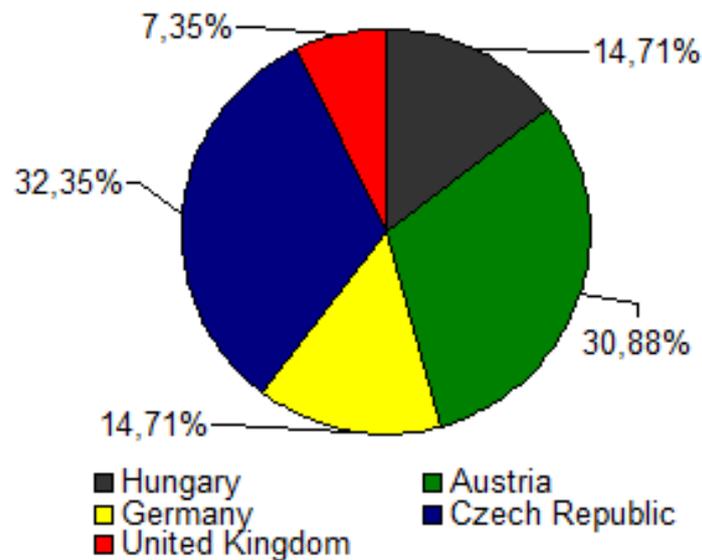


Fig. 4 Enter the country of residence

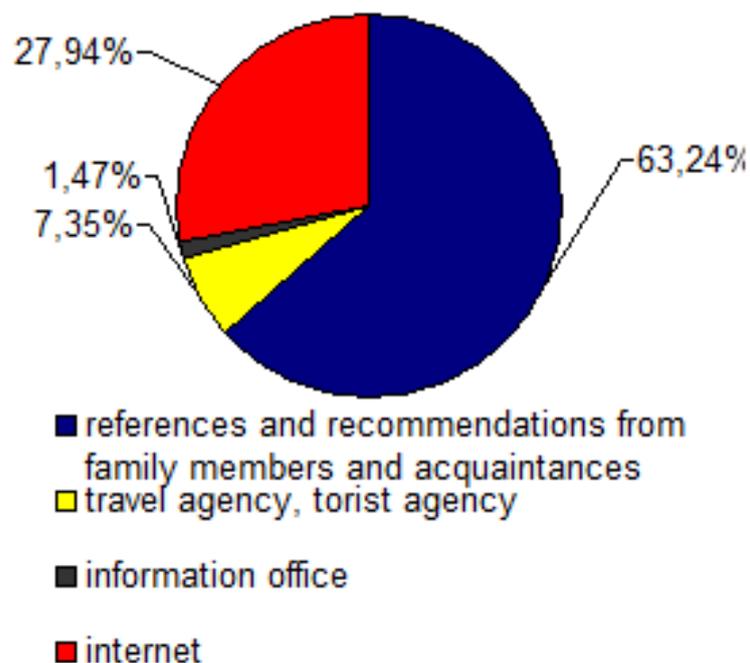


Fig. 5 Where did you draw information about mountain Malá Fatra?

The aim of the next question was to find out which objects of tourism in mountain Malá Fatra they have visited. The natural objects (as caves, thermal parks or spas) were decisive for 48,53% of interviewees who had visited the destination, and for 36,76% of interviewees' it was historical buildings (castles, country-houses, manor houses). The visits of sacral monuments were least of all decisive factor and only 1,47% visitors of Malá Fatra (Fig. 6).

The last two questions were directed to the term "Geotourism". 10,29% of total number interviewee stated that knows what geo-tourism means (Fig.7). More that 46% of respondents said that geo-tourism is focused on exploring the natural finding sites, 39% held that it is the tourism of geographical character of the location.

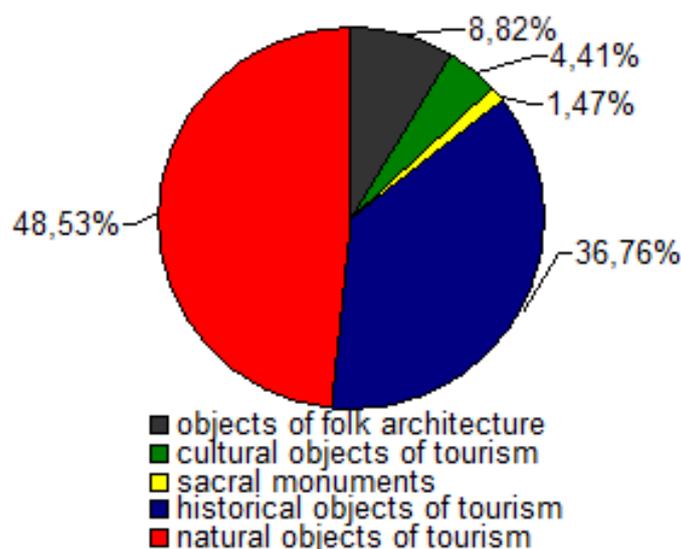


Fig. 6 Which objects of tourism were decisive in the selection of the target destination for you?

CONCLUSION

The Mountain Malá Fatra belongs to the touristic destinations of the Slovak Republic with significant potential for development of geo-tourism. The current state of the promotion of the destination does not offer a comprehensive offer of named mountain to the potential visitor, upon which he could decide to visit it. That is why the survey was performed to determined the influence of geo-touristic objects as motivational factor in choosing this destination for vacation, which confirmed that tourists seek out this tourist destination mainly for its specific geo-objects (for 48,53% of interviewee is decisive existence of natural objects – caves, thermal parks or spas) and cultural and historical sites (38,23% of respondents). The survey results showed that the greatest benefits of this destination are frequently visited geo-touristic locality despite the fact that most tourists did not realize that they are geo-objects that complete specifics portfolio of tourism Malá Fatra.

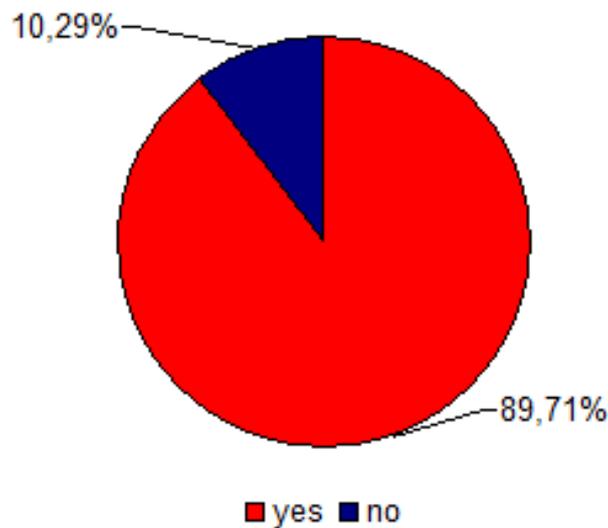


Fig. 7 Do you know what the term „Geotourism“ means?

To increase the attendance of Malá Fatra could help the comprehensive promotion strategy of this destination with focus on its particularities (geo-touristic important localities, cultural and historical sites) because potential tourists do not have opportunity to find comprehensive information about this destination.

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POSSIBILITIES OF GEOTOURISM DEVELOPMENT IN THE AREA OF CENTRAL SPIŠ

Lenka Muchová, Eva Tomková, Barbara Hlavňová

Abstract

The article is devoted to the development of geotourism in the area of central Spiš, based on the relatively strong geotouristick potential. The development potential of Geotourism in this area is determined by the number of geotouristically major sites that are appropriately supplemented by the cultural and historical tourism objects. Based on general definitions of geotourism and the fact that it is a relatively new and continually evolving form of tourism, geotouristically significant sites of central Spiš which form the basic platform of geotouristical development are characterized in detail in this paper.

Key words: geotourism, development, Central Spiš

INTRODUCTION

Geotourism as continually evolving form of tourism is based on the cognition of spatial geo-objects (objects of geotourism) and geoprocesses with emphasis on their aesthetic and historical value. This form of tourism, which is based on the concept of sustainable tourism development, allows its participants to become familiar with the specific geological phenomena of a geotouristic destination. In recent years, the demand for this specific form of tourism is increasing because tourists are showing increasing interest in visiting various destinations with the presence of geologically attractive objects.

In Slovakia there is quite a large number of spatial objects located in different tourism destinations, which form a significant potential for the development of geotourism. Such destinations include the area of central Spiš which potential is based on several major geotouristic sites including Belianska cave, Sivá Brada, Gánovce travertine, Dreveník, but also Spiš castle.

CHARACTERISTICS OF CENTRAL SPIŠ

The central Spiš belongs among attractive tourist destinations not only in Slovakia but also in Central and Eastern Europe. This destination is characterized by a specific offer of tourist attractions [1], which consist of not only unique cultural and historical monuments and many

surviving folk traditions but also especially attractive spatial objects which also form the specificity and therefore the potential for the development of geotourism in central Spiš.

The central Spiš, which is made up of the administrative districts of Poprad with an area of 1,124 km², Levoča with an area of 357 km² and partly Kežmarok with an area of 840 km², from the geological point of view is in the inner Carpathians. The actual geological structure of the territory described involves mainly Paleogene rocks of the Sub-Tatran group. They are kept in fully layered sequence, starting pre-transgression continental sediments, in the hanging with marine basal members to the highest mainly sandstone strata [2].

At the Sub-Tatran group following strata are allocated [3]:

- borovské strata,
- hutianske strata,
- zuberecké strata,
- bielopotocké strata.

The development of the number of tourists visiting the area of the central Spiš in 2001 - 2011 showed a fluctuating course of development, and based on the available statistics it can be concluded that highest attendance showed Poprad district in the long time period and on the contrary the lowest showed Levoča district (Fig. 1). The most visited geotouristic site for a long time are the High Tatras, Tatra spa locations (Poprad district) and Spiš castle, which are accounted for more than 65% of the total attendance of Levoča district.

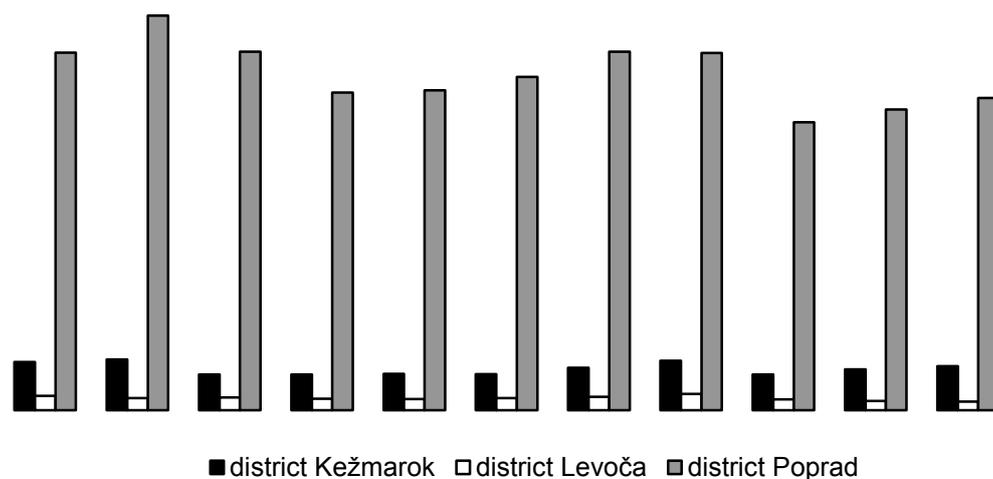


Fig. 1 Progress of tourists in particular districts of central Spiš

Source: Prepared according to Slovak Bureau of Statistics

The progress of visitors assessed by the number of participants in tourism of central Spiš showed in 2011 compared with the previous year a slight increase of around 3,9%, but compared to 2001 a significant reduction of nearly 13,2%.

The above data show that the central Spiš despite a long tradition in tourism has significant disruption in number of visitors for each district, which is related to the preferences of visitors preferring either cultural monuments or recreation in the mountains. Moreover, this region is still poorly publicized abroad, causing a steady decline in number of foreign tourists.

Geotourism development potential within central Spiš area

The geological structure of the area determines the geobjects that support the development of Geotourism in the central Spiš and thereby enhance the overall attractiveness of the destination, the level of tourism potential in the medium and long term, indicating that central Spiš has the potential with supra-regional importance and even the potential of international importance (category I) [4].

The important geological sites that are also quite significant potential for development of geotourism in the concerned region include:

- caves – Belianska cave,
- hydrogeological sites – Sivá Brada Spring,
- stratigraphic location - Spiš Castle Hill,
- paleontological site - Gánovce travertines,
- tectonic locations - Dreveník.

Belianska Cave

Belianska Cave is located in the village Tatranská Lomnica (Poprad district) and one of the most visited caves in Slovakia. It is known for occurrence of calcite-rich sinter filling, engaging are sinter waterfalls (Cathedral of Slovak National Upride, High Dome, Waterfall Dome, Music Hall), and pagoda-like stalagmites (Palm Hall) [5].

The main reasons for the protection of national natural monuments include mainly limestone stratification which was important in the development of caves, karst secondary filler represented by rich sinter decoration and not least important geological and speleological values. Its potential in geotourism is also enhanced by the fact that it is currently the only show cave in the Tatra National Park and in the region of the middle Spiš [6].

Sivá Brada Spring

The spring in Sivá Brada (Fig. 2) is the best known spring in Hornád Basin. This National Nature Reserve is a typical travertine dig about 25 meters high and at the base nearly 500 m wide. At its peak in the middle of a spring lake with a diameter of 3 m and depth of 0.3 m earthy mineral water springs, CO₂ saturated, so it seems as if it was boiling. At the edges of the crater layers of spring are constantly colliding which has created a hill and has turned into travertine [7].



Fig. 2 National Nature Reserve Sivá Brada - spring of mineral water

This interesting and unique location with an area of 19.55 hectares was declared a national nature reserve in 1979 and became a national natural monument in 1994. Due to the wide range of human activities, it ranks among the most vulnerable national natural monuments of Slovakia. The impact of non-cooperated excessive visiting rate, motoring, agricultural production and accumulation of chemicals is extensive devastation of land and destruction of many natural values [7].

Gánovce Travertine

Several large travertine mounds were created in Gánovce municipality and its surroundings, which are valuable geological and geomorphological phenomenon documenting the formation of travertine sedimentation of thermal mineral waters. In one of them (Hrádok), which is located in the village today, travertine was exploited till the late 19th century. The extent of this exploitation has been great in the past but this building stone has already been exhausted. Travertine from Gánovce, however, gained popularity particularly when a mould of Neanderthal man's brain was found. Its age is estimated to be 105,000 years. At the same time, this travertine hill became a depository of various fragments from many later periods. In the travertine mound in Gánovce many objects from the Bronze Age and Iron Age were found, and became one of the early evidence for ore processing in the Slovak Republic [8].

Dreveník

Dreveník, located in the Hornád valley in Spiš region, just next to the Spiš Castle, is one of the most famous rock cities [9]. It is a national nature reserve, where the travertine hill, made of mineral water wells on a geological quarry near Spišské Podhradie, has a shape of plane mountain and is characterised by a variety of towery formations (Fig. 3), fissure caves and chasms, fossil finds, rare and diverse flora and archaeological findings. Since 1993, together with the nearby Spiš castle, it belongs to the sites of the World Cultural and Natural Heritage. The reserve is managed by the Slovak Paradise National Park [10]. In the above site the remains of mammoth, monuments of Neolithic, Bronze Age, and the age of fortified settlements were found. The length of the Dreveník complex is almost 2 km, the width is 800 m, and the thickness of travertine layers is up to 100 m. It is therefore the most solid travertine complex in Slovakia. The geological attractions occurring in the massif includes more than twenty registered caves, the most famous include: Ice Cave, Cave of Sysel' (ground squirrel), Bat's Cave, Large Cave, Dark Cave, or Fissure Cave, which is the deepest of them (up to 100 m) [11].

Spiš Castle

Spiš Castle (Fig. 4) is a castle ruin occupying the top of Spiš travertine castle hill, forming a dominant wide area on the main road linking the eastern regions Spiš and Šaris. It is not only the evidence of the development of architecture from the 12th to 18th century in Slovakia, but also its area of more than 4 ha (exactly 41,426 m²) is the largest castle complex in Slovakia and one of the largest in Europe [13].

A national cultural monument, part of the Levoča monument group, Spiš castle and the surrounding monuments have been inscribed in the UNESCO World Heritage since 1993. Limestone rock on which the Spišs castle is located with an altitude of 634 m is 200 m above the surroundings [14].



Fig. 3. Dreveník, Source: Drahomirecký, 2011 [12]



Fig. 4 Spiš Castle, Source: Kukura, 2012 [14]

The castle area, an extended exposure of Spiš Museum, is open to the public. Several objects are available – in the lower court a so called educational trail, part of which (along with protective fortification walls) are well-preserved and reconstructed bases of the circular fort of Jiskra troops (Fig. 5), the barbican of the west gate of the middle courtyard from 14th century, bases of prehistoric building of iconic character, as well as bases of a farm buildings from 17th century. In 1985 a historical exhibition became available in the building complex of Renaissance arcade corridor and West Gothic palaces in the upper castle [13], presenting evidence of the settlement of the castle rock from the earliest times to the construction of the castle, political and military power of the nobility, with emphasis on defensive combat techniques of the castle in the 15th – 16th centuries.



Fig. 5 The museum of the castle at the upper courtyard, Source: Kukura, 2012 [14]

CONCLUSION

The territory of central Spiš which has a relatively strong potential for tourism, many natural curiosities, historical monuments, and geotouristically interesting sites, including: Belianska Cave, Sivá Brada Spring, Gánovec travertine, Dreveník, Spiš Castle generating potential to support the development of geotourism. Despite the attractiveness of the area of central Spiš,

the attendance has reported decreasing since 2007 and a slight increase in 2011. This trend has caused a decline in demand for other tourism services, which led to a reduction in competitiveness and loss of confidence of domestic and foreign tourists.

Based on the above information it would be useful to create a concept of geotourism which respects the specificity of the area of interest and the potential of particular geobjects to support the development of this form of tourism, thus creating a specific product with sufficient competitiveness. The uniqueness of the product defined in this way would reside in non-traditional advertising of geoturistic cultural and historical significance of the travertine centre of Spiš which would be supported by creating maps of major architectural monuments of Spiš travertine.

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DOBŠINÁ AS THE COMPONENT OF THE GOTHIC ROUTE

Jaroslava Neubauerová and Lenka Rezníčková

Abstract

The main aim of this article is to identify reasons for inclusion of Dobšiná in the first thematic-cognitive route in Slovakia. Geographical location ranges Dobšiná to Spiš- gomer circuit which is, together with other 34 communes and towns, component of the Gothic Route. The Gothic Route is a 276 km long circle which passes through 9 towns, 24 rural communes and contains 270 information panels.

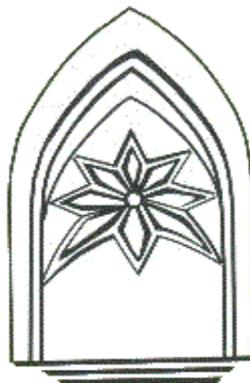
Key words: tourism, Gothic route, Dobšiná

INTRODUCTION

Slovak republic has a various touristic potential, which includes almost all forms and kinds of tourism. Rich portfolio of Slovak touristic products opens a wide scale of opportunities for tourists and investors.

TOURISM IN SLOVAKIA

There are a lot of cultures of The West and East which mutually replaced each other during thousand years' history on the area of Slovakia because of its location in the centre of Europe. From Celtic settlements, through the ruins of Roman fortifications, Slavic cult places, mansions and castles of Hungarian aristocracy, medieval mining towns of German settlers, the easternmost gothic monuments in Europe, renaissance and baroque palaces, Greek and orthodox wooden churches, Jewish synagogues and cemeteries, middle- war functionalism and socialistic realism of growing cities until present shows reflecting the newest trends.



Gothic route is the first thematic and cultural-cognitive route in Slovakia. It is divided into 4 basic ambits and so they are: spiš – gemer circuit, spiš – tatra circuit, spiš – pieniny circuit and gemer – rimava circuit. One of the branches of this route connects two historic regions of Spiš and Gemer. It exceeds the state border with Poland in the north and in the south with Hungary.

DOBŠINÁ

Dobšiná is a part of spiš – gemer circuit of Gothic route. It is a small mining town and it is located in the north-western side from the Rožňava County. It is also known as entry gate to Slovak Paradise (*Slovenský raj*) as national park in Slovak Ore Mountains (*Slovenské rudohorie*). This town inputs into history in the 13th century as the Slovak settlement based on Bebek's impulse. Archive documents mark Dobšiná as the first steel city in Hungary. There was a first blast furnace built here in 1680. In this time, Dobšiná's copper was exported to the Netherlands. In various historic eras there was an iron, copper, cobalt, nickel, mercury, asbestos and also silver mined here.

LUTHERAN CHURCH

Among architectural monuments dominates an lutheran church built as a replacement of older church in late 15th century and in the 1891 was completely rebuilt. The church is the most important cultural monument and it is also a symbol of mining movement in the surround of Dobšiná because of mine worker's majority was of Lutheran confession. It is a reason why were mining hammers mounted to top cross of the church, mining hammers are situated in the floor in front of the altar too.



Unloading of The last supper picture with crystals and minerals mined in past time in Dobšiná is considered to be interesting. This picture functions as the copy of Leonardo da Vinci's painting on the wall of Santa Maria delle Grazie in Milan. The church was built in Late Gothic style in 1480 near the older chapel from 1st half of 14th century sacrificed to Saint Valentino. It has been passing through various reconstructions during the years. Present building is of one nave with transept, presbytery with polygonal ending, built sacristy and pre-built tower. From the former building there is only presbytery and peripheral stall of nave retained. The main entrance into church leads from under-tower through hobnailed door from 1794, fitted in stony portal. Interior of the church including vault was in 1902 painted by ornaments of flower decor. In the floor is in whole range of nave and sanctuary decorative terrazzo spilled. Altar is of neo-gothic style from 1885 with the painting of Christ saviour by Theodor Boemm. The tower is divided by wooden floors on 8 storeys connected with wooden stairway. The construction of bells is in the 7th floor, in this height there are 3 balconies opened through neo-gothic French windows. At the highest floor are dials situated and the clock machine is placed on the floor below bells. In the church is table with Latin and German description of Turk's invasion to the town in 15th October 1584 placed.



Wooden memorial table is placed in sacristy. There is an alternation of upper and lower case, what is typical for renaissance Latin writing. We can introduce upper cases as numbers and

after counting get 352, what indicates number of kidnapped inhabitants of this town. After the calculation of second row number we can get number 1584, year of Turk's invasion. Another memento for this event, the little bell of this church rings every day in given time. Facade and windows are of neo-gothic style. The archive research of presbytery has brought discoveries of extended fragments of medieval painting. Under this painting were late-medieval findings of presbytery painting which extent and artistic value are evidence of economic prosperity of this town in 2nd half of 15th century. Revealed were paintings depicting passion cycle, doomsday, frames of more saints and extended scene of Virgin Mary coronation with angel quartet in inner side of arch.

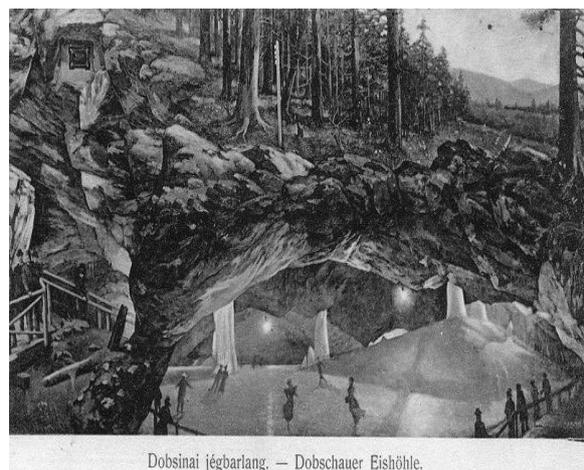
TECHNICAL MONUMENTY

Drainage tunnel is considered technical national and cultural monument, minted from Steiseifen valley with the beginning in 1851 and ending in 1902 exactly at the border of mining field at Biengarten. Entire length of the tunnel is 1872 metres. Traffic or delivery in that gallery was maintained by railroad and conditioning by the digging of central chimney with head fan. Main purpose of digging was solely siderites. In consideration of exhausted resources, mining was in 16th of December in 1969 stopped. Since 1970 has the gallery been walled for the reason of safety by quarry stone. Above the portal was the stony table with scripture of gallery's sign of crossed hammers and miners' farewell "Glück auf" with name of the gallery and date – Städt Erbstollen 1851 placed. In walled surface was the stony pylon with cross placed. For the safety reasons, the Mine office permitted to swamp the main entrance.



DOBŠINÁ ICE CAVE

Dobšiná Ice Cave (*Dobšinská ľadová jaskyňa*), situated in Slovak Paradise (*Slovenský raj*) National Park, belongs to the biggest ice caves in the Europe because of its length and deepness. Due to its important and unique decoration it was classified into the list of cultural and natural heritage of UNESCO. Its entrance, also known as, “Ice hole” is situated under the surface of Duča massive in altitude of 971 m. Access to it leads by serpentine footpath. Superlevation between the settlement Dobšiná Ice Cave (*Dobšinská ľadová jaskyňa*), and cave entrance is 130 metres. Length of tour is 515 m and camber is 43 m. It would take about 30 minutes. The cave was discovered by young mining engineer E. Ruffini in 1870 and in the next years was this cave opened to the public. In 1882 it became the first electric illuminated cave in Hungary. Some famous people visited this cave, among others it was also Bulgarian emperor and Serbian king. In honour of Charlie Louis Habsburg, concert took place in the Great hall In 1890. In the past, the summer ice skating took place there. In distant past was this cave connected with Stratená Cave (*Stratenská jaskyňa*), but after the collapse of some parts the natural connection has been plugged. With the length of 1232 m and depth of 112 m it belongs to the biggest ice caves in Europe. The superlative thickness of ice in some places reaches 26, 5 m. From the context of world known ice caves is this one set the lowest, what emphasise its uniqueness. The ice retains because of the cave shape, which sinks from the entrance to bottom. In its lower place the cool air retains during the year and does not heat more than the freeze point is.



Dobšiná jégbarlang. – Dobschauer Eishöhle.

The Gothic route leads along road communications and it is marked by brown – white directional tables with the emblem of gothic vault and inscription “Gotická cesta”. There are also interesting and protected natural areas which reach the attraction of this cultural – educational route. There are mostly the national parks – Slovak Paradise (*Slovenský raj*),

Muráň Plateau (*Muránska planina*) and Pieniny. In the Gemer region it passes around Slovak Karst National Park (*Slovenský kras*), where are well known caves integrated into UNESCO heritage list situated.

SUMMARY

The region of picturesque hills and valleys with beautiful nature and numerous well-preserved cultural monuments. Numerous cultural monuments, such as the medieval Gothic churches with appreciable paintings in the quality of authentic fresco and precious furnishing, dominated by altars and pulpits with sophisticated sculpturing decorations symbolize the flourishing of mining a smeltery. Development of tourist traffic in area of Gothic route is very important for the locality. Importance of historical monuments and visitations of historical cities will always be sought attractiveness for tourists, but there must exist the way how to popularize properly such Gothic routes and to make them visible mainly for foreign clientage. Presented suggestion of tourist route could be one of the possibilities how to develop tourist traffic at the Gemer.

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POTENTIAL OF THE MICROREGION DOBŠINÁ FOR TOURISM DEVELOPMENT

Jaroslava Neubauerová

Abstract

The aim of the paper is to present the Dobšiná microregion located in the Slovak Ore Mountains. Part of the microregion is situated in the National Park Slovak Paradise Microregion Dobšiná, the lower territorial unit, was created for tourism development and promotion. One of its main target is to focus on the landscape and nature values that are preserved and enhanced within the microregion.

Keywords: microregion, primary potential, secondary potential

INTRODUCTION

Microregion is lower territorial unit defined on natural issues, participant's interest that develops given territory in some direction, cultural issues, historic issues or essentials of other criteria. Into regions are territories connected, which are predisposed because of their common features. These are for example- tourism, crafted tradition, natural issues, economic activities or they are connected functionally by infrastructure, gradient of territory or boundary to centre.

It is problematic to clearly identify the topic of microregion. It could be association of villages, which are geographically bounded and have some common characteristics for example natural, demographic, historic or cultural. Within regions, they provide their own territorial development policy of a town and village by using principles of regional marketing. It is also known as free association villages and towns on the purpose of common problems solving and on the purpose of finding common ways of development of given territory. On the purpose of emphasising of association's competence, the word "microregion" figures in the name of association.

MICROREGION DOBŠINÁ

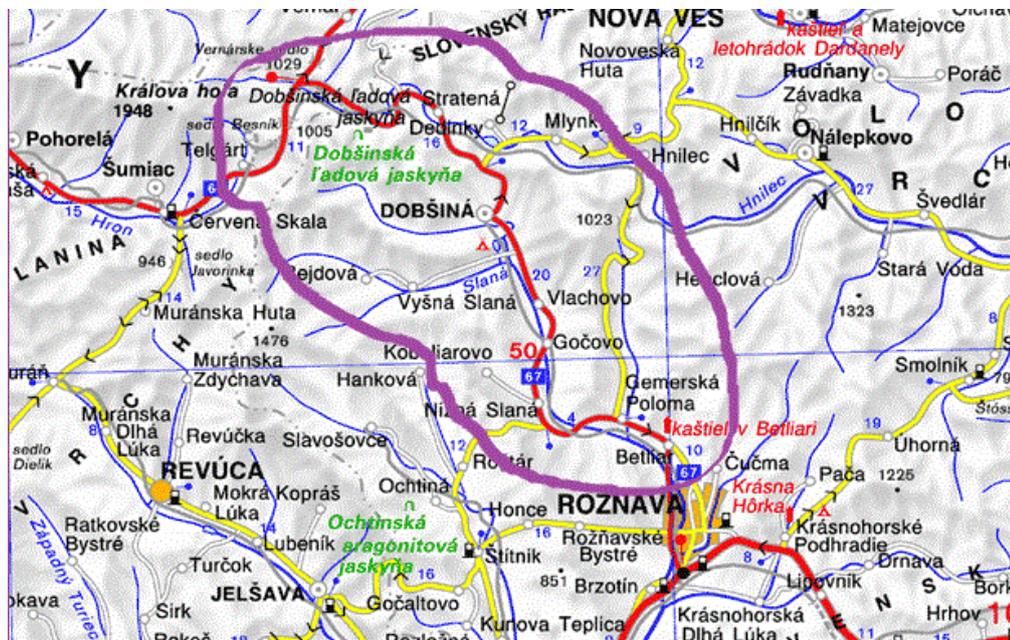
Microregional association was established from the stimulus of Dobšiná and villages Dedinky, Stratená, Rejdová, Vyšná Slaná, Vlachovo. Members of this association are legal and natural persons. Sphere of influence of the association is bounded by cadastral territory villages and the town Dobšiná, where the name comes from. The association is a member of

rural parliament in Slovakia and regional agency of development in Rožňava. The aim of regionalisation is to simplify the complex picture of reality and it has to be done in the way which does not cause the losing of information that characterizes the given locality of region.



GEORGAPHICAL LOCATION

Microregion Dobšiná is located in the Slovak Ore Mountains (*Slovenské rudohorie*) area and part of his territory ia situated in the National Park Slovak Paradise (*Slovenský raj*). It includes 3 territorial areas which are Rožňava, Brezno and Spišská Nová Ves counties, and consists of cadastral territorial settlements: Dobšiná, Dedinky, Rejdová, Stratená, Telgárt, Vlachovo, Vyšná Slaná, Gočovo, Nižná Slaná, Mlynky, Kobeliarovo, Henckovce, Gemerská Poloma, Betliar.



Primary potential for tourism development consists of natural issues, cultural-historical monuments, sport-recreational activities and traditional performances. These spheres provide

basic motive for the microregion to be visited. For necessities of analyzing the primary potential from microregion Dobšiná we can single out the most attractive places.

NATURAL PECULIARITIES

Among the natural peculiarities, these are interesting – Dobšiná Ice Cave (*Dobšinská ľadová jaskyňa*) situated in the National Nature reserve Stratená. By the character of ice mass it belongs to the most important caves in the world. Ice filling is here introduced by various forms and kinds and the thickness of ice reaches in some places above 25 m. This cave was opened to the public one year after its discovery and being the first cave in the Europe electric illuminated in 1887. The interesting one, but not opened to the public yet, is Stratená Cave (*Stratenská jaskyňa*) located in the northeastern slopes Hanusová plains. Its cave spaces belong to the longest in Slovakia with the length of 21 km.



Protected landscape areas – part of National Park Slovak Paradise (*Slovenský raj*), Slovak Ore Mountains (*Slovenské rudohorie*) with the highest peak Stolica and the dominant mountain Radzim, reliefs of Low Tatras (*Nízke Tatry*) with its symbolic Kráľová Hoľa above the Telgárt village. Three parks are situated in the Telgárt surrounding. The National Park Low Tatras (*Nízke Tatry*), Muráň Plateau (*Muránska planina*) and Slovak Paradise (*Slovenský raj*). In the frame of these parks are levels of protection bounded in this consideration. From I. – V. Martalúžka Reservation – the V. level of protection, Hnilecká jelšina – National Natural Reserve the V. level of protection, Meandre Hrona – National Reserve the IV. level of protection, Brezinky – protected area the IV. level of protection.

The nature of Slovak Paradise (*Slovenský raj*) with its touristic footpaths and tracks creates good hiking conditions. These are the tempting ones for visitors – The plain Geravy with the chair lift with the length almost 2000m with superelevation 211m. Another one is Palcmanová Maša which is the biggest water dam in the Slovak Paradise (*Slovenský raj*) area created on the upper flux of river Hnilec, in basin extension of valley under southern rock precipices of Geravy.

CULTURAL AND HISTORICAL ATTRACTIONS

Betliar mansion includes a lot of significant historic remains of the world importance. On older foundations of older castle, probably from 16th century, Štefan Andrassy let a mansion with four fortified corner bastions built in the beginning of 18th century. His progeny rebuilt this building in 1792-1795 in a classical style. Along its circuit the 70 ha natural park with acclimatized exotic trees and bushes with numerous classical and romantic buildings and decorations occurred. Park passes through menagerie. Mansion lost his classical appearance in 1880 reconstruction. Hunting lodge and aristocratic residence occurred. In the space of mansion is possible to find museum of historic housing culture, furniture from 15 – 17th century, classical and empire style equipment. There are also picture collections – landscapes, portraits, hunting motives, library with more than 20000 titles, weapon collections and hunting trophies, exotic souvenirs from whole world, mainly from Africa and Asia.



Memorial house of P. J. Šafárik (1795-1861) was opened to the public in Kobeliarovo in 1986. It is dedicated to an influential person of Slovak and Czech history, the supporter of

Slavic cooperation, educator, prime poet, translator, historian, linguist, ethnographer and archaeologist, Pavol Jozef Šafárik. This exposition presents his born place and household during his student years. He also worked in Bratislava, Novy Sad and Prague. There are also documents about his life, samples of his manuscript and booked issue of his poetic effort and scientific activity.

There is the **Andrássy Mansion House** in Vlachovo where is folklore exposition with almost 300 rare rural equipment and subject situated. An exposition of mining activity has a high value. The part of this exposition is dedicated to Andrásy family branch from Vlachovo, who had a great influence on Horný Gemer development. Significant part of the mining-metallurgist exposition is aimed on photo documentation of miner's life and on ore samples from the Gemer area, miner's tools, products of old blacksmiths. The third museum exposition is the hunter's salon decorated with trophies. It is used as the presentation room of the village. Among cultural remains and monuments is also Ice room-place which in the era of Andrásy functioned as a fridge. It is a cave dug to the rock massive with two chambers. To the bottom place were pieces of ice brought in spring time and the upper place was for hooks with hanging flesh.



Historically interesting is a typical railroad bridge near to **Telgárt**, which is the first arc construction on Czechoslovak track made from reinforced concrete situated in central Slovakia. The next interesting constructive work is nine-arc viaduct through Chmaroška, 18 metres high and with 10 metres of lightness. There is a spiral tunnel of Kornel Stodola

situated closely. This tunnel is 1 239,6 metres long and built in the shape of arc with average length of 400 metres. It begins near Telgárt station where it is spinning around 360°, and initiates 16 metres higher above the village. It continues by viaduct to altitude of 22m until it lands 31 metres more. It makes spiral loop known as “Telgárt loop circuit“. This track was formerly 107km long and by this loop was shortened to almost 93 km. This both objects are situated on the railroad track Červená Skala – Margecany. The track is unique by its solution of high superelevation treatment (altitude difference 172m) on relatively short passage of 12km in this difficult terrain.



The most interesting part of the railroad track begins at Telgárt, originally solved by looped tunnel it continues by aesthetical and impressive viaduct a through next two tunnels it gets into its highest point exactly in the second so-called Besnícky tunnel in altitude of 957 m, what is the highest place of our railroads with common gauge.

Important technical monuments in the frame of Iron road: **Nižná Slaná** – blast furnace named Etelka and daylight exposure of mineralogy, **Vlachovo** - blast furnace named Huta Karol from 1870 is the document of historic technology of rough iron production on charcoal. It is also interesting by its architectonic performance. **Dobšiná** – mining piece, drainage tunnel, Ruffiny's villa, Lanyi huta, hydroelectric project Dobšiná, The Town hall interior, **Gemerská Poloma** – harness inn and chateau in Gemerská Poloma, **Betliar** – Nižná maša, **Mlynky** – little hydroelectric power plant Rakovec, mining clinker and tower torso of Leopold shaft.

Next important parts of primary potential are cultural and sport events of regional and international character. Includes mostly:

Mountain bike marathon HORAL – Sports club with the cooperation of Svit and surrounding villages. It is three day stage MTB marathon, first of its kind in Slovakia. The first stage leads participants to 1946 m high Kráľová hoľa. There is no such as this marathon in central and eastern Europe. Just here they can reach the attitude like this is.

Echoes of Slavic language below Kráľová hoľa – Folklore festival of entire Slovakia in folk and church singing.

Hubert's ride – It belongs to important cultural events. It takes place annually in Betliar. Hubert's celebrations are dedicated to the patron of hunters and riders.

Pentecost holidays - miner's celebration

Another events organized by villages of micro-region Dobšiná there are: Gemer folk festival in Rejdová, in summer months it is Handcraft wakes and cultural summer in Vlachovo. In the winter there is a Christmas gubajka.

SECONDARY POTENTIAL OF TOURISM IN MICRO-REGION DOBŠINÁ

Secondary potential of tourism consists of custom infrastructure, traffic infrastructure and supra structure of tourism. Custom infrastructure is important mainly from the point of view of communicational availability. From the European point of view is microregion placed on north eastern traffic community in the axis Rožňava – Poprad connecting Hungary and Poland. Secondary potential creates conditions for using of primary offer and it also adapts to it. The main aim of secondary offer is to provide the tourism participant choice to use his leisure time by active form and to contribute on complex satisfaction.

SUMMARY

Microregion Dobšiná has assumption to become an influential tourism centre in the area of the Slovak Paradise (*Slovenské raj*), Slovak Ore Mountains(*Slovenské rudohorie*) and the Low Tatras (*Nízke Tatry*). Microregion Dobšiná is the starting point for interesting touristic areas and to unique, rich, cultural and historical monuments and remains situated in close territories: Gombasek cave (*Gombasecká jaskyňa*), Domicca cave(*jaskyňa Domicca*), Jasov cave(*Jasovská jaskyňa*), protected landscape Muráň plateau (*Muránska planina*) , Krásna Hôrka castle, Betliar mansion, mausoleum in Krásna Hôrka village. The purpose of microregion is to change social positions of region which eminency are natural givennesses, historic monuments and extraordinary touristic attraction. The orientation to support the tourism, agriculture, minor and medium business and consistent activities is the main priority.

Tourism can contribute to regional development and improvement of living standards of inhabitants.

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THE IDENTIFICATION OF GEOPRODUCTS IN THE STRATENÁ VILLAGE AS BASIS FOR TOURISM DEVELOPMENT

Jaroslava Neubauerová

Abstract

The main aim of the article is to identify local geoproducts in the Stratená village. The village Stratená is located in the area of the National Park Slovak Paradise (*Slovenský Raj*) and it is one of the most visited places in Slovakia. It offers an unique natural scenery and attracts tourists throughout the year because of hiking conditions. This place has a great potential for tourism development.

Keywords: geoproduct, Stratená, geotourism

STRATENÁ

Stratená is considered to be a mountainous village, situated in the south-western part of the Slovak Paradise (*Slovenský raj*). In the older discourse it is also called Ztraceny, in Hungarian it is Sztracenhuta, in German Verloreenseifen. Probably, the name comes from the river Strateník, which flows alongside Vonjarky near the road directed to Dobšiná. The interesting thing is that this river disappears in one moment and suddenly appears in the distance of 2, 5 km near the village Dobšinská Maša. To the name of Stratená also the event that river Hnilec disappeared has its contribution. Stratená, as an independent village, was found probably in the 18th century. Metallurgy and mining significantly marked present appearance of village.

HISTORY OF METALLURGY

Stratená's ironworks were situated along the Hnilec river in the distance of 7-8 km from iron-ore mines in Dobšiná and Spišská Nová Ves. It was built by count Alexander Csáky in 1820's on the place of copper smelter. The main goal was to utilize close iron-ore and vigorous surrounding woods. Ferdinand Coburg bought ironworks and forging hammer in Hrabušice in 1842. In this time the blast furnace was 8,5 m high. It consisted of blower box and was powered by river Hnilec stream.

In 1854 the extended four-year reconstruction of blast furnace technical devices started. The second blast furnace and production of blast-furnace manufactory in 1881 raised the production up to 4612 tons. After the beginning of the second blast furnace operation,

significant iron proportion were selling to Hungarian and foreign steel enterprises. Both blast furnaces were of Belgian construction.



STRATENÁ CANYON

At the entrance to the Stratená canyon is the stony table placed. This table was donated by Hungarian doctors and environmentalists in 1867 dedicated to businessman Ágoston Coburg. Filip Coburg, the first of his house, bought the smelter in Stratená from Čákis'. The era of development where the village set its place had begun. Filip Coburg let the route built, which leads through Stratená valley and canyon. In the place of table was massive rock where was the hole dug in the next period in the case to go through for loaded wagons. Because of that it is called „Rocky gate“ (*Skalná brána*). Products of manufactory were delivering by road built along river Hnilec. In the period of Slovak National Uprising massive battles set place here. This gate does not work anymore because of blowing up by guerrilla soldiers who were expecting German soldiers and their heavy military equipment. This did not work properly. Rocky gate remained but was very unstable and heavy boulders were sloughing. There is only torso of this gate nowadays. Remains of the gorge serve also as a aisle where the traffic was diverted from. Ferdinand Coburg was brother of Filip Coburg and he became Bulgarian emperor in the years 1908 – 1913. Ferdinand visited Stratená personally and he contributed by bulding up a church.

The most famous section of the valley is Stratená Gulley, on the west of Stratená village. It is series by steep rocky walls among them the river Hnilec passes and creates meanders. Artificial road through this gorge with 13 bridges was built in 1840.

CATHOLIC CHURCH

The church in Stratená despite its juvenile architectural style acts historical because of its altar and sculptures. Among sculptures is Mary Magdalene dominant. It was formerly placed in Stratená's chapel which doesn't exist anymore. It is poly-chrome xylograph comes from the Master Pavol from Levoča's manufactory. This late-gothic work arose at the beginning of 16th century and is comparable to unique sculptures of altar by Master Pavol. There is a big curved heraldy of Coburgs on the right desk of the door. This is the place, where the owner of municipal smelter used to sit. It was Filip Coburg.



STRATENÁ CAVE

It is situated on the plane of Duča in Slovak Paradise. It achieves the length of 22 027 m with connected cave named „Dog holes“ (*Psie diery*). It was created in Mesozoic middle Triassic steinmal and wetterstein limestone of Stratená's sheet.

Stratená Cave (*Stratenská jaskyňa*) excels by massiveness of its underground spaces. Fairy dome with its volume of 79 017 m³ is the largest cave system in Slovakia. Calcite-sinter decoration is created by straws and bigger stalactites and curtains, mainly they are of pile, cone, pagoda and sticky stalagmites. Also the cascades and other lake formations occur. Cave pearls in the shape of ball, aragonite crystals and outgrowths, eccentric stalactites and gypsums are also very precious. Stalagmite Lake of 320 m² is the largest of this kind. So far 14 kinds of bats have been found out in this cave. This location is important paleological area. In the Cave Dog holes (*jaskyňa Psie diery*) which is southern part of Stratená cave (*Stratenská jaskyňa*) system is the most valuable cave bear's bone site in Slovakia situated. Findings of skeletons are probably 15490 to 17530 years old. The cave was discovered by Košel and Volek in 1972. The Cave Dog (*Psie diery*) holes was with Stratená Cave (*Stratenská jaskyňa*) connected in 1994. Only a few cottages are situated here. This locality belongs to protected areas and in this purpose the cottage setup is not assumed. In the past the saw mill and belfry were situated here. They were overrun at the constructing of water dam Palcanská Maša. Water is quite shallow near the shores. Water flows from river Hnilec and actually the bay is the long arm of Palcanská Maša.

Because of clean water, a lot of cancers and trouts can be found here. It is possible to sail along the bay with a boat and go in direction to Palcanská Maša. After about 200 m you will get to a silent bay with a beautiful view on huge rocky shapes.

Stratená Valley

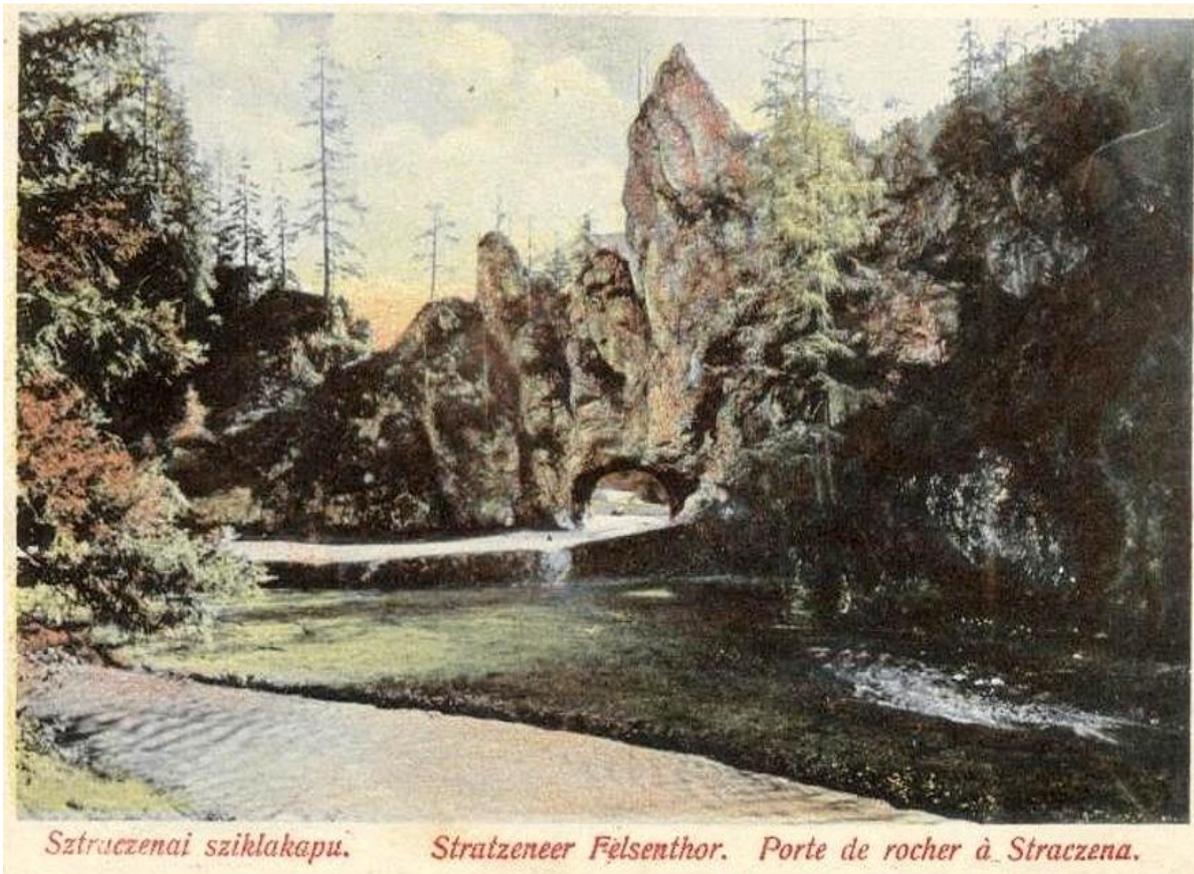
The area of Slovak Paradise (*Slovenský raj*) is bordered by two attractive river valleys with gorges. On the north, there is a popular Hornád breakthrough. Stratená Valley is created by river Hnilec. In wider context the Stratená Valley begins at the west near the Pusté Pole saddle and passes through 12km east direction up to the water dam Palcanská Maša.

The valley is characterised by large height differences between its bottom and surrounding peaks. Wild, tight valley is widen on some places and creates little folds, where settlements and little villages has been found – Dobšiná Ice Cave (*Dobšinská ľadová jaskyňa*), Stratená and Stratenská Píla. Mostly, it is wide just for railroad and road but not everywhere. From the west is the first significant formation – The Sharp Rock (*Ostrá skala*), then rocky gallery of The Doe' Rock, in past available by sign. The Falcon Rock and Marčeková can be found

above Stratená, another rocky formations are situated near Stratenská pila. There is nothing unique to see chamois. The nicest way how to observe the land is from the local train as the part of valley symbols. The final stretch lead until Palcmanová Maša is available only by railroad. Trespassing through the frozen surface of the dam in winter time by foot or cross-country skis is beautiful experience.

Variety of geomorphologic forms, extreme conditions that are creating forest community of fir-beech, beech and pine woods, a lot of important karst phenomenon, rare fauna and flora – it all creates one of the most valuable natural complexes of Slovakia. Stratená valley is due to its wider surrounding introduced as National Natural Reserve of Stratená in acreage of 679 ha. Besides it, there are also underground creations protected and in upper part of the valley are another two natural reservations there – The Sharp Rock (*Ostrá skala*) and Hnilecká jelšina. Whole location belongs to The Nation Park Slovak Paradise.





OLD HUT

The local municipal museum is situated in the centre of the village. The Catholic Church stands near this museum. Interior of the museum consists of contemporary clothing, furniture and everyday objects. Walls are decorated by rare pictures and photos. In the corner of the room, there is the tools collection used by locals in their households. As a part of exposition there are also the weaving tools – looms, barrel-organ and others.

SUMMARY

Geographic position of Stratená as the part of The National Park Slovak Paradise (*Slovenský raj*) sub-region is in close distance to the Tatras; its considerable location from Poland, Hungary and Ukraine gives to this space from international point of view the great importance and perspective developing potential. Nowadays, it is possible to consider Stratená extraordinary important centre of tourism and also being outlet to touristic tracks and footpaths.

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GREEN ROOF – OBJECT TO IMPROVE THE ENVIRONMENT IN URBAN AREAS

Lenka Rezníčková and Jaroslava Neubauerová

Abstract

Roofs provide a new perspective on implementation of buildings, which builders and investors are interested in maintaining sustainability for future generations. Their importance is increasing every year worldwide. The article deals with the history of the primary construction of such objects. Following is detailed their ecological and economic importance. It also includes a specific description of the composition of such green roofs. The last part contains information on the implementation of green roofs in the world with a comparison of Slovakia.

Key words: green roof, Slovakia, urban area, environment

HISTORY

In history, the first mention of green roofs as the plantations occurred in the 6th century BC. Green roofs originated in Babylon and Assyria. Babylon also boasts one of the wonders of the world: the Hanging Gardens of Babylon, which were among some of the most beautiful green gardens throughout Mesopotamia. This phenomenon quickly spread to Europe, especially to the Roman and Greek Empires. Green roofs could be found only on the roofs of rich people in the form of gardens, fruit trees, often in conjunction with small lakes. In some Italian cities were adopted rules for building green roofs.

In the early 20th century occurs rapid development of green roofs. An important representative of this solution was Le Corbusier, who wrote an article about roofs in modern architecture. In the pre-war period, the topic of green roofs was associated with their construction in industrial zones from an economic and mainly ecological perspective, because such roofs provide natural purification of polluted air.

Currently, green roofs topic gradually comes to the fore, sets standards, procedures to their implementation, whether the reason of construction is aesthetic, economic or ecological [1].

IMPORTANCE OF GREEN ROOFS

The trend of the last decade, migration of people to urban areas, caused the shrinking of green and expanding the built-up area, increasing construction of residential areas, shopping centres, industrial zones, all at the expense of green, which is extremely important for people. It is therefore very important that the nature of the sites will not completely disappear. Great alternative is becoming green architecture, thus the green roofs with many advantages [2].

ENVIRONMENTAL BENEFITS OF GREEN ROOFS

1. Thermal insulation of roofs in the summer to protect the building from overheating.
2. In winter, it prevents heat leakage, losses of 10% to 30%.
3. Prevent extreme temperature fluctuation:
 - **Roof without vegetation:** summer: 30 – 35°C (atmosphere); winter -10°C (atmosphere),
 - **Roof with vegetation: summer:** 20°C (at the depth of 10 cm); winter: 0 to -1°C (at the depth of 5 cm).
4. Protects building materials against UV and IR radiation, ozone, industrial gases and also against mechanical damage of material, which contributes to longer service life.
5. Green roof prevents fire spread flames and protect the building from fire.
6. Vegetation on roofs absorbs rainwater, reducing the risk of flooding.
7. Contribute to the production of oxygen and consumption to carbon dioxide.
8. Create a new space for people suitable for relaxation.
9. Create a new space for birds and insects [3].



Fig. 1 Displaying temperatures on the surface of green roof and roof without vegetation [4]

Green roofs provide a lot of advantages, but they also have one disadvantage and that is higher initial costs of their implementation [4].

TYPES OF GREEN ROOFS

In practice, there are two types of green roofs, an extensive vegetation roof and intensive vegetation roof.

Extensive vegetation roof

This roof can be described as undemanding and resistant. It includes plants like mosses, grasses and wild herbs. This type of vegetation is proposed for the roof with load capacity of 60 to 300 kg/m². There is no need for irrigation system. Thickness of the substrate of such roof is 6-14 cm. These green roofs are closed to the public [8].

Intensive vegetation roof

This type of roof is more difficult compared to extensive roofs for maintenance. They can be made of different lawns, shrubs, ornamental plants and also trees with a height of up to 3 m. The thickness of the substrate for the roof is at least 20 cm. Resistance of roof must be up to 1500 kg/m². For intensive roof is needed irrigation system. Green roofs are open to the public.

IMPLEMENTATION OF GREEN ROOFS

When building a rooftop garden it is necessary to pay attention to the very foundation of a green roof, which must withstands long-term moisture, microorganisms and plant roots. It is necessary to ensure the stability of the building blocks that will withstand rain, wind, snow, frost or other external influences. The most suitable for the construction of green roof is a flat roof with a slope of about 2 up to 5% [5].

The actual green roof is made up of several important layers. The number of layers of green roof depends on the company that carries out construction. The necessary parts of green roofs include:

- **Waterproofing layer:** this layer must resist overgrowth of plant roots, the action of microorganisms [6];
- **Drainage layer:** ensure drainage of excess rainwater, is made with gravel or sand [5];
- **Filter layer:** it consists of sand, peat or mineral wool and should prevent clogging of the drainage layer [7];
- **Substrate:** mostly consists of compost, peat, bark and sand. The thickness of the substrate depends on whether we want extensive green roof (about 10 to 15 cm) or intensive green roof (25-30 cm) [5];

- **Vegetation layer:** for extensive green roofs is used lower vegetation, usually grass. For intensive green roofs are typical various shrubs, trees with a height of 2-3 meters, but also various kinds of flowers and plants [5].

VIEW AND DESCRIPTION OF VARIOUS PARTS OF THE GREEN ROOF

1. vegetation layer
2. substrate
3. filter layer
4. drainage layer
5. waterproofing membrane
6. thermal insulation
7. vapor barrier
8. supporting structure [9]

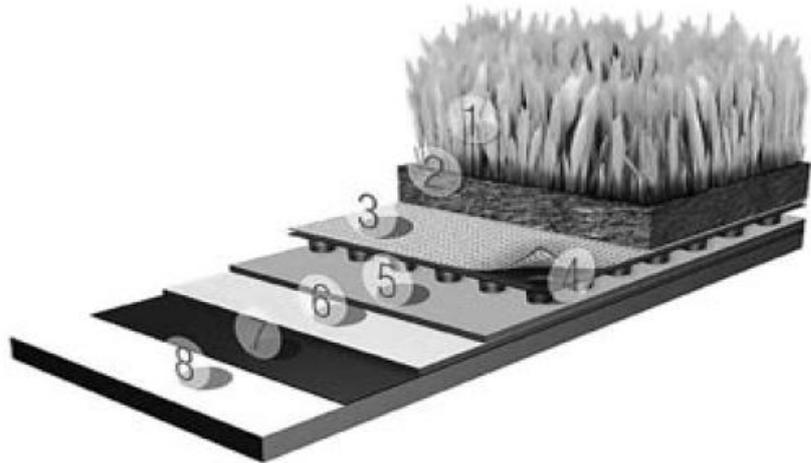


Fig. 2 Cross-section of green roof layers [9]

THE ECONOMIC IMPORTANCE OF GREEN ROOFS

Part of investors and developers are afraid of the input costs for implementation of green roofs. The initial costs invested then reflect as a reduction in cost, specifically:

- Reduce the cost of air conditioning and heating;
- Increase the overall value of the property;
- Reduce the cost of sewerage system of the property;
- It prolongs the life of the object to double [10].

The average price of the cost of the extensive roof is 24€/m².

The average price of the cost of the intensive roof is 75€/m² [10].

Nowadays, the importance and impact of investments in the green economy is increasing. The main objective is to use investment in sustainability using alternative sources. The implementation of green roofs can draw funds from multiple funds. In the period from 2009 to 2014 the financial mechanisms of the European Economic Area (EEA) and Norwegian Financial Mechanisms will support nine priority areas, which will be mainly oriented to

promote environmentally oriented projects. 27 million € from the Norwegian Financial Mechanism and the financial mechanisms of the European Economic Area (EEA) will be leading from the amount of 81 million € into the green industry innovation and projects focused on climate changes (green roofs). For Slovakia, it is the challenge of competitiveness and the usage of investment in sustainability [9].

COMPARISON OF GREEN ROOFS IN THE WORLD AND IN SLOVAKIA

While the world has long been ruled by the trend of construction of green roofs and green buildings, in Slovakia they occur only occasionally.

SLOVAK REPUBLIC

Mole houses – basic information about the site:

- Place: Staničná street, Rohožník;
- Architect: Martin Pribila, EkoIng, s. r. o.;
- Plot area: 583 m²;
- Expanse of greenery on the land: 575 m² [11].

The basis of the project is energy efficiency, building fusion with nature and undemanding maintenance conditions. Architecture of Mole houses least affects the environment and follows the natural topography of hill. The building is designed with the use of a low power consumption and material, both in its implementation and the subsequent use. On the implementation of building were used local resources as stone, wood, clay. To the philosophy of sustainable development in the construction contribute durability of major building materials or easily replaceable individual parts of the structure that have minimal impact on the environment via waste (clay, wood, metal). All this together contributes to the sustainable architecture [11].

In Slovakia was founded in March 2011 a new organization that aims to green building and energy efficient building. The organization is called Slovak Green Building Council Founded [12].

Slovak Green Building Council Founded

Members of SKGBC are experts and companies in the construction industry, developers, architects, engineers, financiers, suppliers of building materials, systems and technologies.

The company support legislative changes and development of market with the objective of move the Slovak construction industry towards the sustainable construction. It is made of environmentally, economically and aesthetically designed building with comfortable indoor environment, which saves energy. Interest of all parties is to “green building” became standard practice in Slovakia, such as energy-saving lamps and home appliances in Class A [12].



Fig. 3 Mole houses [11]

WHAT ARE GREEN BUILDINGS?

- ✓ They are buildings that respect the people who work and live in them. This means that they provide fresh air without pollutants, thermal comfort, good lighting, ample space for occupational and environmental needs. Such buildings support comfort, productivity and creativity. Are environmentally friendly.
- ✓ Reduce the cost of financing during the life of buildings (water, power, durability, quality) [12].

An important part of green buildings are various global certificates, which give them status of excellence and uniqueness. The internationally recognized certificate containing requirements for sustainability in construction include:

- ISO 14000 – environmental management;
- ISO 21931 – sustainability in construction;
- LEED (USA);
- BREEAM (Britain);
- HQE (France);
- Green Star (Australia, New Zealand);
- DGNB (Austria, Germany) [12].

THE MOST FAMOUS BUILDINGS IN THE WORLD

Brooklyn: Grange Urban Rooftop Farm

This green roof can be considered the greatest intensive roof in the world. It is a roof, which is also used for agricultural purpose. It has an area of 37 000 m² and it consists of 500 tons of soil. Implementer of the building is company Brooklyn Grange. It is a commercial organic farming organization, which aims to ensure the viability of urban agriculture [13].



Fig. 4 Grange Urban Rooftop Farm [13]

Singapore: Universal studio

Asia's largest green roof is located in the theme park Sentoza (Fig. 5). The roof area is about 35 000 m². The roof with its ecological and aesthetic characteristics significantly influences climate around and is in harmony with nature [14].

Michigan: Henry Ford Rouge Factory

“Good company makes excellent products and has excellent service. Great company has all of this and is also trying to make the world a better place to live” [15].

This is a factory built in 1927, when it became the largest factory in the world (Fig. 6). In 2004 the plant was reconstructed within the meaning of green architecture. The base is living roof, which is covered with lawn. An important factor of this roof is the annual financial saving on energy and maintenance up to 50 million dollars. The building also received gold LEED certification (Leadership in Energy and Environmental design). This complex is the largest industrial redevelopment project in American history to sustainable production in the future [15].



Fig. 5 Universal studio Sentoza [14]



Fig. 6 Henry Ford Rouge Factory [15]

Fukuoka: ACROS office under the green terraces

The building called ACROS Fukuoka is composed of two distinct parts. One part acts as a classical office building with glass walls and another part of building is designed as a huge terraced roof passing through the park. Garden terraces have a height of 60 m, where are grown about 35 000 plants. ACROS was built on one of the last green spaces in the city centre. The aim of the project was to create a green design as much as possible. In Japan this building had great success, terraced southern part is used by a large number of people to rest and exercise [16].



Fig. 7 Fukuoka ACROS [16]

CONCLUSION

The feasibilities of green roofs in Slovakia are huge. It is necessary that investors want it and then take care of the state of the environment and preserve our world for future generations. Green roofs provide after their implementation several advantages that facilitate decisions in their building. They are a good alternative in urban areas, where the greenness has recently been disappearing and is being replaced with concrete jungle. Green roofs, that can be also called vegetation roofs not only have economic significance, if we forget the initial costs, they also have environmental and aesthetic significance. They represent a new dimension of the usage of free space for rest and relaxation.

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NATURE, CLASSIFICATION AND CONCEPTUAL DEFINITION OF TOURISM IMPACTS

Roksolana Ščuroková, Michaela Sehnálková, Mariia Dakhova

Abstract

Tourism has developed in such way that it is nowadays an integral part of our lives. It represents an attained standard of living. These days one can speak about tourism not only as about the activity which meets travel-related needs, but it is also the industry with a substantial role in the economy of many countries. Nevertheless, the economic significance is not the only factor of tourism. The following paper seeks to discuss the effects of tourism in a comprehensive way, i.e. not only in economic and social scope but also in political, environmental and cultural.

Keywords: tourism effects, impact, economic, social, cultural, political, environmental

INTRODUCTION

Since ancient times it is defined that tourism is associated with travelling because of recreation in free time, rest and need of immediate cognition. However, it has not only risen from the desire of a human to explore historical monuments and natural beauties, or the migration instinct of humans, but was also based on the certain level of development, especially material conditions of social life (sufficient financial resources and leisure time). The development of productive forces has created and also brought basic conditions for development needs of tourism and their satiation. Over time, tourism development progressed so that it has become an integral part of our lives, the standard or achieved living condition. Today, the tourism industry is not only an activity that meets the needs related with travelling, but also an industry and essence in the economy of many countries, the most perspective sector for elimination of regional disparities through its effects and impacts especially in marginal border areas.

THE THEORY OF TOURISM EFFECTS: AN OVERVIEW OF PREVIOUS RESEARCH

"The tourism industry is a cross-departmental and its importance is given by direct interference in the sphere of economy, industry, trade and services, finance, transport, regional development, culture, health, education, sports, environment, environmental

protection, forestry and water management, agriculture, employment, creating new jobs and scope of the government. It is typical for tourism that while most other sectors deal with a relatively narrow segment of its scope **over the vertical axis**, the nature of the tourism impacts is that it connects **various industries along the horizontal axis**. Thus, it includes a number of problems that can be solved only through cooperation at cross-departmental level "[23].

Gúčik describes tourism "as an object of investigation of numerous scientific disciplines." From the first half of the 20 century the researchers looked through this industry as an economic activity. As **an economic phenomenon it is examined in macroeconomic and microeconomic perspective**. The economic effects are reflected by the consumption of goods and services in tourism in tourists' expenses, which affect tax revenues, employment, and investments, etc. These costs are divided into **direct** (transport, accommodation, board, etc.) and **indirect** (clothes, sport equipment, etc.), which have **short-term and long-term** nature of consumption [7]. "From a macroeconomic perspective, tourism has a large positive effect on employment (also for little skilled, local labor), prevents migration of the domestic population, contributes to the creation of the gross domestic product, contributes to payments' balance of the state, creates state budget revenues, has impacts on revenue budgets of regions, cities, villages, and positively influences investment activities. **Tourism has a direct impact** on sectors of the national economy, such as accommodation and catering facilities, travel agencies, tourist information offices, bus, air, rail transport, car repair shops, petrol stations, taxis, car hire companies, banking and financial institutions, theaters, cultural monuments, museums, tourist attractions, spas, business activities related to the production of souvenirs and gift shops, catalogues, maps, sports facilities, amusement parks, etc.. **Indirect impacts** involve the production of vehicles and fuel, communication networks, construction industry, production of food and beverages, clothing, sports goods, paid services to the population, sales network, counselling, education, culture, sports, landscaping, agriculture and others "[9]. Gooroochurn and Sinclair state that the economic effects of tourism can help reduce the burden of taxation from locals income, as an alternative policy for countries that want to reduce dependence on trade taxes, in the way that there will be counted income tax collected directly and indirectly from the tourism industry (as prepared source for tax revenues) [6]. "C. A. Gunn distinguishes **primary and secondary economic effects of tourism**. The primary impacts include business revenues, wages, rents, profits, dividends, interests, employment and government revenues. Secondary effects rise up indirectly by the consumption of primary revenues"[12]. Furthermore, the effects of tourism can be classified

in **the quantifiable effects** (economic) and **non-quantifiable effects** (impacts on health, knowledge of history, culture, etc.). [14]. Pellešová describes tourism as a generator of values. This added value is created by the use of production factors: labour, land and capital. In the short-term aspect, it is expressed as the growth in the gross domestic product, in the long-term; it leads to the growth in national wealth. Tourism also fulfils **the production function**, creates additional job opportunities and capital income. To determine an employment in tourism at the regional level is difficult, because it creates jobs in other sectors that are directly or indirectly related to the tourism industry. However, uncertainties in job creation rise largely from **a seasonal tourism** (seasonal workers are mostly employed part-time, during the winter and summer season). When we talk about the effects of tourism on a regional basis and in economic terms, tourism in the region acts as a **multiplier**¹: revenue (revenue changes caused by increasing tourism expenses), pay (wages and salaries on newly created job positions) and employment multiplier (consumption in tourism encourages creation of new jobs, in direct and indirect follow-up activities of tourism). Gúčik speaks about the investment multiplier (that is recurrent expenses due to initial investment in the tourism sector) and exchange multiplier (revenues from external tourism presented in payment balance of state) [20], [7]. Kaspar also elaborates **the theory of the multiplier**, which in a particular region can be presented by tourism. He says that tourism multiplier informs how much higher are spending than tourism revenues that evoke them. Multiplier becomes **a tool for creating value and revenues** of the entire national economy. It will be the higher the more tourism revenues would circulate within the region. It also distinguishes particular economic, social, political and environmental impacts of tourism on society [11]. The effects of tourism by Allen can be classified into seven categories, with their negatives and positives: economic, socio-cultural, environmental, occupancy and congestion, services, fees, local community behavior [2].

According to Kopš, Bax and Gúčik, tourism is **a special area of integrated products and services**. It provides reproductive process, which is associated with **high consumption of human labour**, i.e. with labour activity of the management, business, operational and other

¹ "In theory of tourism H.G. Clernent applied the multiplier theory, in '60s of 20 century stabilized a multiplier effect of every dollar spent on tourism services to 3.48 for the Pacific countries. It means that every dollar spent on tourism services comes back 3.48 - times up to falling out of circulation. So it stimulates sectors' activities involved in tourism, e.g. transport, construction, food production, and so on. The amount of the multiplier depends on the range of goods and services, the level of development of the region, the extent of foreign imports and payments abroad (foreign tour operators, multinational corporations). In 1996, the conversion of the income multiplier for the sample of 10 comparable hotels in Slovakia was implied, as follows: accommodation services 2.28, catering services 2.16, and additional services 2.36 [25].

workers that affect the volume and quality of services. In distinctness from other areas of the economy, tourism has the need for a much higher consumption of human labour, which results from the particular nature of the activities not only of tourism organisations. This represents 45% - 55% of human resources costs, which significantly suggest their importance in tourism. [13] Economically, tourism is beneficial to a tourism destination but also brings financial burden to community in building tourism infrastructure and its sustainability [21]. Haban and Otepka indicate that in addition to economic impacts there are also **non-economic impacts of tourism**, which are equally important from **cultural, peacemaking and health-prevention point of view**. Tourism participants gain knowledge of other cultures and customs, history, art, natural beauty, historical sites, not only by foreign but also domestic routes. Tourism allows the recognition and **understanding of other nations**, communities and cultures. It supports and enhances world peace, **the exchange of information, and understanding among people** of different nationalities, races, religions or political belief. It also provides a form of suitable rest and rational spending of free time, which is essential to maintain physical health, mental balance and restoration of the body, which is positively reflected on employability and health recovery of the population in the state. [9] Regarding the relation between culture and tourism, culture itself is not static, as part of its growing process it is still being discovered, as well as by the change of traditional forms of art it does not necessarily mean disaster for the local culture. However, tourism should not support the production of "pseudo-traditional" forms of art, but support authenticity. Tourism brings a lot of positives with its **educational function** for both visitors and the hosts, but tourism is now a very invasive process that can draw traditional communities into the modern world, threatening their different lifestyles and cultural products. From **a social point of view**, it brings new revenues to the community but also inhibits the individual from traditional everyday tasks, so it is likely that they neglect social work of ancient activities. We cannot forget the extreme differences in wealth and lifestyle between locals and tourists, which can lead in some areas to, at best, anger of people. It also generates feelings of hosts' inferiority and visitors' superiority [21], [17]. In order for the effects of tourism to influence the country or region positively, it is needed to plan, manage and rectify the development in this area consistently. This management should be, at the level of government or local government as well as local and regional tourism associations, in constant synergy. In cases of irregular and uncontrolled tourism development, it can cause **negative effects: unintended construction of various facilities, breakdown of certain areas of the industry** (as well as local industry), **to the detriment of nature and landscape, social tensions within the domestic population, to**

crime, devastation of architecture, distortion of specific domestic culture, as well as to growth of the price level for domestic people, land sell out etc.

Within the proper management of the tourism sector positive effects reflect in the economic and non-economic sphere. When talking about tourism at the regional level, we can talk about its **function of stabilizer**. "The final effect of tourism represents benefits for concerned partners and economy of the country (region, recreational and cultural potential, entrepreneurs, residents and visitors)" [8], [24]. Hichcock, King and Parnwell in their book Title Tourism in South-East Asia point out the essence of the tourism effects on a regional scale **as key factors in the process of regional development**, and a number of solutions in relation to development of **boundary and peripheral areas**. The economic impact of tourism is effective in regions that have limited opportunities for economic development, but they offer sufficient primary offering. Development of tourism is very important **to strengthen local enterprising**, because related economic activities will be reflected in improved living standards of the local population. On the other hand, it may bring negative effects, especially on **the environment, domestic culture, mediation of sex industry, crime, terrorism, and ignorance of historical development, spiritual and political background of the country** [10]. Mirbabayev and Shagazatova named tourism and its effects as "**industry without chimneys**", "**spherical manna**", a source of international friendship and cooperation, peace and understanding, a tool for poverty reduction. Other possible positive effects of tourism are developing a positive attitude towards countries tin return, acquiring new knowledge of a foreign culture and its habits, allowing residents learn about the outside world without having to leave their homes, **breaking down prejudices**, deepening friendship between the countries, the development of national pride, understanding, respect and tolerance between cultures, increasing the confidence of tourists and hosts, and the satisfaction of countries from mutual interaction. Local communities have the option to develop social infrastructure out of funds derived from the described industry - schools, libraries, health centres, internet cafes, cultural, historical and natural heritage, retain traditional crafts and stimulate domestic specificities that attract tourists. Through the development of tourism occurs a rural transformation, mining settlements, which significantly contributes to the acquisition of their new function or structure. On the other hand, tourism can contribute to increasing tension, hostility and suspicion; can act as a **disturber of authentic culture** and privacy of people, **the source of environmental destruction**. [18] Robinson writes that talking about tourism as an inexhaustible source of peace is exaggerated. In fact, there is little evidence that tourism puts the world together, as it could be when holidaymaker pursues their interests in terms of their

free time and rest and host in terms of the opportunities for work, thus **pursuing a complete different objectives**, not even mentioning **the value base of both sides** that the idea of maintaining and protection of culture is not yet fully developed. In many cases, tourists can see things from their perspective and fail to assess the feelings of local population [22]. Impacts of tourism overlap with globalization and sustainable development, they are as a mechanism in the globalization process, which creates a new space for new cultural meetings and alliances, but in terms of sustainable development, this relationship seems much less optimistic and can present **destructive power**, especially for cultural sustainability. Through its exploitation, tourism can be a threat to the original face of the country and culture, dislocation and desecration; can contribute to cultural erosion, the disappearance of cultural diversity in the world. It can result in an **increased similarity between both cultures**. Although this type of change can be reciprocal, asymmetrical process leads to the absorption of one culture to another which is productive. **Globalization effects of tourism** can be absorbed by different cultures from western cultures into a single homogenized world and a "global market." Western influences are infiltrated by foreign countries, which transform their cultures and languages, resulting in cultural diversity disappearing [5]. Mirbabayev and Shagazatova say that economic and social effects, and consequently their impacts on local communities are dependent on tourism revenues, which go to the host community, because in most cases (e.g. all-inclusive holidays) more than 80% of fees goes to airlines. Locals have a problem getting a position at managerial posts in multinational hotel chains, because of lack of education in the field. Tourism effects are manifested in material needs of tourists, leading **to overuse, depletion and scarcity of resources, environmental pollution**. On the other hand, the authors argue that it is much more acceptable to develop tourism in certain areas than any other industry or manufacturing. The problem is the change of traditional way of living of local communities; it is primarily the willingness and attitude of the local population to become partners in the process of tourism development, where its effects should be regularly evaluated. [18] The negative effects of tourism are greater and more important than positive effects, they manifest in construction and requisition of land funds, water, energy, destruction of landscape by construction of transport infrastructure (airports, highways, parking places etc.), the price increase, manufacture and sales, change of ecosystems, introduction of exotic animals and plant species, extinction of various species of animals, poaching, loss of traditional customs, in sex tourism and gambling, vandalism, increase of forest fires caused by tourists, noise, municipal waste growth, loss of groundwater, contamination of soils. Pearce argues that the increase in tourist flows also contributes to

changes in climatic conditions, the formation of acid rain, ozone, carbon dioxide and other polluting gases due to fuel consumption, in winter snow blankets cause landslides. E.g. golf courses are today one of the main tourist sites with a large negative impact on the environment through the use of pesticides and high water consumption. Most types of tourism are unsustainable, that is **the different types of tourism, different types of effects**. It is clear that the level of influence depends on the class of tourism [16], [19].

Cohen talks about **the positive effects of tourism on the environment, increase environmental awareness** among locals as well as tourists, then it is inflow of necessary finances into protected areas allowing, by the construction of environmental infrastructure and other compensation arrangements, at least partially mitigate the negative effects, especially of mass tourism on natural values of the areas in rescuing and subsequent support of natural and cultural values of visited places. In places which tourists visit, there is a natural effort to maintain the pure nature of the local population, and entrepreneurs. Tourism has become an incentive for clean and aesthetically-appealing environment, legislative approach, monitoring, planning and control by the government sector [4], [17].

Ahn talks about **the transformation of tourist destinations**, usually with many negative consequences. Initial natural environment (topography, soil, nature) or the local cultures, that originally attracted tourists, were replaced by modern development and **commercialization**. Tourism is closely linked to environmental burden and impacts on the environment, which can be directly (destruction of vegetation, hunting) and indirectly (purchase of souvenirs made of animals, which often activates poaching of natives). This is a full range of services, which are analogous in almost all types of tourism, from printing advertising materials, power consumption, air pollution, vibrations from traffic, noise, land take for the purpose of construction of recreational facilities, production of waste and sewerage water etc. It must be said that it means biological (living organisms) and abiotic (water, soil, air) impacts on the environment. Certain tourists impacts on the environment, in which they are present, result from many factors, including: individual attitude and behaviour, the type of influence, type of activity, as already mentioned a particular form or type of tourism, seasonality, number of visitors and load (capacitive, environmental, psychological) of countries [1], [17]. Cavus and Tanrisevdi point out that people in collective tourist destinations are subject to congestion, both in terms of noise (in recreational tourism facilities and their vicinity, festivals, concerts, motorbiker' meetings and others), higher prices, leading to a reduction in satisfaction of basic human needs of local communities, degradation of cultural values of the country, the growth of settlements distorting the historical structure and symbiosis of natural cycles [3].

Based on the above stated, **the need to analyze major forms and types of tourism and its effects in order to find appropriate solutions to minimize negative impacts results. They are the ecological and globalization effects of tourism as the largest negative impact of tourism is on the environment and too globalized cultures.** Also the need to move towards sustainable tourism and respect for sustainable requirements. Specificity of tourism is that it is concentrated precisely in areas where the environment and the uniqueness of certain cultures are particularly vulnerable to anthropogenic activity.

Most governments, international development agencies, trade associations, academic institutions and NGOs sustain that without sustainable tourism development there can be no development, which creates benefits for all sides, solves serious and urgent problems, such as extreme poverty and conserving valuable natural and man-made resources on which human prosperity is literally based. Knowing theory about the effects and impacts of tourism is inadequate. Identification, solution and subsequent removal of the negative impacts of tourism facilitate operation and planning, which helps the community to move towards sustainable tourism, their identity and conductive development [15].

CLASSIFICATION AND THE EFFECTS OF TOURISM FUNCTION

The effects of tourism are - factors of influence, development and impact that create advantages and disadvantages for all parties, affect the particular site positively and negatively. All the effects of tourism and their areas are closely linked and complementary. In direction to sustainable development, one can speak about positive effects of tourism.

It should be said that each category of the effects influences in a different way, i.e. from a quantifiable and qualitative aspect. All effects have their origin in the system of tourism resulting from both subsystems as object and subject of tourism², using different forms and types.

The positive effects of tourism are manifested as a prosperous and positive influence on the subject and object of tourism, their surroundings and the environment.

The negative effects of tourism are manifested as a destructive influence and impacts on the subject and object of tourism, their surroundings and the environment.

² Tourism is an open and dynamically evolving system, which consists of two subsystems, i.e. the subject / visitor and object of tourism. Visitor is a carrier of demand and acts as a consumer of tourism product – they are free lands, public lands, services and goods. Object of tourism carries a product offer that is the subject of consumption – they are destinations, organizations and tourism institutions. All, who are involved in meeting the needs of visitors, are obligatory to cooperate. [8]

Five major areas of tourism effects

Economic effects of tourism are mainly - contributing factors to the income and multiplier effect, on creation of value and the impact on GDP, employment factors, the regional economy and balance of payments.

Social effects of tourism are mainly - medical-preventive, factors influencing and supporting objective and effective use of leisure time, relations among nations, general education increase, security, development of social security and infrastructure.

Cultural effects of tourism are at first - cultural-cognitive, act as cultivation of psychical values, encourage the protection of natural, historical and cultural heritage, promoting cultural habits and traditions, exchange of information, elimination of prejudice, the development of national pride and a move towards a sustainable development.

Political effects of tourism are mainly - factors influencing political and trade relations among countries, cooperation, function and the role of the state borders, border formalities, visa requirements, peace.

Environmental impacts of tourism are - the creation and protection of landscapes and protected areas, increase of environmental awareness, systematic care for the environment, the use of alternative energy sources, upgrading and modernization of sanitation systems, waste minimization and recycling, implementation of environmental management and green organizations, sustainable development of ecological tourism.

Direct effects of tourism are directly related to the consumption of goods and services of tourism (e.g. transportation, accommodation, food, etc.).

Indirect effects of tourism are associated with the consumption of long-term goods (such as sports equipment).

To **primary effects of tourism** we include those that produce sales, wages, rents, profits, dividends, interests, employment and government revenues.

To **secondary effects of tourism** we include those that arise indirectly by consumption of primary income.

Quantifiable effects of tourism are those which are manifested primarily in the economic sphere.

Unquantifiable effects of tourism (utility) are those which are reflected in the cultural-cognitive, psycho-somatic-medical-preventive and peacekeeping sphere.

In terms of time, we distinguish the effects of seasonal and year-round tourism.

Short-term (e.g. ZOO, events) and **long term** (e.g. spa stays, holidays by the sea) effects of tourism result from short-term and long-term stays of tourists. We can speak about the economic aspect in both cases and describe it as e.g. growth of national wealth.

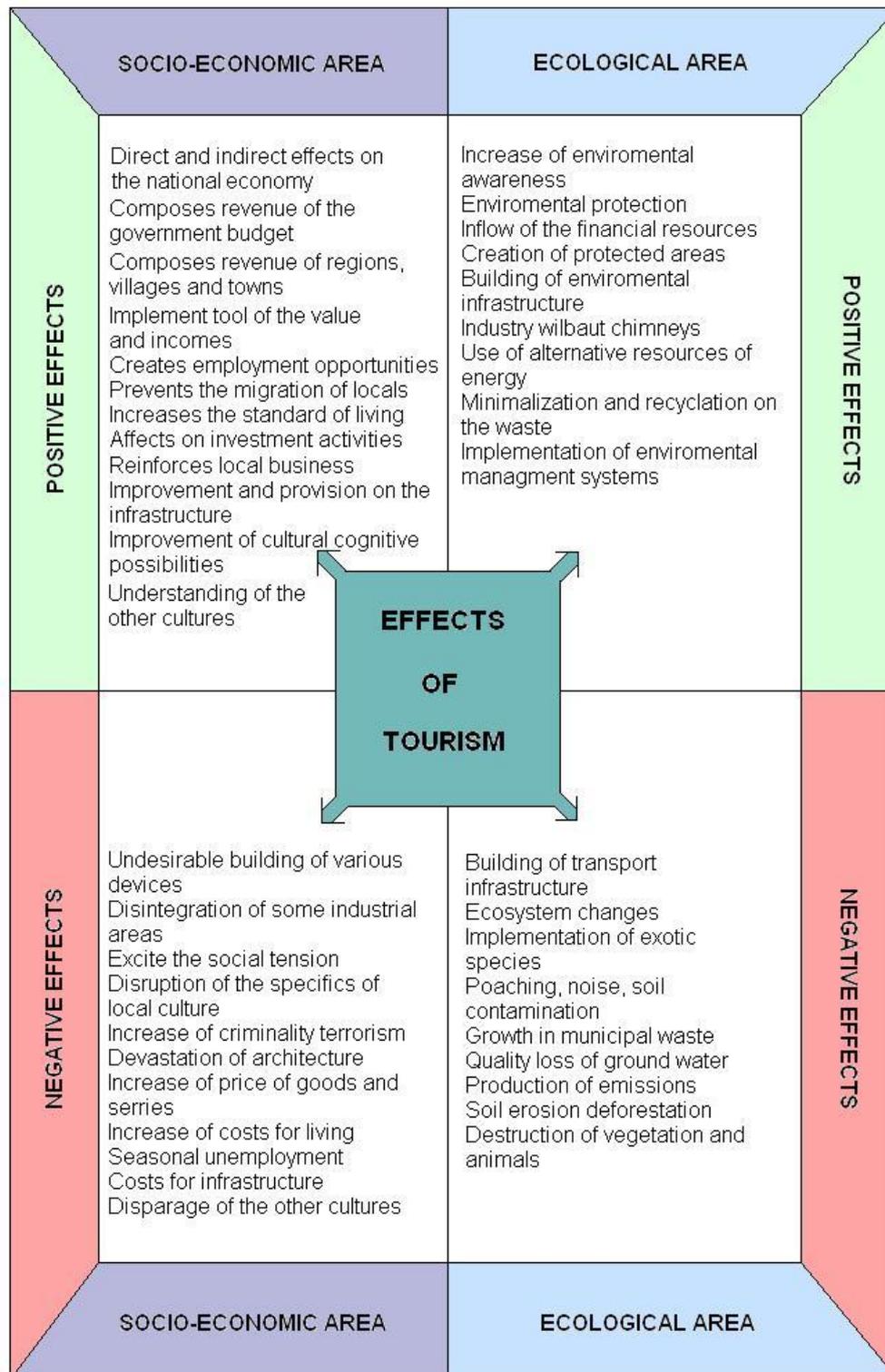


Fig. 1 Scheme of positive and negative effects of tourism (source: author)

Effects of tourism according to their function: dynamic, production, multiplication, integration, anthropogenic, globalization, time-defined, territorial, invasive, destructive, balancing, stabilizing.

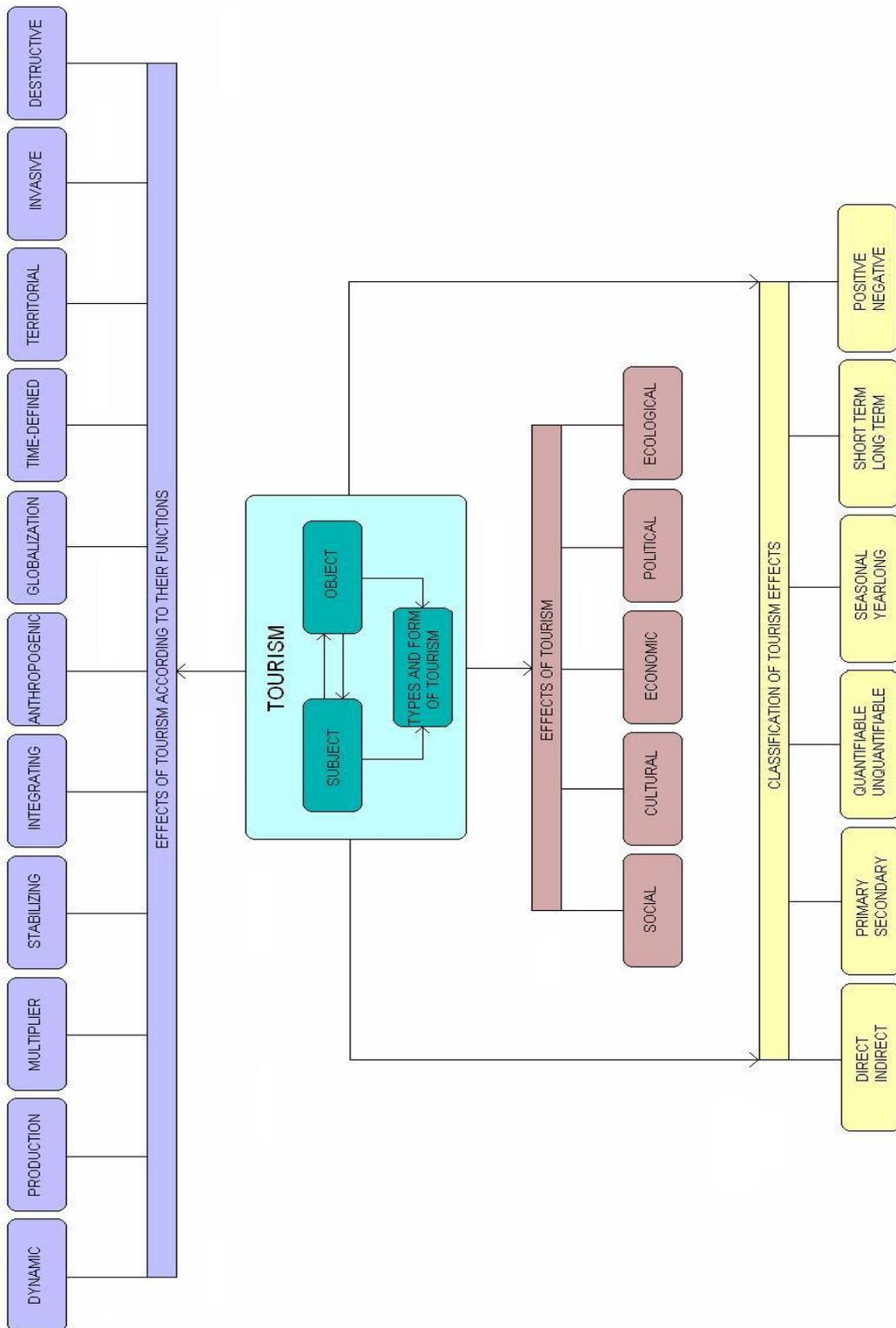


Fig. 2 Schematic diagram of the tourism effects (source: author)

CONCLUSION

The aim of the article has been, through studying literature, to come to the definition of tourism nature as to a phenomenon, essential to the development of the social sphere and its major areas of impacts in theory, to concentrate on the description of significant effects of tourism, its impacts, conceptual definition, function and classification in theory. Also, to help understand the tourism industry as an important part of leisure time, which directly and indirectly affect various sectors. In addition to economic impacts there are also non-economic, like any other industry it can create advantages and disadvantages for all parties involved, influencing a site positively and negatively. Theoretical definition of tourism effects is not sufficient, which implies the need for a balanced coordination of tourism development to sustainability.

"Tourism is the goose that not only lays the golden eggs, but also contaminates its own nest."

C. Hawkins

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EXPLOITATION OF GELNICA HISTORICAL POTENTIAL FOR TOURISM DEVELOPMENT

Michaela Sehnálková and Roksolana Ščuroková

Abstract

The article deals with the Gelnica town itself and describes its rich historical potential. It describes the most important monuments located in the city. The article tries to analyze the current state of the use of historical landmarks and highlights the fact that restoration, suitable management and reintroduction of some historical monuments into operation can have a positive impact on the development of tourism in the area. In recent years, the development of tourism in Gelnica falls down even though the city offers countless possibilities for its revitalization, where e.g. historical monuments preservation connects people to history, revives society, stimulates investments, encourages unity and brings finance needed for the development.

Key words: potential, Gelnica, tourism, historical sites

INTRODUCTION

Gelnica town itself belongs to one of the most important cities of the past of Slovakia. Name of the town is derived from the river - Gnilec (Hnilec), which later rose in the German name - Göllnitz and then the Slovak name Gelnica. The name suggests the Slavic origin and settlement of Slavs in the valley before the arrival of German settlers to Spiš in the 12 and 13 century. The town itself and its surrounding area disposes by plenty of cultural and historical monuments, which within the development of suitable products, integration of objects for an appropriate collaboration and promotion are able to attract many tourists to the town and increase its visit rate.

The paper also suggests keeping valuable heritage sustainable for next generation needs. In this regard those intangible heritages which are in hazard of disappearing can be maintained by the effort of key holders of the field. Tourism by its diverse variety changes to be one of the largest contributors to the economy of many countries. People travel to different destination by variety of purposes and one of the main motivational factors is to visit the heritage sites. Different heritage values can be found in the area [1].

However, the cultural heritage of the destination has the potentiality to be a tourism product,

but destination's planners must flourish this latent. Hence, the responsibility of the destinations planners and marketers is also to set a proper promotional plan [2].

LOCALIZATION

Gelnica is located in the Eastern Slovakia on the bank of the Hnilec River. Administratively, it falls to the Košice region. Particularly, it is located in the north-western part and it is surrounded by the districts: Rožňava, Spišská Nová Ves, Košice, Prešov.

It also includes villages such as: Helcmanovce, Henclová, Hrišovce, Jaklovce, Kluknava, Kojšov, Margecany, Mníšek nad Hnilcom, Nálepko, Prakovce, Richnava, Smolnícka Huta, Smolník, Stará Voda, Švedlár, Úhorná, Veľký Folkmar, Závadka, Žakarovce [3].



Fig. 1 Localization of Gelnica

Gelnica is one of the oldest mining towns in Slovakia. It has become the centre of the Hnilec valley by its natural position.

TOURISM AND LANDMARKS

Gelnica has generally many possibilities to attract tourists. In addition to beautiful nature, which offers the possibility of summer and winter tourism, various sports activities, it also offers many cultural and historical monuments.

LEISURE POSSIBILITIES IN GELNICA

There are many ways how to spend free time in the town. Either it means spending free time in nature or favouring cultural and historical sites. Visitors can visit e.g. the Mining Museum

situated at the Mining square, former Town Hall, Thurzov Lakes, Roman-Catholic or Gospel Church or the Stone Bridge. A trip to the ruins of the Gelnica castle is also an attractive opportunity. These landmarks are further described.

HISTORICAL SITES

Mining Museum in Gelnica

Mining Museum in Gelnica was originally an external institution of Spiš Muzeum in Spišská Nová Ves and now belongs to the administration of the Gelnica Municipality. Traditions of documentary material collections related to mining in Gelnica stretch back to the reign of Maria Theresa. Today's Mining museum was founded in 1963 and it is located at the former Town's Magistrate building [5].

Square in Gelnica

The Gelnica square is longitudinal and relatively regular. Square is given the character by a group houses, where former mine owners belonged to the upper social class. On the slopes around the square there were houses of miners, masters, woodcutters, colliers and furmansk. Up to this day, the miner's house that is under construction has retained. The Square landmarks include the bronze statue of praying miner. Dominant landmarks of the square are building of the former Town Hall (now the Museum of Mining) and the District office. In addition to this central square there is also the square at Gelnica Gospel Church. It belongs to the most idyllic corners of the town. It is bordered by ancient houses in the style of baroque from the second half of the 18 century [5].



Fig. 2 Square in Gelnica with the bronze statue of praying miner

Dominican monastery in Gelnica

Forgotten historical monuments in the town centre include the remains of arches of the Dominican monastery, which was built in 1288 during the reign of Ladislav IV. The monastery existed nearly three hundred years. It was destroyed at internal civil disorders in 1543 [3].

Former Town Hall

The centre of the old town is formed by the Former Town Hall built in 1802. It rose from the original renaissance core by affiliating other buildings with consistent façade in Teresian Baroque. Today, the building is residency of the Mining Museum, which was opened on 25 February 1963 [5].

Roman Catholic Church in Gelnica

It is one of the oldest architectural monuments of the city and was established in the 14 century. It is said that the site of the present church was another Gothic church. A special feature of the church is extremely long and wide sanctuary, which is one of the largest in Spiš. It seems that Gelnica inhabitants originally intended their temple to exceed other Spiš temples [5].

Roman Catholic Parish Office in Gelnica

It is a baroque-classicist building from the 1774. The front façade has a portal with free staircase and rhythmically structured windows and two niches with baroque statues of miners upstairs [3].

Gospel Church in Gelnica

Classical building of the Gospel church was built in 1784 and cost 30 000 of gold coins, which were gathered by 200 believers, 6 trades and mine ownership Roberti that built an altar and pulpit. There is a Samaritan and Christ oil-painting by Charles Jakobey on the altar from 1887 [5].

Stone bridge over Hnilec

The bridge was built in 1837 – 1845. It is a massive double-arcadian bridge made of quarry-stone. There is memorial tablet with the aera - 1837 and monogram of the town G.B. / Göllnitzbánya / [5].



Fig. 3 The Stone Bridge in Gelnica

Castle in Gelnica

The typical dominant of Gelnica is a small cliff with remains of former Gelnica Castle. The castle was founded by a Hungarian King Andrew II. in 1234. The castle is located in the western part of the town at a site called Zámčisko. It was built to protect the town and former mines. The castle had many owners and was often rebuilt and reconstructed. In 1685, the castle burnt out, it was destroyed and remained in ruins. This place offers nice views of the surrounding Volovské hills. At present, the Civic Association Gelnický castle looks after the ruins, and tries to restore the castle [4].

Thurzov Lakes

It is one of the most popular trip and recreational opportunities in the immediate surroundings of Gelnica. Thurzov is named after the earl Thurzo who received the Gelnica castle from the king Ferdinand I. Habsburg in 1528 for proven favours [3].

The diversity of natural beauty and climatic conditions were satisfactory for the establishment of Thurzov spa at the beginning of this century. Turzov spa is located two and a half kilometres northwest of the city, at the end of the valley at the confluence of several streams. Spa was actually climate and hydrotherapy institute. Diseases of the upper respiratory tract and nerve diseases were treated here. During socialism the area served for children pioneer camps, later for school in nature camps.

Locals have always considered Thurzov in Gelnica as their pride. They rested in the area of the pond for many years. The situation has changed a lot recently. The area was purchased by a private businessman, the buildings are decaying and nobody takes care of them. The area consists of four buildings that were purchased from the Office of the Košice region by Slovakian living in Austria. Locals believe that the former spa should have been bought by the town and should have taken into account the interest of the town [10].

Current situation of tourism - The historic town Gelnica

Gelnica is one of the oldest mining towns in Slovakia, situated in the middle of Hnilec valley on both sides of the Hnilec river. In the 14 and 15 century, town went through the peak of prime. Mined were gold and silver, but also copper and iron ore. The city was known for metal processing (production of nails). The economic crisis in the early 20 century also affected the Hnilec valley, manifested by emigration and so the valley was called "Hunger Valley". There are currently 6.1 thousand of population, but it is slightly decreasing. The ongoing process of transformation and reconstruction of the economic sector in 1989 caused a loss of mining and closure of mines, leading to high unemployment. The city has a particular perspective for tourism development in the processing of wood. For development of Small and Medium Enterprises has been built a business incubator, the industrial park is under construction. [8]

Tourism in Gelnica continues to decline, as it is evident from the various statistics maintained by the Statistical Office of the Slovak Republic. The following tables show data from the years 2001-2011 recording information related to tourism and visit rate in Gelnica. In particular, it is the number of accommodation facilities, the number of lodgings in accommodation facilities, the number of visitors in accommodation facilities and the total number of overnight stays.

The following table shows current state of accommodation facilities and the number of lodgings in accommodation facilities in Gelnica. Regional data from the Slovak Statistical Office were updated on 07/01/2013.

Tab. 1 No. of accommodation facilities In Gelnica [9]

Number of accommodation facilities and lodgings											
Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
AF	14	15	15	12	13	13	19	19	17	14	14
Lodgings	703	649	643	578	597	595	655	605	513	344	345

In 2001, 11,561 people visited Gelnica, represented by 45,277 lodgings. In 2011, it was 1,440 people, which meant 4,563 lodgings. Nearly 90% of decline may be caused by many factors - poor promotion of the town, almost no development of regional tourism, Thurzov complex, etc.

Tab. 2 Number of visitors and lodgings in Gelnica [9]

Year	Number of visitors	Number of lodgings
2001	11561	45277
2002	9822	33384
2003	9776	34656
2004	10392	35877
2005	8640	25839
2006	9036	26771
2007	8897	24404
2008	7935	19671
2009	4689	11440
2010	1508	4198
2011	1440	4563

PROS AND CONS OF TOURISM IN GELNICA

Gelnica and its surroundings have excellent conditions for tourism development. Valuable cultural and historical monuments in the town centre and beautiful nature in surroundings are suitable and ideal for tourism development, especially sport, active recreation and sightseeing tourism. In the neighbourhood of Gelnica there are many historic monuments (Spiš Castle Spiš Podhradie, Levoča, Žehra, Spiš Kapitula, etc.). They all are accessible within two hours by car. [11]

However, the disadvantage of the area for the tourism development is inadequate and poor state of accommodation facilities and transport infrastructure, both in Gelnica and in its surroundings. In particular, morally and technically worn out accommodation facilities in many cases do not meet basic health standards and regulations, poor quality and maintenance of roads and sidewalks in some seasons. Similarly unsatisfactory technical condition and the poor quality of some sport and recreation facilities and complexes (Mining Museum, Amphitheatre, winter and football Stadium, Turzov lakes, Ski-lift in Gelnica etc.). There lacks a detailed and comprehensive mapping of tourism potential, followed by updating and refinement of already existing information. Lack of information about the town and surrounding area results from an insufficient amount of information about the offer of the town. There is insufficient number of activities in promotion of tourism in various exhibitions, cultural and social events and a non-complex marketing strategy.

One of the factors positively influencing tourism development is the establishment of the Tourist Information Office in 2000, which main activity is the provision of information services, in particular, about accommodation and catering capacities in Gelnica and neighbourhoods, cultural and social events in the town, selling tickets for various cultural events, as well as information about the possibilities of spending free time and tourism services in Gelnica. It is possible to purchase promotional materials, maps, postcards and souvenirs of the town in the Tourist Information Office [7].

As the source of information can also serve the website of Gelnica, where a variety of information and promotional materials is available for tourists. Gelnica is involved in the project "Gothic Route". It is a tourism project, which was launched in 1996. There are 5 districts (Gelnica, Ves, Revúca, Rožňava and Levoča) involved. It is the first cultural-cognitive trip in Slovakia, which presents the most precious values in the Gemer and Spiš regions. The biggest problem remains in financing tourism activities within Gelnica. At present, the situation is not very flattering in all-year use of tourism facilities. However, in case of interconnection of tourist centres, complementing winter and summer tourism and awareness of historical sites and natural beauty, it is possible to increase the level of existing services and increase the attractiveness of the region in terms of tourism development [11].

CONCLUSION

Characteristics of the area presume the provision of Gelnica, after adjustment in several problematic parts, to exploit its potential for tourism development. Through investments into the basic infrastructure (improvement in local roads, unused household fund or mining objects) it can revive tourism (not mass character) as an alternative economic activity to stabilize the economic situation of inhabitants. The main potential of tourism in micro region of the Hnilec valley is mainly formed by nature and cultural-historical heritage. Cultural and historical heritage is associated with mining and metallurgy, ironmongery, charcoal, building water and steam power plants, transport of excavated ore and wood by narrow gauge railways, and the development of handicrafts. There are many artefacts, collections, professional historical documents (written, graphic), but unformed comprehensive presentation system in Gelnica. Gelnica and its surroundings have a great potential to improve its position within the tourism industry.

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CLIMATIC SPA RESORTS OF LOWER SPIŠ IN THE PAST AND NOWADAYS

Dana Tometzová and Jarmila Ferenčíková

Abstract

The presented paper describes defunct climatic spa resorts in region of Lower Spiš, their functions in the past and reasons why some of these spas disappeared and some of them ceased to exist. Article explains differences between traditional thermal or mineral spa and climatic spa. Specifically paper deals with Čiernohorské spa near Nálepkovo, Thurzov spa in Gelnica and spa in Spišská Nová Ves. There is depicted history of spa resorts, diseases that have been treated there, ways and methods of treatment and equipment. Article systematizes and deals with problems which caused that climatic spa resorts in Lower Spiš are not used now, but also possibilities for tourism development offered by beautiful surrounding and natural sources of this area.

Key words: climatic spa, Lower Spiš, tourism, water sources

INTRODUCTION

Slovakia is in general significant locality of mineral and thermal water. Even Lower Spiš is not exception. Spas can be divided into balneological spas and climatic spas. Balneological baths are mainly focused on diseases of the musculoskeletal and circulatory system, metabolic, respiratory, neurological and other diseases. Very good results were achieved in the treatment of traumatic conditions, mainly due to a car accident. Climatic spa use the environment in which they are situated. That is the altitude or the composition of the atmosphere which is determined by natural conditions. These natural conditions mainly support the treatment of the respiratory system and related diseases, but also problems with nervous system as well as allergies. In the past there were many climatic spas all over the Slovakia. Many of climatic spas are nowadays closed. Typical climatic spa in Slovakia exist only in Nový Smokovec.

Experts try to analyze root causes of the end of slovakian spa resorts. As the main reasons can be put into attention - changes of ownership, since 1918 new property management business raised by State spa enterprise, decrease in visiting during the World War II, the use of some of the spa facilities for housing, lack of maintenance and subsequent dilapidation.

DEFUNCT SPA IN SPIŠSKÁ NOVÁ VES

Spas in region of Lower Spiš were specific because these spas were mostly climatic and especially respiratory problems were treated here. In the past existed spa in Gelnica – Turzov, also spa near Nálepkovo („Čierna hora“) and lot of mineral sources were used. There were also climatic spa which served for patients in Spišská Nová Ves – Novoveská Huta until 1939 [3].

Novoveská Huta spa is located at an altitude of 750 m with an area of about 2.5 ha. They are located in a forest area of about 1 km from the main road. It was the first weather and mud baths with the first hydrotherapy institute in former Hungarian monarchy. They started to build this spa resort before World War I in 1892. Within two years, built a magnificent complex treatment center, which consisted of seven buildings. Water was drawn from two sides. To the King source were connected wooden troughs, which led water into the spa and this source was used to treat patients. From the other side troughs led water from ponds and water secured power for baths. The pressure resulting from the influx of water has turned into a wonderful spout.

In buildings were practiced special therapies for diseases of the nervous system, musculoskeletal system, bowel problems and there was also treated overweight. Visitors could benefit coniferous baths, steam baths, massages, inhalations, mud packs, different types of electrical therapies, milk and acid milk therapy – also known as kefir therapy. Patients could relax by playing bowling and got some fresh air by walking along forest trails. The resort itself was richly equipped and offered a swimming pool, gym, library, reading room with newspapers delivery and piano room [4].

The bridge leading to the largest spa building called Prague was also favorite for visitors. It was a place full of life. There was luxury and comfort of which you never dreamed. Bathtubs had plated legs, pompous tables and chairs, silverware and of course infinitely many lights.

To this spa is also connected with mystery. After the World War II was building nowadays called „Kozáková villa“ bought by dentist Kozák. His two children died accompanied by mysterious circumstances and he had them buried right next to the villa in wooden building with tower. Another legend is about the death of young girl with name Ilona. She was a daughter of doctor from Prague. This girl once chose to walk in the woods and then pulled the huge storm that broke trees. Ilonka was searched everywhere, and after three days they found her dead in the woods. Some people think she was bitten by snakes. A place where she was found they erected a monument with water source. On this memorial is depict snake so people

believe that the legend is true. On memorial is written Hungarian poem, which says tragic story of a young girl.

Spa in Novoveská Huta survived several years. During World War II it provided shelter for locals. And after war in 1947 spa was bought by the church to save complex against dilapidation. However, after the coup in 1948 spa had been nationalized and since then started their slow decline. Kozáková villa served as a pioneer house until 1989. Just this year was a definite end. Bath buildings were used as houses, later demolished, paths overgrown, and all the "luxury" was stolen.

So spectacular resort that was able to treat up to 140 patients at the same time as it disappeared behind the earth galore. Today, perhaps no one would say that Novoveská Huta was once luxurious spa, and it is this place belonged to the most popular in the region. [3].

DEFUNCT SPA IN THURZOV

The diversity of natural beauty and climatic conditions was the beginning of creating Thurzov spa. There exist two lakes in Thurzov – Upper and Lower lake. In the past spa was used for industrial purposes, namely, served to drive the mill, which ground ore mined in the nearby mines. Spa was established in 1899 and put into service in the year 1903. Many citizens from Budapest and Debrecen visited this locality. Although there is not mineral water, our ancestors were resourceful and strive to make effective use of local resources. Water from the lake was boiled with needles and thank to that had water inhaled therapeutic effects. Bath in such water ensured rapid blood circulation of skin, increased vitality of the circulatory system and also improved blood circulation and internal organs and improved their functionality. Such called perfusion – hyperemia ensured rapid elimination of harmful substances from the body [2, 4].

Glitter and glory of baths disappeared after World War I. Also the period after World War II was a sad chapter of spa. German soldiers would come to heal and rehabilitate themselves straight from the front lines. This place is unfortunately well-known because of Hitlerjungend youth organization, which had it's centre here. In 1945 the Thurzov spa established holiday resort of schoolchildren. This center served mainly during the school year to teach in the countryside [1].



Fig. 1 Defunct spa in Thurzov (photo: author)

The original service building, which is the dominant of this recreational area, served also as a social entertainment centre for youth. The previous Bathhouse at lake, nowadays named Pioneer, was adapted for social purposes. There were about 180 beds in building called Praha, which stand near the lake. It was the main building with hydrotherapy and inhalation. The company also built up building called Budapest, but it burnt down. Building Baník was built for children. Praha and Pioneer are historically protected buildings. Spa guests came here with gentility by a carriage, which was pulled by three pairs of horses. Part of the equipment was a little house, where used to live a five member gypsy band. The guests could listening their music all days. There were also tennis courts [5, 6].

To this recreation area also belongs house of Ján Šverma (journalist and communist politician) with a capacity of 50 beds, with its own kitchen and dining room. House of Ján Šverma is 1 kilometer away from other buildings. It is closed now [2].

Upper Lake achieves the greatest depth of 17 meters. In the summer it served as a natural swimming pool. Lower Lake was suitable for fishing.

Thurzov spa was the pride of Spiš but now the situation is little bit different. The problem is mainly in the ownership, spas bought private businessman who does not have the money to

repair and reopen it again. Since this is a private area, locals or tourists can not access here, fishing and swimming is also prohibited. [6].

DEFUNCT ČIERNOHORSKÉ SPA

Čiernohorské spa near village Nálepkovo, started its full services in 1847, they had 14 available abundant sources. Enterprising owners of Čiernohorské spa issued postcards, that very successfully promoted the level of service and healing treatments. They were climate and mud spa with the first hydrotherapy institute in Hungary. This institute was founded by Louis Kornidesz in 1847. At the beginning there were 79 beds for patients, but in 1848 spa buildings were damaged and spa were of of service until 1853, when William Lomnitz reconstructed them. In 1881 there were 63 rooms and patients were under the supervision of spa doctor [8]. The treatment used local sources of cold water by Priessnitz method. This method was developed by Silesian peasant Vinzenz Priessnitz (1799-1851). Certain forms of his system were later adopted by Kneipp. Priessnitz method of exercise is a therapeutic system consisting mainly in the external use of cold water as baths, showers, affusions, and packs; the latter became known as Priessnitz compresses. Fresh air, exercise, work (like sawing wood), and diet were other agents used in specialized institutions encountered particularly in Germany and Austria.

After year 1945, spa lost their therapeutic nature. Later they served as outdoor school and nowadays they were purchased by two brothers – privates, who do not want to sell them but they do not have money for the reconstruction and reopening of the spa [7].



Fig. 2 Defunct spa building in Čiernohorské spa (photo: author)

CONCLUSION

Data on the number of spa ending in the last century vary with different authors. In the 18th century there were 137 spa locations in Slovakia. Currently, according to the Association of Slovak spa there are only 26 and new spa on green grounds will hardly occur. Peter Odler states about 15 spa resorts which are defunct only in Spiš region.

Unfortunately, today none of mentioned climatic spas do not fulfill their function and mineral springs are not used. Only unnecessary leak into the environment.

There are many reasons why they are not used. Problem is in advertising, marketing and unprofessional management of Spiš region, in lack of financial means, which are necessary for exploration wells. Working people can not afford to take a vacation for treatment which can last from three to five weeks. Negative factor for climatic spa tourism could be the higher level of pharmaceutical industry and better medicaments. In the past patients did not have sprays and medicines to suppress the symptoms of asthma and bronchitis. But the main problem is in ownerships.

Slovakia could be spa superpower, if it not allowed in the past disappearance of so many spas. One hundred years ago there were almost five times more spa resorts in Slovak republic than nowadays. Mineral and thermal water in Spiš and surrounding spa objects were until World War II the center of spa and social life in Spiš. They had been preferred by local and foreign members of the aristocracy, the bourgeoisie, artisans, peasants and urban poor. In addition to the established spa treatment known in Europe simultaneously was practiced folk balneotherapy, typical for the proletariat. This type of balneotherapy was not used inside the spa facilities, but in the wild, where draining mineral water flowed or in the barns, in sheds etc. It is not bad idea to use at least a former spa on site field trips for students and tourists. Until they are not quite forgotten ...

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USE OF GROUNDWATER AND SURFACE WATER IN LOWER SPIŠ

Dana Tometzová and Jarmila Ferenčíková

Abstract

Article systematizes and deals with groundwater and surface water sources which we can find in Lower Spiš region. Presented paper is focused on localities like Palcanská Maša, Thurzov lakes, lake Zahura and lake Úhorná. In paper are described purposes for which lakes were used and what functions these lakes fulfill nowadays. Attention is dedicated also to abundant mineral and thermal wells with specific physical and chemical properties. Article deals with water sources like Slatvina, Hnilčík – Bindt, Krompachy, Vojkovce, Letanovce and Arnutovce. These abundant water sources can be used to attract tourists and for tourism development. There is also described chemical composition of springs and their therapeutic effects on human health.

Key words: groundwater, surface water, Lower Spiš, thermal water, mineral water

INTRODUCTION

In Lower Spiš are situated many water artificial reservoirs, which in the past were used for mining purposes, ore modification, actuation of mining devices and driving the mills. They also served as a water tank in case of fire, for capturing rainwater, source of drinking water or for fishing. Nowadays they are usually used for water sports and recreation. In Lower Spiš are located water reservoirs like Palcanská Maša, Úhorná, Zahura and Thurzov.

Eastern Slovakia is overall very rich because of its mineral springs. Geological base of Slovak republic is diverse and mineral composition of water springs is extremely variable. Mineral water has beneficial effects on human body, which is caused by unique composition and content of various minerals. Eastern Slovakia is especially significant as a site of carbonic mineral water. We can find a lot of unused mineral wells in Lower Spiš. Conversely there are not many thermal sources in Lower Spiš, but those that exist here are worth mentioning. In the future thermal springs in Arnutovce and Letanovce could be modified into aqua parks and it would ensure flow of tourists and finance to Spiš region.

WATER RESERVOIRS OF LOWER SPIŠ

Palcanská Maša is water reservoir on higher part of river Hnilec. It is situated under rock

cliffs of plateau Geravy. The reservoir was finished in 1956 and its surface is 85 ha large. It is the largest water area in the national park Slovak Paradise. Lake is used for swimming, fishing, boating but mainly it was built for utilization of hydropower potential of water in hydroelectric power Wolf Valley in Dobšiná. Palcmanová Maša belongs to the trout wards [2].



Fig. 1 Water reservoir Palcmanová Maša (photo: author)

The recreation area **Zahura** near Spišské Vlachy is interesting because of its unique inscription on the shore of lake Sabinka. Idea with the words inscription was designed by two artists – Marek Pramuk and Vladimír Balog. They had been inspired by inscription of Hollywood. The letters are made of polystyrene, cardboard and clothesline. Zahurawood is exactly 1:10 compared to U.S. inscription, Hollywood's letters are 10 meters wide and 15 meters high. Lake Zahuru or Sabinka is suitable for swimming and in winter when it's freezing it is appropriate also for ice skating [1].

Lake **Úhorná** in Smolník is artificially created lake. In the past there was just narrow valley of the small stream called Smolník stream. Because of lack of water management of mines has decided to make an artificial water reservoir here. According to chronicle of Smolník

construction was completed in 1768. Dike was built from quarried stone without using sealant material. Lake had originally two drains but one of them was filled up. Water that flowed under the embankment of the lake was from 1771 captured and drained by underground canal with length of 7450 meters to mines of Smolník. Water served to drive the water resources. Area of the lake is about 4.79 ha and lake is 13 m deep. The lake has three tributaries – one from village Úhorná, from Medvedia valley and Rybník valley. Water from Rybník valley flows into reservoir by 900 m long canal. The lake has many crayfish and trouts. Lake is surrounded by coniferous forests with rare animals, especially Carpathian deer [1, 8].

Two kilometres from Gelnica is recreational area called **Thurzov**. Thurzov is named after the Earl Thurzo who was given in 1528 for the king's service Gelnica castle by Ferdinand I. Habsburg. The diversity of natural beauty and climatic conditions were suitable for establishment of Thurzo bath here. There stood stylish buildings where were treated nerve diseases and respiratory diseases [1].

For water sports are suitable Thurzov lakes, particularly Upper Lake. Upper lake is watered by mountain streams, which have their origin in the fault zones. Abandoned mining shafts regulate surface of water streams. Upper lake reaches a depth about 17 meters. In the summer served as a natural swimming pool. The lower lake in the past provided fishing opportunities. Thurzov artificial lake was built for the needs of the mining operations in the first half of the 18th century. During critical season artificial reservoir supplied Schlossgrund water stream with water. Schlossgrund served to drive the processing device [2].

MINERAL AND THERMAL SOURCES OF LOWER SPIŠ

In Lower Spiš are located also abundant mineral and thermal water sources – near **Smolník** there is a source with cementation water, **Slatvina** source near Spišské Vlachy is suitable for patients with low blood pressure. This spring is called Anna and it is characterized by carboniferous water. Source is available to public and in the past it was exported as mineral water abroad, even to the USA. It contains trace elements like lithium, potassium, magnesium, iron and sulphur. The spring has a constant year-round temperature of 9 degrees Celsius, which means that the spring rises from the great deep of mountain massif Sľubica. Mineral water has a pH of 6.1, and the average annual yield is 4.5 liters per minute. In therapeutic point of view, thanks to the presence of lithium, is source used especially in kidney diseases, but also in the respiratory and digestive problems. Is named after countess Anna Csáky, who had been drinking this water. Already in the 19th century were in Slatviná spa in which water was heated and spa tubs were filled by it. In addition to accommodation spa had their own park,

bowling and dance hall. Their capacity was not large, annually received about a hundred accommodated visitors. Spa disappeared in the thirties of the 20th century. In 1949 spring was nationalized and after 1953 it was no longer commercially used [4, 10].

In therapeutic point of view, thanks to the presence of lithium is used especially in kidney, but also in the respiratory and digestive problems. There is a locality **Hničák – Bindt**, which is recorded as a mineral water spring, which rises from the rubble phyllites and conglomerates in the depression field. Yield of spring is 1,2 l/s, the total dissolved solids is 2,2 g/l, temperature is 9 ° C, content of CO₂ is 20,7 mg/l. According to the STN (Slovak standard) it is natural water, weakly mineralized, sulphate, calcium, hypotonic, cold. The spring is not used. There are also water springs in **Krompachy** and **Vojkovce**. The spring in Krompachy is located near the mining colony „Tulipán“. It is used for drinking. Over the village Vojkovce is top called Sľubica which is a huge reservoir of groundwater. Mineral spring located directly in the village is called Medokýš. It is characterized by a strong iron-water, the best taste has in the summer in dry weather. When it is rainy it losing a typical sour taste [6, 9].

They are 4 documented sources of thermal water in Spišská Nová Ves district. Borehole HKJ-4 located in **Letanovce** with yield of 10 l. s⁻¹ and temperature of 24 °C, borehole HKJ-3 located in **Arnutovce** with yield of 11,8 l. s⁻¹ and temperature of 31 °C, boreholes in **Hrabušice** and **Danišovce**. To the spring in Danišovce were attributed healing properties already in the 15th century. Water from this source in the past helped patients with various diseases or ailments, especially in the treatment of eyes diseases, headache, ulcers etc. In the chapel of st. Mary Magdalene in Danišovce is still sanctification ceremony of this spring. Healed then thanks for helping to the patron of the spring – Mary Magdalene [3, 8].

Arnutovce

Thermal well in Arnutovce is 1133,5 meters deep. Immediately after discovery of well, it was bought by The agricultural cooperatives of Spišský Štvrtok. Chemical and physical features of the well are suitable for creation of relaxation complex. After deepening of this well more than 2000 m could be obtained water with temperature 60 ° C, which would conveniently heat the whole village.

The borehole is currently unused, it just comes out on local grounds and degrades them. In summer it is used by local inhabitants and also tourists relaxing in this warm water.

The biggest problem with the use of this well is in the ownerships. If the village get this borehole in its own property, the project of building of water park or thermal swimming pool could become very real [5, 7].



Fig. 2 Thermal well in Arnutovce (photo: author)

Letanovce

In the neighboring village Letanovce is thermal borehole. It is still property of Ministry of Environment of Slovak Republic. Borehole is 300 meters deep. This borehole is not so abundant as in village Arnutovce and also access is difficult. It is a pity that thermal energy which could be used for tourism development of the Lower Spiš region remains unnoticed. It is interesting, that water in spring is 10 000 years old and drilling the only one well cost 60 000 € [5].

CONCLUSION

Surface water sources are sufficiently used and visited. Lakes in Lower Spiš serve for sports activities like boating, water bikes, water zorbing, leisure time, fishing, either if there were created naturally or artificially. Palcmanská Maša is used also as hydroelectric power. But there is always room for improvement. Problem is insufficient suprastructure. Around water reservoirs is lack of accommodation and restaurants. Even if there are some, untrained staff works there.

Unfortunately thermal springs in Lower Spiš are not used at all. Main reason is private ownership of the lands where are situated thermal wells. People do not want to sell these grounds. They do not realize what benefits it might have for themselves, their village and region. It would mean for them new job opportunities, financial flows, tourism development, attracting investors, economic growth and increasing the living standards of inhabitants of Lower Spiš region.

It is a pity that many of mentioned mineral water sources are not used commercially for bottling and subsequent sale to end users outside of this locality. Place where will be bottles filled by mineral water could provides a new dimension for the tourism development. Such places would not just served for patients who want to buy healing water. It could serve also for tourists because presentation, promotion and selling of bottles could be connected with excursions, trips to surrounding, receptions, rauts and tasting of specialties. „There are so many mineral springs in Spiš like stars in the sky“, but we have to learn how to use them in appropriate way.

Demand for boreholes is evident. Everything under our feet belongs to the state. The Ministry of Health in recent years in any case did not use its power to authorize the use of medicinal mineral waters, although it was interest of domestic and foreign investors, who have not forgotten the wisdom of the fathers and grandfathers, "Pure spring water was the first medicine in the world. .. "

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EMPLOYEES AS A MEANS OF INCREASING THE ATTRACTIVENESS OF ACCOMMODATION

Eva Tomková and Lenka Muchová

Abstract

In the hotel industry and at various positions, ranging from receptionist to director of hotel facilities for the efficient functioning properly, it is necessary to "educate" the employee. Professional selection, training, training, determine working procedures, positive motivation, and effective management of significant help to create a reliable and loyal employees and reduce turnover, which in this sector so striking. Employ the right people is to build a strong team and high-quality services, but also save money and energy to train or correct mistakes new employees. The importance of a strong team and colleagues who can support each other should not be underestimated. In the team is important each employee. No wonder they say that the team is only as strong as its weakest member.

Key words: employee, attractiveness increase, accommodation

HUMAN RESOURCES IN HOSPITALITY

Human resources in modern management and mature companies become increasingly one of the most important parts of the management company. He is the special attention, because a person with the necessary skills and knowledge are the driving force behind of the company. On the performance and quality of work depends success, competitiveness and market position of the company in Hospitality on the market. [1]

The principal activities of the personnel department of the company are:

- HR planning,
- Creation and implementation of HR strategies,
- Creation, development and promotion of corporate culture and
- the overall development of employees in the organization.

The complexity of the problem it is clear that the problem can not be assessed hospitality personnel work on one level. In the large hotel chains, independent hotels are likely to meet with most of these activities. But in companies with 25 to 30 employees often find that word personnel for the owner, director or manager is only the process of drafting the contract of employment or termination of employment with the employee. [1]

THE SUCCESS IS THE PROPER SELECTION OF EMPLOYEES

If an employee has established good working condition (except for proper financial remuneration) and getting proper professional training, is able to treat customers so appreciated the approach of the staff and we returned to the hotel. Therefore, qualified staff, staff training and periodic retraining to become a thriving part of any property, especially if the hotel where the staff quality approach builds upon all the other services.

In the field of hotel is a very important day-to-day contact with client. Therefore, the success of business in this area depends largely on well trained staff who can anticipate the needs of the client, and provides services to the satisfaction of his superiors also satisfaction. For just happy and motivated staff is the best staff and fulfills his duties at 100%. [3]

EFFECTIVE SELECTION OF NEW EMPLOYEES

Recruitment is one of the most important management tasks. Hiring the right people is to build a strong team and high-quality services, but also save money and energy to train or correct mistakes new employees.

The importance of a strong team and colleagues who can support each other should not be underestimated. The team is important each employee. No wonder they say that the team is only as strong as its weakest member. Even if your marketing is working like clockwork and can attract new guests, even those who will never return if they find a dirty room just because the maid therefore paid its job properly. Therefore, whether it's a manager, waiter or chambermaid, each of them is essential. [3]

Recruitment is very time consuming and energy. It is often a dilemma - accept it, which has more experience or that which is so very trying. And let's be honest, sometimes there is not plenty to choose from ... Find the right employees requires patience.

Be that as it may, there are ways to streamline the entire process of selecting new employees during the first phase of the interview and the questions raised properly or tricks to reveal those who did not remain long with you. [3]

THE CURRENT STATE OF HOSPITALITY IN SLOVAKIA

Slovak hospitality industry consists of 17 162 companies with 50 870 employees in hotels and restaurants. Employment in this sector represents 7,2% of the total workforce, 98% of businesses are small businesses, and 94.4% are even to micro-enterprises. Women outweigh men: 54% of employees are. [1]

Persistent feature of employment in the Slovak Hotel is the employment of full-time employees. Slovak hotels often do not employ part-time fear of decline in the quality of services provided; underdeveloped labor market for this type of employment and attitudes of people who have received training at higher education institutions.

The workforce is young: according to statistics, almost 48% are younger than 35 and those older than 55 years with less than 10% of the workforce, though their numbers are growing because of demographic changes. [1]

The education level of the workforce is low: 40% of workers are relatively unskilled, only 1 of 10 employee achieves a high level of education.

Responsibility for recruitment is often the owner. Slovak hospitality and catering equipment and training do not see education as a priority, and most of them do not have the education budget allocated no. Strategic planning in many organizations is not common because of their size. The structure of relationships with employees Slovak tourism and hospitality industry is characterized by its instability, vaguely defined relationships and responsibilities. [1]

HOTEL STAFF AND QUALIFICATION

Especially dire shortage of quality workers in the labor market is the largest and most recent issue of Slovak hospitality.

Years has been invested in the construction of new and reconstruction of existing infrastructure in the tourism industry to get the services to the European level. Now we can say that the hotels, guesthouses and restaurants while we are "European", but the employees still remain to us "home". The fact that the quality of human resources in the service of tourism and hotel industry in particular is one of the factors determining the impact on current and future success of companies and entire industries, many do not take lightly. The result is often that the blame for failure and problems are often label employees. [3]

We can say with certainty that what workers business will, so will the level and quality of service.

Of the 20 respondents medium-sized hotels in Košice region only 6 provide training for their employees. We are talking not only about training in communication, because of the now much talk, but also vocational training in particular:

- in Management (Hotel Management)
- in finance (financial analysis, pricing management, ...)
- in information technology (reserves, storage, ...)

- the new trends
- knowledge of foreign languages
- the organization's human resource management and intercultural relations with foreign clients
- and other [5]

Who is the culprit?

The fact that the hotel industry is among the sectors that typically employ workers without professional qualifications we have mentioned above, but the question still remains: Are Slovak hotels to choose from? According to what the situation is with us, probably not much to choose from. Simply put, nothing in many cases they even do with it. Therefore, it is very difficult to apply in this area one of the basic tools of personnel, and it is controlled and careful selection of staff. That, of course, we can do when it is to choose from and we have time to do it. But often the hotel is in a situation where the existence of a need to ensure the operation next week "qualified" person.

In this issue we follow two camps, namely: the first is a group of operators and directors of hotels, who think that the position may be taken only by a qualified person, they think that the newly recruited staff shall automatically knows what to do. They are usually only a brief training by a colleague, working without the manuals, procedures or access the hotel standards. But here one has to ask whether it is really sufficient and most important thing that a potential employee has a degree in the industry? Important thing is to be sure to ask the question: Is the enough experience in that what you need?

And here is the problem lies in the fact that we shoot in a vicious circle of supply in the labor market and professional training, which revolve students without interest in union, professional teachers often without any own experience in the field, poor possibilities of practical training, scant interest of employers to participate in education and training that results are poor in practice nullified graduates and job seekers. Not that the owners and hotel managers not interested about qualified and quality labor forces, but it isn't in the labor market.

The only way to extricate from this circle is that the hotel management will bring up qualified personnel himself in various fields. And it is this attitude of management belongs to the second group.

In fact, most major hotel companies have well-established HR processes although even here we find exceptions. This issue is most relevant for small and medium-sized enterprises, which, according to statistics, the most in Slovakia.

TRENDS IN THE HOTEL INDUSTRY

One of the main areas that you should know, constantly monitor and apply in practice the hotel staff (hotel management, front desk personnel) and whose staff have great knowledge is just to be trendy and hospitality news. [7]

Emerging markets

Hotel Market of China and India will play a major role in 2015, these countries will continue to grow yearly, and overtake the UK, France and Japan.

Reinforcement the middle class in emerging markets significantly boost demand for leisure and business segment. The greatest potential for the future lies in the development of middle-market and product type Economists for domestic tourists. [7]

Demographics

Expect the two key factors of change in the industry, creating new models in travel demand in the West, as well as a new source markets in the East: the aging population of "baby boomers" and a growing middle class in China and India.

For hotel operators who understand the impact of key development and the needs of a growing population of major demographic segments, they will reap the rewards of success and become the future leaders of the industry.

It predicts that by 2015 the U.S. generation of 'baby boomers' will have in the hands of 60% of the national wealth and will be responsible for 40% of the expenditure of the country. American generation of 'baby boomers' will stimulate growth in the sector of tourism and leisure hospitality. The way to approach this generation is to appeal to their 'forever young' approach and desire for experimentation and for travel. "

Middle class populations of China and India also vex wave changes in the future, while the traveler patterns evolve from domestic tourism through regional to international tourism. It is expected that India alone will have until 2020 to 50,000,000 foreign tourists. [7]

Brand

Development of social networking over the past 5 years has been staggering and will continue to remain. This new form of communication and sharing of feedback is beneficial not only for customers, but it is also a beneficial opportunity for hotel operators.

The transparency of social networks points to inconsistencies in the implementation of brand standards and provide a quick and enriching communication channel between brand and customer. The most successful brands will be those that seize the opportunity to learn to use social networking instead of fighting or underestimating its impact. [7]

Technology

To make hotel companies in 2015, is successful, they need to invest in technology. Fight for obtaining reservations through their own websites will continue, but all major operators will attempt to satisfy customer requirements and develop compatible applications and websites for mobile phones and technology. [7]

Sustainability

Sustainable development has become a critical factor for the industry after 2015. The growing population and limited energy resources will create difficult business environment in which sustainable development will be included in all aspects of the hotel industry. [7]

Crisis management

The key to survival in the hotel business, which affects unpredictable obstacles and subsequent minimizing their consequences is the creation of appropriate responses - protocols and crisis management programs. Successful operators will also demonstrate how to profit from the new opportunities that may arise in difficult market conditions. [7]

THE USE OF SOCIAL NETWORKS FOR BRANDING HOTEL

Social media is increasingly interfering in all spheres of our lives and hotels in the United States and the Middle East to use. Slovak hoteliers will have a long way yet to learn. People around the world spend more than 20% of their time on social networking sites. The importance of these sites for marketing, therefore, can not be underestimated. [6]

Unfortunately, not all hoteliers understand. Maybe they do not believe in the return of the investment or consider advertising on Twitter, Facebook or TripAdvisor for lost time. The success of this method of advertising that has brought the hotel in the United States and the

Middle East, however, suggests that their European counterparts they should be followed. The survey shows that the Slovak hotels using social networks really neglected.

Hoteliers will still rely on traditional forms of advertising. Their clients, but using the Internet and the numbers show that they prefer the hotel, which they themselves, or their friends listed as a favorite on Facebook.

Hotel managers are unlikely to have sufficient confidence in social media. But to prepare their hotels for a chance to get more guests.

It seems only a matter of time before Facebook and TripAdvisor start seeing the ads of our hotels. It's time for managers to realize their enormous potential and return on investment in social media. [6]

METHODS FOR EVALUATING THE QUALITY OF SERVICES IN THE HOTEL INDUSTRY

Mystery shopping

Mystery shopping (secret, mystery shopping) is an established method of marketing serving the anonymous and impartial assessment of service quality and customer service. Verification is done through a simulated purchase by trained inspectors for fictitious purchases verify the overall quality of customer service (sales practices, technical and social level of the vendor's expertise and professional behavior), as well as the overall look and layout of the business premises (exterior, interior). A trained inspector simulates a potential client who, according to pre-defined evaluation criteria consider the behavior of employees, including those of the environment and atmosphere of sales. Based on regular assessments and findings of the mystery shopping can take appropriate corrective and preventive actions to improve the quality of customer service, retain existing customers and ensure a high potential conditions for the acquisition of new clients. [8]

Marketing research

Marketing research is Applied Social Research, which aims to obtain information for decision-making executives, managers and owners of organizations to acquire or sale of raw materials, products or services in the marketplace. It is a set of activities related to the collection, analysis and evaluation of information relevant to a specific marketing problem solving company. They are used for example to identify needs and buying intentions of consumers, their attitudes towards the product, pricing, and advertising companies. Information obtained from these sources are connected to the database and evaluated by

analyzing. One of the main reasons to implement a marketing research is to identify market opportunities. The more the prediction of future sales is different from reality, the greater the loss of excess inventory, or in the case of underestimation, the loss will arise from loss of profits. [9]

The difference between the method of mystery shopping and marketing research

- Mystery shopping is a related method of marketing research (there is a link, but it is not the same) it may be a useful complement to the marketing strategy;
- Mystery shopping is more useful in real operation as marketing research, is more often used as a training and motivational purposes;
- Marketing research includes the views and demands of actual customer perceptions, their needs and expectations;
- Mystery shopping to complement the information gap between the actual performance of business and marketing;
- Mystery shoppers (undercover buyers) are not real customers. They know what they can evaluate before visiting the service;
- Mystery shopping should not be used as the only tool for assessing customer satisfaction, can confirm, respectively extend the results of a survey of customer satisfaction, but they do not completely replace;
- Mystery shopping can't predict the behavior of each customer, and how it will feel after a visit to the set of data obtained from surveys carried out, but it is possible to determine the requirements for customer satisfaction; [8]

PROBLEMS PREVENTING THE SUCCESSFUL DEPLOYMENT AND OPERATION OF PERSONNEL POLICY IN THE HOTEL OPERATION?

Long and uncertain return on investment

The truth is that the introduction and implementation of quality personnel in the hotel, of course, is both financial and human costs. The smooth operation of the personal processes and friendly corporate culture and functioning, functioning and elaborate system of care for employees and especially a huge amount of human effort, patience and time. All of this requires a financial investment to be part done right. Their return is a long and complicated effect measurability. Therefore not consistently implemented HR (personalistic) topics to the owners and top managers based on short-term profit. [2]

Responsibilities and competencies

Who is responsible for establishing processes and personnel, who is involved in their implementation to be successful and have produced the desired effect? Again there is no clear answer. However, we can say that it is the person who has enough skills and tools to enable them not only established, but could also enforce compliance, developing a sustained continuity. [2]

The small hotel operations manager is certainly, condition are skills that must be given to the owner - their employer. In large hotels would be the personnel department, but under the same conditions of competence.

The implementation of personal processes must be involved virtually everyone - personalist, top management, middle management and employees themselves.

Middle management by adopting the principles of communication with employees, long-term change in attitudes and patterns of behavior and use the least expensive but most effective motivational tools. They praise them, smile, thanks, looking for problems, support where appropriate, fair dealing and regular communication within the department. [2]

Finally for employees means identifying with recruitment strategies and activities of a very heroic thing - admit that not everything that comes from top management is poor and seeks to complicate their lives.

High turnover

Another of the main obstacles to the functioning of personnel policy in the hotel and restaurant service is definitely high staff turnover. Of the employer to get back his investment in a worker in the field of education, training or corporate benefits - at a time when the employee one month after he was trained at the expense of the hotel, decided to go to the competition - are almost zero. This argument is regularly used as a justification for why it makes no sense to train employees and why it makes no sense to seek employees not particularly care. Of course, all these arguments are based on managers based on the amount of negative experiences. [2]

Composition of teams

Of course, the staff and the many reasons for the establishment and maintenance of personnel processes are very complicated and lengthy. The main problem is certainly a variety of teams in terms of education, experience, social environment and nature that complicate the creation of an environment that is positive and acceptable to all. [2]

Training

One of the most important and most often used tool is the personal training staff. In this area, internal training people associated almost exclusively with large hotel chains and large independent hotels that have their own trainers and training programs. In an environment of small and medium-sized catering and hotel businesses, unfortunately, over the possibility that no one really does not think, just because it is associated with a person's internal speaker, which no one in this category, companies can not afford to pay. The same applies to the training house training delivered by external companies that are interesting and sometimes useful, sometimes even based on some foundations and professional experiences from the field, but always very expensive, in terms of efficiency and sustainability - is very questionable.

Training itself does not lift the quality of staff and reliably maintained, but it is only one of the steps to increase the qualifications and skills of the staff lead.

Truly effective training should be planned on the basis of at least simple surveys that show where and what is the biggest problem. Many hoteliers are saying it themselves know very well and do not need any surveys, but it is a mistake. Looking for quality service through the eyes of the outside is irreplaceable. [2]

CONCLUSION

It may seem that we have now reached a stalemate. The issue is certainly complicated, and it is probably the greatest enemy dislike change stereotypes and patterns of behavior and organization to operations as the company owners and executives, and of course the staff.

Professional selection, training, determine working procedures, positive motivation, and effective management of significant help to create a reliable and loyal employees and reduce turnover, which in this sector so striking. First of all, the choice of a suitable employee, whether experienced or not. Manager will should have a feeling for people. If an employee has established good working condition (except for proper financial remuneration) and getting the correct professional training, is able to treat to customers so appreciated the approach of the staff and return in the hotel.

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