

Krzysztof Widawski
Jerzy Wyrzykowski
Editors



The Geography of Tourism of Central and Eastern European Countries

Second Edition

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Introduction

On the initiative of the Department of Regional Geography and Tourism of Wrocław University, under the direction of Jerzy Wyrzykowski, from 1990 to 2010 a group of specialists on tourism met every two years in order to exchange research experience in the scope of the development of international tourism in Central and Eastern Europe. The results have been presented in eleven scientific publications entitled “Conditions of the foreign tourism development in the Central and Eastern Europe” (1992, 1993, 1995, 1997, 1999, 2001, 2002, 2005, 2006, 2008, 2010). In 2012, the Institute of Geography and Regional Development of the University of Wrocław published a book (edited by J. Wyrzykowski and K. Widawski) entitled: “Geography of tourism of Central and Eastern Europe Countries” which summarizes the collaboration.

Currently, after updating and supplementing the book with a chapter concerning geography of tourism in Belarus, we gladly present it as a part of the publication.

The scope of geography of tourism in Central and Eastern Europe presented in the book has been limited to post-socialist countries of the region, which have had similar experience concerning the tourist economy. Chapter 1 of the book provides the characteristics of 20 post-socialist countries of the region on the international tourist market and constitutes the background for Chaps. 2–13, which present the condition of research on tourism, tourist attractions, development, movement, and main types of tourism as well as tourist regionalization in the 12 countries, all illustrated with charts and pictures. The authors and editors of the book hope that it will broaden the knowledge about tourism geography of this part of Europe.

The Output of International Scientific Conferences Entitled “The Conditions of Foreign Tourism Development in Central and Eastern Europe” Organized by the Department of Regional Geography and Tourism at the University of Wrocław

Since 1990, every second year the Department of Regional Geography and Tourism has organized international scientific conferences entitled “The Conditions of Foreign Tourism Development in Central and Eastern Europe.” The idea behind the conferences is to create a possibility for experts on tourism from post-communist European countries to exchange their research experiences in the scope of foreign tourism in the new world of market economy. These observations are confronted with the experiences of other European countries with rich market economy tourist tradition.

So far, eleven conferences have been arranged—in 1990 in Borowice, in 1992 in Miedzygorze, in 1994 in Milkow near Karpacz, in 1996 in Szklarska Poreba, in 1998 in Sobotka-Gorka, in 2000 in Kudowa Zdroj, in 2002 in the Czocho Castle, in 2004 in Wrocław, in 2006 in Polanica Zdroj, in 2008 in Jelenia Gora, and in 2010 in Walbrzych (in the Ksiaz Castle). Field tours allowed the participants to see the most interesting areas, towns, and buildings of Lower Silesia contributing to tourist promotion of the region. The scientific director of ten of the conferences was Prof. Jerzy Wyrzykowski, the head of the Department of Regional Geography and Tourism. At the eleventh conference, its scientific leadership fell to Jerzy Wyrzykowski and K. Widawski (the new head of the Department of Regional Geography and Tourism).

The participants and speakers have been representatives of universities and research centers from Brno (A. Holešinska, M. Šauer, J. Vystoupil), Bratislava (P. Mariot, E. Otrubova), Dortmund (J. Willms), Forssa (Finlandia, J. Ahtola), Kecskemet (Węgry, L. Csordás), Lille (J.-M. Dewailly, C. Sobry), Lyon (J.-M. Dewailly, P. Marchand), Lvov (N. Antoniuk, W. Brusak, J. Krawczuk, Z. Kuczabska, M. Malska, M. Malski, O. Shabliy, O. Vuytsyk, J. Zinko), Minsk (T. Fedortsowa, O. Mechkowskaya, I. Pirožnik, G. Potajew, H. Potajewa, A.I. Tarasionak, I. Trifonova), Munich (H.-D. Haas, R. Paesler), Moscow (J.M. Kononov, M.D. Ananicheva, J.S. Putrik), Oradea (Rumunia, A. Bădulescu, D. Bădulescu, L. Blaga, N. Bugnar, A. Ilieș, D. Ilies, I. Josan, R. Petrea, M. Stașac, C.

Tătar), Ostrawa (M. Červinka, T. Tykva, L. Švajdova), Poitiers (O. Dehoorne), Pullman (USA, L. Kreck), Sighetu-Marmatiea (Rumunia, G. Ilieș, M. Ilieș), Sofia (M. Bachvarov), Strasburg (B. Kostrubiec), Vienna (P. Jordan), Vespem (Węgry, K. Formadi, P. Meyer, E. Penzes, A. Raffai, C. Raffai), Vilnius (A. Baranauskas, G. Brazauskas, R. Palionis, A. Stanaitis, S. Stanaitis), Zadar (J. Brkić-Vejmelka, J. Faričić, D. Magaš), Zagrzeb (K. Bučar, Z. Curič, Z. Hendija, V. Kelemen-Pepeonik, V. Mikačić, I. Nejašmić, Z. Pepeonik) and from Polish universities and research centers in Bydgoszcz (S. Iwicki, R. Przybyszewska-Gudelis), Gdansk (A. Korowicki, B. Kubiak), Jelenia Góra (P. Gryszel), Katowice (A. Hadzik, A.T. Jankowski, G. Jankowski, M. Lamparska-Wieland, A. Nitkiewicz-Jankowska, J. Radosz, M. Rybałtowski, A. Staszewska-Ludwiczak), Kłodzko (T. Iwanek, M. Leniartek, A. Ranoszek, J. Szymańczyk, E. Wróbel), Cracow (R. Faracik, M. Klimkiewicz, W. Kurek, M. Mika, R. Pawlusiński, E. Pitrus, K. Rotter), Lublin (R. Krukowska, M. Milecka, A. Świeca, A. Turski), Łódź (M. Bachvarov, E. Dziegieć, J. Latosińska, A. Matczak, R. Wiluś), Opole (K. Badora, Z. Bereszyński, J. Kurek, E. Molak, R. Nowacki), Poznań (W. Deja, M. Gwoździcka-Piotrowska, D. Matuszewska, J. Mucha, Z. Krasieński), Rzeszów (M. Skala, K. Szpara), Szczecin (A. Gardzińska, A. Lewandowska, B. Meyer, D. Milewski, A. Pawlicz, A. Sawińska, M. Sidorkiewicz), Toruń (A. Czarnecki, A. Lewandowka-Czarnecka), Wałbrzych (P. Diaków, S. Toczek-Werner), Warsaw (A. Bajcar, A. Gotowt-Jeziorska, R. Szczeciński), and Wrocław (L. Baraniecki, R. Błacha, D. Chylińska, J. Czerwiński, A. Dołęga, M. Duda-Seifert, W. Fedyk, A. Galla, M. Głaz, A. Godau, M. Góralewicz-Drozdowska, M. Gurak, S. Guz, W. Hasiński, M. Heliak, M. Helt, M. Januszewska, D. Kałka, S. Kemonia, K. Klementowski, J. Kołaczek, M. Leśniak-Johann, J. Łach, J. Łoboda, J. Marak, W. Marciniak, K.R. Mazurski, B. Mikułowski, B. Miszewska, S. Oparka, A. Paprzycka, E. Pietraszewska, E. Pijet-Migoń, M. Pluta-Olearnik, M. Pstrocka, A. Rawecka, M. Rogowski, A. Rozenkiewicz, Z. Sawicki, K. Stańkowska, M. Sobieszcańska, M. Sołtysik, I. Szewczak, S. Toczek-Werner, Z. Werner, K. Widawski, J. Wójcik, M. Wyrzykowska, J. Wyrzykowski, J. Zajączkowski, A. Zaręba).

Based on the studies presented in the conference, there have been published eleven scientific papers' books (*Zeszyty Naukowe*) in the English language version and eight in the Polish version (there was no Polish version for books one, eight and eleven). Their topics reflect the programs of the conferences.

The first scientific papers' book (published in 1992) contained the following reports: geographical aspects of foreign tourism development in the former Soviet Union with comparisons referring to other post-communist countries (I. Pirożnik), geographical conditioning of foreign tourism development in former Czechoslovakia (P. Mariot, E. Otrubova, J. Vystoupil), in former Yugoslavia (Z. Pepeonik), in Poland (B. Mikułowski, J. Wyrzykowski), in the Sudety mountains (J. Czerwiński), in Bulgaria, accounted for as a country under crisis (M. Bachvarov), and also tourist space of Eastern Europe in the light of French tourist catalogs (J.-M. Dewailly).

Scientific papers' book number two (1993) covers some attempts to evaluate: the tourist attractiveness of Central and Eastern Europe's landscape (L. Baraniecki),

areas, towns, and tourist attractions in Belarus (I. Pirożnik), Slovakia (P. Mariot), and Poland (B. Mikułowski, E. Pietraszewska, J. Wyrzykowski), the condition and foreign tourism development perspectives in Croatia (V. Mikačić, Z. Pepeonik), the perspectives of tourism development in the European part of Russia (J.S. Putrik), the condition and perspectives for German incoming tourism to Poland (R. Paesler), and also a comparative analysis of the cost of traveling in Central and Eastern Europe with regards to traveling in other regions, in the light of French tourist agencies' offer (C. Sobry).

In the third book (1995), there have been presented, among others, evaluations of conditions for foreign tourism development in Albania (W. Fedyk), the possibilities of spa tourism development and prospective centers and routes for international tourism in Belarus (I. Pirożnik, G. Potajew, H. Potajewa), structural changes in foreign tourism in Slovakia (P. Mariot), the impact of the Balkan war on international tourism in Croatia and Bosnia-Herzegovina (V. Mikačić, Z. Hendija, P. Jordan), an attempt to build a model for foreign tourism in Bulgaria (M. Bachvarov), a characteristics of tourism in Eastern Europe (L. Kreck), the directions for German tourism development as well as their probable influence on Central and Eastern Europe, a comparative analysis of tourist development in Bayern and Lower Silesia (H.-D. Haas, J. Łoboda, R. Paesler, J. Wyrzykowski), the experience of French–Polish co-operation in the scope of tourism (J.-M. Dewailly).

Scientific papers' book number four (1997) brings, among others, the discussion over the perspectives for sentimental tourism development in Central and Eastern Europe (I. Baraniecki, in Lower Silesia and in Wrocław (L. Kreck, J. Wyrzykowski), the conditioning of spa tourism development in Romania (W. Fedyk), Belarus's attractions for foreign tourists (I. Pirożnik), tourist potential of the Ukrainian Carpathian Mountains (O. Shablii, Z. Kuczabska), methodological problems of evaluating international tourist attractions in Central and Southeast Europe (P. Jordan, R. Paesler), the degree of development of foreign tourism in Central and Eastern Europe (J. Wyrzykowski), tourism in Hungary (L. Csordás), the significance of islands for foreign incoming tourist traffic in Croatia (V. Mikačić, Z. Pepeonik).

Book number five (1999) was devoted to alternative tourism. There was presented the notion of alternative tourism (M. Bachvarov), village tourism in Hungary (L. Csordás), in Romania (J.-M. Dewailly), agro tourism in Lower Silesia and Opole Silesia (W. Fedyk), heritage tourism in Croatia (V. Mikačić, V. Kelemen-Pepeonik), in Lower Silesia (J. Kołaczek), and in Wrocław (A. Galla), ethnic tourism in Belarus (O. Mechkovskaya), Spanish examples (K. Widawski), the perspectives of alternative tourism in Belarus (A.I. Tarasionak), in Germany (R. Paesler), and in Lower and Opole Silesias (J. Marak, J. Wyrzykowski).

Book number six (2000) is dominated by studies describing the changes in tourism over the previous decade. They are presented, among others, on the example of European tourism (J.-M. Dewailly), Central and Eastern Europe (O. Mechkovskaya), Mediterranean tourism (V. Mikačić, V. Kelemen-Pepeonik) and Costa Blanca coast (P. Marchand), Belarus (T. Fedortsova), Croatia (Z. Pepeonik,

Z. Curič), East Germany (R. Paesler), Poland (K. Klementowski, J. Marak, J. Wyrzykowski, E. Dziegieć, R. Wiluś, Z. Werner, M. Duda), Polish winter tourism in Austria (P. Jordan). Moreover, the tourist appeal of the multicultural heritage of Central and Eastern Europe, and its exploitation were characterized (A. Bajcar), the tendencies in ecotourism in Siberia (J. Kononov, M.D. Ananicheva) and new geographical concepts for tourism development on small islands in Croatia (D. Magač, J. Brkić-Vejmelka, J. Faričić).

The seventh book (2002) was devoted to the development of ecotourism with the special focus on mountain regions. These were presented on the example of mountainous areas of Bulgaria (M. Bachvarov), the Czech Republic (J. Ahtola), Romania (A. Ilieș, O. Dehoorne, M. Ilieș, I. Josan. R. Petrea, M. Stașac), Bayern (R. Paesler), The Ukrainian Carpathians (J. Zinko), the Vosges massif (B. Kostrubiec), the Polish Sudety, and Carpathians (J. Czerwiński, J. Marak, J. Wyrzykowski, W. Hasiński, K.R. Mazurski, D. Szewczak). Furthermore, an estimation method for determining a landscape's tourist attractiveness level was presented (T. Fedortsova) together with ways to determine tourist capacity of mountainous regions (M. Pstrocka).

Book number eight contains studies concerning the current condition, as well as development perspectives, for city tourism—international and domestic in Central and Eastern Europe (M. Bachvarov, A. Matczak), in Croatia (V. Mikačić), in the Czech Republic (M. Šauer, J. Vystoupil), in Poland (K. Klementowski, Z. Werner) as well as regional—on Istria (K. Bučar), in Silesia (A. Jankowski, A. Nitkiewicz-Jankowska), in Prague (J. Ahtola), Głogów (M. Helt), Cracow (M. Mika, K. Rotter), Lvov (R. Nowacki), Lodz (J. Latoșińska), Oradea (A. Badulescu, N. Bugnar, D. Badulescu, A. Ilieș, G. Ilieș, O. Dehoorne, C. Tătar), Wrocław (J. Wyrzykowski, J. Marak, K. Klementowski, M. Sołtysik). There were also presented examples of different types of tourist potentials of cities—cultural heritage (M. Wyrzykowska), including the industrial one (B. Kostrubiec, M. Lamparska-Wieland, G. Jankowski, A. Staszewska-Ludwiczak), heritage parks and folklore events (G. Galant, K. Widawski), sporting events and facilities (C. Sobry, J. Willms), the evaluation of a city's tourist services in the eyes of visitors (D. Milewski, A. Pawlicz), issues concerning promoting cities in the Internet (W. Fedyk, M. Gurak), and theoretical rules for spatial organization of tourist traffic in a city (R. Przybyszewska-Gudelis).

The ninth book (2006) is devoted to the issues of spa tourism. It presents environmental conditions for the development of spa tourism in different depictions: for Central and Eastern Europe (O. Mechkovskaya), for Belarus (T. Fedortsova), Lithuania (A. Stanaitis), for the Maramures region (A. Ilieș, G. Ilieș), for Lower Silesia and the Sudety mountains (M. Wyrzykowska, M. Duda-Seifert), the Polish Carpathians (M. Mika, R. Pawlusiński) and for individual towns—Druskienniki (S. Stanaitis, A. Baranauskas), Krynica Zdrój (R. Nowacki), Szczawno Zdrój (J. Wójcik); contemporary models of spa tourism—worldwide (A. Hadzik), in the Czech Republic (M. Saper, J. Vystoupil), in France and Spain (K. Widawski), in Poland (J. Marak, S. Oparka, J. Wyrzykowski); perspectives for the development of spa tourism, among others on the example of the Czech

Republic (J. Ahtola), Poland (M. Sołtysik, R. Gawlik, J. Zajączkowski) and the Ukrainian Carpathians (J. Zinko, M. Malska, M. Malski, R. Szczeciński).

The tenth book (2008) devoted to the problems of tourism in geographical environment, the papers have been grouped into seven blocks according to their subject: environmental factors in the development of tourism, methodological problems arising when assessing the suitability of geographical environment for tourist purposes, models for using and developing geographical environment in tourism, condition and perspectives of the development of tourism, current trends in tourism, influence of tourism upon natural environment, and finally, other problems of tourism in geographical environment. The papers present determining factors of the development of city tourism in Prague and Poznań (J. Ahtola, D. Matuszewska), sailing and horse riding tourism in Poland (A. Czarnecki, A. Lewandowska-Czarnowska, G. Jankowski), selected tourist sites in Lithuania and Romania (R. Palionis, S. Stanaitis), possibilities of tourist use of landscape reserves (K. Badora), complexes of mansions and parks or other architectural monuments in Poland (K. Badora, M. Duda-Seifert, M. Wyrzykowska), methodological problems related to assessing tourist usability of nature as well as the assessment of tourist attractiveness of hiking trails (B. Meyer, A. Gardzińska, J. Radosz, M. Rogowski, S. Toczek-Werner), models for using and developing for tourist purposes lake districts, river valleys, folk culture, and landscape reserves (R. Krukowska, A. Świeca, R. Wiluś, A. Zaręba), assessment of conditions and perspectives of the development of tourism in post-socialist countries of Central and Eastern Europe, in Lithuania, Belarus, and Poland, in the Ukrainian and Polish Carpathians, in the Polish-Czech-Slovak borderland and in Lower Silesia (J. Marak, J. Wyrzykowski, E. Pijet-Migoń, M. Leśniak-Johann, M. Heliak, A. Stanaitis, I. Pirożnik, T. Fedortsova, I. Trifonova, A. Godau, A. Rawecka, J. Zinko et al., W. Kurek, M. Mika, W. Fedyk, A. Dołęga, P. Gryszel, A. Hadzik, W. Ranoszek, K. Widawski), current trends in country tourism in Hungary and in Poland (K. Formadi, P. Meyer, C. Raffai, J. Zajączkowski, J. Łach) and restructuring tourist facilities in Poland (Z. Werner), other problems related to tourism in geographical (M. Leniartek, A. Lewandowska, R. Paesler, E. Penzes et al., A. Tuski, A. Świeca).

Book number eleven (2010) has been devoted to business tourism. It presents theoretical aspects of business tourism (M. Červinka and T. Tykwa, K. Formadi and P. Meyer, A. Godau and A. Rawecka, M. Gwoździcka-Piotrowska, J. Mucha, E. Pijet-Migoń), factors determining the development of business tourism in selected areas of Poland and the Czech Republic (M. Duda-Seifert, K. Klementowski, Z. Werner, J. Marak and J. Wyrzykowski, R. Nowacki, R. Pawlusiński and M. Mika, L. Švajdova and M. Červinka, S. Toczek-Werner, J. Zajączkowski and W. Fedyk), current condition of business tourism in selected areas of the Czech Republic, Spain, Germany, and Ukraine (J. Ahtola, D. Chylińska and A. Rozenkiewicz, M. Góralewicz-Drozdowska, W. Hasiński and M. Głaz, M. Malaska et al., K. Mazurski, R. Paesler, M. Pluta-Olearnik, M. Šauer, A. Holesińska and J. Vystoupil, Z. Sawicki, A. Sawińska and M. Sidorkiewicz, K. Szpara and M. Skąła, K. Widawski and W. Ranoszek), and other aspects of business tourism (K. Bučar, A. Czarnecki, M. Leniartek, A. Stanaitis, S. Stanaitis and G. Brazauskas).

Upon reviewing well over twenty years of the conferences, it is justified to state that they constitute a considerable progress in the exploration of conditions required for the development of international tourism in Central and Eastern Europe. They are also the basis to shape tourist policies in that scope.

in the bottom of the chapter the references should be presented for all the books form each conference:- - - - -

- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 1, Geographical Institute, Department of Regional and Tourism Geography, Wroclaw, 1992
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 2, Geographical Institute, Department of Regional and Tourism Geography, Department of Culture and Sport Voievodship Office of Wroclaw, Wroclaw, 1993
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 3, Department of Regional and Tourism Geography of the Wroclaw University, Wroclaw, 1995
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 4, Department of Regional and Tourism Geography, Wroclaw University, Wroclaw, 1997
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 5, Alternative tourism as an important factor of incoming tourism development in Central and Eastern Europe, Department of Regional and Tourism Geography of the Wroclaw University, Wroclaw, 1999
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 6, Changes in model of tourism in the last decade, Department of Regional and Tourism Geography, Wroclaw University, 2000
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 7, Problems of the development of ecotourism with special emphasis on mountain areas, Department of Regional and Tourism Geography, Wroclaw University, Wroclaw, 2002
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 8, Urban tourism—present state and development perspectives, Department of Regional and Tourism Geography of the Wroclaw University, Wroclaw, 2005
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 9, Contemporary models of spa tourism in the aspect of sustainable development, Department of Regional and Tourism Geography of the Wroclaw, Wroclaw, 2006
- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 10, Tourism in geographical environment, Department of Regional and Tourism Geography of the Wroclaw University, Wroclaw, 2008

- Conditions of the foreign tourism development in Central and Eastern Europe, Vol. 11, Conditions, state and development perspectives of business tourism, Department of Regional and Tourism Geography, University of Wrocław, Wrocław, 2010

Chapter 1

The Position of Countries of Central and Eastern Europe on the International Tourism Market

Janusz Marak and Jerzy Wyrzykowski

Abstract This chapter characterizes the contemporary role of the Eastern and Central European countries in the international tourism and as the source of the tourist movement and the income and expenditure balance in the foreign tourism. Among the Central and Eastern European countries, there are 20 former socialist countries. Some of them came into existence as a result of the Soviet Union, Yugoslavia and Czechoslovakia disintegration. Their total surface adds up to 64% of the Europe area. Tourist potential of the Central and Eastern European countries is significant, expressed by, among the others, a high number of national parks, natural and cultural UNESCO heritage objects and by the capacity of the accommodation units (2014, 2.7 million of beds). The size of the international incoming tourism is illustrated with data for 2005 and 2013 concerning the number of foreign visitors (280 million and 308 million), foreign tourists (280 million and 99 million of people) with overnight stays (95 million and 103 million) and financial income arising from attending them (34 billion euro and 85 billion dollars). Outbound tourism of Central and Eastern Europe inhabitants in 2005 and 2013 amounted to 129 billion and 124 billion of departures and expenditures of 31 billion euro and 99 billion euro. The financial balance taking into account the income from attending international tourism as well as the inhabitants' own expenditures spent for out-bound departures amounted to +3 billion euro in 2003 and -14 billion dollars in 2013.

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1.1 Introduction

According to a convention adopted in the course of a cycle of international scientific conferences and scientific papers published by the Department of Regional Geography and Tourism of the University of Wrocław, the notion of Central and Eastern Europe refers to twenty post-socialist European countries, some of which came into being as the result of the dissolution of Soviet Union, Yugoslavia and Czechoslovakia. The only country not included was Kazakhstan, as 95% of its territory lies in Asia. Some other Asian post-socialist countries, such as Armenia, Azerbaijan, Georgia, Kirgizstan, Tajikistan, Turkmenistan and Uzbekistan, have not been taken into consideration either, even though they, quite unfortunately, are numbered among Central and Eastern European countries by UNWTO.

Table 1.1 Basic information concerning countries of Central and Eastern Europe

Country	Territory 1000 km ²	Population million (2014)	GDP USD (2014) *	GDP per capita USD, thousands (2014)*	Year of entry UNWTO
Albania	28.8	3.2	13.3	4.8	1993
Belarus	207.6	9.6	76.1	8.0	2005
Bosnia and Herzegovina	51.1	3.9	18.2	4.7	1993
Bulgaria	110.9	6.9	59.8	7.8	1976
Croatia	56.5	4.5	57.1	13.5	1993
Czech Republic	78.9	10.6	205.3	19.5	1993
Estonia	45.2	1.3	26.5	20.1	–
Hungary	93.0	10.0	137.0	13.9	1975
Latvia	64.6	2.2	32.0	15.7	2005
Lithuania	65.2	3.5	48.3	16.5	2003
Macedonia	25.7	2.1	11.3	5.5	1995
Moldova	33.8	3.6	7.9	2.2	2002
Montenegro	13.8	0.7	4.6	7.3	2007
Poland	322.6	38.3	547.9	14.4	1976
Romania	238.4	21.7	199.1	10.0	1975
Russia, Fed. Rep.	European part —4551.0 (total 17075.4)	142.5	1860.6 (total)	12.7	1975
Serbia	86.4	7.3	43.9	6.1	2001
Slovakia	49.0	5.4	99.9	18.4	1993
Slovenia	20.3	2.1	49.6	24.1	1993
Ukraine	603.7	45.6	130.7	3.1	1997
Total	6746.5				

*Nominal GDP, data from International Monetary Fund, 2014

The 20 post-socialist European states (including the European part of Russia) together occupy the territory of 6.7 million km², which constitute 64.1% of the European total area. The largest countries, except for Russia, are the Ukraine, Poland and Belarus (Table 1.1). Taking into account the fact that three quarters of Russia's population live in its European part, the demographic potential of the region may be defined as close to 290 million of people. Russia, Ukraine and Poland have the largest populations. The highest GDP per capita is to be found in Slovenia, the Czech Republic and Slovakia.

After 1945, all these countries (except of former Yugoslavia) were dominated by the social model of tourism where domestic tourism constituted the main part of any tourist traffic. Visits to foreign countries for a long time were being limited and mainly concerned the "Socialist Block". Political, social and economical changes in these countries started in 1980 and 1990, especially the introduction of market economy to tourism, made it possible to define the former socialistic countries as important targets for international tourism and the source of international tourist traffic. Attempts to assess the role of countries of Central and Eastern Europe on the international tourist market after the change of system in the 1990s were taken by, among others, Wyrzykowski (1995, 1997, 2000 and 2007), as well as Marak and Wyrzykowski (2008).

1.2 The Current Role of Former Socialist Countries in International Tourism Servicing

1.2.1 Tourist Potential

Tourist potential in Central and Eastern European countries may be expressed by the number of national parks, UNESCO World Heritage Sites, as well as the number of hotel rooms.

Steps to be taken for the development of international tourism are represented, among others, by the improvement in natural environment, landscape and cultural heritage protection.

According to the World List of National Parks of IUCN, currently there are 166 national parks in Central and Eastern European countries, half of which were set up after year 1990. They constitute around 40% of the total number of national parks in Europe. The largest amount of national parks is located in Russia (27 parks in the European part of the country), Poland (23) and Romania (13). Montenegro and Slovakia have the highest share of national park areas on their total territory (Table 1.2).

The total number of UNESCO World Heritage Sites in Central and Eastern European countries at present amounts to 116, among which as many as 82 sites have been added to the list since year 1990. They constitute about 30% of the total number of UNESCO World Heritage Sites in Europe. The largest number of the Sites is located in Russia, Poland and the Czech Republic (Table 1.3).

Table 1.2 The number of national parks in Central and Eastern European countries (2015)

Country	Number of national parks	Share of national parks area in total territory
Albania	16 (including 1 sea national park)	–
Belarus	4	1.6
Bosnia and Herzegovina	3	0.8
Bulgaria	3	1.8
Croatia	8	1.8
Czech Republic	4	1.5
Estonia	5	4.3
Hungary	10	5.2
Latvia	4	3.2
Lithuania	5	2.4
Macedonia	3	3.8
Moldova	1	0.1
Montenegro	5	7.9
Poland	23	1.0
Romania	13	1.4
Russia, Fed. Rep.	27 (European part)	0.1
Serbia	5	2.3
Slovakia	9	7.5
Slovenia	1	4.1
Ukraine	17	1.2
Total	166	

Source en.wikipedia.org/wiki/List_of_national_parks

Materials of UNWTO allow to determine the number of tourist accommodation places, including hotels, and their capacities. It is important to notice that these materials mainly show hotels, which are considered the chief indicator of tourist development. The number of hotel rooms is not the best way to describe tourist capabilities of post-socialist countries of Central and Eastern Europe. After World War II for a few decades, it was mainly the social tourism accommodation that was developed, with hotels constituting only a small part of the total number of beds. Since the last decade of the twentieth century, the structural transformation of tourist accommodation has been implemented and it aims at raising their standard and increasing the share of hotel rooms, but this process requires a longer span of time.

Countries with the largest number of establishments providing tourist accommodation are (Table 1.4) Russia (including its Asian part), Albania, the Czech Republic, Poland and Romania. In the light of hotels capacity (Table 1.5), the number of tourist establishments in Albania seems considerably overstated.

Table 1.3 Number of UNESCO World Heritage Sites in Central and Eastern European countries (2015)

No	Country	The number of sites	Sites added after 1990
1	Albania	2	2
2	Belarus	4	3
3	Bosnia and Herzegovina	2	2
4	Bulgaria	9	–
5	Croatia	7	4
6	Czech Republic	12	12
7	Estonia	2	2
8	Hungary	10	8
9	Latvia	2	2
10	Lithuania	4	4
11	Macedonia	1	–
12	Moldova	1	1
13	Montenegro	2	–
14	Poland	14	9
15	Romania	7	7
16	Russia, Fed. Rep.	16 (European part)	13
17	Serbia	4	2
18	Slovakia	7	7
19	Slovenia	3	2
20	Ukraine	7	6
	Total	116	86

Source pl.wikipedia.org/wiki/Lista_światowego_dziedzictwa_UNESCO

The highest capacity of hotels (Table 1.5) may be found in, except for Russia, the Czech Republic, Poland, Romania, Bulgaria, Ukraine, Hungary and Croatia. The total hotel capacity of countries of Central and Eastern Europe in the year 2013 amounted to 2.7 million beds, which constitutes nearly 20% of hotel capacity in Europe.

1.2.2 The Current Extent of International Tourism

The size of international tourism in countries of Central and Eastern Europe is expressed by the following: the number of international arrivals and the number of foreign tourists (i.e. those who stay at least one night in the country, see Table 1.6), the number of nights foreigners spend in hotels (see Table 1.7) as well international tourism receipts (see Table 1.8).

Table 1.4 Number of establishments providing tourist accommodation in Central and Eastern European countries (2013)

Country	Total number of places providing tourist accommodation	Number of hotels among these
Albania	13,677 (? , 2012)	–
Belarus	945	487
Bosnia and Herzegovina	476	414
Bulgaria	2953	2055
Croatia	4247	961
Czech Republic	9972	6301
Estonia	1320	404
Hungary	3086	2064
Latvia	546	441
Lithuania	1305	224
Macedonia	–	–
Moldova	264	119
Montenegro	333	293
Poland	7152	3595
Romania	6009	5580
Russian Federation	14,571	9855
Serbia	911	657
Slovakia	3485	1439
Slovenia	1106 (2012)	395
Ukraine	6411	3582
Total	78,769	38,866

Source Compendium of tourism statistics, 2015a, UNWTO Madrid

In 2005, the number of international arrivals to Central and Eastern European countries amounted to approximately 280 million people, and in the year 2013, around 308 million. In that period, there occurred a significant fall in the number of visitors to the region. In the year 2005, the largest number of visitors visited Poland (64.6 million), Slovenia (60.2 million), Croatia (45.8 million), Hungary (36.2 million) and Slovakia (30.1 million). There are no data concerning Slovenia and Slovakia, so the only conclusion to be made about year 2013 is that the most frequently visited countries were Poland and Croatia.

The number of foreign tourists (people who stayed overnight) in the countries in 2005 was estimated to be 93.3 million people and in the year 2013—98.6 million people. That was over 17% of the total size of international tourism in Europe and 9% of the world tourism. In 2005, the largest number of tourists arrived to Russia (19.9 million), Ukraine (17.6 million), Poland (15.2 million), Hungary (10.0 million) and Croatia (8.5 million). In 2013, the same countries were visited by the largest number of tourists, and there are no data concerning Russia, however.

Table 1.5 Capacity of hotels in Central and Eastern European countries (2013)

Country	Number of rooms	Number of beds
Albania	14,652 (2012)	32,004 (2012)
Belarus	16,613	29,908
Bosnia and Herzegovina	11,796	25,270
Bulgaria	118,107	262,196
Croatia	77,146	161,957
Czech Republic	137,278	317,916
Estonia	15,321	31,989
Hungary	71,041	173,156
Latvia	12,637	26,004
Lithuania	13,468	27,793
Macedonia	–	–
Moldova	3053	5811
Montenegro	15,548	34,935
Poland	134,417	281,774
Romania	131,756	276,119
Russian Federation	318,703	676,810
Serbia	24,759	55,729
Slovakia	38,790	92,261
Slovenia	22,102	49,351
Ukraine	89,441	178,506
Total	1,266,628	2,739,489

Source Compendium of tourism statistics, 2015a, UNWTO, Madrid

A significant increase of number of visitors was noted in Ukraine, The Czech Republic, Bulgaria and Croatia while Poland and Hungary noted stagnation.

When counting foreign tourists per 100 of inhabitants the highest index was noted in 2005 Croatia (188), Estonia (144) and Hungary (100). Among countries of similar data for the period between 2005 and 2013, stagnation was observed only in Poland, Hungary and Lithuania; however, a huge positive change was noted in Albania and Slovakia. It must be emphasized that when a number of international tourists per 100 inhabitants in the years 2005–2013 in Europe, especially in the Western one, and in the whole world grew, in Central and Eastern Europe this index practically remained on the same level.

Having taken into consideration the above-mentioned reservation about the index based on hotel rooms in countries of Central and Eastern Europe, it becomes noteworthy that the largest number of nights spent by foreign visitors in 2005 in hotels of those countries concern Croatia (18.4 million), the Czech Republic (16.6 million), Bulgaria (11.5 million), Russia (10.7 million) and Hungary (9.1 million) (Table 1.7). Comparison of numbers for years 2005 and 2013 is limited due to the lack of data from Russia, the Ukraine, Belarus, Macedonia and Montenegro. In

Table 1.6 International arrivals to Central and Eastern European countries (2005 and 2013)

No.	Country	Total arrivals (1000)		Tourists (overnight visitors), (1000)		Tourists (overnight visitors) per 100 inhabitants	
		2005	2013	2005	2013	2005	2013
1	Albania	748	3256	46	2857	1	89
2	Belarus	–	6240	91	137	1	1
3	Bosnia and Herzegovina	–	–	217	529	5	14
4	Bulgaria	7282	9192	4837	6898	65	100
5	Croatia	45,762	48,345	8467	19,955	188	243
6	Czech Republic	–	23,019	6336	9004	62	85
7	Estonia	–	6057	1917	2863	144	220
8	Hungary	36,172	43,665	10,048	10,675	100	107
9	Latvia	3790	5822	1116	1536	49	70
10	Lithuania	–	5264	2000	2012	56	57
11	Macedonia	3246	–	197	–	10	–
12	Moldova	25	13	23	12	1	0
13	Montenegro	–	–	–	1324	–	189
14	Poland	64,606	72,310	15,200	15,800	39	41
15	Romania	5839	9019	1430	–	6	–
16	Russian Federation	22,201	30,792	19,940	–	14	–
17	Serbia	–	–	725	922	–	13
18	Slovakia	30,100	20,375 (2012)	1515	6235 (2012)	28	115
19	Slovenia	60,230	–	1555	2259	77	108
20	Ukraine	–	26,025	17,631	24,671	38	54
Total Central and Eastern Europe		280,001	308,394	93,291	98,688	32	ca 34
Europe total		–	–	437,4 (441,5)	566,400	60	77
% share in Europe		–	–	21.3	17.4	–	–
World total		–	–	801,6 (806,8)	1,087,000	12	26
% share in world		–	–	11.6	9.1	–	–

Source WTO (2007); UNWTO (2015b)

most of the countries, a clear increase in the number of foreign tourist overnights was noted. In particular, Bosnia and Hercegovina, Lithuania and Latvia deserve a positive distinction. It must be noticed that in that period several countries noted a decline in the number of international tourists; these are Serbia, Slovakia and Romania.

Table 1.7 Nights spent by international tourists in hotels (2005 and 2013)

No	Country	Number of nights (in thousands)		2013/2005 (%)
		2005	2013	
1	Albania	176	215	122.2
2	Belarus	–	1612	–
3	Bosnia and Herzegovina	485	1063	219.2
4	Bulgaria	11,471	13,988	122.0
5	Croatia	18,415	18,901	102.6
6	Czech Republic	16,607	20,072	120.9
7	Estonia	2791	3537	126.7
8	Hungary	9127	10,367	113.6
9	Latvia	1507	2383	158.1
10	Lithuania	1299	2169	167.0
11	Macedonia	391	–	–
12	Moldova	170	193	113.5
13	Montenegro	–	2921	–
14	Poland	7869	10,129	128.7
15	Romania	3377	3168	93.8
16	Russian Federation	10,696	–	–
17	Serbia	1966	1617	82.2
18	Slovakia	4055	3529	87.0
19	Slovenia	3322	4202	126.5
20	Ukraine	1420 (2003)	3249	–
Total Central and Eastern Europe		95,144	103,315	108.6

Source WTO (2007); UNWTO (2015b)

The total receipts from international tourism in 2005 in Central and Eastern Europe were about 33.9 billion euro (Table 1.8). That is around 12.1% of receipts from international tourism in Europe and 6.1% of receipts in the world. Foreign tourists spent much less than the average for the world and Europe. Tourist expenditure per 1 tourist arrival was 40–50% lower. Among countries of Central and Eastern Europe, the largest receipts from international arrivals were in the following: Croatia (6.0 billion euro), Poland (5.1), Russia (4.5), Czech Republic (3.8) and Hungary (4.3). The largest receipts per 1 inhabitant were in the following: Croatia (1334 euro), Slovenia (720), Estonia (574), Czech Republic (363), Hungary (343) and Bulgaria (262).

In the year 2013, the biggest receipts from international tourism and the international transport among the countries that presented the data were obtained by Russia, Poland, Croatia, Czech Republic and Hungary (Table 1.9).

Table 1.8 Receipts from international tourism (2005)

No	Country	Receipts from international tourism (million euro)	Including		
			Per tourist (euro)	Per visitor arrival (euro)	Per inhabitant (euro)
1	Albania	713	15,500	953	225
2	Belarus	278	3050	–	28
3	Bosnia and Herzegovina	444	2046	–	115
4	Bulgaria	2469	510	339	321
5	Croatia	6204	732	135	1394
6	Czech Republic	4541	716	–	442
7	Estonia	972	507	–	723
8	Hungary	3676	365	101	365
9	Latvia	359	321	94	160
10	Lithuania	784	392	–	231
11	Macedonia	73	370	22	35
12	Moldova	131	5695	5240	31
13	Poland	5737	377	88	150
14	Romania	1066	4215	182	49
15	Russian Federation	6028	302	271	42
16	Serbia and Montenegro	178 (2003)	245	–	–
17	Slovakia	972	641	32	180
18	Slovenia	1527	982	25	761
19	Ukraine	2847 (2003)	161	–	–
Total Central and Eastern Europe		33,896	363	–	–
Total Europe		279,931	640	–	–
% share in Europe		12.1	–	–	–
Total world		547,621	683	–	–
% share in world		6.2	–	–	–

Source WTO (2007)

Between 2005 and 2013, all countries of Central and Eastern Europe noted a considerable increase, mostly in Albania, Bulgaria, the Czech Republic, Poland and Russia. Counting per one tourist and one visitor, these receipts grew largely in Moldova, but fell sharply in Albania. All countries noted growth per inhabitant. Significant changes concern receipts from international transport fares. Hungary and Ukraine went considerably up, whereas Poland suffered from a visible regress in this respect (Table 1.8).

Table 1.9 Receipts from international tourism and international passenger transport (2013)

No	Country	Receipts from international tourism and international passenger transport (million dollars)	Including		
			Per tourist (dollars)	Per visitor arrival (dollars)	Per inhabitant (dollars)
1	Albania	1670	584	512	602
2	Belarus	1086	7927	174	115
3	Bosnia and Herzegovina	759	1434	–	197
4	Bulgaria	4632	671	503	637
5	Croatia	9721	887	201	2286
6	Czech Republic	7802	866	338	744
7	Estonia	1390	485	229	1081
8	Hungary	6407	600	146	652
9	Latvia	1191	775	204	589
10	Lithuania	1595	792	303	538
11	Macedonia	–	–	–	–
12	Moldova	320	–	–	81
13	Montenegro	929	701	–	1498
14	Poland	12,476	789	172	324
15	Romania	1894	–	236	96
16	Russian Federation	20,198	–	655	140
17	Serbia	1238	1342	–	173
18	Slovakia	2634	422	129	485
19	Slovenia	2976	1317	–	1444
20	Ukraine	5946	241	228	130
Total Central and Eastern Europe		84,864	860	275	859

Source UNWTO (2015b)

1.3 The Current Role of Central and Eastern European Countries as the Source of International Tourist Traffic

With the fall of communism in Europe, inhabitants of the former so-called “communist block” faced new, previously unknown, opportunities of unlimited international travelling. The so far unfulfilled dreams and hidden accumulated demand for tourism finally found a way to come true. However, it never meant complete fulfilment of tourist needs. There were a lot of limitations: most of all of economical and political type. The economical barrier resulted from very limited financial

Table 1.10 International outbound tourism in Central and Eastern Europe (2005 and 2013)

No.	Country	Trips abroad (1000)		Trips abroad per 100 inhabitants	
		2005	2013	2005	2013
1	Albania	2097	–	59	–
2	Belarus	572	708	6	7
3	Bosnia and Herzegovina	–	–	–	–
4	Bulgaria	4235	3930	57	54
5	Croatia	–	2927	–	–
6	Czech Republic	–	5304	–	–
7	Estonia	2075 (2003)	1166	154	90
8	Hungary	18,622	4871	186	49
9	Latvia	2959	1530 (2011)	129	75
10	Lithuania	3502 (2003)	1764	97	59
11	Macedonia	–	–	–	–
12	Moldova	57	157	1	4
13	Montenegro	–	–	–	–
14	Poland	40,841	10,050	106	25
15	Romania	7140	11,149 (2012)	32	56
16	Russian Federation	28,416	54,069	20	37
17	Serbia	–	–	–	–
18	Slovakia	486	–	9	–
19	Slovenia	2800 (2004)	2612	139	126
20	Ukraine	15,488 (2004)	23,761	33	52
Total Central and Eastern Europe		ca 129,290	ca 123,998	73	43
Total Europe		443,200	–	61	–
% share in Europe		29.2	–	–	–

Source WTO (2007); UNWTO (2015b)

resources of the inhabitants of the countries, where only a small part of population had available funds, also called the free decision funds, at their disposal. The political barrier was the derivative of the economical barrier and introducing visas by wealthy countries for the inhabitants of poor countries. The situation on the European continent started to improve with the access of consecutive post-socialist countries into the European Union, especially to the “Schengen zone”. Table 1.10 presents the level of outbound tourism measured by the number of foreign trips in the year 2005 and 2013 (in a few cases, for the lack of data, in 2003 or 2004). Unfortunately, the UNWTO statistics do not contain data concerning: Bosnia and Herzegovina, Croatia, the Czech Republic, Macedonia (former Yugoslavia) and Serbia and Montenegro. Moreover, some countries provide numbers for tourists (staying overnight), others both tourists and single-day visitors.

Taking into account the number of trips abroad in 2005, it is Poland, a country with a comparatively large population, which had the highest number of trips (almost 41 million of trips). The smallest number of trips were counted in the small Republic of Moldova—barely 57,000. In the total number of international trips in Central and Eastern Europe in the year 2005, this area had a 30% share, whereas their population constitutes 47% of the European total. A more objective measure for comparisons is the number of outbound trips per 100 inhabitants of a country. By using this index, one may conclude that people from Hungary, Estonia, Slovenia and Latvia in 2005 were most active international travellers, whereas the inhabitants of Moldova, Belarus and Slovakia made the least trips abroad. By dividing the number of 129,290 thousand trips abroad in the 14 Central and Eastern European countries, where UNWTO data are available, by the population of those countries, which is 300.7 million, we receive the average of 43 trips per 100 inhabitants. The analogous index for the whole European continent is 61. It should be remembered, however, that the numbers for Central and Eastern European countries are included in the data for the entire Europe. Therefore, any comparisons made with the so-called “old” Europe would be much more unfavourable for the Central and Eastern one. Comparable data in the research period shown the increase of the number of the international trips of the inhabitants of the countries of Central and Eastern Europe like Russia, Ukraine, Romania, Belarus and Moldova. The biggest recourse was observed in Poland, Hungary, Lithuania, Latvia and Estonia. Calculated per 100 inhabitants, a notable positive change was observed in Russia, Ukraine and Romania and negative change was observed in Poland, Hungary, Latvia and Lithuania.

An imminent feature of any travel, especially the foreign one, are expenses related to transportation, accommodation, tourist attractions, etc. Even though the number of trips provides quantitative characteristics of tourism, it is the level of expenditure that measures the quality of purchased tourist services. Table 1.11 illustrates international tourism expenditure in Central and Eastern European countries in the years 2005 and 2013.

In absolute numbers, they were the citizens of Russia who both in 2005 and 2013 spent most on international travel—respectively, 14.3 billion euro and 59.5 billion dollars; one of the smallest expenditure came from Moldova (134 million euro and 426 million dollars, respectively) Objectified measurement—expenditures per one inhabitant presents a different picture. The highest expenditures per capita were in 2005—three times higher in Poland than in Moldova. Dispersion of this gauge is relatively poorly differentiated in countries of Central and Eastern Europe. The highest expenditure per capita occurred in 2005 in Slovenia (382 euro), the lowest in Bosnia and Herzegovina and Macedonia (22 and 23 euro). Comparing the absolute value of international tourism expenditure in Central and Eastern European countries to the same category of expenditure in all European countries, it has been established that they constituted only 13.3% of the total value. Referring this value to the fact that these countries have 47% of total European population indicates how large is the economical distance between Central and Eastern European countries and the rest of Europe. At the same time, however, comparing Central and Eastern

Table 1.11 International tourism expenditure in Central and Eastern Europe (2005 and 2013)

No	Country	International tourism expenditure		Including: per 1 inhabitant	
		2005 (million euro)	2013 (million USD)	2005 (euro)	2013 (USD)
1	Albania	635	1567	178	564
2	Belarus	485	1264	49	133
3	Bosnia and Herzegovina	99	157	22	40
4	Bulgaria	1039	1755	139	241
5	Croatia	604	922	134	216
6	Czech Republic	1938	4655	189	444
7	Estonia	360	1110	270	863
8	Hungary	2347	2558	235	260
9	Latvia	469	900	205	445
10	Lithuania	598	1149	166	387
11	Macedonia	48	–	23	–
12	Moldova	134	446	31	114
13	Montenegro	–	81	–	130
14	Poland	3482	9414	90	244
15	Romania	750	2109	34	107
16	Russian Federation	14,311	59,504	100	415
17	Serbia	–	1289	–	180
18	Slovakia	680	2600	125	479
19	Slovenia	769	1075	382	521
20	Ukraine	2255 (2003)	6300	48 (2003)	138
Total Central and Eastern Europe		31,003	98,855	–	–
Total Europe		231,586	–	–	–
% share in Europe		13.3	–	–	–
Total world (2003)		459,540	–	–	–
% share in world		6.7	–	–	–

Source WTO (2007); UNWTO (2015b)

European international tourism expenditure and the same category of spending for the whole world shows their close to 7% share, even though the participation in total world population amounts to barely 0.4%. Such a comparatively favourable ratio comes from the fact that there is a very large number of poor countries in the world where international tourism is almost beyond reach. It is noteworthy that in the period between 2005 and 2010 foreign travel expenditure per capita grew in all the countries of Central and Eastern Europe, the most in Russia and the least in Hungary.

1.4 Balance of Receipts and Expenditure in International Tourism in Central and Eastern Europe

The knowledge concerning the place of Central and Eastern European countries on the international tourist market may be substantially enriched by the analysis of receipts and expenditure in the tourism of these countries (see Table 1.12). It is a kind of synthetic measure combining information about the scale and quality of tourist business in a country with the affluence and tourist activity of its inhabitants.

Both in 2005 and 2013, it was Croatia, which belonged to the group of top receiving countries of Europe as for international tourism (shows the largest number of tourist arrivals per 100 inhabitants), that reached the highest positive balance. At the same time, its inhabitants do not demonstrate any outstanding international tourist activity. Much lower but positive balance was reached by the Czech

Table 1.12 The balance of receipts and expenditure from tourism in Central and Eastern European countries (2005 and 2013)

No.	Country	Balance of receipts and expenditure in international tourism (million euro)	
		2005 (million euro)	2013 (million dollars)
1	Albania	57	103
2	Belarus	-282	-178
3	Bosnia and Herzegovina	314	602
4	Bulgaria	913	2877
5	Croatia	5395	8799
6	Czech Republic	1784	3147
7	Estonia	405 (2003)	280
8	Hungary	1085	3849
9	Latvia	-195	291
10	Lithuania	142 (2003)	446
11	Macedonia	20	-
12	Moldova	-32	-126
13	Montenegro	-	848
14	Poland	1569	3062
15	Romania	102	-215
16	Russian Federation	-9838	-39,306
17	Serbia	178 (2003)	-51
18	Slovakia	293	34
19	Slovenia	678 (2004)	1901
20	Ukraine	257 (2004)	-354
Total Central and Eastern Europe		+2,845	-13,991
Total Europe		+68,400	-
% share in Europe		4.2	-

Source WTO (2007); UNWTO (2015b)

Republic and Poland in 2005, both characterized by plentiful arrivals and substantial outbound tourism. The country presenting the highest negative balance, which in 2005 almost reached 10 billion euro and in 2013—40 billion dollars, is Russia. Despite its gigantic potential, it attracts limited international arrivals, but, at the same time, it shows high spending on international tourism born by a comparatively small number of its inhabitants. Negative balances in international tourism were in 2005 noted in Belarus, Latvia and the Republic of Moldova; however, the sums are rather small (from 282 million euro in Belarus to 32 million euro in Moldova). In 2013, Hungary, the Czech Republic, Poland, Bulgaria and Slovenia got comparatively high positive balances, ca. 3 billion dollars. They are—except for Poland—rather small countries where incoming tourism is well developed.

In total, Central and Eastern Europe in 2005 reached a positive balance of receipts and expenditure for international tourism which amounted to 2845 million euro. In the year 2013, there occurred a high negative balance, mainly as a result of a huge growth of negative balance in Russia. In the year 2005, all European countries (including the Central and Eastern European ones) reached a positive balance in the amount of 68.4 billion euro. Therefore, Central and Eastern Europe participated in the all-European balance in just 4.2%. Taking into account the fact that these countries cover together 64.2% of the territory of Europe and are inhabited by 46.6% of its population, it is justified to claim that the development level of international tourism they have achieved, expressed by the size of departures, arrivals, receipts, expenditure and their balance, is highly unsatisfactory.

Referring to the title of this paper, it must be said that Central and Eastern European countries on the international tourist market so far have not attained the position, which they deserve as a result of their location, territory, history, population potential and tourist value. It seems that the main reasons for this situation are insufficient tourist development and unprofessional advertising.

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Chapter 2

Geography of Tourism of the Republic of Belarus

Ivan Pirozhnik

Abstract The beginning of the research in the field of geography of tourism started in 1970s with the analysis of the natural and cultural potential. Next decade was dedicated to the territorial organization of recreational activities and tourist regionalization of the country. The new century brought new challenges in research. The scientific investigation focuses on the competitiveness of tourism, services development, and functional organization of the values together with the development of the new geoeconomic approach to the analysis of the tourist market. The natural resource potential of the country starts with the description of the types of existing landscapes, climate, and water conditions for resting tourism and recreation. The role of protected areas in the tourism development with its division is stressed. Next part presents the structure of historical and cultural heritage of Belarus. The most important sights, such as monuments, museums, or military objects are described. In reference to the tourist infrastructure as the most important for tourism development, the accommodation is presented in detail with its numbers, category, and spatial distribution. A discussion about the state of tourism movement in Belarus is led in the next part of the chapter that stresses its structure as well as geographical distribution and importance of a given tourist region for the tourism development. The last part is dedicated to the description of the most important types of tourism practiced in the country such as spa and wellness tourism, cultural and event tourism, rural or religious tourism. The part entitled “The Tourist Regions of Belarus” summarizes the chapter.

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2.1 Introduction

Complex geographical research in the field of tourism has been carried out in Belarus since the beginning of the 1970s at the Geographical Faculty of the Belarusian State University in Minsk. It was preceded by experiences in the local lore analysis of natural and economic regions, industrial centers and historic towns, as a basis of local lore and excursion work in teaching of geography (V. Zhuchkevich, V. Dementiev, N. Romanovsky, A. Shkliar, O. Yakushko et al.). On the basis of the system concept of territorial recreation systems (TRS) (V. Preobrazhensky, Y. Vedenin, I. Zorin), research was commenced concerning the structure of tourism demand, assessment of natural conditions in the landscaped districts, the formation of a special recreational Land Fund, the territorial organization of recreational activities, and tourist regionalization of the country (Pirozhnik 1985). “Regional scheme of sightseeing tourism in Belarus” (1980) was developed by a team of researchers (I. Pirozhnik, V. Zaitsev, T. Fedortsova, G. Potaeva) in order to gain practice in territorial planning. In subsequent years, research of specialized types of recreation systems was carried out: lake–river systems, sightseeing systems, recreational development trends in suburban areas for cities of different sizes using the methods of factorial ecology (V. Zaitsev), methodological foundations of esthetic valuation of excursion objects (T. Fedortsova), the comparative analysis of tourist development areas in Bulgaria (1980), Belarus and Slovenia (1985). The most significant scientific results related to the implementation of the geographical research of tourism, management concept of space-functional analysis, and development of methodological bases for territorial analysis of the tourist regions functions at different levels of spatial hierarchy (Pirozhnik 1990, 1992). A set of methods to assess factors of the development of tourism and territorial organization of tourist services, forming recreational lake–forest systems, sightseeing and suburban types of systems, stratification model of urban population recreational needs, assessment methods for recreational potential based on economic benefits of using free time for recreation and tourism was worked out. A model of functional typology of tourist regions and centers was suggested with the development of the system concept of the recreational district and allocation of the two components (TRS and the surrounding socioeconomic space) (Pirozhnik 1985, 1992). The results of such typology create the necessary framework for of the main directions of the regional policy development, ways of different types of districts cooperation, specification of priority areas for development and investment in the new conditions.

The structurally functional approach allows to determine recreational tourist space as a part of ambient geographic surrounding with combination of natural and anthropogenic elements and their interconnections, which are affected by the actual solvent demand and an existence of a system of different services proposals for tourist consumption in free time. Thus, at different stages of its formation, it is important to observe interconnections with types of territorial structure, rank of

tourist functions, segments of customers of the tourist market, and the character of the tourist proposal (Pirozhnik 2008b).

On the existing scientific base and amid the transition to market economy after mid-1990s, the subsequent studies were carried out by geographers concerning the trends of tourist space forming in countries with transition economies and entry of Belarus into the European tourist area (Mechkovskaya 2006), factors of export of tourist services development and the competitiveness of the tourism sector of Belarus (Reshetnikov 2004), spatial base of ecotourism and the functional organization of the national parks (Tarasionok 2003). The analysis of global and regional markets of tourist service trends has allowed to reveal the impact of tourism on the formation of the balance of payments, dynamics of tourist flows, and the role of tourism in economic development of different countries, which is reflected in the development of the new geoeconomic approach in the analysis of the tourist market (Pirozhnik 1996; Aleksandrova 2002; Tarasionok 2011).

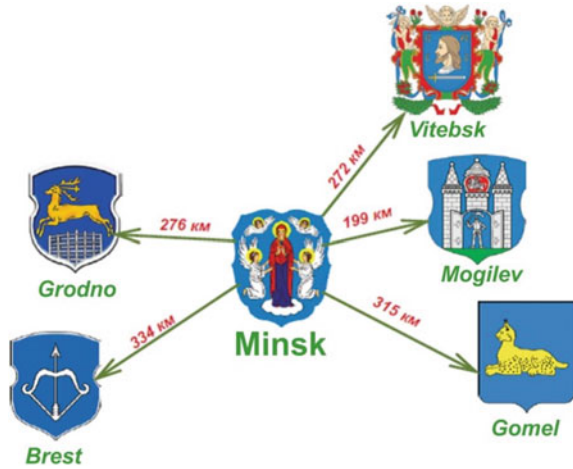
From the perspective of new market management in the tourism sector, the key elements of the tourism offer in Belarus are being investigated: medical and spa tourism, cultural and event tourism, agrotourism, and religious and ecological tourism (Pirozhnik 2014, 2015). The research process in geography of tourism is also developed by representatives of the regional university centers: Brest (E. Meshechko, D. Nikitiuk, S. Zarutsky, etc.), Mogilev (I. Sharuho, A. Shadrackov, N. Tupitsyna), Gomel (E. Karchevskaya), and others.

Tourist staff professional education has been leading at the geographical faculty of Belarusian State University since 1974, currently being deployed in several university centers (Minsk, Brest, Pinsk, Gomel, Grodno, and others). For the system of university education, geographers produced several manuals (Pirozhnik 1985; Reshetnikov 2011) and others. Information needs of the tourist market are met with encyclopedias developed by a group of authors (Tourist Encyclopedia 2007; Tourist Regions 2008: Spas and Health resorts 2008), specialized scientific journals (Tourism and Hospitality) and weekly newspaper (Tourism and Recreation), and a network of information centers of the National Tourism Agency.

2.2 Natural Resource Potential and Trends in Tourism Development

The Republic of Belarus is located in the center of the European continent (Photograph 2.1), in the western part of the East European Plain. Belarus shares borders with Lithuania and Latvia on the northwest, Russia on the north and east, Ukraine on the south, and Poland on the west. The length of the territory of the Republic of Belarus from north to south is 560 km and from west to east—650 km (Fig. 2.1); the area of the country is 207.6 thousand km² with a population of 9480.9 thousand people (2015). In the era of globalization and expansion of cross-cultural cooperation between nations, Belarus, with an advantageous geographical location in the heart of Europe at the crossroads of important transit routes

Fig. 2.1 The average distance between the tourist centers of Belarus



from east to west and north to south, is becoming an attractive region for target and transit-tourist visits (Fig. 2.1 and Photograph 2.1). The territory of Belarus is crossed by two trans-European transport corridors № 2 (Paris—Berlin—Warsaw—Brest—Minsk—Orsha—Moscow) and № 9 (Helsinki—St. Petersburg—Vitebsk—Mogilev—Gomel—Kiev—Odessa, with a branch Gomel—Minsk—Vilnius), which are associated with the possibility of expanding tourist service in Belarus for about 10 million annual transit flow.

The development of domestic and inbound tourism through the effective use of transit geographical location, as well as rich natural and cultural heritage, is one of the priorities of the Republic of Belarus social and economic policy. The Republic of Belarus, with hilly landscapes and open plains, temperate climate, and green forests extends to the horizon and blue necklace of lakes and rivers, but without bright colors and exoticism typical for many tourist countries, will fascinate every

Photograph 2.1 The geographical center of Europe in Polotsk (coordinates: 55° 30' north latitude and 28°48' east longitude)



traveler by its virgin nature. Hospitality and unique culture of people will live in the memory of everyone who gets acquainted with it during tourist trips and journeys.

Belarus, as a tourist country, is characterized by considerable regional differences of natural provinces. The northern part of the country is covered with Belarusian Lakeland, where hilly relief with alternating ridges and valleys is combined with blue necklaces of lake groups (Braslavskaya, Narochanskaya, Ushachskaya) connected by river systems and canals into a fascinating aquatic nature trail. Upon that, using the system of artificial canals (the Berezina water system), it is possible to move from the basin of Western Dvina to the basins of Berezina and Dnieper hydrographic system, from the basin of Neman—to the Vistula river system (Augustow Canal) and Pripyat (Oginski Canal), and by the Dnieper–Bug waterway to make a trip from Kiev to Mozyr, Brest and Pinsk (the Dnieper–Bug Canal). In the middle part of Belarus, the Belarusian ridge orographic system is located. The system has a glacial origin; some brows exceeding 300 m and the highest point in Belarus—Mountain Dzerzhinskaya in the southwest from Minsk with the height of 345 m is located there. The elevated part of the Belarusian ridge is a water-parting zone of the Baltic and Black Seas basins. In the south from the Belarusian ridge, the plains of Predpolesie (Tsentralnoberezhinskaya, Stolbtsovskaya, Checherskaya) with slowly flowing rivers, an abundance of fields and meadows are located. The southern part of Belarus is occupied by the Polesie lowlands with an abundance of moist forests and marshes, which are not inferior to the Amazonian rain forest by its flora and fauna biological diversity, and, for Europe, remains a unique natural haven of many species of birds and amphibians.

Moderate continental climate of Belarus with soft cool summers and mild winters, with frequent thaws, creates favorable conditions for traveling throughout the year. The duration of the favorable period for summer traveling (period with average daily temperatures above +15 °C) is equal to 90 days in Belarusian Lakeland, 95–100 days in the central part, and reaches more than 115 days in a Belarusian Polesie. The average daily water temperature in the summer in all waters exceeds 17 °C, and in July it is about 19–22 °C which makes the bathing-beach holidays accessible for all categories of tourists. A favorable period for winter recreation with temperatures from –5 to –15 °C lasts 30 days in the southwest (Brest) and even 60 days in the northeast (Gorodok), and the period of stable snow cover lasts from 60 up to 130 days. Belarus, being an area of plain ski tourism, actively develops mountain skiing centers (Logoisk, Silichi, Boyary, Yakutovy Gory) in recent years, expanding the range of tourist services.

Belarus has a developed hydrographic network. The total length of 20.8 thousand rivers is 90.6 thousand km. The main waterways are Dnieper, Berezina, Pripyat, Sozh, Neman, Western Dvina, and Vilia, on the banks of which the resorts and areas of public recreation are forming. In Belarus, there are over 10 thousand lakes. Lake groups, such as Braslavskaya, Narochanskaya, Ushachskaya, Lepel'skaya, and Boldukuskaya, have a special attraction for tourists. There are about 4 thousand lakes in the Belarusian Lakeland, with domination of relatively deep lakes of glacial genesis with clean water. Vitebsk region concentrates about 90% of the total number of lakes auspicious for recreational use in Belarus. The



Photograph 2.2 Braslav Lake District

Central Belarus is characterized by a shortage of lakes, and water recreation is organized on the basis of the rivers and water reservoirs (Vilejskoe, Zaslavskoe). About 6 thousand of small shallow oxbow lakes with low marshy banks are located in Polesie. Bogs occupy about 12% of the territory of Belarus and interesting for tourists as objects of ecological tours, hunting and gathering berries (Photographs 2.2 and 2.3).

One of the priority directions of development of tourist complex of Belarus is a water recreation, which includes various forms of tourism activities, such as bathing-beach holidays, water sports and game-hunting classes, boat trips, and tours. Resting near water attracts one-third of country recreational streams from



Photograph 2.3 Border crossing point “Lesnaya-Rudavka” on the Augustow Canal

major cities, and coastal areas concentrate more than two-third of the recreational infrastructure of Belarus. The total prospective capacity of resorts and recreation areas of national importance, developing on the banks of rivers, is over 200 thousand places, on the lakes—about 150 thousand places, on reservoirs—more than 110 thousand places. In accordance with landscape conditions, recreational and tourist complexes of different types are formed: a forest–lake type (National Parks: Narochansky, Braslav Lakes, the resort Ushachi), a forest–river type (recreation areas: Berezino, Ivanec, Stolby), and a forest–river type with reservoirs (recreation areas: Vilejka, Vyacha).

Treatment resort resources of Belarus include medical climatic and phytotherapeutic factors, mineral water, and mud deposits. Belarus has significant reserves of mineral waters with various composition and curative properties (more than 100 groundwater basins are in use), distributed almost throughout the country. For the purpose of recreational use, 39 deposits of sapropel and 20 peat-mud fields are reserved. Medical factors are used intensively in the resorts of the national (Naroch, Zhdanovichi, Ushachi, Rogachev, Novoel'nya) and local (Bobruisk, Letsy, Chenki, Beloe Lake) significance. Speleotherapy in Soligorsk is developed through the use of specific healing environment in former potash mines.

The forests of Belarus occupy a large area (36.3% of the country) and, in conjunction with the open landscapes of meadows (14.3%) and wetland complexes (11.5%), they create favorable conditions for the formation of resort and recreational landscapes with comfort microclimate and landscape esthetics. The Forest Fund, which is used to organize the rest of the area, consists of recreational forests, which form forests of city green zones, national parks recreation areas, parks, resort forests, and other plantings. The total area of recreational forests of Belarus exceeds 1 million ha (over 15% of total forest area). Lump recreational capacity of forests favorable for recreation and leisure is about 4.6–5.6 million people, including the most comfortable types of woodlands with capacity about 2.3–2.8 million people, that fully covers the requirements of the health-improvement national system. Hunting tourism displays a significant potential for development in the forestry sector. List of species for hunting and fishing includes 22 species of mammals (elk, wild boar, roe deer, wolf, fox, rabbit, squirrel, beaver, etc.), and 31 species of birds (capercaillie, black grouse, hazel grouse, mallard, teal, etc.). There are more than 250 hunting farms in Belarus; more than 20 of them have a level of infrastructure that allows hosting foreign hunters (Lyaskovichi, Barsuki, Telekhany, Braslavskoe, Teterinskoe, Krasnosel'skoe, and others).

Belarus stands out among European countries when it comes to the degree of preservation of contemporary high natural landscapes. In order to preserve the biological and landscape diversity, a favorable natural and ecological environment for tourist activity and rest is created, and a network of protected areas is formed in Belarus. The network of specially protected natural areas is a resource basis for the development of ecological tourism and the determinant of its territorial organization. Natural Heritage Foundation of Belarus forms a network of more than 1.2 thousand of protected objects and territories, including plots of land with unique reference or other valuable natural complexes and sites of ecological, scientific,

Table 2.1 The fund of natural heritage of the Republic of Belarus (2014)

Protection status	Number	Area, thousand ha	Average size, thousand ha	Share, %	
				in the fund total	in the area of the country
Nature reserves and National Parks including	5	475.9	95.2	29.4	2.3
Biosphere Reserves	1	80.9	80.9	5.0	0.4
National Parks	4	395.0	99.6	24.4	1.9
Reserves of national significance	85	862.5	10.2	53.3	4.1
Reserves of local importance	249	261.7	1.0	16.2	1.3
Natural monuments	874	17.4	0.02	1.1	0.1
Total	1213	1617.5	X	100.0	7.8

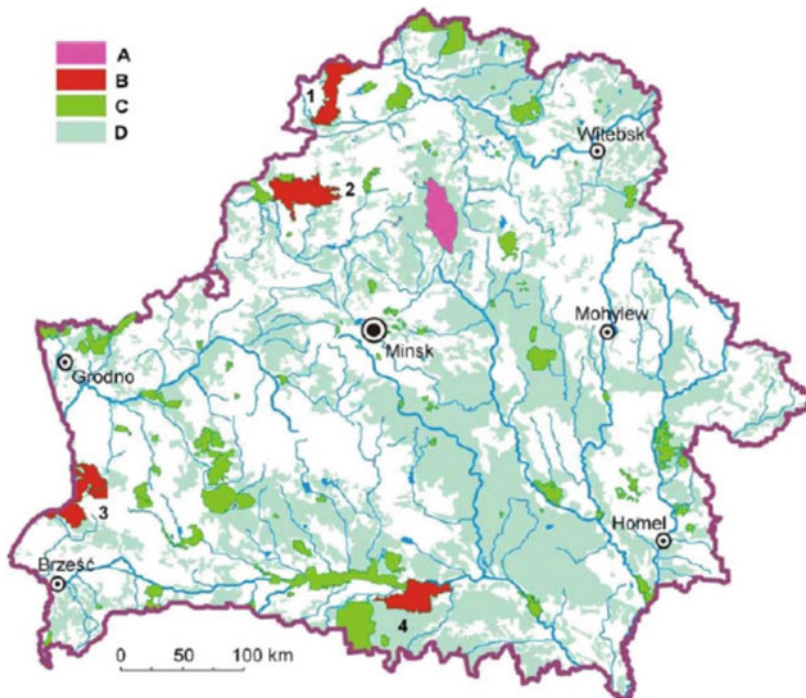
*without Polesky Radiation and Ecological Reserve in the area of the Chernobyl NPP disaster (215.5 thousand hectare)

historical, cultural, esthetic, and other values, withdrawn in whole or partly from economic circulation (Table 2.1). For all of these objects, there is a special regime of protection and use established legislatively. The total area of the land protected by the Fund (NPAs) is about 1.62 million ha (7.8% of Belarus territory) and includes 1 biosphere reserve (Berezinsky), 4 national parks (Belovezhskaya Pushcha, Braslav Lakes, Narochansky, Pripyatsky), 85 reserves of national significance, and an extensive network of local reserves and monuments of nature. The total area of NPAs is dominated by national reserves (53%) and national parks (29%). A distinctive feature of the network of NPAs in Belarus is a relatively large average size of national parks (about 100 thousand hectare), of which two (Belovezhskaya Pushcha and Pripyatsky) are organized on the basis of preexisting reserves of national significance (about 10 thousand hectare).

On the background of average size of national parks and reserves sufficient to solve ecological and environmental problems, there is an uneven distribution of them among natural landscape provinces and regions of Belarus. In the Brest region, the network of protected areas covers 13.4% of the territory, in the Grodno—10.5%, Vitebsk—8.6%, Minsk—6.1%, Gomel—5.2%, and Mogilev—only 2.6%. In a number of geographical provinces (Eastern Belarus, Predpolesie), where there are no objects of complex forms of nature conservation, it is planned to create a number of new national parks (Svislochsko-Berezinsky, Surazhsky, Belaya Rus (Logoisky)). More than a half of the total area of NPAs forms the reserves (over 53% of the total area protected by the Fund)—resource protection objects under partial protection of the natural complex elements (of 85 reserves of national

importance—38 biological, 31 landscape, and 16 hydrological) with a small average size (10.2 thousand hectare—reserves of publican significance and 1.0 thousand ha—local). Among the natural monuments of national importance (306 objects), the following types are dominating: geological (212—erratic boulders and their clusters, Museum of boulders in Minsk) and botanical (88) presented by separate groups of trees of rare species. A large group of parks—monuments of garden art (150 old parks to be restored, but only 75—having the status of monuments) requires a set of measures for the reconstruction and restoration as objects of historical and cultural heritage.

The leading role in the preservation of the natural heritage of Belarus and the development of ecological tourism is played by NPAs recognized at the international level (Fig. 2.5), among them the National Park Belovezhskaya Pushcha, included in 1992 in the list of the World Cultural and Natural Heritage, Berezinsky Biosphere Reserve (organized in 1925) and RAMSAR sites of international importance for the protection of birds (a total of 21 sites, including Olmanskie bogs reserves, Middle Pripyat, Sporovsky Biological Reserve, and others) (Fig. 2.2).



A – Berezinsky Biosphere Reserve; B – National parks: 1 – Braslav Lakes, 2 – Narochansky, 3 – Belovezhskaya Pushcha, 4 – Pripyatsky; C – reserves-zakaznik of national significance; D – forest areas.

Fig. 2.2 Natural protected areas of the Republic of Belarus

2.3 Cultural and Historical Potential

The Historical and Cultural Heritage Fund of Belarus has more than 17.8 thousand immovable objects, of which 5.4 thousand are included in the State Register of historical and cultural values (Table 2.2).

In the structure of Belarusian historical and cultural heritage, the most widely represented groups of objects are archeological (43.7%) and architectural (32.8%); historical objects form about one-fifth of the total of monuments of art, a little more than 1%. Higher numbers of architectural objects can be found in the capital city of Minsk (87%) and the western part of the country—Brest (46%) and Grodno regions (41%) and relatively lowest—in the eastern regions—Gomel (19%) and Mogilev (12%). A higher share of historical monuments is in Brest and Gomel regions (31–36%), and archeological—in Grodno, Minsk, and Gomel regions (44–46%), with their absolute dominance in the Mogilev region (75%).

The spatial distribution of objects reflects regional peculiarities of historical and cultural development of Eastern Belarus in 1920–1940 as a part of the Soviet Union and the western regions as a part of Poland until 1939. In addition to the cross-border National Park “Belovezhskaya Pushcha,” in the UNESCO World Heritage List, there are the castle complex “Mir” (2000), architectural and cultural complex of the Radziwill family of sixteenth to eighteenth centuries in Nesvizh and the “Struve Geodetic Arc” (transboundary site of nineteenth century, including 19 topographic–geodesic points on the territory of Belarus)—since 2005. There are

Table 2.2 The structure of historical and cultural heritage of Belarus (2014)*

Regions	Total number of objects (%)	Of which			
		Architectural	Historical	Monuments of art	Archeological
Belarus	5379 100	1763 32.8	1191 22.1	60 1.1	2350 43.7
Brest region	741 100	342 46.1	228 30.8	7 0.9	160 21.6
Vitebsk region	934 100	292 31.3	258 27.6	4 0.4	376 40.3
Gomel region	866 100	167 19.3	313 36.1	8 0.9	377 43.5
Grodno region	727 100	300 41.3	96 13.2	4 0.6	326 44.8
Minsk region	661 100	199 30.1	151 22.8	4 0.6	304 46.0
Minsk City	380 100	330 86.8	15 3.9	29 7.6	5 1.3
Mogilev region	1070 100	133 12.4	130 12.1	4 0.4	802 74.9

*The numerator is the total number of facilities in the region, the denominator—the share of this group in the total number of objects (without other objects)



Photograph 2.4 Architectural and cultural complex of Radziwill family in Nesvizh (Minsk Region)



Photograph 2.5 Castle complex in Mir (Grodno Region)

proposals to include the UNESCO World Heritage List more than 10 other sites to, such as Augustow Canal (together with its part on the Polish territory)—a monument of hydraulic engineering from eighteenth century connecting river basins of Neman and Vistula, the reconstruction, which was completed in 2006. In general, Belarus concentrates 4 of 1013 UNESCO World Heritage List objects (0.39%), while its share in the world population is three times lower (0.13%) (Photographs 2.4 and 2.5).

What is unique in the history of UNESCO is an international scientific and technical heritage object “Struve Geodetic Arc,” stretching throughout 10 countries (Norway, Sweden, Finland, Russia, Estonia, Latvia, Lithuania, Belarus, Ukraine, Moldova) from Fuglenes (70°40' N) on the coast of the Arctic Ocean to the Staro-Nekrassowka (Stara Nekrasovka) on the banks of the Danube River (45°20' N) with the total length of 10°35' along the meridian 25°20' E, or more than 2808 km in linear measure. Geodetic measurements determining the length of the meridian arc specifying the size of the earth were carried out from 1816 to 1852. The measurements on the territory of Belarus were led by K.I. Tenner. In the course of operation on the territory of ten countries, 258 geodetic points and 103 main triangulation points were laid. The structure of the monument includes 34 geodetic points, 5 of which are located on the territory of Belarus. They were discovered during search operations in 2001 by experts of “Belaerokosmogeodeziya” in the

Ivanovo district, the Brest region [centers of basis points: Leskovichi, Ossownitza, Tchekutsk (Chekutsk)], as well as in the Oshmyany (Tupishki) and Shchuchin (Lopaty) districts in the Grodno region. Twenty-one remaining points of Struve Arc, which are included into the list of historical and cultural values and protected by the state, can be found in Belarus.

The most valuable architectural monuments are masterpieces of ancient Belarusian school of architecture of eleventh to twelfth centuries (Polotsk St. Sophia Cathedral and Polotsk Church of the Saviour and St. Euphrosyne, Grodno St. Boris and Gleb Church, Vitebsk Holy Annunciation Church), medieval monuments of military defensive architecture (Kamenets Tower from thirteenth century, Novogrudok Castle, Grodno Castle, Lida Castle, Krevo Castle, the Mir Castle and park complex, Nesvizh palace and park complex, Golshanskiy Castle), unique defensive type churches (Synkovichi St. Michael Church, Murovanka Holy Nativity of the Virgin church, Komai Church of St. John the Baptist), the rich heritage of baroque (Grodno, Pinsk, Nesvizh, Slonim, Minsk) and classicism (Gomel Palace and Park Ensemble, Kosovo Palace, Ruzhany palace complex) Polesie wooden churches, architectural ensemble of Independence Avenue in Minsk.

National Belarusian culture has its roots in the distant past. Belarusian land gave the world the bright galaxy of outstanding figures of culture, science, art, and politics. Belarusian book printing was initiated in the sixteenth century by an enlightened and educator F. Skaryna, and his ideas were continued by S. Budny, S. Polotsky, and other great humanists. The Belarusian land at different milestones of its history nurtured a bright galaxy of outstanding poets (A. Mickiewicz, Y. Kupala, Y. Kolas, M. Bogdanovich, and others), composers (S. Moniuszko and M. Oginski), artists (M. Chagall, H. Soutine, and V. Vankovich), military and government officials (T. Kosciuszko, W. Wroblewski, T. Vavzhetsky), as well as scientists and travelers (I. Domeyko, K. Yelski, I. Cherskiy, N. Sudzilovsky, O. Schmidt) which left a deep mark on the history of the world. What is more Nobel Peace Prize winner Shimon Peres and Menachem Begin, Nobel Prize in Physics Zhores Alferov are natives of Belarus (Photographs 2.6 and 2.7).

One of the most important elements of the national historical and cultural heritage is rich and unique traditional material and spiritual culture preserved mainly in rural areas. The country has about 100 centers of folk arts and crafts, dozens of local areas with traditional weaving and embroidery, pottery, and others.

Regional differences in the distribution of objects of cultural tourism reflect a significant dominance of objects (especially of first- and second-value categories) in Grodno and Brest regions, as well as in the western districts of the Vitebsk and Minsk regions. These regularities confirm the figures of total number and density of objects on 100 km² by administrative regions (Figs. 2.3 and 2.4).

Despite the considerable destruction during two world wars in twentieth century, there are more than 40 settlements in Belarus with preserved historical planning structure, urban facilities, and natural surroundings that have historical and cultural values. Among them, 9 cities and towns (Minsk, Grodno, Brest, Vitebsk, Zaslavl, Kobrin, Pinsk, Polotsk, and Mozyr) are included in the State Register of historical



Photograph 2.6 Memorial sign on geodetic point of Struve Arc, Tchekutsk (Chekutsk) in Ivanovo district, Museum-Estate T. Kosciuszko in Merezczowszczyzna (Kossovo), Oginski Canal

and cultural values. Since 1991, Belarus carried out restoration work on the 63 sites of historical and cultural heritage, including the Annunciation Church from twelfth century, Church of St. Barbara from nineteenth century in Vitebsk, the Church of the Holy Spirit from eighteenth century on the territory of Kucein monastery in Orsha, a town hall from eighteenth century in Shklov, church of defensive type from sixteenth century in the village Murovanka in Shchuchin district, shopping arcade and the manor in Pruzhany, A. Mickiewicz house museum in the village Zaosie in Baranovichi district and house museum T. Kosciuszko in Kossovo on Ivatsevichy district, The Vankoviches’ House in Minsk, and other objects are of great interest for cultural tourism. In accordance with the State program of culture, the development in the Republic of Belarus, the restoration of the World Heritage sites, is completed—the Mir castle, architectural and cultural castle complex in



Photograph 2.7 Historic center of Minsk: **a** City Hall (17th c.), **b** The sculptural group “Urban Scales,” **c** Cathedral of the Blessed Virgin Mary (eighteenth century), **d** Cathedral of the Holy Spirit (seventeenth century)

Nesvizh. Documentation is developed, and restoration of more than 20 architectural and historical sites (Trinity Church in the village Wolczyn of Kamenetz district (the burial place of the last king of the Polish–Lithuanian Commonwealth Stanislaw Poniatowski), Potemkin palace from seventeenth century in Krichev, Paskevich palace from nineteenth century in Gomel, etc.) is completed in all regions of Belarus. Formation of a manor and ethnographic complexes and expansion of a network of local tour routes in all areas promote the development of local tourist markets (N. Orda museum complex in the village Vorotsevichi of Ivanovo district, museum-ethnographic complex in the village Wolczyn of Kamenets district, museum and ecological complex in the village Berezhnoe of Stolin District, the home museum of Ivan Dameyko in the village Medvyadka of Karelichy district, manor and park complex of M.K. Oginski Zalesie in Smorgon district, and others.).

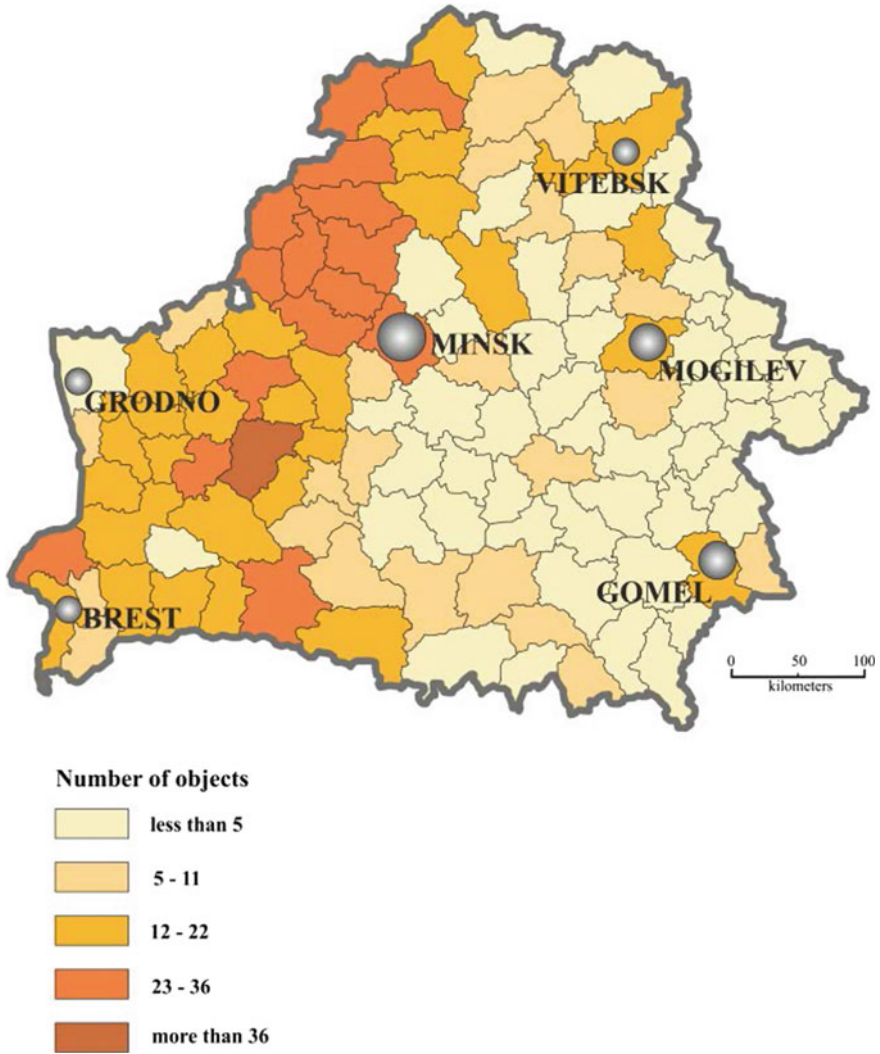


Fig. 2.3 Number of objects in administrative districts

Current task for Belarus is the museumentation of military battles fields. Some work was carried out in the early twentieth century during the celebration of the 100th anniversary of the events of the Patriotic War of 1812. The monuments in Kobrin, Vitebsk, at Borisov on the Berezina River (place of the French troop's waftage) and others were erected. The events of the Great Patriotic War of 1941–1945 are immortalized by numerous memorials and monuments of military glory (Brest Fortress memorial, Bujnichy field—a place of battle in the defense of Mogilev in 1941, memorials of partisan glory, and national struggle Proryv

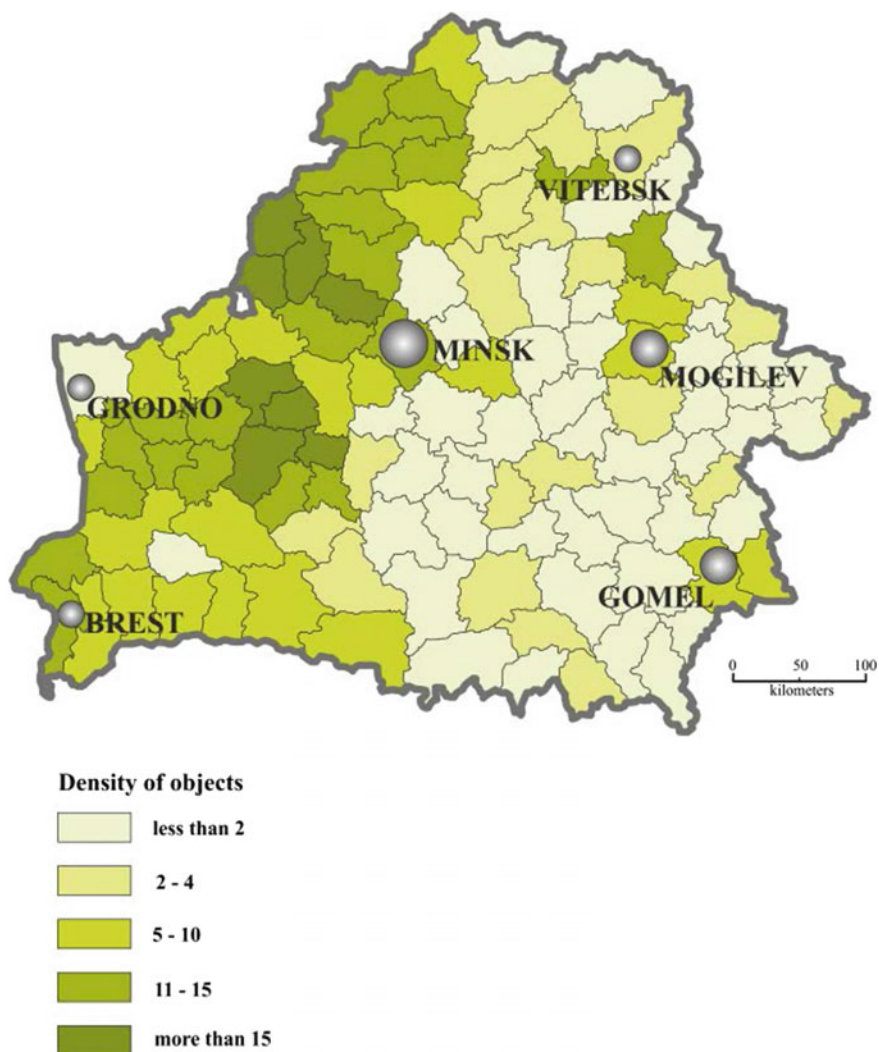


Fig. 2.4 The density of cultural and historical sites on 100 km²

(Ushachi district), Ostrov Zyslov (Luban District), Khatyn (Logoisk District), and others).

Restoration of fortifications on the west form Minsk on the old Soviet–Polish border that existed before 1939 was carried out to commemorate the 60th anniversary of Victory in the Great Patriotic War. Unofficial name of these fortifications “Stalin Line” appeared in 1942, but the main work was carried out there during the period from 1927 to 1939. On the territory of Belarus, fortified sectors of Minsk, Polotsk, Slutsk, and Mozyr were established. The events from the defense

of Minsk fortified sector played a significant role in June 1941 and returned from oblivion after more than half a century. Historical representatives of weapons were established on this site, a museum of modern weapons and military equipment was created, and there were also guided tours and reconstructions of historical events.

Different types of towns and villages with valuable objects of historical and cultural heritage require different approaches for integrating them into modern life and using in various fields of cultural and tourist–excursion activity. In large cities (with more than 100 thousand people), historical and cultural sites make a small part of the development and do not determine the economic life of the city (Minsk, Vitebsk, Gomel, Grodno, Brest, and Mogilev). So, historical and cultural complexes are included into the urban planning structure of city centers, and the goal is to save historic buildings, restore the monuments of architecture and history, and incorporate them into the modern life of the city. In small towns and villages with valuable historical and cultural complexes, historical buildings and planning are often not only the main feature, but also the only chance for revitalization of economic activity (Nesvizh, Mir, Novogrudok, Mstislavl, Zaslavl) through rehabilitation and restoration of historical and cultural monuments and creation of workplaces in tourism and hospitality. In the changing conditions of market economy, it is not possible at times to find sufficient funding for the restoration of unique monuments in the rural areas (castles in Krevo, Golshany, and Smolyany), objects of wooden architecture, and architecture in depopulated rural areas. Monuments of history and culture at the area of Chernobyl disaster underwent tragic fate—in the 16 affected districts of the Gomel and Mogilev regions, there are about 400 archeological sites, 170 architectural projects (including 30 manor and park complexes and 67 monuments of wooden architecture). About 1 thousand pieces of arts and crafts and 350 exhibits of folk life were transferred to the collection of the Museum of Ancient Belarusian Culture (Minsk).

An integral part of the Cultural Heritage Fund and the place of its storage is a network of 162 museums (Table 2.3), among which 51% are combined museums, 25%—historical museums, 8.6%—art museums and 8.6% others. The Museum Fund of Belarus includes more than 3750 thousand items of which 2720 thousand (72%) belong to the main collections, and more than 1 million—to scientific support.

Table 2.3 The Museum Fund of Belarus and its usage (2014)

Types of museums	Number of museums		Number of museum items of main collections		Number of visits	
	Entities	%	Thousand	%	Thousand	%
Total museums of which:	162	100	3169.5	100	5731.0	100
Historic	43	26.5	898.0	28.3	1543.0	26.9
Combined	91	56.1	1926.5	60.8	2996.8	52.3
Arts	14	8.6	80.3	2.5	494.2	8.6
Literature studies	7	4.3	171.6	5.4	399.0	7.0
Specialized	7	4.3	93.2	3.0	298.0	5.2

On the basis of the considered natural features, recreational, cultural and historical potential of the Belarus regions, 27 tourist zones are formed in Brest region—Euroregion Bialowieza Forest, tourist and recreational zone Beloe Lake and Telekhany, cultural and tourist area of Pinsk.

Polesie, transit-tourist zone, Brest–Baranovichi border region; in Vitebsk region—Vitebsk, Polotsk, Braslav, Orsha-Kopys'; in Gomel region—Gomel, Vetka, Mozyr-Turov, Chechersk, Zhlobin; in Grodno region—Grodno, Lida, Novogrudok, Slonim; in Minsk—the historic center of the city and Loshitsa Manor; in Minsk region—Minsk, Logoisk, Naroch, Borisov and Slutsk; in Mogilev region—Mogilev, Mstislavl, Bobruisk, Shklov.

Distinctive features of the present stage of conservation and tourist usage of natural and cultural heritage in Belarus are: (1) the growth of national consciousness under the revived sovereign state development, strengthening the understanding of respect for the natural, historical, and cultural heritage by all social groups; (2) the expansion of international cooperation and integration into the world community as an independent subject, which increases the demand for the protection of natural and cultural heritage, improving the legislation, the expansion of the restoration, and protection of natural and cultural sites; (3) broad support of international organizations (UNESCO, UNWTO, Commission for the Protection of Heritage of the Council of Europe and others) of initiatives in heritage conservation and its involvement in visitor usage, for the disclosure of the historical and cultural identities of Belarus in the context of globalization and ensuring of sustainable development of objectives.

2.4 Touristic Infrastructure and Level of Regional Development

Touristic-recreational potential of Belarus enables to develop competitive national touristic products using a wide network of infrastructure objects. Complex tourist service is provided by 1000 objects of collective accommodation facilities (Table 2.4), including hotel accommodation facilities (530) and sanatorium-health resort organizations (466) which have a total accommodation capacity of 82,000 year-round places that delivered services to 2.5 million tourists and holidaymakers in 2014. Touristic accommodation facilities categorized according to the international star rating (3–5 stars) are mostly concentrated in the capital city, regional centers, national parks, and the Berezinsky Biosphere Reserve. Hotels with 4- and 5-star rating are located in Minsk and Vitebsk. Accommodation services and rural tourism programs are offered by more than 2000 rural ecotourism entities (not counting non-organized renting of country estate in resort and recreational areas). It is worth noticing that during the last decade, a large-scale modernization of sanatorium and health-resort facilities was carried out (which did not result in the increase of number of beds), together with expansion and construction of new

Table 2.4 Total capacity of collective accommodation facilities in Belarus (*Source* National Statistical Committee of the Republic of Belarus 2014)

Main indicators	2000	2005	2010	2014	Index, 2014/2000
Hotels and similar accommodation facilities (entities/places, thousand)	$\frac{256}{26.2}$	$\frac{279}{23.5}$	$\frac{359}{26.7}$	$\frac{530}{35.4}$	$\frac{1.9}{1.4}$
Total sanatorium, health resort and health-improving organizations and other specialized accommodation facilities (entities/places, thousand)	$\frac{318}{47.1}$	$\frac{321}{46.1}$	$\frac{334}{43.5}$	$\frac{466}{46.9}$	$\frac{1.5}{1.0}$
Total collective accommodation facilities (entities/accommodation capacity at the end of the year, places, thousand)	$\frac{574}{73.3}$	$\frac{600}{69.6}$	$\frac{693}{70.2}$	$\frac{996}{82.3}$	$\frac{1.7}{1.1}$

hotels and similar accommodation facilities (that allowed to increase the number of beds by 1.4 times).

According to the regional profile of 6 regions and Minsk city, the last one and its agglomeration is notable for the highest concentration by hotel room capacity indicator (4 hotels have 5-star category, 5 hotels—4-star category, 14 hotels—3-star category). More than one-third of the total hotel room capacity (two-fifth when counting altogether with Minsk region) is concentrated in Minsk city, with a planned increase to 15 facilities (with total capacity of 4000 places) in 2016. The highest number of beds in the sanatorium and health-resort sector is in the Minsk region (more than two-fifth), where 2 resorts of the national importance are actively evolving (Naroch, Zhdanovichi), together with the network of local resort areas. Brest and Vitebsk regions concentrate around 15% of the total number of beds of the sanatorium and health-resort sector; Grodno and Gomel concentrate around 10–13% each, and Mogilev region has the smallest potential (Table 2.5).

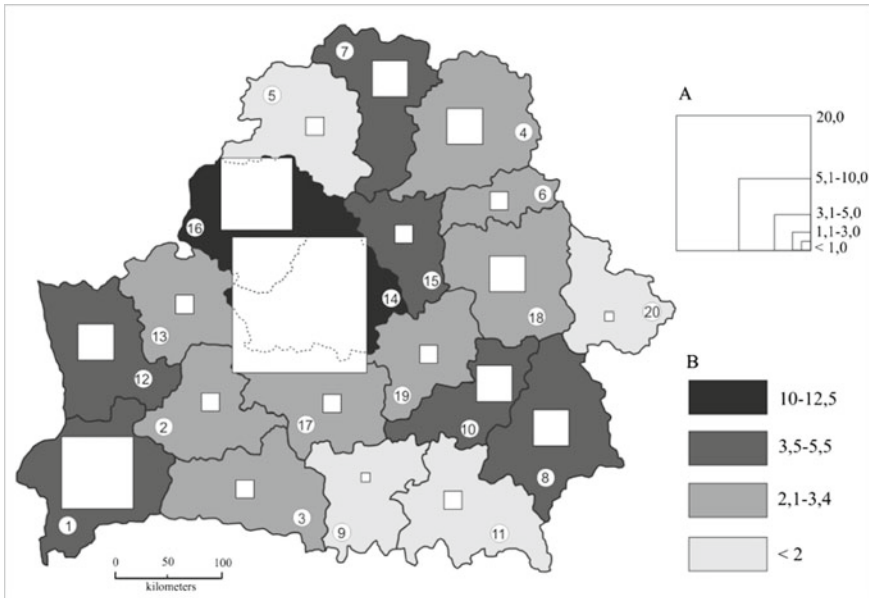
Within the regional structure of 20 microregions of Belarus (Fig. 2.5), the territories with the highest number of beds are the following: Minsk (the capital), Molodzechno (with significant touristic-recreational potential of Naroch health resort zone), and Brest frontier microregions. Eastern microregions, governed by large regional centers (Vitebsk, Mogilev, and Gomel), have relatively smaller bed capacity than the ones with significant recreational potential and sanatorium and health-improving infrastructure of large industrial enterprises (microregions Polotsk (Ushachi resort) and Zhlobin (Rogachov resort)).

The structure of collective accommodation facilities of Belarus demonstrates that the share of hotels and similar accommodation is 38%, and of sanatoriums, health resorts, and health-improving organizations—62%. The reason for that was the domination of departmental network of health-improving organizations, set up at the previous stage of development, as well as lagging in modernization of hotel accommodation facilities in peripheral microregions (Fig. 2.6).

Sanatoriums and health-improving organizations prevail in all microregions with significant recreational potential (Molodzechno, Glubokoe, Polotsk, Bobruisk, and

Table 2.5 Regional structure of touristic infrastructure of Belarus in 2014 (*Source* National Statistical Committee of the Republic of Belarus 2014)

Region	Hotels and similar accommodations				Sanatoriums, health resorts and health-improving organizations			Number of organizations engaged in tourist activities (tourism agencies and bureaus)	
	Entities	Places, thousand	%	Places/1000 people	Entities	Places, thousand	%		Places/1000 people
Brest	71	4.2	11.9	3.0	65	7.0	14.9	5.0	107
Vitebsk	97	4.8	13.5	4.0	112	6.7	14.3	5.6	104
Gomel	78	4.8	13.6	3.4	40	5.9	12.6	4.1	99
Grodno	58	2.6	7.3	2.5	52	4.7	10.0	4.5	77
Minsk	111	5.1	14.4	3.6	141	19.4	41.4	13.8	88
Minsk City	60	10.4	29.4	5.2	10	1.1	2.3	0.5	522
Mogilev	55	3.5	9.9	3.3	46	2.1	4.5	2.0	88
Belarus	530	35.4	100.0	3.7	466	46.9	100.0	5.0	1085



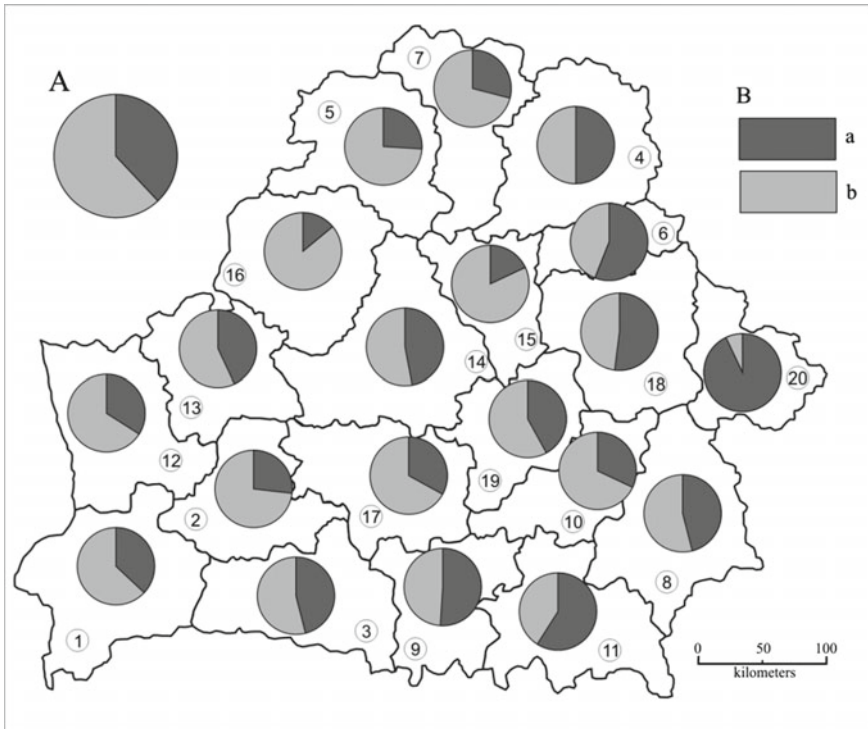
A – beds (thousand), B – level of recreational development (beds/10 sq.km.), 1–20 – Economical micro-regions: 1 – Brest, 2 – Baranovichi, 3 – Pinsk, 4 – Vitebsk, 5 – Glubokoe, 6 – Orsha, 7 – Polotsk, 8 – Gomel, 9 – Zhitkovichi, 10 – Zhlobin, 11 – Mozyr, 12 – Grodno, 13 – Lida, 14 – Minsk, 15 – Borisov, 16 – Molodechno, 17 – Sluck, 18 – Mogilev, 19 – Bobruisk, 20 – Krichev

Fig. 2.5 Capacity of collective accommodation facilities (2013)

Zhlobin), as well as in ones governed by large economic centers with large industrial enterprises that own health-improving facilities (Brest, Grodno, Baranovichi, Pinsk, Slutsk, Borisov, and Lida). Urban hotel accommodation prevails in eastern microregions (Mogilev, Krichev, and Mozyr), affected by ecological consequences of the disaster at Chernobyl nuclear power plant.

However, according to the level of recreational development and improvement intensity, the majority of microregions have low performance, with the exception of Minsk and Molodechno (with 10 and more beds per 10 km²); the performance of Brest, Grodno, and Zhlobin microregions is slightly above the average in Belarus. Gomel, Zhlobin, Polotsk, and Borisov microregions display almost the average national level of recreational development and improvement (3.8 beds/10 km²), while the majority of 12 microregions in total has lesser meanings, less than 3 beds per 10 km² (Fig. 2.5).

The majority of hotels are public (58.2% with two-fifths of those being a municipal property), more than two-fifth are private (40.4%, with 7% having foreign involvement). The share of hotels in foreign property is small (1.4% in 2010). The standards and prices of customer service vary from hotel to hotel. Over the



A – Belarus; B – types of tourist infrastructure objects: a – hotels and similar accommodation facilities, b – sanatoriums, health-resorts and health-improvement organizations, 1–20 – micro-regions (see Fig. 2.5)

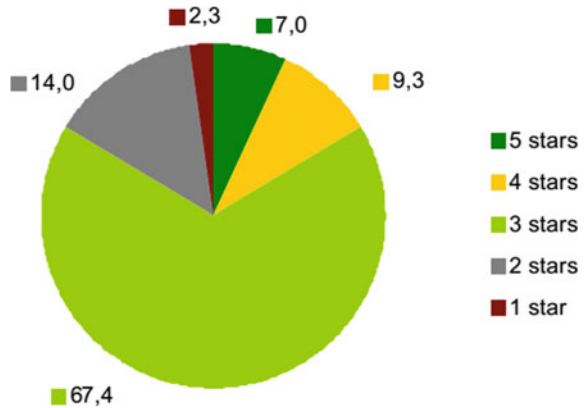
Fig. 2.6 Structure of collective accommodation facilities by type (% , 2013)

period of the analysis, the average hotel load per year had decreased from 45–52% in 2005–2008 to 34% in 2014 due to crisis in the global touristic market and overregulated state of the national market. Hotel complexes make 75% of all accommodation facilities, but only 46 meet international standards and have a star category, with domination of 3-star facilities (Fig. 2.7) (Photograph 2.8).

Tourism activities in various segments of touristic market of Belarus are provided by more than 1085 agencies and bureaus, with a high level of their territorial concentration in Minsk—522 (48%). The share of small public companies engaged in tourism activities is 82%, of public organizations—15%, and of foreign companies—only 3%. Tour operators and travel agents with mixed type of activities dominate in the structure of companies engaged in tourism service (52%), the share of tour operators is 13%, and of travel agents—36%.

In order to promote the most attractive segments of the inbound touristic market and to expand cooperation with leading worldwide and European destinations, the

Fig. 2.7 Hotels and hotel complexes according to star rating in 2013 (% of total hotels and hotel complexes with a star category) (Source National Statistical Committee of the Republic of Belarus 2014)



Photograph 2.8 Hotel Europa***** in Minsk (author’s photograph)



following complex of measures is planned to be taken: (1) increasing the share of hotels and hotel complexes with a 2- and 3-star category—up to 60–70% with modern conveniences and a wide range of services, as well as with 4- and 5-star category (for business, congress, cultural, and festival tourism) and roadside facilities to serve transit touristic flows; (2) simplification of complicated procedure of issuing visas for foreign citizens, together with reduction in prices and increases in numbers of preferential categories of tourists (students and youth, participants in sport events, etc.); (3) improvement in marketing and promotional activities to target touristic markets in order to promote the national touristic product; development of differential pricing policy which reflects level and quality of services and considers economic situation of neighboring countries and major destinations.

2.5 Tourist Flows and Types of Tourism

2.5.1 Dynamics of Visitors and Organized International Tourist Flows

In accordance with the methodological approach of UNWTO, geographical distribution and intensity of tourist traffic of the country should be considered from two angles: (1) the number of visitors, covering all persons, across the border for business, personal, tourist, or transit purposes; (2) the number of tourists, including persons using objects of tourist infrastructure for the night's lodging.

According to the statistics of the State Customs Committee of the Republic of Belarus, the volume of incoming flow of foreign visitors exceeded 6.2 million people in 2012 and has increased in comparison with 2008 by 116.2% (Table 2.6). The target structure of incoming flows of visitors is noted for the dominance of private trips (2/3) and transit visits (1/4) with some decrease in business and tourist arrivals in the share compared to 2008. The sharp decline in the share of tourist arrivals by 2013, compared to 2000, is explained by a change in accounting methods and the abolition of tourist trips by voucher after the entry of neighboring countries (Poland, Lithuania, Latvia) in the EU and Schengen area. We also should take into account that within the framework of the Union State of Belarus and Russia, there is no border and customs control with the Russian Federation and visitor flows through the Russian–Belarusian border are not registered. Based on the aforementioned volume of visitors incoming to Belarus, the intensity of arrivals of foreign tourists amounts to around 65 persons/100 residents that reflects both the growing tourist exchange and transit character of the country.

Dynamics of outbound visitors from Belarus has higher rates (which in 2008–2012 grew by 133.3%), as it includes significant transit traffic from the CIS countries (mainly Russia) to the Central and Western Europe and growing links between Belarus and neighboring countries (Poland, Lithuania, and Latvia) with

Table 2.6 The number of arrivals of foreign visitors to Belarus (*Source* National Statistical Committee of the Republic of Belarus 2014)

Purpose of travel	2000		2008		2012		Index, 2012/2008 = 100
	Thousand visits	%	Thousand visits	%	Thousand visits	%	
Business	234.6	11.6	425.4	8.1	407.4	6.7	95.8
Tourism	609.2	30.0	122.3	2.3	46.6	0.8	38.1
Private	840.5	41.4	3056.1	58.1	3845.5	62.8	125.8
Transit	266.3	13.1	1430.4	27.2	1524.9	24.9	106.6
Service staff of transport vehicles	79.2	3.9	227.7	4.3	303.0	4.8	133.1
Total arrivals	2029.8	100.0	5261.9	100.0	6127.5	100.0	116.2

Table 2.7 The number of departures of Belarusian citizens abroad by purpose of travel (*Source* National Statistical Committee of the Republic of Belarus 2014)

Purpose of travel	2000		2008		2012		Index, 2012/ 2008 = 100
	Thousand visits	%	Thousand visits	%	Thousand visits	%	
Business	591.1	12.4	347.8	5.5	372.3	4.4	107.0
Tourism	2,091.8	44.1	721.6	11.4	239.6	2.8	33.2
Private	1930.3	40.7	5000.3	79.1	7502.9	89.0	150.0
Service staff of transport vehicles	134.0	2.8	253.0	4.0	311.2	3.8	123.0
Total departures	4747.2	100.0	6322.7	100.0	8426.7	100.0	133.3

whom agreements have been signed on local border traffic (only implemented on the Latvian–Belarusian border). In the target structure of visitors from Belarus, 80–90% of visits are private with purposes of visiting friends and relatives, business trips, shopping, and other personal interests (Table 2.7).

Analysis of the dynamics of the target of tourist trips to Belarus based on statistics of organized international tourist arrivals by tourist agencies and offices shows their sustainable growth with small volume at the level of 100–150 thousand persons per year (Table 2.8), which is about one-tenth of the total flow of foreign tourists recorded in the objects of tourist infrastructure. At the same time, tourists from the CIS countries (mainly Russia) constitute more than two-fifth of the total flow with a steady decline of countries from other world destinations. This situation is due not only to the loss of interest in tourist visits, as with changes of accounting methods and declaring private purposes during the tourist trips which reflect more fully the statistics of the State Customs Committee.

In the geographical structure of organized incoming tourist flows, more than two-fifths of foreign tourists are representatives of the neighboring countries of the CIS (Russia and Ukraine). The flow from the neighboring countries of the EU (Poland, Lithuania, and Latvia) does not exceed 4–5%, which is approximately equal to the flow from the main destinations of Europe (Germany, the UK, France, Italy, Sweden, and Finland). At the same time, the flow of tourists from the USA

Table 2.8 Dynamics of arrivals of organized foreign tourists to the Republic of Belarus, thousand persons (*Source* National Statistical Committee of the Republic of Belarus 2014)

Region	2000	2008	2013		Index, 2013/2008, 2008 = 100
			Thousand persons	%	
CIS countries	12.2	52.8	114.2	83.5	216.3
Non-CIS countries	48.1	38.8	22.6	16.5	58.2
Total	60.2	91.6	136.8	100.0	149.3

Table 2.9 Geographical distribution of organized foreign tourists visiting the Republic of Belarus, persons (*Source* National Statistical Committee of the Republic of Belarus 2014)

Countries	2000	2008	2013		Index, 2013/2008, 2008 = 100
			Persons	%	
Russia	11,257	50,444	111,286	81.3	221
Ukraine	449	1898	1979	1.4	104
Poland	13,464	2832	3126	2.3	110
Lithuania	1949	2600	2093	1.5	81
Latvia	6364	1425	1031	0.7	72
Germany	5669	3027	1931	1.4	64
UK	7674	7674	1657	1.2	22
Italy	1463	2672	952	0.7	36
France	387	1257	729	0.5	58
USA	2881	1168	1070	0.8	92
Turkey	107	6087	1988	1.4	31
Finland	96	962	341	0.2	35
Sweden	380	594	204	0.1	34
Israel	3723	491	465	0.3	95
China	100	376	682	0.5	181

and Israel has reduced in recent years despite of large diaspora of immigrants from Belarus. The growing flow of tourists from China, small in size at present, reflects the expansion of tourism ties with an important economic partner of the country (Table 2.9). The decline of organized tourism flows to some extent reflects the impact of the crisis on the world tourist market after the economic downturn of 2008–2009 and stagnation in the following years.

Dynamics of outbound international organized tourist flows from Belarus is characterized by higher rates (186.2% in 2008–2013) in comparison with the incoming flow (149.3%). At the same time, higher growth is observed in the segment of non-CIS countries (232.4%), which accounts for about 70% of the total flow (Table 2.10).

In the geographical structure of the organized international tourism flows from Belarus, in recent years, Ukraine dominates (one-fourth of flow) receiving tourists from Belarus in Crimea and the Black Sea coast. The same volume of flow (about

Table 2.10 Dynamics of departures of organized international tourists from the Republic of Belarus, thousand persons (*Source* National Statistical Committee of the Republic of Belarus 2014)

Region	2000	2008	2013		Index, 2013/2008, 2008 = 100
			Thousand persons	%	
CIS countries	107.5	167.4	213.3	30.1	127.4
Non-CIS countries	1181.6	213.0	495.1	69.9	232.4
Total	1289.0	380.4	708.4	100.0	186.2

Table 2.11 Geographical distribution of organized international tourists from the Republic of Belarus, persons (*Source* National Statistical Committee of the Republic of Belarus 2014)

Countries	2000	2008	2013		Index, 2013/2008, 2008 = 100
			Persons	%	
Russia	77,854	30,029	37,258	5.3	124
Ukraine	29,481	137,338	175,796	24.8	128
Turkey	7555	74,730	98,988	14.0	132
Egypt	2523	44,282	52,954	7.5	120
Bulgaria	10,953	19,665	89,172	12.6	453
Poland	1,092,763	7197	52,819	7.5	734
Lithuania	11,966	8491	37,666	5.3	444
Czech Republic	17,514	11,101	17,729	2.5	160
Greece	852	1940	26,760	3.8	1379
Spain	4746	3534	16,307	2.3	461
Italy	3268	6725	13,460	1.9	200
France	2937	6027	9054	1.3	150
Montenegro*	232	3625	12,651	1.8	349
Cyprus	1603	869	3542	0.5	408
United Arab Emirates	331	1689	8967	1.3	531

*2000—Serbia and Montenegro

24%) was directed to the Mediterranean and Middle Eastern destinations (Turkey, Egypt, the UAE, and Cyprus).

The share of outbound flow of organized tourists from Belarus to the Mediterranean countries of the EU amounted to about 10%, where there has been a significant increase of visits to Greece in recent years (Table 2.11). It should be noted that position of Bulgaria on the outbound market of Belarus has been restored in recent years (around 13%), the share of which is comparable to the proportion of the neighboring countries of the EU (Poland and Lithuania).

2.5.2 Tourist Flows in Accommodation Facilities and the Regional Intensity of the Tourist Development

The total volume of tourist flows registered in the objects of tourist infrastructure in Belarus in 2013 amounted to over 2.6 million persons and has increased in comparison with 2008 by 118.3%, with an average annual growth of 3.7%, which corresponds to average world trends on the tourist market (Table 2.12). About two-third of tourists were citizens of Belarus, and about one-third—foreign tourists, whose quantity amounted to 970 thousand persons. At the same time, foreign tourists from the CIS countries accounted for 31.6% in hotels and 26.1% of the total flow in the sanatoriums. The share of foreign tourists from foreign countries in the

Table 2.12 Number of tourists lodged in collective accommodation facilities in the Republic of Belarus, thousand persons (*Source* National Statistical Committee of the Republic of Belarus 2014)

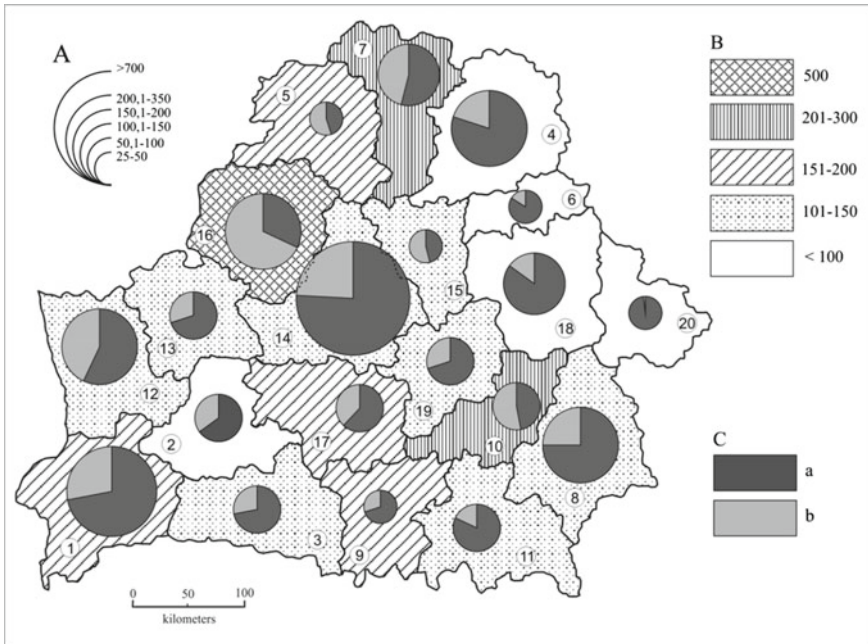
	2000	2008	2013	Regional structure of tourists in 2013		
				Citizens of the Republic of Belarus	Citizens of the CIS countries	Citizens of non-CIS countries
Number of tourists lodged in collective accommodation facilities	2017.8	2229.0	2638.6	1672.3	788.2	178.1
Hotels and similar accommodation facilities	1447.2	1546.0	1805.1	1065.3	570.7	169.1
Total sanatorium, health resort and health-improving organizations and other specialized accommodation facilities	570.6	683.0	833.5	607.1	217.5	8.9

hotels was significantly higher (about 10%) than that in the health and fitness facilities (about 1%). Thus, taking into account the visits to rural tourism facilities (about 40 thousand non-residents), the total flow of foreign tourists into the country in 2013 exceeded 1 million persons (by the method of registration in the objects of tourist infrastructure).

According to the regional structure of tourist flows, in the context of 20 districts (Fig. 2.10), the largest amount of tourists is registered in the Minsk capital district (over 700 thousand persons) and Brest border district (350 thousand). A significant annual flow of tourists (150–200 thousand) is concentrated in areas with significant recreation and resort resources (Molodechno and Polotsk districts), on Grodno border district and eastern districts with large cities (Vitebsk Gomel).

The intensity of number of tourist night's lodging (an average value is 145 persons/100 locals) was higher in the areas with a large number of health and fitness facilities (Molodechno district—resort Naroch, Polotsk—Resort Ushachi, Zhlobin—resort Rogachev) with a longer period of stay in comparison with the accommodation facility (Fig. 2.8).

Average intensity of tourist flows is 28 persons/100 locals, only in the most developed Molodechno district, where in localized Naroch resort area, this rate exceeds 50 persons/100 locals. In three districts (Minsk, Brest, and Polotsk), the intensity of the flows also exceeds the national average (28 persons/100 locals). In most districts, in the eastern part of the country, this rate is close to the national average level and in a small group (4 districts) of peripheral areas—not more than 20 persons/100 locals (Fig. 2.9).

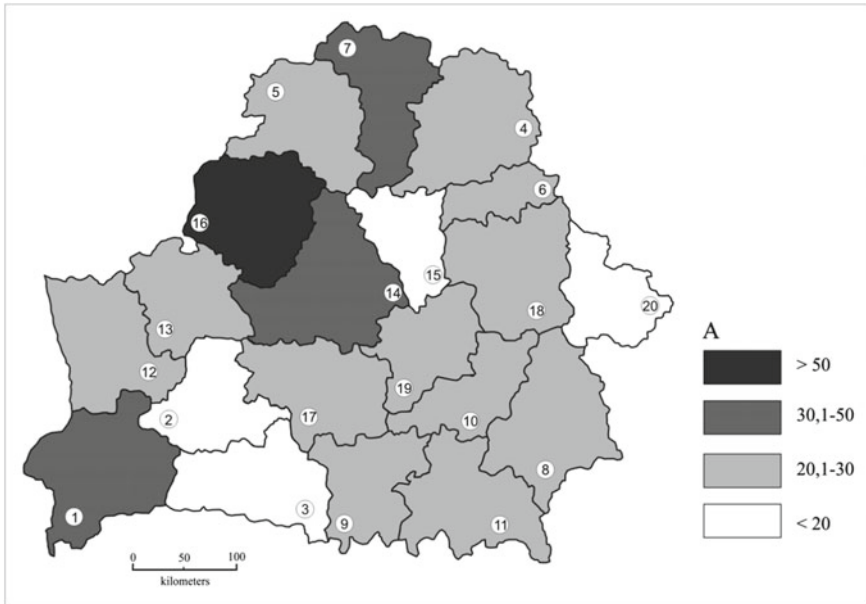


A – the number of tourists (thousand persons); B – the intensity of tourist night's lodging/100 locals; C – types of tourist infrastructure objects: a – hotels and similar accommodation facilities, b – sanatorium, health-resort and health-improving organizations
 Economical microregions: 1 – Brest, 2 – Baranovichi, 3 – Pinsk, 4 – Vitebsk, 5 – Glubokoe, 6 – Orsha, 7 – Polotsk, 8 – Gomel, 9 – Zhitkovichi, 10 – Zhlobin, 11 – Mozyr, 12 – Grodno, 13 – Lida, 14 – Minsk, 15 – Borisov, 16 – Molodechno, 17 – Sluck, 18 – Mogilev, 19 – Bobruisk, 20 – Krichev

Fig. 2.8 Volume and intensity of tourist traffic (2013)

In districts with a high intensity of tourist night's lodging, a higher volume of tourist services was also observed (Fig. 2.10). The highest annual volume of tourism services was provided by Minsk capital district (more than 115 million dollars), Brest border, and Molodechno–Naroch resort district, as well as Gomel, Grodno districts with their large cities. In districts with large health resort and health-improving complexes (Polotsk—Resort Ushachi, Zhlobin—Resort Rogachev, Vitebsk—Resort Letsy, Bobruisk—Resort Bobruisk, Lida—sanatorium Radon, Glubokoe—Braslav Lakes National Park), the intensity of tourist services varies at a level close to the average for the country (41 dollars/100 infrastructure objects).

For the evaluation of the level of development of tourist services, the index of development of tourism services sector (W_t) can be applied, which is expressed by the following formula:



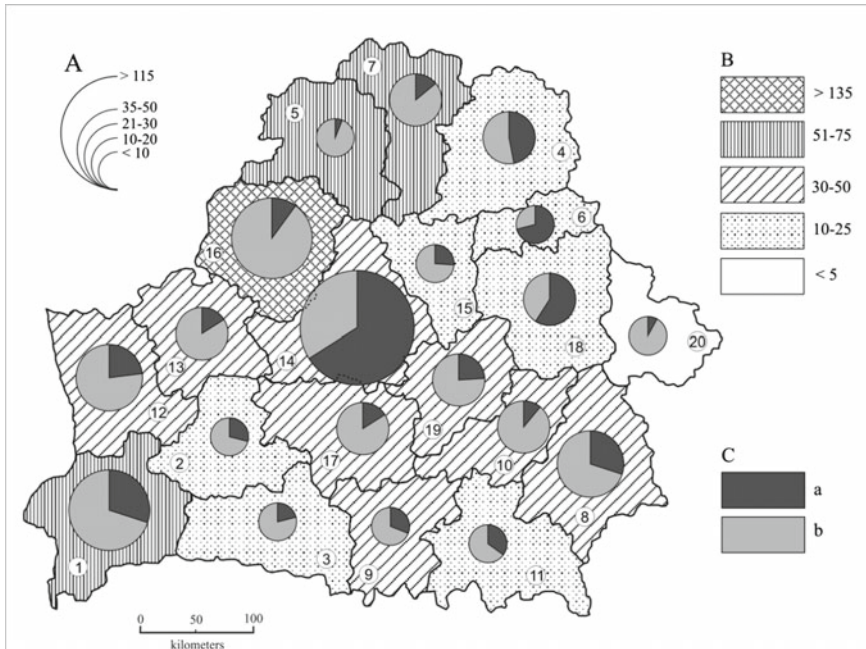
A – the intensity of tourist flows (tourist/100 infrastructure objects)

Fig. 2.9 The intensity of tourist flows in tourist infrastructure objects (2013)

$$W_t = Q/\sqrt{S \times L}$$

where Q —annual volume of tourist services rendered in the objects of tourist infrastructure (million dollars), S —area (thousand km²), and L —population of the district (thousand people).

The results (Fig. 2.11) reflect the highest level of development of the tourism sector in Minsk, Molodechno–Naroch resort and Brest and Grodno border districts. In the districts of the northwestern part of the country with significant fund of recreational resources (national parks and resorts) and tourist infrastructure (Polotsk, Glubokoe), as well as in several districts of the southeastern part (Gomel, Zhlobin), with the resort areas of national and regional importance (resorts Rogachev, Chenki), the indicator of the development of tourism services sector is close to the national average level ($I_t = 0.28$). Most districts of the eastern part of the country (Vitebsk, Mogilev, Bobruisk, Borisov, Orsha) and southern Polesie (Pinsk, Mozyr, Zhitkovichi) have indicators of the development of tourism services sector below the national average. This fact is due to the significant demographic potential of the large cities in the eastern part of the country and underdeveloped tourism infrastructure in the southern districts, which leads to lowering of the levels of the index of the development of tourism services sector.



A – annual volume of tourist services (million dollars); B – the intensity of tourist services (USD / 100 locals); C – types of tourist infrastructure objects: a – hotels and similar accommodation facilities, b – sanatorium, health-resort and health-improving organizations

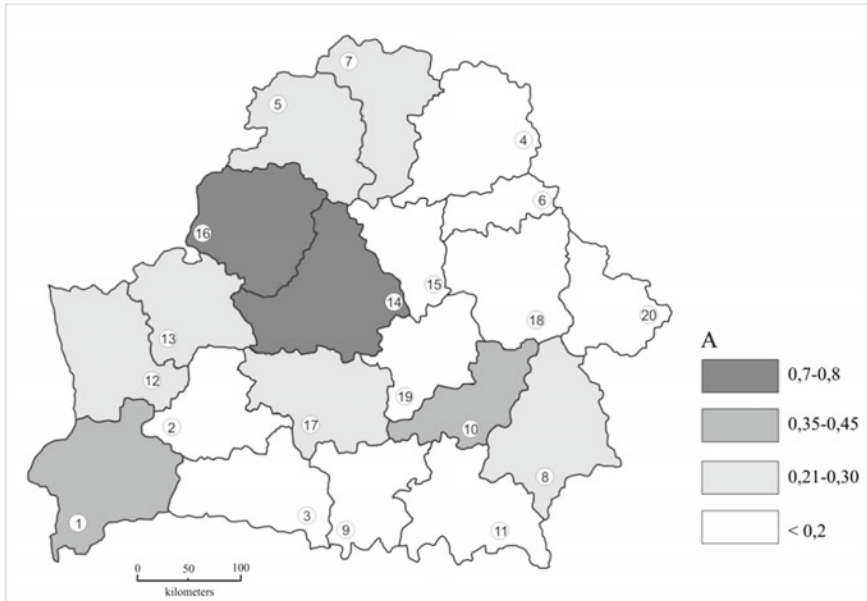
Fig. 2.10 Volume and intensity of tourist services (2013)

2.6 The Main Forms and Types of Tourism

Spa and wellness tourism

Belarusian medical, recreational, and resort fund comprises a number of natural factors (the climate, the hydrography, mineral waters, therapeutic mud, phytotherapeutic resources), which favorably affect the physiological state of a person and help in the treatment of various diseases. Neighboring tourist markets of Russia and the European Union, which have a significant demand in medical and recreational tourism, the absence of sociopolitical conflicts and natural disasters in the country contributes to the influx of foreign tourists for the therapeutic purposes. Negative aspects of recreation and geographical location are the lack of direct access to the sea, and the barrier of the Western border and visa requirements for tourists from EU countries.

The main hydromineral resources of Belarus are mineral waters of different composition and properties. There are about 200 sources on the territory of Belarus, over 120 of which are used in spa treatment. The use of some unique deposits of mineral water with specific composition and properties is promising (bromine and



A – the index of the development of tourism services sector (W_i)

Fig. 2.11 Intensity of tourism services sector development by microdistricts (2013) A the index of the development of tourism services sector (W_i)

iodine-bromine, sulfide and hydrogen sulfide, ferrous, sodium bicarbonate (Belarusian analog of the “Borjomi”), mineral water with high content of organic substances). It is necessary to expand the practice of promoting Belarusian recreational tourism for domestic and foreign tourist markets, emphasizing the unique mineral waters and therapeutic muds, on the basis of which it is formed (this technique is used, for example, in the Borovoe sanatorium in the Vitebsk region). Sapropelic mud is widely represented in Belarus (39 deposits are reserved for therapeutic purposes, with total volume of 72.6 million m^3). Corporate is also widespread in Belarus (113 deposits are reserved for therapeutic purposes with volume of 122 million m^3).

A comprehensive analysis of the modern state of specialized infrastructure of the health resort sector in 2013 shows that sanatorium institutions account for 19% in the structure of the whole sector (with an average capacity of 288 beds), where 51% of hospital beds are staffed and maintained and 59% of all persons receiving therapeutic services are accommodated (492 thousand in 2013). Health institutions account for about 18% of hospital beds and 17% serviced and small institutions of affiliation (the average capacity of 60 seats) make up 31% of hospital beds and 25% of served clients. In recent years, there has been a gradual improvement in the quality of specialized infrastructure of the health resort sector, and deep renovations

of accommodation facilities have been proceeded, as well as modernization of healthcare infrastructure, increasing the proportion of double and single rooms.

The main part of holidaymakers in health resorts of Belarus are Belarusians (73.1% in 2012) and about one-third are foreign tourists who are having rest in Belarusian sanatoriums (231.3 thousand in 2014). In major Belarusian health resorts (“Borovoe,” “Ozerny,” “Yunost,” “Radon,” “Priozerny,” etc.), the proportion of foreigners is up to 30–35% of all holidaymakers. Using rate of intensity of healthcare influx (the number of service days in health resort establishments per one thousand local population) and rate of served customers in 2005–2013 as source indicators, the typology of regions was held (Table 2.12). It reproduces regional differences in the level of sanatorium facilities development. With the reached average characteristics of currents intensity (965 service days/1 thousand of local population and the increase of service by 133.4%), Brest, Minsk, and Grodno regions form a group of regions with high characteristics of sanatorium service rate and intensity. Vitebsk region has indexes which are close to the republican average, Gomel district has high intensity but low dynamics, and Mogilev region is notable for low level of development and dynamics (Table 2.13).

General sanatorium-recreation network in Belarus comprises more than 100 sanatorium-recreational establishments including 74 specialized sanatoriums. In most of sanatoriums, services are provided for lung diseases (66 objects), musculoskeletal and rheumatic diseases (55), heart diseases (53), digestive diseases (45), and other (urology, female, etc.). To satisfy the demand in new kinds of services (spa and wellness), a wide network of sanatoriums and cabinets has been created in the recent decade of renovation of sanatorium facilities—more than 80% of sanatoriums have pools and saunas, about 40%—solariums and beauty salons, 50% have rehabilitation capsules. Maximal progress of spa services development is visible in sanatoriums in the Minsk region. They are also established in Brest, Grodno, and Gomel regions and in Vitebsk and Mogilev regions with a little lag (Pirozhnik 2014).

Table 2.13 The typology of regions of Belarus by level of sanatorium-recreation development (2013)

Level of development (number of overnights in sanatorium establishments per 1 thousand of population, Belarus = 965)	Rate of service increase in sanatorium establishments (2005–2013), Belarus = 1(133%)		
	>1 (148– 152%)	~1 (100– 120%)	<1 (90– 100%)
>1 (980–1115)	Brest Region		Gomel Region
=1 (870–890)	Minsk Region Grodno Region		
<1 (440–790)		Vitebsk Region	Mogilev Region

With significant reserves of therapeutic and recreational resources, and their high quality and effectiveness of sanatorium treatment, with considerable investment and demand, resorts perform the city-forming function in a number of locations and settlements. This led to the formation of independent residential units—holiday villages. Originally, resort areas develop on the basis of rural fishing and other small settlements which in the course of recreational development completely change their spatial and morphological role. In some cases, the resort district can become an independent functional part of the city, existing previously on another city-forming basis.

Climatobalneological resort Naroch is developed roughly in this way, where significant reserves of mineral waters and therapeutic muds, high quality of natural and recreational landscapes, as well as large investments from many ministries and departments during the last 50 years have caused significant changes in the morphology of the rural settlement in the northeast of the Naroch where a health resort was established. Resort gradually acquiring functions of city-forming significance became a leading specialized industry in the service sector. It led to the formation of an independent settlement: the Naroch Resort with about 3300 inhabitants. Manor buildings disappeared because of dominating role of resort functions; general resort center was created in place of the former fishing village, multistoried housing was introduced creating some problems of extreme urbanization, for example exemption of recreational land on the lakeside for residential development, recreational degeneration of natural landscapes as a result of high concentration of holidaymakers, and residential population on limited territory.

There are more than 6 thousand places among the sanatorium facilities and tourist infrastructure in the resort area, with about 100 thousand visitors [75% are holidaymakers in sanatoriums and tourist establishments (Table 2.14)]. Defert's index of tourist functions, which is calculated as the ratio of the number of seats in recreational facilities per 100 residents, reaches 105 for Naroch and 40 for the entire lakeside zone including private households, which corresponds to the resort areas and settlements where recreational and tourist functions are highly developed (with the ratio over 100), although in communities with complex business and utility facilities, it can be lower. Schneider's index, which is calculated as the ratio of the

Table 2.14 Changes in the number of tourists in Naroch resort area (in thousand people) (Source Bulletin 2014, pp. 92–93)

Types of recreational facilities	2000		2010		2013	
	Number of persons	Persons per day	Number of persons	Persons per day	Number of persons	Persons per day
sanatorium	24.3	445.3	50.9	653.5	51.3	664.5
recreational holiday	25.6	484.0	13.1	242.1	14.1	255.6
touristic	14.8	164.2	6.2	45.1	9.2	41.0
total	64.7	1093.5	70.2	940.7	74.6	941.1

annual number of tourists per 100 residents, reaches about 340 people in Naroch and corresponds to areas with developed tourism.

Development of resort and recreational activities in the Naroch zone coincides with the implementation of large-scale conservation measures in the Naroch water-producing area. It is designated to decrease the intensity of eutrophication and degradation of lake ecosystem. Indicators of the quality of water from 1978 to 2008 prove it: The increase in transparency from 4.8 to 6.8 m and decrease in phosphorus concentration between 0.33 and 0.016 milligrams per liter and chlorophyll between 4.7 and 1.4 microgram per liter occurs.

Spatial morphological structure of resorts and recreation centers that are established on the basis of lake groups is formed within the following functional zones: 1—water areas of lakes with boating routes and additional tourist parking infrastructure; 2—coastal zone (beaches, swimming areas, water sports stations, playgrounds) with high recreational load, requires corresponding facilities and functional zoning; 3—residential zone with localization of tourists objects arrangement, sociocultural and trade-related infrastructure, with a high level of mastering; 4—zone of camping and hiking, areas for mushroom and berry collection, fishing, moderate recreational loads, considering environmentally acceptable levels.

With intensive mastering of less recreational-rich regions, but with stable tourist and recreational demand, these resort functions can form an additional branch of services in rural areas, creating specific objects of spa treatment and sociocultural infrastructure. These spa objects do not convert the existing morphological structure of rural settlements and are formed on free territories, accounting for specific architectural composition of districts. Such a model of morphological structure is typical for the Zhdanovichi resort (Minsk Region). The resort features date back to the early twentieth century (the first private holiday house was opened by doctor I. Zhdanovich in 1908), but actively began to develop after the creation of the Zaslavskoe reservoir (1956). Subsequently, two sanatoriums and network of recreation centers were created with the total capacity of more than 3 thousand people. The place has held the status of a resort area since 1974, but the resort facilities did not lead to a deep transformation of the village, because they were developed in the adjacent free areas as an additional element. Holiday functions act as supplement here, along with residential and production areas of the village. After the construction and reconstruction of Zaslavskoe reservoir, during the construction of Vilejka–Minsk water system in the 1970s, recreational reservoirs (Krynica, Drozdy) were created. The structure of land use in the area of the resort has undergone significant changes. Large areas of former peat extraction and forests have been flooded, some villages have been relocated, and large areas have undergone forest planting. Spa service, located in the suburban area of a major capital's agglomeration, experiences competition from residential zone and manufacturing function of Zhdanovichi town, and, as a result, suffers from various forms

of short-term suburban recreation, competing for valuable natural and recreational landscapes.

In areas with localized resort and recreational resources, low level of demand and small individual investments resort functions act as an accompanying branch to the service industry, creating small autonomous settlements with treatment facilities and municipal infrastructure. These spa facilities do not have close functional links with the system of rural settlement and develop largely isolated (their inhabitants create their own housing, heat and water supply facilities, maintenance and utility services, and other). Many local resorts develop according to this model. For example, the impact of local resorts (Letsy, Chenki, Beloe Lake) on the morphological transformation of rural settlement and individual settlements is negligible, because they form autonomous elements of rural settlement, and the small size of resorts (0.5–1.0 thousand) restrains them from becoming objects of local attraction and creating large resort settlements. Their development also leads to changes in land use patterns, but on a smaller scale than the first two types (conversion of forests into resort category, creation of forested parks, and improvement of coastal zone). Thus, the mentioned trends of spatial development of resorts and their impact on changes in the morphology of the settlement, primarily rural, system depend on the volume of resort and recreational resources, the size of investments and resort function grade (primary (city-forming)—secondary—auxiliary), leading either to a complete transformation of the morphological structure of settlements (Naroch), or to creation of additional structural elements (Zhdanovich) or to the formation of autonomous resort areas (Letsy, Chenki, Beloe Lake).

Cultural and event tourism

Nowadays, one of the busiest branches of the Belarusian tourist market is cultural and event tourism, that is becoming more popular among different social groups and foreign tourists. The number of the museum visitors, which is gradually growing after the crisis period of 1990s—from 3.8 million people in 2000 (with the average number of 381 visits annually per 1000 inhabitants) to 6.1 million in 2014 (642 visits per 1000 inhabitants), shows the increasing dynamics of the tourist service that exceeds the level of the active state of the tourist market in 1980s (4.8 visitors in 1987, 486 visits per 1000 inhabitants). We can notice the most intensive tour influxes (180–340 thousand people in the year) in big national and regional historical museums and in the memorials; the attendance of the historic-cultural museum-reserves has highly grown (200–250 thousand people in year); the museums of the Belarusian writers and the natural museums of the national parks (70–100 thousand people) are actively visited (Table 2.15).

Belarus is estimated to have more than 20 high-attractive centers and places of international and national importance that one may find interesting to visit. There are more than 40 attractive sights of regional importance that are a must-see for tourists visiting Belarus; more than 80 sights are of local importance, which are worth visiting during traveling via tourist routes (Pirozhnik 1997). For example,

Table 2.15 The most visited historic and cultural places in Belarus (2011) (*Source* National Statistical Committee of the Republic of Belarus 2014 and Golubeva 1999)

Historical and cultural objects	Annual attendance, thousand visits	Number of main collection items exhibited during the year, units
Memorial Complex “Brest Hero Fortress”	338.6	47,781
Brest Regional Local History Museum	187.3	164,495
Museum of National Park “Belovezhskaya Puscha”	116.8	604
Vitebsk Regional Local History Museum	181.1	200,284
Polotsk National Historic and Cultural Reserve Museum	243.1	64,852
Gomel Palace and Park Ensemble	304. 4	166,498
Grodno State Historical and Archeological Museum	156.0	172,137
“Mir” Castle Complex	195.5	196
Belarusian State Museum of the Great Patriotic War History	219.4	16,523
National Historical Museum of the Republic of Belarus	174.0	284,300
National Art Museum of the Republic of Belarus	182.9	27,195
State Memorial Complex “Khatyn”	182.0	617
National Historical and Cultural Reserve Museum “Nesvizh”	210.4	5651
Yanka Kupala State Literature Museum	105.8	39,308
Yakub Kolas State Literature and Memorial Museum	64.1	32,135
Historical and Cultural Reserve Museum “Zaslavl”	35.9	12,753
Mogilev Regional Local History Museum	94.5	130,147

among the ethnographic sights, introducing the culture of Belarusian people, the most attractive are Belarusian State Museum of Folk Architecture and Rural Lifestyle—open-air museum (village Ozerco, Minsk district), The History and Culture Museum-Preserve “Zaslaŭje,” Museum complex of ancient crafts and technologies “Dudutki” (Puchovichi district), Braslav Museum complex, Mogilev museum of ethnography, Motal Folk Arts Museum, Vetka Folk Arts Museum, Valyncoy regional history museum (Verchnedvinsk district), etc.

Nowadays, cultural-event tourism develops rapidly and is becoming increasingly popular among tourists. It includes visiting exhibitions and festivals of modern art and culture. The interest of different social groups and foreign tourists in the cultural values, ethnic traditions, and art of the different peoples grows, and it can become the reason for tourist trips. Cultural traditions and heritage, historical reconstruction, and folk festivals make up a very attractive tourist product, highly demanded on the market.

The most visited cultural events and festivals take place during summer tourist season, in the museum-reserves, in open-air theater and performance stages in the towns of Nesvizh, Mir, Grodno, Novogrudok, Vitebsk, Polotsk; in autumn, most events take place in Minsk. Belarusian Orthodox Church regularly organizes the festival of modern Christian music “Blagovest.” Under the aegis of the Roman Catholic Church, the following international cross-confessional festivals are organized the Vitebsk region and in Minsk (Table 2.16): festival of Christian music “Mahutny Boza” in Mogilev and International Catholic Festival of Christian Films and TV programs “Magnificat” in Glubokoe. Analyzing the number of participants of the cultural-event tourism, it should be noted that the biggest demand is for the music events, where the number of visitors is from 40 to 120 thousand people due to the different target groups, whereas theatrical events target only some social and professional groups of people and are more exclusive in nature, not exceeding 10,000.

To assess the extent of use of historical and cultural potential of regions, the index of development of cultural potential (I_t) is used, calculated as the ratio of the number of tourists in the region (N_e) to the number of historical and cultural objects in the region (N_k):

$$I_t = \frac{N_e}{N_k}$$

Minsk—the capital and the hero city is marked by the high level of museums and objects of historical and cultural heritage usage, the Brest and Minsk regions are marked by medium usage ($I_t = 1.2$ — 1.4), Vitebsk, Gomel, and Grodno by mid-low usage ($I_t = 0.7$ – 0.9), and Mogilev is marked by the lowest usage ($I_t = 0.4$), as the area most affected by the Chernobyl disaster.

The sociological research of the sightseeing routes in the museums of Belarus showed that locals dominate among the visitors, and foreign visitors make up only 3.3% (from Poland, Lithuania, Russia, Ukraine, Germany). Thus, in the general flow of visitors, Minsk residents (46%) and residents of the regional centers (26%) dominate, and visitors from small districts (23%) and rural settlements (11%) do not exceed one-third of the total flow.

The awareness of tourists is a definite prerequisite for making decisions to visit museums and sights; however, sociocultural environment has a decisive influence. The results of the research showed that about 40% of tourists receive sights information in school from teachers, parents, or close relatives (21–24%) and friends (10–20%), i.e., there is a predominance of live interpersonal

Table 2.16 The list of major annual events at the market of cultural-event tourism in Belarus

Month	Name	Place of realization	Organizers	Amount of visitors, thousands of people
June	Festival “Nights of the Bolshoi Theatre in the Radziwill castle”	Nesvizh	National Academic Bolshoi Opera and Ballet Theatre, National historical and cultural museum-reserve “Nesvizh,” and National State Television and Radio Company in cooperation with the Ministry of culture of the Republic of Belarus	about 3.5–5.0
July	“Musical evenings in the Mir castle”	Mir	National Television and Radio Company in cooperation with the Ministry of culture of the Republic of Belarus	about 40.0–50.0
July	International festival of arts “Slavianski Bazaar in Vitebsk”	Vitebsk	Ministry of culture, Vitebsk Regional Executive Committee, Center of culture “Vitebsk”	more than 120.0
August	National festival of Belarusian song and poetry	Molodechno	Ministry of culture, Minsk Regional Executive Committee, National academic symphonic orchestra, National State Television and Radio Company	4.0–6.0
September	International Theatre forum “TEART”	Minsk	Center of fine arts, in cooperation with the Ministry of culture of the Republic of Belarus, Belgazprombank, The Adam Mickiewicz Institute in Warsaw, The Polish Institute in Minsk	more than 9.0
November	International festival of modern choreography	Vitebsk	Ministry of culture, Vitebsk Regional Executive Committee, State institution “Centre of culture “Vitebsk”	1.0–2.0
November	International Theatre festival “Panorama”	Minsk	Ministry of culture, Minsk City Executive Committee and National academic theatre of Yanka Kupala	more than 6.0
November	International festival of organ music “Zvany Saphii”	Polotsk	The Culture Department of the Polotsk City Executive Committee, Polotsk historical and cultural museum-reserve	2.0–4.0

communication. In the Mir castle, the most effective source of information (after school and teachers) are tour guides (17.5%), and the impact of advertisement was noted only by 8% of visitors. Giving overall high evaluation to the guided tours (51.8% of visitors state excellent impression, 43.7%—good, 3.2%—not good, 1.2%—bad), sightseers and experts disagree about the most efficient forms of cognition and communication. With the prevalence of monologic forms of presenting information, over the dialog forms in museums and on tours, about two-fifths of experts consider a tour monologue and presentation as the most efficient form of communication, but the visitor priorities are bit different. More than 28% of tourists prefer self-guided tours, 26%—self-guided with consulting the information assistant, 12%—individual tours, and only about 20%—group tours (Golubeva 1999). Obviously, the inclusion of historical sights requires highly skilled employees and qualified management during all stages of tourism development.

Rural tourism

The spectrum of agritourism services, in accordance with the legislation of tourism in Belarus, includes renting rooms (but not separated beds, or tourist cottages, caravans, etc.), disposal of home meals (and not using other types of catering, also in terms of the so-called small catering), and finally the provision of other related services—sightseeing, cultural, and recreational activities.

The basic element of the tourism market in this sense is a agritourist object—rural homestead (house or part of a building), which is a property and place of residence of the agritouristic actor—a private person or founder of an object (a member of a farm household), located in rural areas or in small urban settlements up to 20 thousand inhabitants (excluding resort areas) and corresponds to set of technical and sanitary standards and has a level of infrastructural development corresponding to the type of locality.

Agritourism service market in Belarus had been actively developing since the second half of the first decade of this century (Table 2.17). During last six years, the number of tourist farms has increased more than 4.3 times and exceeded 2.0 thousand in 2014. Tourist traffic in farm houses was also characterized by a high growth of rates, and the level in 2014 exceeded 318 thousand people (there were about 87% of domestic tourists and 13%—foreign tourists). In Belarus, based on the significant natural, ecological, and cultural potential of rural areas, a new segment of the market is being formed—the agritourism sector, which concentrates more than one-tenth of the overall domestic tourism (2905.6 thousand of people in 2014).

Table 2.17 The tourist agrotourist farms development in Belarus (*Source* National Statistical Committee of the Republic of Belarus 2014)

Specification	2008	2010	2012	2014	Index 2014/2008
Number of agrotourist farms	474	1247	1775	2037	4.3 times
Tourist agrotourist farms services users (thousands of people)	39.0	119.2	222.6	318.8	8.2 times

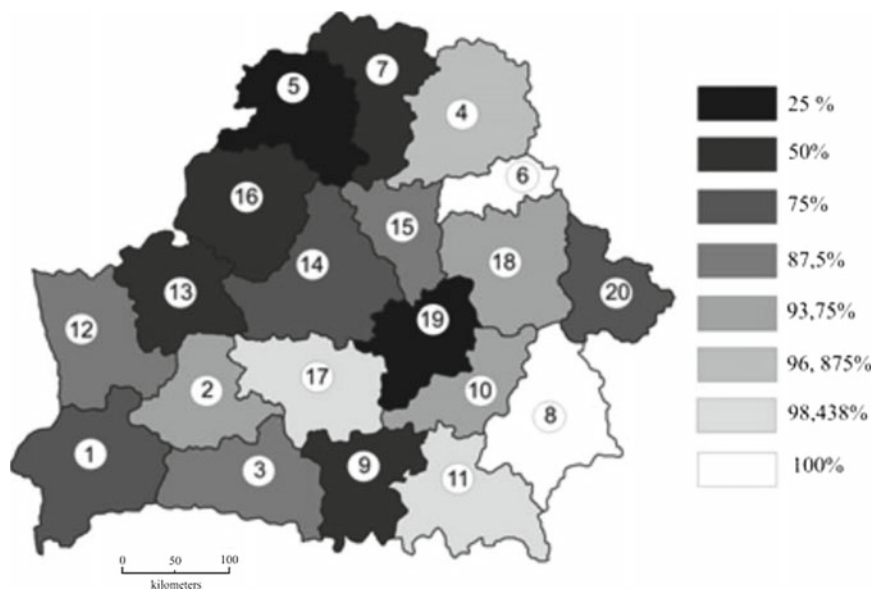
The regional system of tourist agrotourist farms spatial location is in the phase of active development but, simultaneously, certain general characteristics tend some stabilization. In the macroregional system with 6 regions of Belarus, the majority of the tourist farms are located in the capital, Minsk Region—more than 27.0%. Undoubtedly, the main factors of their location in the Minsk Region are the capital city agglomeration receptive market, communication position near the trans-European transport corridors, and attractive natural landscapes in the Belarusian Lakeland (region of the “Narochansky” National Park), natural reserves (“Berezinsky Biosphere Reserve,” “Naliboki Pushcha”), a dense network of water reservoirs and rivers.

Vitebsk region is characterized by a significant level of agritourist farms concentration (about 25%), especially in the western part of the Braslav and Polotsk Lakeland districts, where in forest–lake areas (Rossony, Miory districts), small rural settlement dominates.

In the western regions of the country, in the borderland (Grodno, Brest regions), a dynamic growth of agritourist farmsteads was noted in 2008–2013, with concentration of about 13–15% of farmsteads in each, with a high level of concentration in the suburban areas of regional centers and in the area of the “Belovezhskaya Pushcha” National Park. Recently, an increase in the number of agritourist farms has been observed in the Gomel region (11% of households), where a greater number of farmsteads is located in the western part of the zone of the national “Pripyatsky” park and the riverine areas (Rogachev, Svetlogorsk). The lowest number of agritourist farms has been observed in the Mogilev Region (9% of households), where the farmsteads are mainly created in the riverine areas with large water reservoirs (Osipovichy, Byhov).

In the microregional system, where the spatial location analysis was carried out within 20 socioeconomical regions, a significant predominance of the capital region (Minsk) and the northwestern (Glubokoe, Molodechno) and western regions (Grodno, Lida, Brest) are observed. This situation reflects the influence of the demand, natural, and communication factors. (Fig. 2.12)

Agritourist sector infrastructure development is primarily based on local communities entrepreneurship and the on the application of network technologies and branded products, for example, cluster—“Volozhinskie Gostincy,” which is built with using technology of “green routes,” and which includes in its offer 12 agritourist farms, 4 crafts centers, 9 local history museums, 4 ecological museums, and 6 festival events. It causes some morphological changes in the rural settlement system which, in most areas, does not exceed the phase of assimilation and colonization of rural tourism space. The research of agrotourism in the Brest border region (the international project “Cross-border tourism in Belarus and Polish border regions,” 2012) showed that more than a half of households hosts no less than 100 visitors annually, and about 17%—more than 300. The majority of the farmsteads owners (62.5%) have knowledge of quality standards requirements of tourists’ services, but experts pointed that improvements in accommodation standards and sanitary status of farmsteads are needed.



Economical microregions: 1 – Brest, 2 – Baranovichi, 3 – Pinsk, 4 – Vitebsk, 5 – Glubokoe, 6 – Orsha, 7 – Polotsk, 8 – Gomel, 9 – Zhitkovichi, 10 – Zhlobin, 11 – Mozyr, 12 – Grodno, 13 – Lida, 14 – Minsk, 15 – Borisov, 16 – Molodechno, 17 – Sluck, 18 – Mogilev, 19 – Bobruisk, 20 – Krichev

Fig. 2.12 The concentration's quantiles of agritourist farm localization in 2013

More than 54% of experts indicate the costs of stays correspond to the quality of services, and about 24% of experts indicate that costs are too high. However, about 78% of domestic tourists and visitors claim that the prices of agricultural tourism services correspond to their quality. There are some difficulties in communicating between foreigners and farms owners as a result of owners' poor foreign language skills (about 27.5% of hosts receiving foreign guests declare a basic knowledge of English and 17.5%—German). There is a significant potential for improving the quality of agritourist services through enhancement of owners' skills and knowledge, especially the knowledge of practical methods for process management.

Religious tourism

There are 3321 religious communities registered in Belarus, having 2664 hieratic buildings at their disposal, with 671 of them being cultural property sites. The importance of Belarusian landmarks as world heritage has been acknowledged by the UNESCO experts. Farny Roman Catholic Church with the Radziwills' Chapelle tomb in Nesvizh, St Boris and Gleb's (Borisoglebskaya or Kolozhskaya) Orthodox Church from twelfth century in Grodno, The Salvation and St Euphrosyne's (Spasso-Euphrosynevskaya) Orthodox Church, and St. Sophia's (Sophiyskiy) Orthodox Cathedral in Polotsk, St. Nikolas' monastery in Mogilev, defense temples in Synkovichi near Slonim and in Kamai near Postavy, wooden churches of

Polesie—all these historical and cultural landmarks are to be included in the World Heritage List.

Two main directions of religious tourism have been established in the Republic of Belarus: (1) visiting major sanctities outside of Belarus (Holy Land for Orthodox and Judaists, Holy Sepulcher and Rome for Catholics, Mecca and Medina for Muslims); (2) visiting significant religious sites in Belarus both by local residents and foreign tourists.

There are approximately 50 pilgrimage centers in Belarus (see Table 2.18), most of which belong to Belarusian Orthodox Church (64%); 36% belong to Roman Catholic Church. Holy sites with wonder-working icons are dominating among pilgrimage objects (46%), followed by holy springs (30%) and fonts of holy springs (10%). The two most worshipped icons in Belarus are Zhirovischi Icon of the Mother of God (Zhirovischi village, Slonim district, Grodno region) and Budslav Mother of God Icon (Budslav village, Myadel district, Minsk region).

The veneration of holy miraculous icons is quite widespread in Belarus. The most revered icons in Belarusian Orthodox Church are the following: Minsk Mother of God Icon (located in Holy Spirit Cathedral, Minsk city), Barkalabovsk Mother of God Icon (Byhov, Mogilev region), Kupyatich Mother of God Icon (Kupyatichi village, Pinsk district, Brest region), Orsha Mother of God Icon (Orsha city, Vitebsk region).

Apart from Budslav Mother of God Icon, there are other icons, worshipped by Belarusian Catholics as follows: Logishin Mother of God Icon (located in Logishin town, Pinsk district, Brest region), Brest Mother of God Icon (Brest city), Gudogai Mother of God Icon (Gudogai village, Ostrovets district, Grodno region), Minsk

Table 2.18 Main pilgrimage objects of Belorussian confessions

Pilgrimage objects	Total number of objects	Regions					
		Brest	Vitebsk	Gomel	Grodno	Minsk	Mogilev
Sacred relics	$\frac{1o}{1o}$	0	$\frac{1o}{0}$	$\frac{0}{1o}$	0	0	0
Icons	$\frac{2(1c/1o)}{21(14c/7o)}$	$\frac{0}{2c/2o}$	$\frac{0}{2c}$	$\frac{0}{1c}$	$\frac{1co}{8c/1o}$	$\frac{1c}{1c/1o}$	$\frac{0}{3o}$
Sacred springs	$\frac{1o}{14(2c/12o)}$	$\frac{0}{2o}$	$\frac{0}{1c/2o}$	$\frac{0}{1o}$	$\frac{1o}{1c/1o}$	$\frac{0}{4o}$	$\frac{0}{2o}$
Fonts	$\frac{1o}{4o}$	—	—	0	$\frac{1o}{0}$	$\frac{0}{2o}$	$\frac{0}{2o}$
Crosses	$\frac{1o}{1o}$	$\frac{0}{1o}$	—	$\frac{1o}{0}$	0	$\frac{0}{0}$	—
Sacred Graves	$\frac{0}{2(1c/1o)}$	$\frac{0}{1c}$	—	—	0	$\frac{0}{1o}$	—
Stones	$\frac{0}{1o}$	$\frac{0}{1o}$	—	—	0	—	—
Total number	$\frac{6(2c/4o)}{44(16c/28o)}$	$\frac{0}{3c/6o}$	$\frac{1o}{5(3c/2o)}$	$\frac{1o}{3o}$	$\frac{1co/2o}{9c/2o}$	$\frac{1c}{9(1c/8o)}$	$\frac{0}{7o}$

$\frac{6(2c/4o)}{44(16c/28o)}$ national pilgrimage objects
 $\frac{6(2c/4o)}{44(16c/28o)}$ regional pilgrimage objects c—number of Catholic objects/o—number of Orthodox objects

Mother of God Icon (Minsk city, Saint Virgin Maria Cathedral), Kongregatskaya Mother of God Icon (Grodno city).

Annually, thousands of believers attend imperishable hallows of Belarusian saints: Saint Euphrosyne of Polotsk (Polotsk city), Saint Princess Sophia of Slutsk (Slutsk city), Saint John of Korma (Korma village, Dobrush district, Gomel region).

Belarus indeed abounds with miracles, amid which one can mention myrrh dropping icons of Saint Pokrov church in Dzerzhinsk, the amazing cases of Christ and Blessed Virgin's Holy Faces appearing on trees and rocks (Pustynki village, Mstislav district, Mogilev region), the unique cross-shaped boulders growing out of the ground (Turov).

Annually, thousands of pilgrims rush to the holy springs, the healing power of which has been acknowledged both by scientists and ecclesiastical authorities (Zhirovichi village, Logoisk, Polykovichi village, and others).

The pilgrimage geography of Belarus is quite wide, and almost every area has its own holy sites, most of which are concentrated in the Grodno region (14 objects—or 28%), the Minsk region (10 objects—20%) and Brest (9 objects—18%). The largest pilgrimage centers of Belarus are located in Zhirovichi village, Budslav village, and Polotsk city, which are of national importance, as far as they attract thousands of pilgrims from Belarus and abroad annually.

The tour around Polotsk is in good demand among tours in Belarus, along with Minsk—Slonim—Zhirovichi tour, attending historical center of Slonim, the functional monastery and seminary in Zhirovichi. Slonim has preserved the following ancient planning and architectural monuments from seventeenth to eighteenth centuries: former Bernadine's monastery and nunnery, the city hall, the synagogue, St. Andrew's Roman Catholic Church, and other ancient buildings. Tours to the town of Miory, attending Miory Roman Catholic Church and ethnographic museum, and to Mosar village (Glubokoe district, Vitebsk region) are extremely popular among tourists.

Religious pilgrimage in Polotsk is related to the erection of Transfiguration of the Saviour (Spaso-Preobrazhensky) Monastery in the twelfth century (now St. Euphrosyne Monastery). Euphrosyne of Polotsk was canonized as a Belarusian saint by the Orthodox Church in 1984. The incorruptible relics of Saint Euphrosyne are now based in St. Euphrosyne Church of St. Euphrosyne Monastery in Polotsk, transported from St. Feodosiy Monastery, Jerusalem, in 1910.

Pilgrimage in Polotsk was born in twelfth to thirteenth centuries as pilgrimage to monasteries that turned into pilgrimage to hallows in twentieth century. Pilgrimage tours in Belarus are often timed to certain dates. Annually, on the 5th June, people come to see the Hallows of reverend Euphrosyne of Polotsk, the Protectrix of Belarus.

The largest center of Orthodox pilgrimage in Belarus is located at the Holy Assumption Monastery in Zhirovichi village, Slonim district, Grodno region. It is famous for such ancient wonder-working sanctity, as Zhirovichi Icon of Mother of God. The icon in Zhirovichi is the smallest of all Virgin Mary's icons. It is made of light-gray jasper and is of elliptical shape, sized as a child's palm (43 × 56 mm). The icon depicts the bas-relief of the Blessed Virgin Mary holding the baby Jesus



Photograph 2.9 Pilgrim centers of Belarus: **a** Polotsk (Church of St. Euphrosyne, the Cross and reliquary with relics of Saint Euphrosyne of Polotsk); **b** Zhirovichi (the Assumption Monastery and the Icon of Zhirovichi Mother of God); **c** Budslav (Roman Catholic Church of Assumption of St. Mary and the Icon of Budslav Mother of God)

Christ in her right arm. It is remarkable that Zhirovichi Icon is one of the 100 most significant orthodox icons in the world, and it is commemorated by the Orthodox annually on May 20th. Nowadays, the number of pilgrims flocking to Zhirovichi reaches approximately 100,000 people per year.

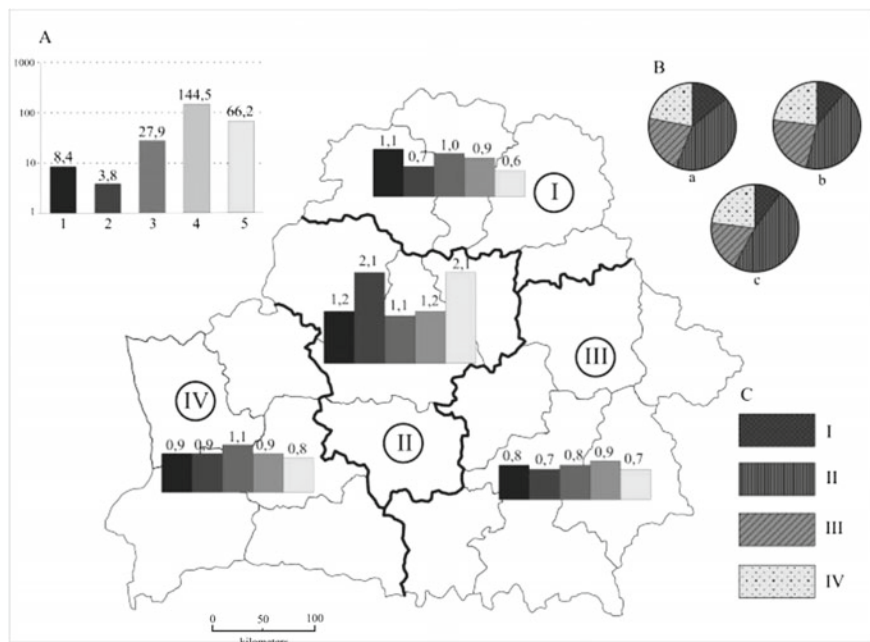
One of the largest catholic pilgrimage centers in Belarus is located in Budslav Catholic Church of the Assumption of the Blessed Virgin Mary with the miraculous Budslav Mother of God Icon (Budslav village, Myadel district, Minsk region). Bernardines' Catholic Church and Monastery have existed in Budslav since 1589. The icon was stored here in 1613, and later it was transported to newly built stone churches two times. As it is written in the monastery's chronicles, the icon was presented by the Pope Clement VIII to Minsk Voivode Yan Pats in Rome. Nowadays, there is an annual celebration of the Icon in Budslav, which occurs on July 2nd and is visited by about 5000–10,000 people, with the yearly inflow of approximately 10,000–25,000 people (Photograph 2.9c).

2.7 Tourist Regions of Belarus

Four main recreational and tourist regions are identified in Belarus on the basis of the regional differences of recreation and resource potential of the tourist specialization and recreational functions level of development (Pirozhnik 1992, Pirozhnik 2008a): Northern (Vitebsk region), Central (Minsk region and Oshmiany, Ostrovets, Smorgon districts of Grodno region), Southeastern (Gomel and Mogilev regions), and Western (Brest and the main part of the Grodno region) (Fig. 2.13, Table 2.19).

The most developed recreational and tourist functions are presented in Minsk and Molodechno microdistricts with developed recreational and tourist infrastructure, network of resorts and recreation areas. Brest and Grodno microdistricts, located near the state border, and also the microdistricts of east part of the country headed by the large cities—Gomel, Vitebsk, and Mogilev—with less intensive development of all elements of tourist sector are characterized by linearly node territorial structure. The majority of microdistricts (13) are on initial stages of territorial structure formation. Taking into account the stadial character of recreational and tourist space formation and key features of its territorial structure, it is possible to allocate types at each stage (Table 2.20, Fig. 2.14).

Northern region has a significant natural and recreational, cultural and educational potential. The region concentrates 13% of tourist beds fund and tourist flows (Table 2.19); however, the intensity of tourism development is below the national average (Fig. 2.13). Picturesque hilly lake and forest landscapes make it very prospective for tourism development. The role of the tourist resources of Belarusian Lakeland increases, especially due to the loss of polluted recreational areas in the southeast part of the country. Specialization of this region is associated with the development of cultural, educational, and event tourism (Vitebsk, Polotsk), balneological (Ushachi, Letsy resorts), as well as sports and recreational tourism



A – indicators of the intensity of recreational development and tourism flows in the region (Belarus = 1.0): 1 – the number of beds / 1 thousand of population, 2 – beds / 10 sq. km, 3 – tourists / 100 local residents, 4 – tourist nights / 100 local residents, 5 – tourist nights/ 1 sq. km; B – the region's share in (%): a – the bed fund capacity, b – number of tourist nights, c – the volume tourist services; C – tourist regions: I – Northern, II – Central, III – South-Eastern, IV – Western.

Fig. 2.13 The tourist regions of Belarus

Table 2.19 Tourist regions of Belarus (2014)

Regions	Tourist infrastructure		Tourist flows		Tourist accommodations		Volume of tourist services	
	Places (thousand)	%	People (thousand)	%	Bed-day (thousand)	%	Million USD	%
I. Northern	10.8	13.7	347.6	13.2	1497.4	11.0	39.9	10.2
II. Central	33.2	42.0	1050.0	39.8	5877.8	43.0	186.5	47.6
III. Southeastern	17.2	21.8	568.4	21.5	3181.3	23.3	75.6	19.4
IV. Western	17.8	22.5	675.0	25.5	3105.3	22.7	89.4	22.8
Belarus	79.0	100.0	2641.0	100.0	13,661.8	100.0	391.4	100.0

Table 2.20 Stages of development of the territorial structure of recreational regions in Belarus

Stages of territorial structure development	Tourism intensity	Rank of tourist functions	Type of territorial structure	Microdistricts
Generation	Stagnation	Accompanying	Spot	Baranovichi, Pinsk, Glubokoe, Orsha, Zhitkovichi, Lida, Mozyr, Borisov, Krichev
Formative	Extensive seasonal growth	Additional	Localized	Polotsk, Bobruisk, Zhlobin, Slutsk
Development	Intensive dynamics	Profiling	Linear-nodal	Brest, Vitebsk, Gomel, Grodno, Mogilev, Molodechno
Consolidation	Stable growth	Leading	Areal network	Minsk



a – areal-network, b – linear-nodal, c – localized, d – spot

Fig. 2.14 Types of recreation and tourist space, territorial structure by districts *a* areal network, *b* linear-nodal, *c* localized, *d* spot

(national park Braslav Lakes). Braslav tourist area, formed on the basis of the lake group (more than 30 lakes), is a popular place for sport tourism and recreation. The annual tourist flow in Braslav area exceeds 35 thousand people. Self-supported

travelers, relaxing in agrotourist farms in coastal villages and tourist campsites on parking lots, account for about three-fourth of the tourist flow structure. The lake ecosystems of Braslav Lakes National Park preserve rich flora and fauna and are attractive for the development of ecological tourism. An important place of ecotourism in the Northern region is also the Berezinsky Biosphere Reserve (partially located in the Central region), with widely available natural forest and wetland complexes; there is a large aboriginal population of beaver and other rare animals. In addition to natural resources, Lakeland is characterized by considerable potential for sightseeing tours. The leading excursion center of the region is the National Historical and Cultural Reserve, created in Polotsk—the oldest city in the country, with a rich 1140-year historical heritage, architectural monuments from eleventh to twelfth centuries (Sophia Cathedral, Transfiguration Church) and other epochs. The place is the cradle of Christianity in Belarus (a place of pilgrimage to the St. Euphrosyne Monastery) and the motherland of an outstanding educator and printing pioneer F. Skorina (Museum of Printing, a memorial monument). It is also important to note the cultural capital of Belarus—the ancient Vitebsk (the motherland of Marc Chagall, the venue of the international art festival Slavianski Bazaar) and small old towns with preserved historical and architectural monuments (Braslav, Glubokoe, Postavy, Mosar, Orsha).

The Central region has the most developed tourist infrastructure and concentrates more than two-fifth of tourist and recreational infrastructure capacity, tourism flows, and volume of services. Specialization of the region is determined by high level of development of resort, medical (Naroch and Zhdanovich resorts), and tourist excursion services (the capital of Minsk, historical and cultural venues from the UNESCO World Heritage List—“Nesvizh” Museum, Historical and Cultural “Zaslavl” Reserve, “Khatyn” Memorial Complex, etc.). Health function is largely related to ensuring Minsk agglomeration recreational needs, recreational flow, from which 520 thousand people come to the 100-km suburban area. Furthermore, one-third of this flow is concentrated in a 30-kilometer forest city belt. A high demand for suburban recreation stimulated the creation of a network of recreational reservoirs (Zaslavl, Krynica, Vyacha, Vilejka, Pticz, etc.), ski tourist complexes “Logoisk” and “Silichi” and memorial military–historical complex “Stalin Line.” Naroch resort and recreation area, formed in the vicinity of a picturesque lake and forest landscapes, regional climate and balneotherapeutic medical resources, is the largest in the country. The total capacity of the recreational base is over 6.0 thousand people (about 60%—year-round). Together with unorganized tourist flows, overall lump number of tourists in the summer period reaches 10 thousand people. The annual average recreational flow exceeds 100 thousand people. The capital of Belarus, Minsk Hero City, has the most developed tourist infrastructure (international Airport, more than 10 thousand places in the hospitality fund, the most developed network of sports and entertainment facilities) and is a major center of international tourism sector in Belarus, as the reception of foreign tourists and in terms of creating a demand for overseas tours. In addition to the attractions of Minsk (monuments of architecture, modern buildings, museums), tourists are attracted by medieval monuments of national historical and cultural reserves in

Nesvizh (the palace and castle complex, parks, Church of Corpus Christi from the sixteenth century with ancestral burial of the Radziwill family—the first Baroque style church on the territory of Polish–Lithuanian Commonwealth, Town Hall et al.) and Zaslavl (monuments of archeology and architecture, “Mill” ethnographic complex), Kupala Memorial Reserve (Vyazyinka in Molodechno district) and Kolas Memorial Reserve (Nikolaevszina, Stolbtsy district), “Khatyn” Memorial Complex. One of the most attractive unconventional tourist sites in Belarus is the museum of material culture “Dudutki.” Cultural festival programs (Minsk, Nesvizh, Molodechno) and excursion-animation programs “Visiting the Belarusian Father Frost” in Naliboki Forest, as well as visiting farmsteads within the green route “Volozhinskie Gostincy” are also gaining popularity. In the capital city of Minsk and Molodechno, microdistricts have developed the most advanced forms of areal network and linear-node territorial structure of tourist service (Fig. 2.14).

Southeast region is formed in the basin of the Dnieper region major rivers (the Dnepr, the Berezina, the Sozh, the Pripyat). Its recreation profile is determined by the organization of health-improving resting primarily in the resorts of national (Rogachev), and local importance (Bobruisk, Chenki). The region contains more than one-fifth of recreation and tourism bed-space and tourist flows; however, the intensity of all tourist development indicators is below the country average (0.7–0.8). A line-node type of tourist services territorial structure is specific to the major urban microdistricts (Mogilev, Gomel), and in most of districts it has localized (Bobruisk, Zhlobin) or spot character (Fig. 2.14). Cultural tourism develops acknowledging the rich heritage and draws from the East Slavic traditions of complex national excursion centers (Mogilev—the ensemble of St. Nicholas Monastery from the seventeenth century, the Church of St. Stanislaus of eighteenth century, military-historical object “Buinichi field” and Heritage Village; Gomel—the palace and Park Ensemble of Paskevich family from seventeenth to nineteenth centuries) and the regional centers: Bobruisk (fortress, nineteenth century), Mozyr, Krichev, Zhlobin. Other venues with significant potential are as follows: palaces, parks, and manor ensembles in Krichev, Zhylichy, and Grudinovka, a complex of temples and monasteries in Mstislavl (Pustynki from sixteenth century, the Carmelite Church of the Assumption of the Virgin Mary from seventeenth century —“Belarusian Suzdal”), historical and archeological monuments of ancient Turov (settlement from ninth century, Turov stone crosses from twelfth century in the Church of All Saints), folkloristic (Zhitkovichi, Ivolsk, Negovka) and ethnographic monuments of Vetka (Museum of Folk Art, a collection of icons, samples of wood carving, weaving), Neglyubka (weaving towels), literary memorial museums of national writers I. Melezh (Glinische, in Khoyniki district), and I. Shamyakin (Korma, in Dobrush district). There is also a potential for ecotourism in the “Pripyatsky” National Park (the unique floodplain landscape of Pripyat, rich bird fauna, the ancient town of Turov) and in specialized tours in Polessie Radiation Ecological Reserve.

West region is highlighted by the concentration of historical and cultural heritage (Grodno, Pinsk, Brest, Novogrudok, Mir, Slonim, Lida, Zhirovichi Monastery, a UNESCO World Heritage-awarded place “Struve Geodetic Arc,” and

others), which determines its specialization—cultural tourism and excursions. The region contains more than one-fourth of recreational beds fund and tourist flows (Table 2.13). It is relatively close to the country's average level of the tourist development of the region and the formation of linear-nodal type of territorial structure in Brest and Grodno microdistricts and its spot character in the rest of the region. A favorable transport and geographic position of the region contributes to the development of transit tourism and cross-border tourist exchange with Poland, Lithuania, and Ukraine. Organization of ecological tourism in the National Park “Belovezhskaya Pushcha”—a World Heritage Nature Reserve, created on the basis of the largest ancient forest in Europe, has significant prospects for development. There are more than 1000 oaks aged from 300 to 700 years, there are 450-year-old ash trees, 220-year-old pine trees, and 150-year-old junipers. The pride of the park is the largest population of bisons. Memorable places associated with historical events (Brest Union of 1596, Brest-Litovsk peace in 1918, the defense of the Brest Fortress in 1941, the signing of agreements connected with demise of the Soviet Union in 1991 in Viskuli) acquired world fame. Novogrudok land became the nucleus of the formation of the Grand Duchy of Lithuania in the thirteenth century—one of the largest states in the medieval Europe. The region has a large number of preserved ancient religious buildings of the Belarusian national architectural school (St. Boris and Gleb's (Borisoglebskaya or Kolozhskaya) Church from the twelfth century—Grodno), fortifications (Kamenets Tower from the thirteenth century, Unique Churches of defense type in Murovanka from the sixteenth century (Shchuchin district), and Synkovichi from fifteenth century (Zelva district), medieval castles in Grodno, Novogrudok, Lida, Mir, Lyubcha, Krevo, where the festivals of medieval culture and spear running are organized. The important sites of historical and memorial museum tours are sights in homelands of A. Mickiewicz (Zaosie—Baranovichi district), T. Kosciuszko (Kossovo-Merechevschina—Ivatsevichy district), E. Orzeszkowa (Grodno), and the last king of the Polish-Lithuanian Commonwealth—S. Poniatowski (Wolczyn—Kamenets district). In Neman and Polesie regions, there were formed regional centers of folk crafts: pottery and ceramics (Gorodnaya—Stolin district, Derechin—Zelva district, Porozovo—Svisloch district), folk costumes (Novogrudok, Mosty, Motal—Ivanovo district), tapestry (Telekhany—Ivatsevichy district). In recent years, on the basis of local balneological and mud resources, health-related tourism has been actively developed, and the following local resorts have been formed: “Beloe Lake” (Brest district), “Sosnovy Bor” resort (Zhabinka district), the “Radon” (Dyatlovo district) and “Ozerny” (Grodno district) sanatoriums, and others. Agrotourism sector is actively developed through the extension of green routes: “Neman Way,” “Water route of the Grand Duchy of Lithuania” and “Zel'venskiy diariush.” Cross-border tourism ties develop in the “Belovezhskaya Pushcha” National Park and the Augustow Canal.

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Chapter 3

Geography of Tourism in Bulgaria

Robert Wiluś

Abstract Bulgaria is one of the most developed tourist regions in Central and Eastern Europe. In 2014, Bulgaria was visited by nearly 9.5 million foreign tourists, over 2 million more than the number of inhabitants. Bulgaria is situated in southeast Europe in a remote corner of the eastern part of the Balkan Peninsula on the Black Sea. Despite the small area (110,000 km²), the country is distinguished by a great diversity of landscape, which represents potential for tourism development practically all year round. The most important role in tourism in Bulgaria is played by the coastal landscape. Regarding that, Bulgarian Black Sea Coast resembles the Mediterranean coast. There are also diverse mountain ranges in Bulgaria—the Rila, Pirin, and Rhodope—which are the highest mountains of the alpine landscape. Bulgaria is also a culturally attractive tourist region. Location of Bulgaria in southern Europe at the crossroads of Eastern and Western culture gave it a strong multicultural dimension visible today in the architecture, customs, religion, and even the cuisine of this country. Based on the natural and cultural assets, the development of several major forms of tourism can be considered in Bulgaria. The most developed are coastal and mountain tourism (winter and hiking) accompanied by health and spa tourism, which have the longest tradition. Since the times of political changes in the nineties of the last century, agrotourism and various forms of cultural tourism (e.g., religious tourism, wine tourism, and urban tourism) have become popular in Bulgaria.

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3.1 Geographic Study of Tourism in Bulgaria, Its Main Research Problems, Themes, and Research Centres

Bulgaria is a well-known tourist region in Europe. Its location by the Black Sea, varied landscape and rich cultural and historical heritage made tourism one of the most important spheres of life in this small country. Bulgaria is often considered to be a typically tourist country, which is also reflected in research, mainly geographical. Since the mid-1960s, when Bulgaria became a popular foreign tourist destination, tourism studies have been the domain of geographers. In between 1967–1968, the Tourism Geography Faculty was founded at the University of Sophia (Bachvarov 1984). It was one of the first research institutions dealing with tourism geography in post-communist countries. The geographical studies of tourism in Bulgaria regarded the territorial recreational system, devised by the Russian geographers, Preobrazensky et al. (1975). The main objects of the study included the division of the country into tourist regions (Dinev 1975, after Bachvarov 1984, 2006, Bachvarov and Apostolov 1982, Marinov et al. 2009), domestic and international tourism in Bulgaria (Vodenska 1979 after Bachvarov 1984, Vodenska 1992, Bachvarov 1997, 2006, Marinov and Dogramadjieva 2011), and the evaluation of Bulgaria's tourist potential (Daneva 1983, Popova 1982 after Bachvarov 1984, 2006). The focus of these studies was tourism in the best-developed tourist coastal regions. The works worth mentioning here include those by Bachvarov et al. (1974) (after Bachvarov 1984) and the later articles by Koulov and Marinov (2002) and Bachvarov (1997, 1999, 2003b, 2006), who presented the main problems of tourist development in Bulgarian coastal resorts, in the context of the changes on the global tourist market.

The studies in the field of tourism geography and recreation were initially conducted at two research centers, i.e., the Institute of Geography at the University of Sophia and the Bulgarian Academy of Science. Faculty of Tourism Geography at the Geology and Geography Department, University of Sophia, has been playing the leading role until the present day (2011). The tourism geography studies conducted at the Institute of Geography, University of Sophia, were initiated by Professor Lubomir Dinev and continued by Professor Marin Bachvarov, the author of numerous publications regarding the tourist regionalization of Bulgaria, as well as the sustainable development in the tourist regions of the country. He also wrote many important theoretical works regarding tourist space, tourist region, and the mutual relations between tourism and recreation. In 1980–1994, Professor Marin Bachvarov was the Head of the Faculty of Tourism Geography at the University of Sophia. Since 1994, he has continued his geographical research of tourism and recreation at the University of Lodz in Poland. Other Bulgarian geographers involved in tourism studies include: Professor Maria Vodenska and Vasil Marinov, the current (2011) Head of the Faculty of Tourism Geography at the University of Sophia. The studies conducted at the Faculty concentrate on sustainable development and tourism, as well as the use of GIS in the spatial analysis of tourism development.

3.2 Assessment of the Conditions and Factors of Tourism Development in Bulgaria

3.2.1 Geographical Location

One of the major factors of tourism development is the geographical location. In case of Bulgaria, it may be described as peripheral. Bulgaria lies at the remote southwestern end of Europe, in the eastern part of the Balkan Peninsula. Its area is only 111,000 km², but, despite that, Bulgaria has an exceptionally varied landscape, which results from its location in three European landscape regions. The plains in the north are covered with European forests and partly by Eurasian steppes. In the central, southern, and western part of the country, we find mountainous landscapes, with alpine, medium–height and low ranges of the Balkan Peninsula. The Black Sea coastline area in the east resembles Mediterranean landscapes. The wide variety of landscapes is the country’s potential for an all year round tourism development.

Due to its location in southeastern Europe, Bulgaria had a direct contact with ancient European civilizations, which left an imprint on the material and spiritual culture of the country. Thracian tribes settled in the area of the present-day Bulgaria as early as in the second millennium BC Greek colonization started in the seventh century BC and the Roman colonization followed in the second century BC After the fall of the Roman Empire, Bulgaria got under the influence of Byzantium. In the early Middle Ages, in the fourth century, Christianity reached Bulgaria. Moreover, the country was located on the route of the Ottoman Empire expansion. Ottoman influences are still visible today in Bulgarian architecture or cuisine. Generally speaking, Bulgaria’s location at the meeting point of the Western and Eastern European cultures resulted in a conglomerate of influences, customs, religions, and peoples.

The peripheral location of Bulgaria in Europe makes it less accessible by transport. It still has an underdeveloped network of road and rail connections with the rest of the continent, especially with the Western Europe. This is one of the major pull factors, slowing down the development of international tourism in that region (Bachvarov 2006).

Bulgaria also lies close to Central Europe, where most tourists in the communist times came from. Former communist countries are perceived as rising European tourist markets.

3.2.2 Natural Preconditions for Tourism Development

Bulgaria is a country with an attractive, rich, and varied natural environment, which is basic to the tourism development. Despite its small area, the country possesses most landscape forms found on the continent. First of all, Bulgaria is a mountainous country; two thirds of its area is situated at over 300 m a.s.l. and one eighth—at

Photograph**3.1** Belogradchik Rocks**Photograph 3.2** Golden Sands, popular Black Sea tourist resort**Photograph****3.3** Kovachevitsa, village in the Rhodope Mountains

Photograph 3.4 Madara Rider



Photograph 3.5 Nesebar—
Church of St John Aliturgetos



Photograph 3.6 Rila
Monastery



over 1000 m a.s.l. From the tourist's point of view, the most attractive are, the highest, Pirin and Rila ranges, as well as the Rhodope Mountains. The slightly lower Balkan mountain range (*Stara Planina*) extends over the middle part of the country (Photograph 3.1). The second most attractive landscape zone is the seaside area. The nearly 400 km long Black Sea Coast has a varied surface relief. Its northern part is rockier, with breathtaking cliffs. In the southern part, the coast is flatter, with sandy beaches. The area is highly insolated (240–300 h), and its mean temperatures of air (23–25 °C) and water (23–25 °C) ensure the comfort of stay in the summer.

The remaining areas in the north of the country are lowlands. This type of landscape is the least attractive as regards tourism development. The biggest attraction of the lowland part of the country is the Danube Valley. The River Danube is one of the most attractive water trails in Europe.

An element of the natural environment which is important for the development of tourism in Bulgaria is the climate. The variety of landscape and the geographical location of the country create favorable conditions for the development of typical recreational tourism in the seaside zone (subtropical climate with the Mediterranean climate regime) and active tourism in the mountain areas, where there are very good climate conditions for skiing, nearly all year round.

An equally important natural factor of tourism development in Bulgaria is water. Access to the sea and the abundance of mineral, waters are major tourist assets of the country, strongly rooted in ancient times.

A measure of attractiveness of a country's natural environment is the number and character of protected areas. In Bulgaria, there are different types of protected areas, which cover the total of 641,251 hectares, i.e., 0.57% of the overall area of the country. Nearly 1/3 of the protected areas are national parks. Bulgaria has three national parks (Table 3.1), situated in the mountains, in the central and the southern part of the country. Generally, they offer the widest range of natural conditions for the development of various forms of tourism. The Rila and Pirin National Parks are particularly well known as attractive areas for doing the most popular forms of active tourism, such as skiing or trekking, as well as more specialized forms, such as mountain climbing. The Central Balkan National Park is an area of typical recreational, individual tourism. It is estimated that Bulgarian national parks are visited by about 150,000 tourists every year, who stay at 57 hotels (chalets) (<http://www.moew.government.bg/ecotourismforum>).

Another form of protecting nature in Bulgaria is Nature Parks. In 2011, there were eleven nature parks, stretching over 275,445 ha (43% of the overall protected

Table 3.1 National Parks in Bulgaria in 2015 (<http://www.moew.government.bg>)

Name of the national parks	Area in ha	Characteristic features
Rila National Park	81,046.0	mountains
Pirin National Park	40,332.4	mountains
Central Balkan National Park	71,669.5	mountains

Table 3.2 Nature Parks in Bulgaria in 2015 (<http://www.moew.government.bg/ecotourismforum>)

Name of the nature parks	Area in ha	Characteristic features
Vitosha	26,606.6	mountains
Rusenski Lom	3408.0	lowland
Sinite kamani	11,380.8	mountains
Shumensko Plato	3895.8	mountains
Zlatni pyasatsi	1320.7	seaside
Vrachanski Balkan	30,129.9	mountains
Strandja	116,068.5	mountains
Rila Monastery	27,370.7	mountains
Persina	21,762.2	wetland
Bulgarka	21,772.2	mountains
Belasitsa	11,732.4	mountains

area in Bulgaria) (Table 3.2). The largest is the Strandja Nature Park in the southeastern part of the country, close to the border with Turkey.

Generally speaking, Bulgaria offers wide-ranging natural conditions for the development of various forms of tourism, which make it a highly attractive tourist destination.

3.2.3 Cultural-Historical Preconditions for Tourism Development

Bulgaria is perceived mainly as a seaside recreational tourism destination. Much less is known about its historical and cultural heritage, which is one of the major factors determining the development of contemporary tourism. A particularly valuable heritage is that which emphasizes the cultural identity of a given area. Due to its location and history, Bulgaria has rich cultural heritage, highly authentic, and original. The individualism of the Bulgarian cultural heritage consists of the mixture of European and Asian cultures, which left their traces in many aspects of life in the areas which currently belong to Bulgaria. The influences of Eastern and Western cultures have been overlapping for 5000 years. The oldest remnants of a man's presence are particularly attractive to tourists. In Bulgaria, we can find traces of material and spiritual culture, dating back to the ancient times (Photographs 3.4 and 3.5). Three out of nine structures, featured on the prestigious UNESCO List, represent well-preserved antique urban architecture (Nesebar) and Thracian tombstones (Kazanlak and Sveshtari) (Table 3.3) (Photograph 3.5).

Another historical period which left behind the most interesting examples of the cultural heritage of Bulgaria is the Middle Ages. The tourist attractions coming from that period include examples of the early Christian sacral architecture, picturesquely located against the mountainous background. Those are mainly

Table 3.3 Bulgarian Sites featured on the UNESCO World Cultural and Natural Heritage List (2015) (www.wch.unesco.org)

Name	Year	The criteria for selection
Cultural objects		
Ancient City of Nessebar	1983	The Ancient City of Nessebar is an outstanding testimony of multilayered cultural and historical heritage. It is a place where many civilizations left their tangible traces: Tracian, Greek, Byzantine, and others The Ancient City of Nessebar is a unique example of an architectural ensemble with preserved Bulgarian Renaissance structure, forming a harmonious homogenous entity with outstanding natural configuration of the rocky peninsular, linked with the continent by a long narrow stretch of land
Boyana Church	1979	Boyana Church is a pure example of a church with a Greek-cross ground-plan with dome, richly decorated facades, and decoration of ceramic elements. It is one of the most remarkable medieval monuments with especially fine wall paintings. The Boyana Church is composed of three parts, each built at a different period: tenth century, thirteenth century, and nineteenth century, which constitute a homogenous whole. This site is one of the most complete and perfectly preserved monuments of Eastern European medieval art
Madara Rider	1979	The Madara Rider is an exceptional work of art dating back to the beginning of the eighth century. It is the only relief of its kind, having no parallel in Europe. Madara was the principal sacred place of the First Bulgarian Empire before Bulgaria's conversion to Christianity in the ninth century
Rila Monastery	1983	A characteristic example of the Bulgarian Renaissance (eighteenth–nineteenth centuries), the monument symbolizes the awareness of a Slavic cultural identity following centuries of occupation. Rila Monastery is considered to be a symbol of the nineteenth Century Bulgarian Renaissance which imparted Slavic values upon Rila in trying to reestablish an uninterrupted historic continuity
Rock-hewn Churches of Ivanovo	1979	The fourteenth-century murals testify to the exceptional skill of the artists belonging to the Tamovo School of painting. The “Church” frescoes reveal an exceptional artistry and a remarkable artistic sensitivity of fourteenth-century painting and Bulgarian medieval art; they are an important achievement in the Christian art of southeastern Europe They show close ties with expressive Hellenistic art and a clear preference for the nude, the landscape and architectural background in a composition, as well as drama and emotional atmosphere—qualities, which combined, make an exceptional masterpiece. All of that set in a magnificent natural environment—confirm the value of this extraordinary historical grouping
Thracian Tomb of Kazanlak	1979	The Thracian Tomb of Kazanlak is the masterpiece of the Thracian creative spirit. The Kazanlak frescoes testify to high level of culture and pictorial art in Thracia The Kazanlak frescoes represent a significant stage in the development of Hellenistic funerary art

(continued)

Table 3.3 (continued)

Name	Year	The criteria for selection
Thracian Tomb of Sveshtiari	1985	It is a remarkable reminder of the culture of the Getes, Thracian people who were in contact with the Hellenistic and Hyperborean worlds, according to ancient geographers. The tomb has a unique architectural decor, with polychrome half-human, half-plant caryatids, and painted murals
Natural objects		
Pirin National Park	1983	The mountain scenery of Pirin National Park is of exceptional beauty. The high mountain peaks and crags contrast with meadows, rivers, and waterfalls and provide an opportunity to experience the aesthetics of a Balkan mountain landscape. The ability to experience remoteness and naturalness is an important attribute of the outstanding universal value of the property
Srebarna Nature Reserve	1983	The Srebarna Nature Reserve is a freshwater lake adjacent to the Danube, extending over 600 ha. It is the breeding ground of almost 100 species of birds, many of which are rare or endangered
		In total, the property provides critical habitat that supports 173 bird species, 78 species of which are of European conservation concern and nine being listed as globally threatened

Photograph 3.7 Veliko
Tarnavo, one of the historical
capitals of Bulgaria



Photograph 3.8 St.
Alexander Nevsky Cathedral,
Sofia



monasteries and Eastern Orthodox Churches. Inside we can find examples of mural painting. Some of these sites are also pilgrimage destinations.

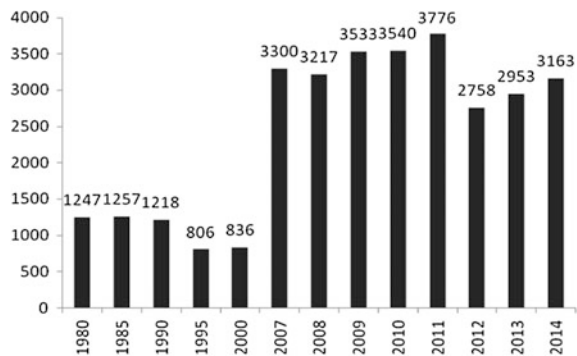
Bulgaria has nine sites entered on the UNESCO World Cultural and Natural Heritage List, seven cultural and two natural (Table 3.3). The cultural heritage in Bulgaria is concentrated in several tourist regions and large cities. The majority of sites can be found in the central-western part of the country (Sophia and its surroundings), the center (Plovdiv), the south (Veliko Tarnovo), and the east (Varna, Burgas, Nesebar). The most attractive cultural heritage sites in Bulgaria are situated in beautiful landscapes, which make it possible to extend and enrich the tourist offer regarding individual types of tourist attractions (Bachvarov 2003a).

3.3 Primary and Secondary Tourism Infrastructure

The tourist accommodation infrastructure is one of the most important elements of the tourist development of a given area. In 2014, in Bulgaria, there were 3163 different accommodation facilities (hotels, motels, mountain chalets, campsites, and other short-term accommodation facilities with more than 10 bed-places) (Fig. 3.1). That number was slightly higher than that in 2013 (an increase by 1.0%) and twice as high as before 2000. The recent rapid increase in the amount of the tourist accommodation infrastructure might have been caused by the fact that private accommodation was accepted as standard facility after Bulgaria joined the European Union in 2007. In 2012, the number of accommodation facilities has decreased by up to 27%. This might have been caused by the global economic crisis. However, since 2013, the number of accommodation facilities has been steadily increasing.

Hotels, which constituted almost a half of all the accommodation facilities in Bulgaria (Fig. 3.2a), played the leading role in the tourist accommodation structure

Fig. 3.1 The number of accommodation facilities in Bulgaria (Source National Statistical Institute, the Republic of Bulgaria)



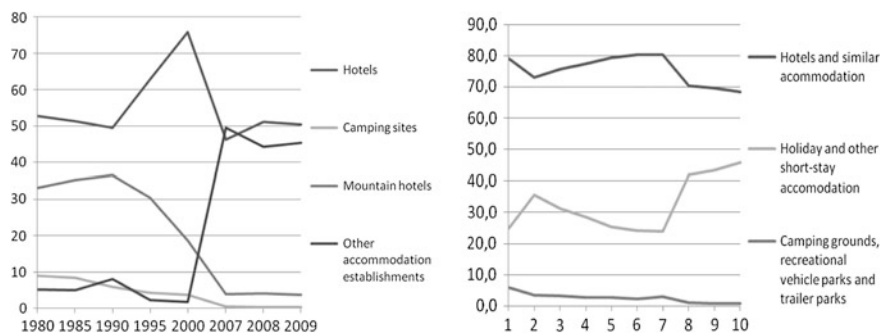


Fig. 3.2 Tourist accommodation structure in Bulgaria (%) (left **a** and right **b**) (Source National Statistical Institute, the Republic of Bulgaria, Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

until 2010. Other types of accommodation have also gained in importance during this period. In 2009, they constituted 45% of all accommodation facilities in the country. The percentage of other types of facilities visibly decreased from 8.9% in 1980 to 0.3% in 2009 in case of campsites and from 33 to 3.7% in case of mountain hotels. According to the classification of accommodation facilities based on Eurostat, which was adopted also in Bulgaria, hotels and similar accommodations¹ still play a leading role (Fig. 3.2b). In 2014, they represented almost 70% of all tourist facilities. Accommodation linked to the leisure holiday was on the second place with a share of 30%. The share of campsite has not significantly changed and has remained below 1%.

The largest number of accommodation facilities was found in the most visited regions (Fig. 3.3). Two seaside regions (north-eastern and southeastern regions) concentrated 47.6% of the whole accommodation infrastructure in Bulgaria. The southwestern and southcentral regions, with the most attractive mountainous areas and the capital city, had 37.6% of all the accommodation facilities in the country. The remaining regions, situated in the northern part of Bulgaria, concentrated only 14.8% of the whole accommodation infrastructure.

In 2014, the accommodation facilities discussed above offered 314,157 bed-places (Fig. 3.4), which was by 11,724 bed-places more than in 2013 and only 635 more than in 1985, which saw the highest number of bed-places so far. The largest decrease in the number of bed-places in Bulgaria was recorded in the second half of the 1990s, which was connected with the collapse of the traditional foreign tourist markets. In the tourist accommodation structure, hotels constituted the largest group, with almost 90% of all bed-places (Fig. 3.5a). The biggest increase in the percentage of hotels and, at the same time, a decrease in the overall number of bed-places were recorded in the second half of the 1990s (Fig. 3.4).

¹This class includes hotels (and similar establishments, for instance those operating under the name “bed & breakfast”), resort hotels, suite/apartment hotels, and motels.

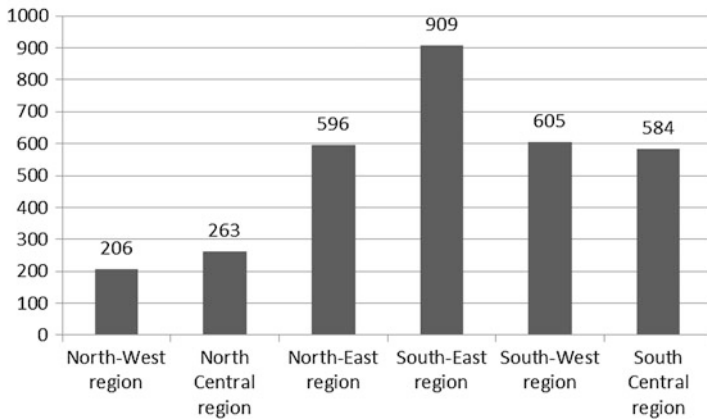
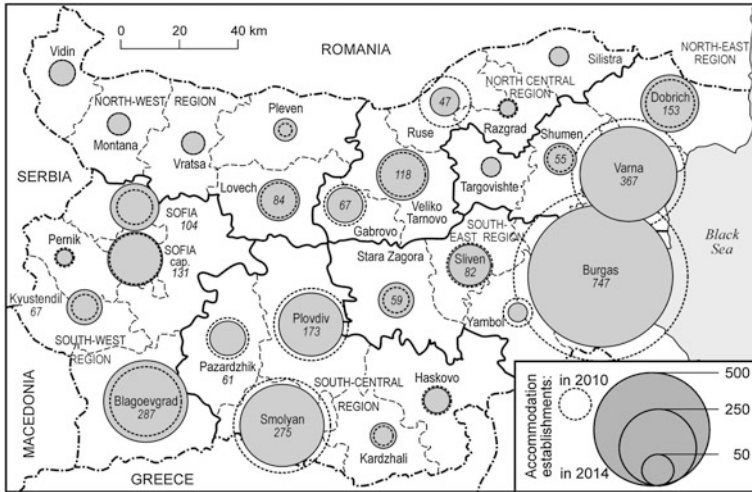
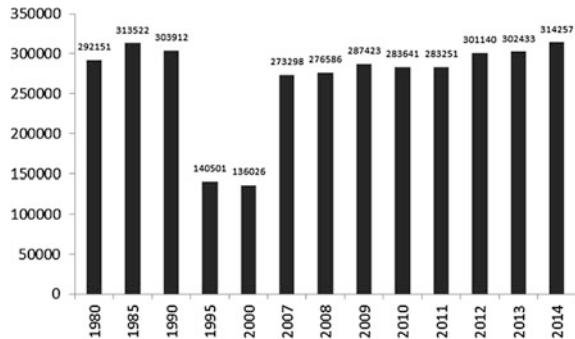


Fig. 3.3 The number of accommodation facilities in Bulgaria by regions in 2010 and 2014 (Source National Statistical Institute, the Republic of Bulgaria)

Fig. 3.4 The number of bed-places in accommodation facilities in Bulgaria (Source National Statistical Institute, the Republic of Bulgaria)



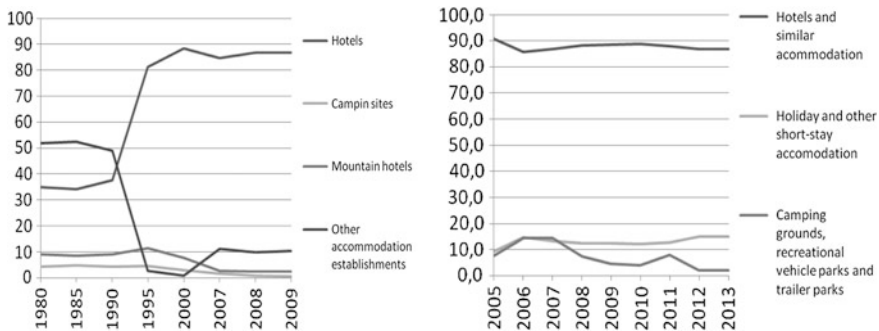


Fig. 3.5 Bed-places in accommodation facilities in Bulgaria (%) (left **a** and right **b**) (Source National Statistical Institute, the Republic of Bulgaria, Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

Other accommodation facilities also played an important role in the tourist accommodation structure; their percentage has recently increased to 10%. The percentage of campsites and mountain hotels went down from 10%, in the 1980s and the first half of the 1990s, to 2% in 2009 (Fig. 3.5a). When it comes to changes in the number of beds in the recent period, it should be emphasized that the structure of accommodation was still dominated by the category “hotels and other accommodations,” which had a share of nearly 90% (Fig. 3.5b).

Other categories of accommodation infrastructure, as in case of the number of accommodation facilities, were on the level from about 10% (those related with leisure holiday) to less than 1% for campsites.

Disproportions in the distribution of bed-places were even greater than in the distribution of the accommodation facilities. In 2014, the two seaside regions (northeastern and southeastern regions) concentrated 70.5% of all the bed-places in Bulgaria (Fig. 3.6), while the mountainous regions and the capital (southcentral and southwestern regions)—23.1%.

Another element of the accommodation infrastructure is its standard. In general, the majority of the accommodation facilities in Bulgaria were of the lowest standard. In 2014, there were 1,835 one- and two-star hotels (48.6% of the overall number of the facilities) (Fig. 3.7), followed by three-star hotels (959 hotels—30.3%). Four- and five-star hotels formed the smallest group (368 hotels—21.1%). In 2011–2014, the number of accommodation facilities in all the categories of standard increased, except the hotels with the lowest standard, where a relatively large decrease in the number of accommodation facilities was noted in 2012 in comparison with 2011.

In 2014, the Bulgarian accommodation facilities offered 314,257 bed-places, i.e., 11,824 more than in 2013 and 31,006 more than in 2011 (Fig. 3.8).

The differences in the number of bed-places between individual standard categories were insignificant. The hotels with the highest standard predominated offered the largest number of bed-places (38.5% of the overall number). However, in the remaining categories, the number of bed-places was only slightly lower. In 2014,

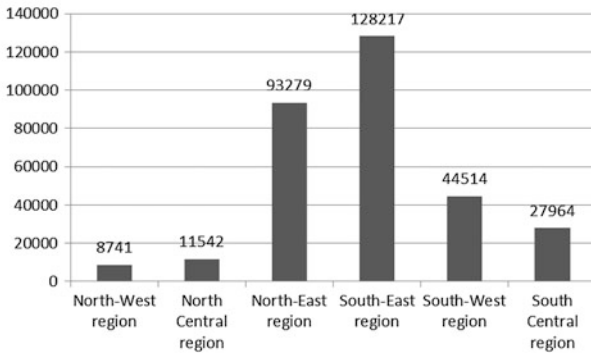
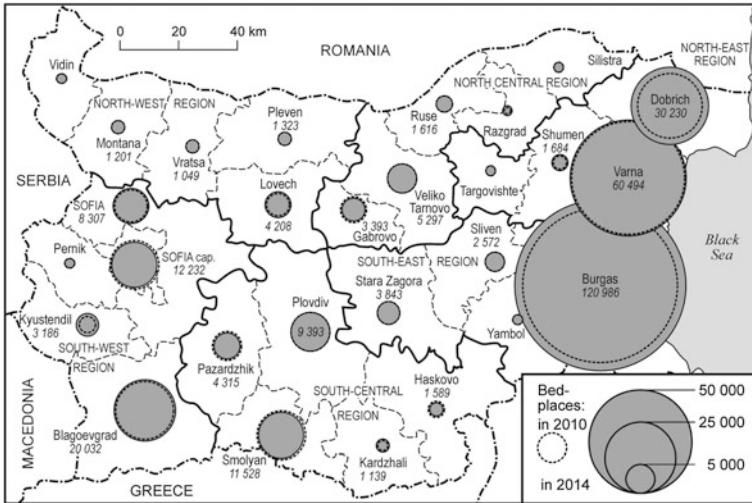


Fig. 3.6 The number of bed-places in accommodation facilities in Bulgaria by regions in 2010 and 2014 (Source National Statistical Institute, the Republic of Bulgaria)

Fig. 3.7 Hotels in Bulgaria by star rating categories (number) (Source National Statistical Institute, the Republic of Bulgaria)

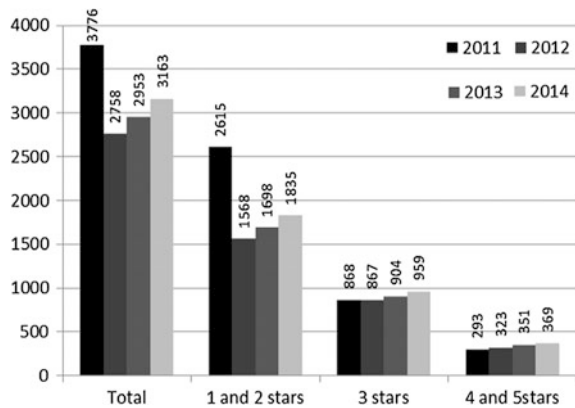
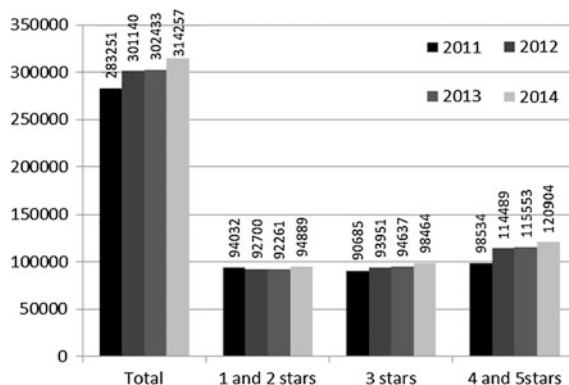


Fig. 3.8 Bed-places in hotels in Bulgaria by star rating categories (number) (*Source* National Statistical Institute, the Republic of Bulgaria)



three-star hotels offered 98,464 bed-places (31.3%) and the one- and two-star hotels offered 30.2% of all the bed-places. The tourist accommodation infrastructure in Bulgaria is typically concentrated in large tourist complexes, accommodating up to 10,000 people (e.g., Sunny Beach, Golden Sands on the Black Sea or Borovez in the Rila Mountains, and Pamporovo in the Rhodope Mountains).

Changes in the basic/primary Bulgarian tourist infrastructure were not only quantitative, but also qualitative. They concerned mainly the ownership structure of the accommodation facilities. Until mid-1990s, the majority of hotels and other types of accommodation had belonged to different institutions and state organizations. In 1995, 82.8% of the whole tourist accommodation in Bulgaria was state property (Bachvarov 1997). The monopolist was the state-owned Balkantourist, which organized foreign tourists' stays in Bulgaria. The most common were hotels serving the purposes of typical recreational tourism of the lowest standard (with one or two stars). However, they satisfied the modest needs of the tourists arriving from former communist countries, who constituted the majority of foreign visitors. After 1995, the privatization of the tourist accommodation began. Private hotels appeared mainly in large cities and seaside resorts and near them (Bachvarov 2006). At present (2014), nearly the entire tourist accommodation is private property. The privatization and commercialization of tourist accommodation have led to its improvement. The last ten years have brought more hotels of the highest standard (four and five stars). The main aim of the tourist infrastructure development is to match the standards to the expectations of the tourists from Western Europe.

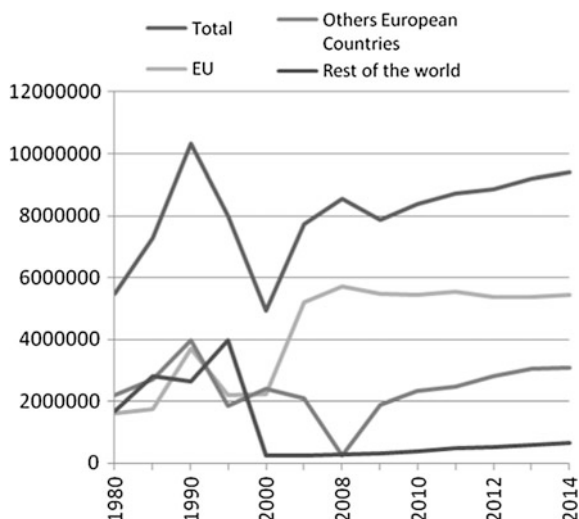
3.4 Visitors and Number of Visits (Selected Factors of Tourism)

In 2013, Bulgaria was visited by 9191.782 people, 6898.000 (70.4%) of whom were tourists (Table 3.4). Compared to 2012, the number of visitors increased only by 1.0% and of tourists—by 1.1%. However, it was over two million visitors less than in the late 1990s (Fig. 3.9). In 1990, Bulgaria was visited by more tourists than

Table 3.4 Foreign arrivals to Bulgaria (Source National Statistical Institute, the Republic of Bulgaria, Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	13/12 (%)
Total	7282455	7499177	7725747	8532972	7872805	8374034	8712821	8866552	9191782	1.0
Tourists	4837150	5158117	5151283	5779828	5738873	6047013	6328000	6541000	6898000	1.1

Fig. 3.9 Foreign arrivals to Bulgaria (number) (Source: National Statistical Institute, the Republic of Bulgaria and Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)



in the previous 20 years. After the political and economic transformations in the early 1990s, Bulgaria recorded the largest decrease (by a half) in the number of visits from abroad, which was connected with the decline of the most important foreign tourist markets, mostly the post-socialist countries. For instance, the tourist traffic from Poland, one of the most important foreign markets, decreased by nearly 100% in 1995, in comparison with 1990 (Table 3.5).

Since the end of the 1990s, the number of foreign tourists has been steadily growing (Fig. 3.10). A slight decrease in arrivals was noted in 2009. The large majority (57.7% in 2014) are visitors from the European Union countries (Figs. 3.9 and 3.10). The growth tendency in tourism continued in Bulgaria until 2009, when the country was visited by fewer tourists because of the global crisis (Fig. 3.10). The largest increase in tourist traffic in 2014, in comparison with 2013, was recorded among visitors from Japan—by 70.9%, Portugal—by 41.5%, Israel—by 28.4%, Canada—by 13.2%, Italy—by 11.2%, Germany—by 10.7%, Switzerland—by 9.5%, Belgium—by 9.5%, Spain—by 9.1%, and Austria—by 8.3% (Table 3.5). As regards the volume of tourist traffic, Bulgaria was placed 35th in the World and 20th in Europe (2014).

Most visitors arrive in Bulgaria from the neighboring countries. Romania has been the leader for a long time, with 1,439,853 visitors in 2014 (15.3% of the overall number) (Fig. 3.11, Table 3.5). Another significant group of visitors are Greeks (1,100,789 persons, 11.7%) and Turks (1,094,985 persons, 11.6%). Another traditional market is Germany; in 2014, Bulgaria was visited by 898,791 Germans, who made 9.1% of the overall number of visitors. Countries of Eastern Europe such as Russia (666,538 persons, 7.1%), and Ukraine (341,524 persons, 3.6%), and Southern Europe such as Serbia (453,891 persons, 4.8%) and FYROM Macedonia (441,107 persons, 4.7%) have become important markets in recent years. Among the remaining foreign tourist markets, we should mention the United Kingdom,

Table 3.5 Foreign arrivals to Bulgaria by the country of origin (number) (*Source* National Statistical Institute, the Republic of Bulgaria)

Country of origin	1980	1985	1990	1995	2000	2007	2008	2009	2010	2011	2012	2013	2014	2014/2013
Total	5,485,787	7,295,244	10,329,537	8,004,584	4,922,118	7,725,747	8,532,972	7,872,805	8,374,034	8,712,821	8,866,552	9,191,782	9,408,821	2.3
EU	1,604,008	1,753,880	3,709,788	2,178,030	2,220,265	5,193,458	5,722,712	5,458,030	5,425,737	5,540,949	5,350,622	5,362,776	5,431,145	1.3
Austria	29,388	46,239	33,712	10,383	29,839	141,123	157,027	182,075	181,577	186,438	185,242	192,298	208,344	8.3
Belgium	6,631	12,226	12,901	4,799	23,354	88,203	93,269	96,334	91,183	91,947	95,678	94,735	103,754	9.5
United Kingdom	42,865	73,350	90,262	51,063	64,001	360,651	370,908	316,928	309,482	306,939	282,076	269,656	256,932	- 4.8
Germany	368,674	466,888	235,387	202,401	308,619	691,596	759,660	898,352	833,430	836,845	784,678	812,189	898,791	10.7
Greece	206,883	98,657	220,449	230,767	422,062	868,153	881,458	924,220	1,017,914	1,120,640	1,087,260	1,105,437	1,100,789	- 1.6
Denmark	5,931	6,326	7,835	11,271	18,038	94,678	122,364	90,672	84,172	81,860	72,216	70,915	55,924	- 12.2
Ireland	3892	62,594	67,090	46,102	33,089	29,941	26,722	18,405	12,739	- 30.8
Spain	13,716	5732	6106	3216	6620	39,977	40,869	54,847	58,499	60,026	59,322	59,972	65,407	9.1
Italy	25,807	17,655	27,534	23,608	33,732	93,591	104,931	126,108	125,683	130,259	128,851	129,115	143,561	11.2
Cyprus	24,561	24,324	22,557	22,050	21,157	18,689	17,785	17,231	- 4.2
Malta	6073	10,757	7479	6370	4178	4369	2988	1808	- 395
Netherlands	14,562	16,516	22,074	19,019	52,099	152,040	165,231	157,485	156,436	149,449	144,382	134,638	143,793	6.8
Poland	372,391	477,653	830,798	37,324	93,195	221,593	257,713	304,659	294,131	289,742	286,267	283,498	282,105	- 0.5
Portugal	1116	12,149	11,536	9339	9381	9099	7325	6944	9825	41.5
Romania	251,193	207,653	1,809,537	1,509,601	833,716	1,541,006	1,769,194	1,398,694	1,445,342	1,499,415	1,468,179	1,465,600	1,439,853	- 1.8
Slovakia	85,493	140,692	161,621	104,243	95,380	94,355	90,076	81,488	81,883	0.5
Slovenia	16,277	20,055	22,871	22,550	22,140	22,459	22,002	20,178	- 8.3
Hungary	163,388	252,107	348,172	32,379	48,086	137,033	151,237	137,195	124,438	123,735	120,883	115,205	103,068	- 10.6
Finland	21,109	17,860	14,613	5339	20,759	76,477	77,021	57,057	45,527	43,570	38,926	37,812	32,696	- 13.6
France	67,134	39,546	29,827	19,637	32,279	138,380	148,417	196,174	181,317	182,407	180,060	180,114	169,581	- 5.9
Czech Rep.	-	-	-	-	96,956	141,595	167,738	197,863	184,440	176,135	173,739	171,315	182,948	6.8
Sweden	14,336	15,472	20,581	17,223	46,072	112,278	118,913	65,148	48,992	49,492	44,038	39,826	40,259	1.1
Other countries from EU	32,738	41,379	41,628	34,354	31,180	29,185	27,657	33,932	22.7

(continued)

Table 3.5 (continued)

Country of origin	1980	1985	1990	1995	2000	2007	2008	2009	2010	2011	2012	2013	2014	2014/2013
Other European countries	2,186,917	2,694,033	3,978,223	1,843,443	2,379,525	2078,661	2,315,605	1,896,055	2,344,871	2,474,735	2,796,737	3,047,582	3,064,915	0.5
Norway	1044	10,057	18,926	13,842	11,731	79,041	87,362	59,598	55,414	48,707	28,993	30,768	33,050	7.5
FYROM ¹ Macedonia	879,784	241,358	323,400	310,113	409,970	439,679	424,182	429,008	441,107	2.8
Russian Fed.	154,790	249,128	296,918	295,713	389,864	469,772	609,630	695,853	666,538	-4.3
Serbia ¹	512,497	270,770	311,666	217,940	307,838	365,644	396,448	428,582	453,891	5.9
Turkey	2,177,313	2,674,546	3,951,758	1,825,061	629,358	1,089,684	1,116,680	816,660	943,137	860,654	984,212	1,053,046	1,094,985	4.0
Ukraine	184,304	123,848	150,818	154,701	199,080	251,803	325,944	379,444	341,524	-10
Switzerland	8560	9430	7539	4540	7061	24,832	28,761	41,330	39,568	38,476	27,328	30,881	33,820	9.5
Other countries	16,326	24,168	18,293	24,853	75,483	206,068	201,435	191,251	218,155	229,519	192,118	202,181	248,340	22.8
Israel	3374	3390	3919	5292	34,886	109,588	105,882	106,825	131,144	138,951	95,586	101,222	129,961	28.4
Canada	2266	3152	2272	2154	6584	13,266	14,228	13,262	14,260	14,849	16,061	17,082	19,339	13.2
USA	10,686	17,626	12,102	17,407	34,013	71,060	71,495	62,706	62,782	65,483	69,323	72,609	79,788	9.9
Japan	12,154	9830	8458	9969	10,236	11,148	11,268	19,252	70.9
Rest of the world	1,678,536	2,823,163	2,623,233	3,958,258	246,845	247,560	293,220	327,469	385,271	467,618	527,075	579,243	664,421	14.7

¹Incl. Serbia and Montenegro before 2006

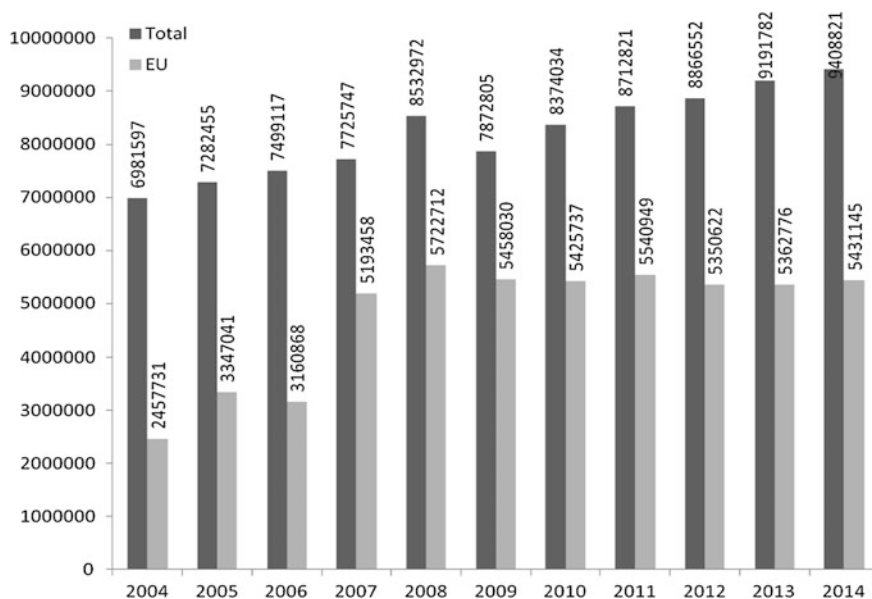


Fig. 3.10 Foreign tourist arrivals to Bulgaria (number) (*Source* National Statistical Institute, the Republic of Bulgaria)

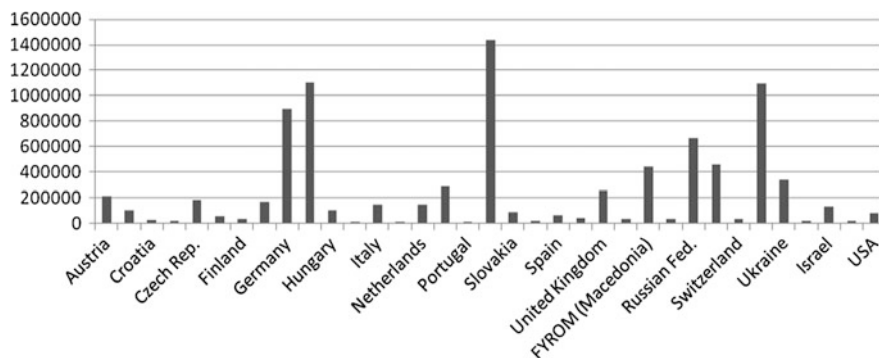


Fig. 3.11 Foreign arrivals to Bulgaria in 2014 by country origin (number) (*Source* National Statistical Institute, the Republic of Bulgaria)

Poland, Austria, France, as well as other traditional markets, such as Italy, the Netherlands, Hungary, and the Czech Republic. In general, recently we have recorded an increase in the number of arrivals from Central and Eastern European countries, which used to be Bulgaria's largest foreign tourist markets in the 1980s and 1990s. and also from highly developed countries, which are the biggest tourist markets in the world.

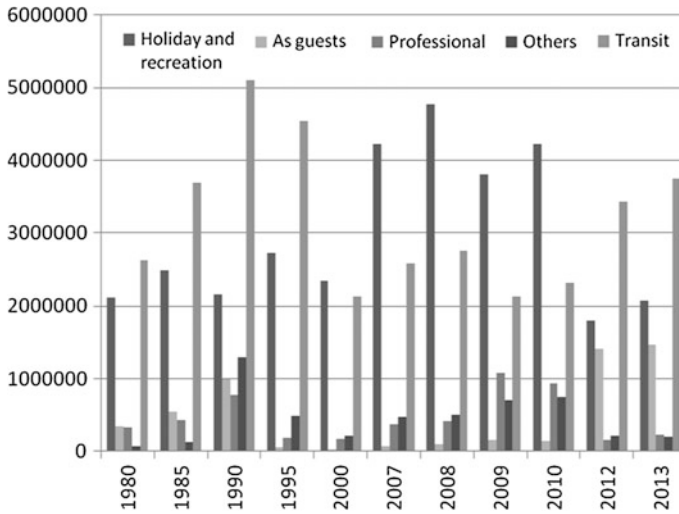


Fig. 3.12 Foreign arrivals to Bulgaria by the purpose of visit (number) (Source National Statistical Institute, the Republic of Bulgaria and Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

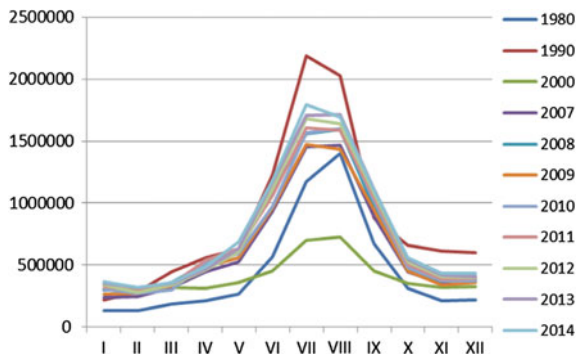
Due to its location and tourist assets, Bulgaria is a country visited mainly for recreational or transit purposes (Fig. 3.12, Table 3.6). Until mid-1990s, the most important motive of arrivals in Bulgaria had been transit (56.7% in 1995).

At that time, recreation was the purpose of 34.0% of arrivals. Bulgaria is mostly associated with seaside recreation, called 3xS (Hall 1998, Bachvarov 1997, 2006, Hughes and Allen 2005).

Table 3.6 Foreign arrivals to Bulgaria by the purpose of visit (%) (Source National Statistical Institute, the Republic of Bulgaria and Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

Year:	Purpose of visit:				
	Holiday and recreation	As guests	Professional	Others	Transit
1980	38.7	6.2	6.1	1.2	47.8
1985	34.2	7.6	5.9	1.7	50.6
1990	20.9	9.6	7.5	12.5	49.5
1995	34.0	0.7	2.4	6.2	56.7
2000	47.8	0.7	3.6	4.4	43.4
2007	54.6	1.0	4.9	6.2	33.3
2008	55.8	1.2	4.9	5.8	32.3
2009	48.4	1.9	13.7	8.9	27.1
2010	50.5	1.7	11.1	8.9	27.8
2012	25.8	20.1	2.2	3.0	48.9
2013	26.9	19.0	2.9	2.7	48.6

Fig. 3.13 The number of foreign arrivals to Bulgaria by months (Source National Statistical Institute, the Republic of Bulgaria)



After 1995, typically recreational arrivals were the most frequent. In 2010, they made 50.1%, while the significance of transits visibly decreased to 27.8%. After 2010, there was a quite significant decrease in arrivals for holiday and recreational purposes in favor of other purposes such as “as guest” and transit. This could have been caused by a lower competitiveness of the holiday offer of Bulgaria on the European market, as well as a greater interest in attractions other than the typical holiday tourist destinations of the country.

Other purposes of arrivals in Bulgaria include business trips—2.9% in 2013, which was still 11% less than in 2009.

Tourist arrivals in Bulgaria are clearly seasonal. In between 1980–2014, the tourist season lasted from June to September (Fig. 3.13). In the 1980s, in the summer season, Bulgaria was visited by over 60% of the total number of visitors during the year (Table 3.7) and, in the second half of the 1990s, that number went down to slightly over 42%.

During the last ten years, the tourist traffic in the summer season exceeded 60% of the annual number of foreign arrivals. The larger inflow of tourists in the summer, especially to the seaside resorts, often exceeds the capacity of the available tourist accommodation (Bachvarov 2006). Tourists’ arrivals in Bulgaria in the remaining months of the year play a rather marginal role, and it is difficult to identify other distinctive tourist seasons here.

It is worth noticing, however, that the tourist traffic in individual summer months tends to be distributed more evenly, which may lead to a more effective exploitation of the tourist infrastructure during the high season.

In 1980–2014, the number of tourist overnight stays visibly changed as well, decreasing by nearly 100% in all types of accommodation facilities (Fig. 3.14).

After 2000, it started to increase, in 2009 it dropped by 19.7% in comparison with 2008, and in 2010 it increased again by 5.8%. In 2014, most overnight stays were sold to the citizens of Russia (18.9%) and Croatia (18.5%) (Fig. 3.15). An important role was also played by Netherland (9.5%), Lithuania (8.0%), and Luxemburg (7.4%). We should also mention that the traditional and most significant tourist markets of Central (Poland, Czech Republic, and Hungary) and Western

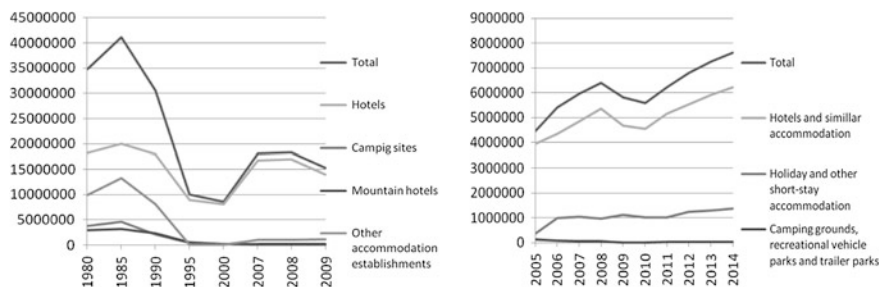


Fig. 3.14 Number of overnight stays at accommodation facilities in Bulgaria (left a and right b) (Source National Statistical Institute, the Republic of Bulgaria and Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

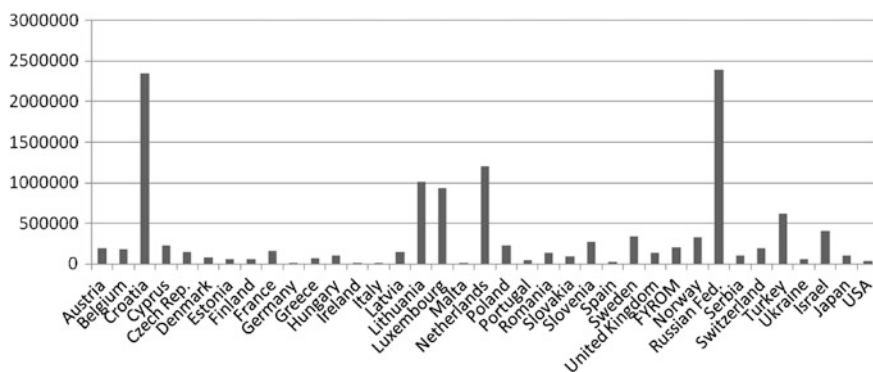


Fig. 3.15 The number of overnight stays in accommodation facilities in Bulgaria by the country of origin in 2014 (Source National Statistical Institute, the Republic of Bulgaria)

Europe (Germany, United Kingdom, and France) today play a smaller role in this aspect.

The neighboring countries, except Turkey, Romania, Serbia, and FYROM Macedonia, where a great number of visitors came from—showed a relatively low rate of tourist overnight stays (below 2%), which proves that the main purpose of their arrivals in Bulgaria was transit.

In 2014, the average length of stay in Bulgaria was 3.5 days (Fig. 3.16). The tourists who stayed the longest came from Russia, Norway, Luxemburg, Croatia, Poland, Turkey, Hungary, Denmark, Greece, Lithuania, Sweden, the Czech Republic, Slovakia, Ireland, and the United Kingdom. The average length of their stays was over 6 days. Tourists from Belgium, Estonia, Latvia, Romania, and Austria stayed relatively long (4–5 days on average). The countries belonging to the European Union dominate among the states listed above. The long average stay certainly proves that recreation is the dominating purpose of visit in Bulgaria. The shortest average length of stay (below 2 days) was recorded in case of tourists from

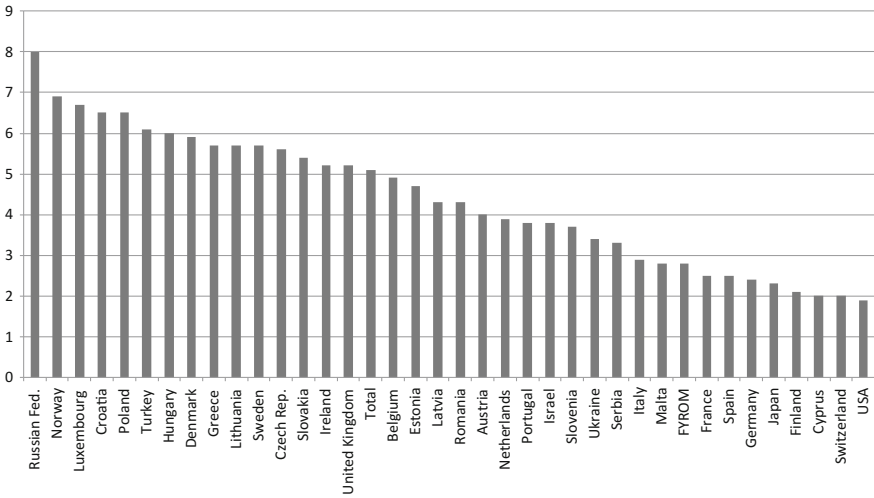


Fig. 3.16 Average length of stay in accommodation facilities in Bulgaria by the country of origin in 2014 (number of days) (Source National Statistical Institute, the Republic of Bulgaria)

Cyprus, Switzerland, and also the USA, which proves the transit character of their arrivals.

The average length of stay also depended on the type of accommodation—in 2009, it was 3.5 days in hotels, 1.7 days in mountain hotels (chalets), and 4.5 days in other accommodation facilities (Fig. 3.17a). In 1980, the average length of stay started to decrease, from 4.1 to 3.5 days. It was particularly visible in alternative types of accommodation (e.g., private accommodation), where in the 1980s, an average stay lasted over 10 days.

The rapid decrease in the length of stay was recorded in the mid-1990s. In 2009, an average stay in those types of accommodation lasted for about 4 days (Fig. 3.17a). In the remaining types, the largest decrease in the average length of

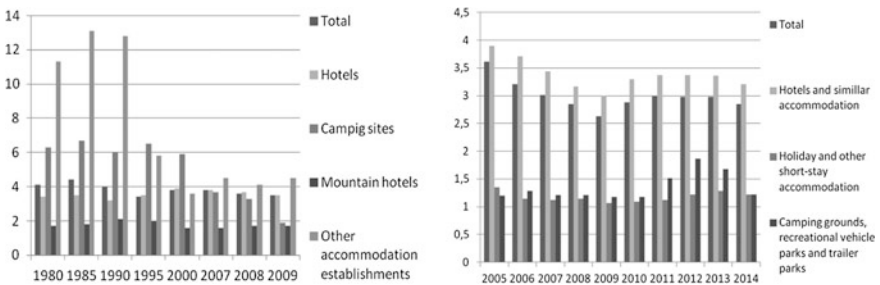


Fig. 3.17 Average length of stay in accommodation facilities in Bulgaria (number of days) (left a and right b) (Source National Statistical Institute, the Republic of Bulgaria and Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

stay was recorded at campsites. In the 1980s, an average stay there lasted 6 days. Since 2007, it has been shortened by a half. The average length of stay in hotels was 3–3.5 days. The shortest stays, under 2 days, were recorded at accommodation facilities situated in the mountains. This situation changed slightly after 2009 (Fig. 3.17b). Using the classification of tourist accommodation by Eurostat, it should be noted that the average length of stay was highest in hotels and similar accommodations; in 2014, it amounted to 3.2 days. In other types of accommodation, the average length of stay was 1.2 days. Different average lengths of stay confirm the variety of tourism forms in Bulgaria. In fact, the indexes refer to both the longer recreational stays and the shorter ones connected with transit or business.

The spatial structure of the tourist traffic in Bulgaria has remained unchanged for a long time, despite the significant socio-economic and political transformations which took place at the end of the twentieth century. (Bachvarov 2006). Tourism in Bulgaria was generally concentrated in three regions (Figs. 3.18 and 3.19). Most tourists visited the areas in the east of the country, by the Black Sea. The south-eastern and northeastern regions were visited by over 69.1% of the overall number of visitors registered at accommodation facilities in 2014 (29.6 and 39.5%, respectively). The majority of them were foreigners. The third most visited area was the southwestern region, with Sophia and the most attractive mountainous areas of the Vitosha, Pirin, and Rila massifs. In 2014, these regions were visited by 15.8% of the tourists staying in Bulgaria. The proportion of foreign and domestic tourists in this part of the country was 50–50%. The remaining three regions played an insignificant role in the distribution of tourism in the country—only 5.3% in 2014. On the other hand, domestic tourists visiting these regions clearly dominated (over 80%) over the foreign ones (Fig. 3.18).

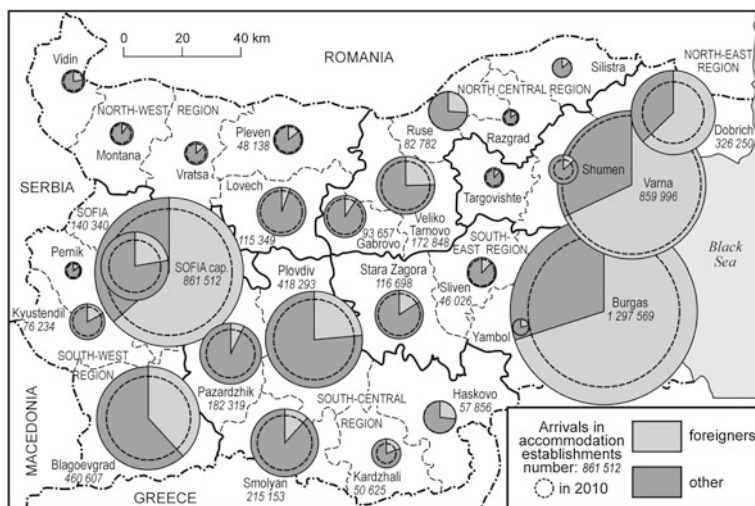
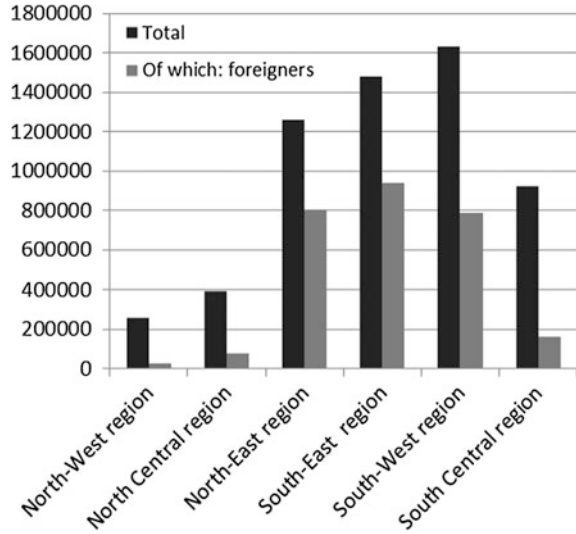


Fig. 3.18 The number of arrivals at accommodation facilities in Bulgaria in 2010 and 2014 (Source Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)

Fig. 3.19 The number of arrivals at accommodation facilities in Bulgaria by regions in 2014 (Source Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)



The regions of eastern Bulgaria recorded the highest number of tourist overnight stays (Figs. 3.20 and 3.21). Both Black Sea regions recorded 46.1% of all the overnight stays in the country. The next region, with the capital city and the Pirin and Rila massifs, recorded similar value of 42.9% of the overall number of

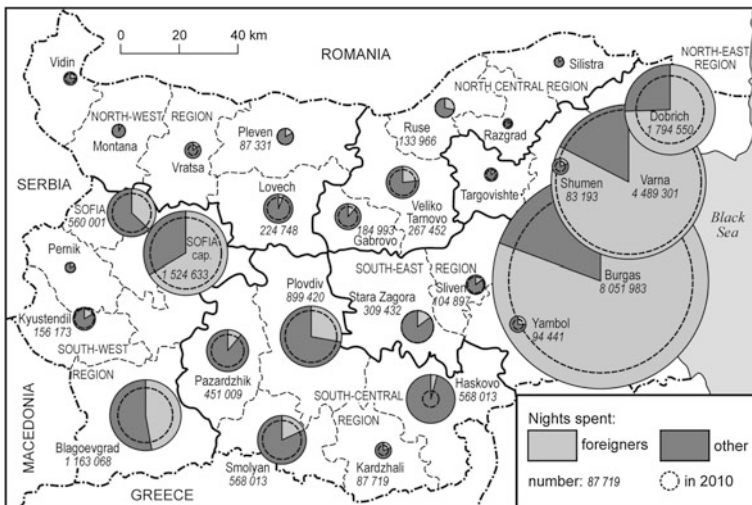
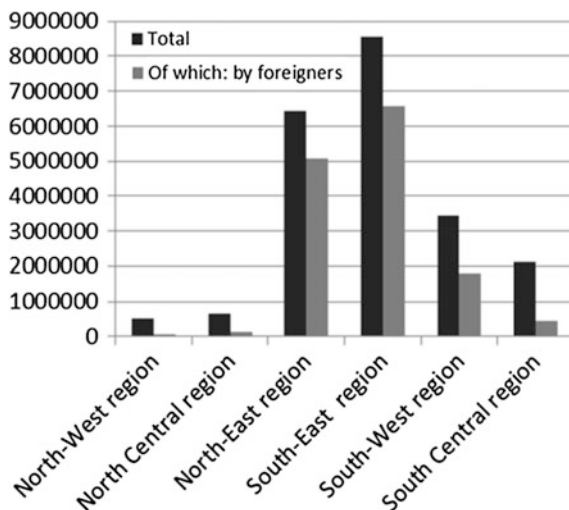


Fig. 3.20 Overnight stays in accommodation facilities in Bulgaria in 2010 and 2014 (Source National Statistical Institute, the Republic of Bulgaria)

Fig. 3.21 Overnight stays in accommodation establishments in Bulgaria by regions in 2010 and 2014 (Source Eurostat—<http://ec.europa.eu/eurostat/web/tourism/data/main-tables>)



overnight stays. The domination of foreign tourists in these regions (over 96% of all overnight stays) was much stronger than in case of the general tourist traffic. In the southeast region, the tourists used slightly more than a third of the available accommodation (33.6%). The least visited were the northcentral and northwestern, as well as the southcentral regions of Bulgaria. The percentage of these regions in the structure of tourist overnight stays did not exceed 10%. Moreover, the percentage of foreign tourists in these regions was much smaller; in 2014, it was 13.4% in the northcentral and 19.8% in the southcentral region.

To sum up, Bulgaria is one of the more visited countries in Central and Eastern Europe. Recently, the role of tourism in this country has grown, which is proved by the increasing number of foreign visitors. The main role on the tourist market of Bulgaria is still played by former communist countries, i.e., Russia, Romania, Poland, and Hungary. The Western European markets are also important, mainly German and British ones. Their role has evidently increased over the last ten years, as they have partly filled in the gap left by the reduced number of arrivals from the post-communist countries. Tourism in Bulgaria is oriented toward typical seaside recreation, less toward mountain recreation. The recreational character of stays is proved by the long average length of stays. Moreover, the arrivals are mostly recreation-oriented. Tourism in Bulgaria is strongly seasonal, the summer season being the most important. The number of arrivals in the winter season has been slightly increasing recently, and the winter arrivals increase rate is higher than in case of the summer arrivals (Bachvarov 2006). The spatial structure of tourism in Bulgaria has remained unchanged; tourism is still concentrated on the Black Sea Coast, due to the deeply rooted tradition of seaside recreation in Bulgaria, clearly dominating other forms of tourism, such as cultural, winter, or spa tourism.

3.5 The Main Forms and Types of Tourism

Bulgaria is traditionally identified not only with typical recreational seaside tourism, but also with other forms of modern tourism. The main forms of tourism in Bulgaria are the following:

- seaside tourism,
- winter tourism and recreation,
- cultural and business tourism (urban tourism, religious tourism, and food tourism—wine and gastronomic tourism),
- mountain tourism—hiking and trekking,
- rural tourism,
- spa and wellness tourism.

Black Sea resorts—seaside tourism (3xS)

The Bulgarian Black Sea Coast stretches from Romania in the north to Turkey in the south along 378 km of coastline. Beautiful sandy beaches, covering 9 million km², cover approximately 30% of the coast (Mishev et al. 1983, Vodenska 1992, after Bachvarov 2006). The main urban centers in the region are Varna and Burgas. The seaside region is one of the best-developed tourist regions in Bulgaria, offering 50–60% of the entire tourist accommodation in the country (Bachvarov 2006). There are 20 resorts of different sizes located on the coast. The majority of the tourist infrastructure is situated in the northern part of the region, near Varna, as well as in the central part of the region, north of Burgas. The largest resorts are Sunny Beach, Golden Sands (Photograph 3.2), St. Constantine and Elena, Albena, Dyuni, Elenite, and Primorsko. In 2014, the three coastal districts—Burgas, Varna, and Dobrich—concentrated 40.1% of all the tourist accommodation facilities and 67.4% of all bed-places in Bulgaria. The Black Sea Coast is also one of the major tourist regions as regards foreign tourism. The seaside districts mentioned above were visited by 60.8% of the overall number of foreign tourists, who bought 81.9% of overnight stays available in the tourist accommodation facilities in Bulgaria. Tourism in the seaside zone is strongly seasonal. In the summer season, from June to September, 60% of all overnight stays in Bulgaria are sold out there. Recreational tourism on the Black Sea Coast has a long tradition, dating back to the early 1960s. The tourist infrastructure of the seaside resorts took the form of large, high standard hotel recreation complexes, built mainly with foreign tourists in mind. The largest seaside resorts—Golden Sands and Sunny Beach—were created before 1970, and Albena—one of the most modern tourist complexes in Bulgaria—after 1970. It has 14,900 bed-places in 43 two-, three- and four-star hotels, situated near the beach. The remaining elements of the tourist accommodation are numerous swimming pools, courts, and other sports facilities.

Winter tourism—snow sports

Apart from sandy beaches, Bulgaria also has mountains, which offer favorable conditions for developing different forms of tourism. They include the Vitosha, Pirin, Rila, and Balkan massifs, as well as the Rhodopes. Their height exceeds

2000 m above the sea level, and the snow cover duration is 4 to 6 months, from October to March, despite the close vicinity of warm climate areas (Bachvarov 2006). Out of all the European countries, Bulgarian mountain areas are protruding furthest to the south, where different forms of winter tourism are developing. The area offers splendid, nearly alpine, skiing conditions. Winter tourism is the second most important form of tourism in Bulgaria. In each of the mountain ranges mentioned above, there are international skiing centers. The oldest and the largest one is Borovets situated in the northern part of the Rila Mountains, at the foot of the highest peak—Balkan (2925 m.a.s.l.). Another famous winter sports center in Bulgaria is Vitosha, situated in the suburban zone of Sophia. The skiing infrastructure in the Vitosha massif is very well developed. The location of Vitosha close to the capital has a great influence on the volume of the tourist traffic. Every year the Vitosha massif is visited by up to three million skiers and tourists (Bachvarov 2006). The third largest winter sports center is Pamporovo, situated in the central part of the Rhodope Mountains, about 80 km south of Plovdiv. The newest and the fastest developing skiing center in Bulgaria is Bansko, situated in the Pirin Mountains. The aforementioned biggest tourist centers located in the mountains comprise about 40% of the bed capacity, 56% of the overnight stays, and 72% of the total income generated in the mountain centers (Kazachka and Dogramadjieva 2006, 2007). Apart from fantastic skiing conditions, both the localities mentioned above and the areas surrounding them offer attractive conditions for the development of other forms of tourism, such as mountain hiking, cultural (folk culture), religious, and rural tourism, particularly in the other seasons of the year (Stoykova 2009a).

Mountain tourism—hiking and trekking

Mountain tourism has a long tradition in Bulgaria. In 1895, the Bulgarian Tourist Climbing Association was founded (Bachvarov 2006). The mountainous landscape of Bulgaria is varied, which results in the development of different forms of mountain tourism (Kroumova 2011). The most attractive mountainous landscapes in Bulgaria are found in the Rila and Pirin massifs. They are the highest mountain ranges and the only ones to represent the alpine type of landscape. The Rhodopes, situated more to the east, represent the landscapes found in low, medium–height, and high mountains. The situation is similar in case of the remaining mountainous areas in Bulgaria. The natural environment in the mountains has remained mostly intact, not only due to the nature preservation policy that has been implemented (Yordanova and Mateeva 2011). This situation creates favorable conditions for the development of ecotourism. The mountains of Bulgaria are attractive for mountain hiking, primarily in the summer season (Hall 1998). Including winter tourism, the tourist season in the mountainous regions of Bulgaria lasts much longer than in the Black Sea region. Like in case of the ski tourism, mountain landscapes create beautiful scenery for attractive cultural heritage sites, where different forms of cultural tourism can be developed throughout the year (Stoykova 2009a). The development of mountain tourism is possible due to the network of over 130 mountain hotels/chalets built in the higher parts of the mountains (Evrev 1987).

Rural tourism

The proximity of Bulgaria to the highly developed and urbanized Western European countries, its rich natural and cultural heritage, as well as the national traditions² create a huge potential for the development of rural tourism (Hall 1998, Bachvarov 2006). The cultural heritage of rural areas is an important and integral element of the overall cultural heritage of this country (Hall 1998). It is estimated that there are about 480,000 homes in the countryside (Bachvarov 2006). Rural tourism may be seen as counterbalance for the well-developed mass seaside tourism (Bachvarov 1997, Hall 1998). In the communist times, due to the inflow of capital and people, some rural areas were transformed into huge sport tourist centers in the mountains or hotel recreation complexes on the Black Sea Coast (Hall 1998). At present, they have a large potential for the development of different types of tourism forms based on recreation in the countryside. Rural tourism flourishes in many regions of Bulgaria, e.g., in the mountains (the Rhodopes) (Photograph 3.3). Well-known rural localities include Borino, Devin, Dospat, Sarnitsa, Trigrad, Yagodina, Shiroka Laka, Gela, Bukata, Mogilitsa, Arda, Progled, Stoykite, Ezerovo, Smolyan, Sokolovtsi, Hvoyna, Orehovo, Chepelare, Zlatograd, Smilyan, and Ivaylograd. Another area known for rural tourism is the region of the Rila and Pirin Mountains. Rural tourism is also well developed in the areas between the Balkan Chain and the Sredna Gora mountains in the south of the country. Localities such as Kalofer, Enina, Koprivshtitsa, Brestovitsa, and Debrashitsa are famous mainly for their traditional rural buildings. The most popular rural tourism localities in the northern part of the country include Arbanasi, Bozhentsi, Elena, Zgalevo, Koshov, Lovech, Tryavna, Beli Osam, Cherni Osam, and Yamna (northcentral region), as well as Belogradchik, Berkovitsa, Vratsa, Pavolche, Zgorigrad, Gavril Genovo, Ribaritsa, and Chiprovtsi (northwestern region). Rural tourism in Bulgaria is strongly related to the other forms of tourism. Mountainous rural areas are visited mainly by tourists practicing mountain and ski tourism, as well as cultural tourism involving exploration of folk culture heritage. In the seaside areas, rural tourism develops far from large hotel recreation complexes, close to the attractive natural areas, which results in different forms of ecotourism.

Cultural and business tourism (religious, urban, wine tourism etc.)

Cultural tourism is an alternative to mass seaside and winter recreational tourism. Arrivals in Bulgaria for cultural purposes are still in minority when compared with the recreation-oriented arrivals. In the summer season, a large majority of overnight stays are sold on the Black Sea Coast. Tourists rarely leave that region in order to visit major cultural attractions in other parts of the country, which proves the domination of the recreational tourism in Bulgaria (Bachvarov 2006).

Cultural heritage sites are situated in the central, southern, and western parts of Bulgaria. Cultural tourism is concentrated mainly in cities, first of all in Sophia with its numerous museums, art galleries, and architectural historical monuments, which

²Rural tourism is deeply rooted in tradition as the majority of Bulgarian population is of rural origin (Bachvarov 2006, p. 245).

are the symbols of the tradition and history of the whole country (Photograph 3.8). Other Bulgarian cities which are attractive for cultural tourism include Plovdiv and Veliko Tarnovo (Photograph 3.7). Relatively many cities which have become cultural centers are found in the mountainous and sub-mountainous areas, e.g., in Rila, Bachkovo, Rozen, Trojan, and Preobrazhenski. The situation is similar in the coast, dominated by recreational tourism. Tourist localities with considerable cultural heritage in the seaside area include Nesebyr, Sozopol, Varna, and Elena.

Cultural tourism in Bulgaria, like in other post-communist countries, is also perceived from the point of view of the latest history. In the 1990s, these countries underwent a transformation in all aspects of social and economic life. The changes also concerned tourism and culture. After communism was abolished, they gained a new quality. The revival of cultural identity after the period of communist isolation coincided with the growing significance of the cultural heritage in European tourism and started to attract tourists, especially from the Western European markets, to former socialist countries, including Bulgaria. The quality of the tourist product connected with cultural tourism is generally described as good and meeting the standards expected by foreign tourists (Hughes and Allen 2005).

Cultural tourism in Bulgaria takes different forms, such as religious, urban, or wine tourism.

Religious tourism

Bulgaria has a lot of easily accessible religious sites and events, which give religious tourism an opportunity to develop (Stoykova 2009a). The main religion-related tourist attractions are Eastern Orthodox monasteries, usually situated in magnificent mountain landscapes. They are not only pilgrimage destinations, but also they are visited by tourists interested in the rich cultural heritage connected with the art (architecture, mural painting, icons, and sculpture) and history of these buildings. There are about 160 Eastern Orthodox monasteries in the mountains, the most famous of which is Rila Monastery, put on the UNESCO World Cultural and Natural Heritage List (Photograph 3.6). It is the largest center of spiritual and cultural revival in Bulgaria. The Trojansky and Rozhen monasteries are also worth mentioning. Some Eastern Orthodox monasteries are situated outside the mountains, like the Aldzha Monastery in the seaside region, carved in the rock near Golden Sands. Religious tourism is slowly becoming a part of the tourist market of Bulgaria. This has also been noticed by the authorities of the Bulgarian Church, who started to see the role of religious tourism in terms of a spiritual mission (Stoykova 2009a). Despite its high tourist attractiveness, religious tourism in Bulgaria is still poorly developed, due to the lack of a nationwide development strategy, a comprehensive system of tourist information and advertising at international fairs, as well as a disregard of the fact that religious tourism is a part of cultural tourism (Stoykova 2009a).

Urban tourism

Urban tourism in Bulgaria, similarly to the other forms of cultural tourism, is limited to the largest cities and a few smaller localities, which attract tourists with their architectural historical monuments, culture, history, and high standard of tourist infrastructure. Apart from typical cognitive tourism, the three largest cities in

Bulgaria attract business tourists. The main center of urban tourism is Sophia. Apart from accumulating many cultural attractions, Sophia performs the function of a conference and business center. The other important centers of urban tourism in Bulgaria are Plovdiv and Veliko Tarnovo, which, unlike the capital, attract tourists with historical heritage. Veliko Tarnovo is the second most visited Bulgarian city, after Sophia. Urban tourism develops also in smaller towns, e.g., in Koprivshitsa, considered to be one of the most charming Bulgarian towns, Nesebyr, entered on the UNESCO World Cultural and Natural Heritage List, Melnik, associated mainly with wine production, or Triavna (Bachvarov 2003a, 2006).

Urban tourism in Bulgaria is still poorly developed, although the development potential is high and based mainly on the interesting history of the cities, dating back to the ancient times.

Food tourism (wine and gastronomic)

Traditional cuisine, local, and national dishes are currently one of the attractions preferred by tourists. Bulgaria has long vine growing and wine production traditions, dating back to the ancient times. Wine tourism in Bulgaria is still at the early stage of development, because the significance of this type of tourism for the area and the whole country is underestimated. As only a small number of tourists are interested, the profits brought by related tourist service are modest; there are no places near vineyards where wine could be tasted, etc. (Stoykova 2009b). Annually, 2% of the global wine production takes place in Bulgaria, that is why it is not considered equal to the famous traditional European producers, such as France, Italy, Hungary, or Germany. At present, there are attempts to popularize Bulgarian wines through tourism. Bulgaria is particularly well known for its dry red wine (Bachvarov 2006). Recognized vineyard areas include the regions of Orayahovits and Melnik, which produce the best known and most popular types of Bulgarian wine.

Spa tourism

Mineral and thermal water resources in Bulgaria are the largest on the Balkan Peninsula. There are 600–800 different types of mineral water springs, known already in the ancient Thracian and Greco-Roman times (Shterev and Zagorchev 1996). Famous spas, such as Kyustendil (ancient Pautalia), Sophia (ancient Serdica), Hisar (ancient Augusta), Sapareva Banya (ancient Dzhermanka), Sandanski (ancient Desudava), Ognyanovo (ancient Nicopolis) functioned in the times of the Roman Empire, and early Byzantium. The ruins of Roman mineral baths discovered around Stara Zagora prove the ancient traditions of using mineral and thermal waters. Today, Bulgaria is still a country with a considerable potential for the development of spa tourism, recognized on the international tourist market. The natural potential and long traditions are conducive to the development of this type of tourism all year round. Mineral waters in Bulgaria are used in both spa medicine and recreation following the trends of modern treatment.

Spa tourism generally develops in three regions of Bulgaria. One of them is the mountainous region in the south of the country. The thermal water it offers is among the warmest in Europe. The spas situated at the foot of the main mountain massifs have a particular microclimate with medicinal properties. The best known spas in the

Southern Bulgaria include Kyustendil, the most famous Bulgarian resort. The Thracian name of the spa “Puteos” means “baths.” Other spas in this region include Sandansky, Gorna Banya, and Knyazehovo in the suburbs of Sophia, as well as Kostenets, Sapareva Banya, Blagoevgrad, Ognyanovo, Dobrinishte, Banya, Rupite, Hussar, Strelcha, Welingrad, The Narechen, Devon, Beden, Banite, Haskovo, Merichleri, Pavel Banya, Stara Zagora Mineral Baths, Sliven Banya, and Korten.

Another region of spa tourism is the Northern Bulgaria, with numerous mineral springs of unique chemical composition, unlike the waters in the south of the country. We will find here spas with highly mineralized waters, e.g., Vidin or Montana, and with less mineralized ones in Pleven. The best known and oldest balneology center in the Northern Bulgaria is Varshets, situated at the foot of Western Balkan. The newest spa in the northern region is Ovha Mogila, based on thermal waters.

Many spas are situated along the Black Sea Coast. Seaside spa resorts exploit mineral and thermal waters, as well as therapeutic mud, brines, and the maritime bio-climate. Spa tourism in this region is complementary to the popular recreational tourism. The waters in the seaside zone are low-mineral waters of various chemical compositions. The most valuable ones are the brine waters with high mineral content, found near Kamchiya and Tyulenovo. Other spas in the seaside region include Albena, Saints Constantine, and Elena, Albena and Kavarna, situated in the north of Varna.

Spas used to play an important role in the health care system in Bulgaria, but their significance has decreased. The number of sanatoriums was drastically reduced from 184 in 1990 to just 30 in 2000 (Bachvarov 2006).

3.6 Tourist Regionalization in Bulgaria (Spatial Organization)

Tourist regionalization is one of the most important study areas in tourism geography. A tourist region is commonly understood as an area displaying similar tourist assets, infrastructure, and other factors of tourist development, on the condition that there is a spatial continuity between them. It is known as a formal tourist region, delimited on the basis of objective criteria. Establishing formal tourist regions was the main aim of tourism geography for many years. Due to the globalization and general development of tourism, the approach to delimiting tourist regions has changed. Nowadays, detailed spatial analyses of the conditions of tourism development are conducted for specific purposes, such as administration, marketing, management, and policy. Tourist regions have become more functional in comparison with the formal regions. A new feature of the functional tourist regions is seasonality, which means their spatial changeability in time. The formal approach to defining tourist regions in Bulgaria including functional elements is presented on the Fig. 3.22.

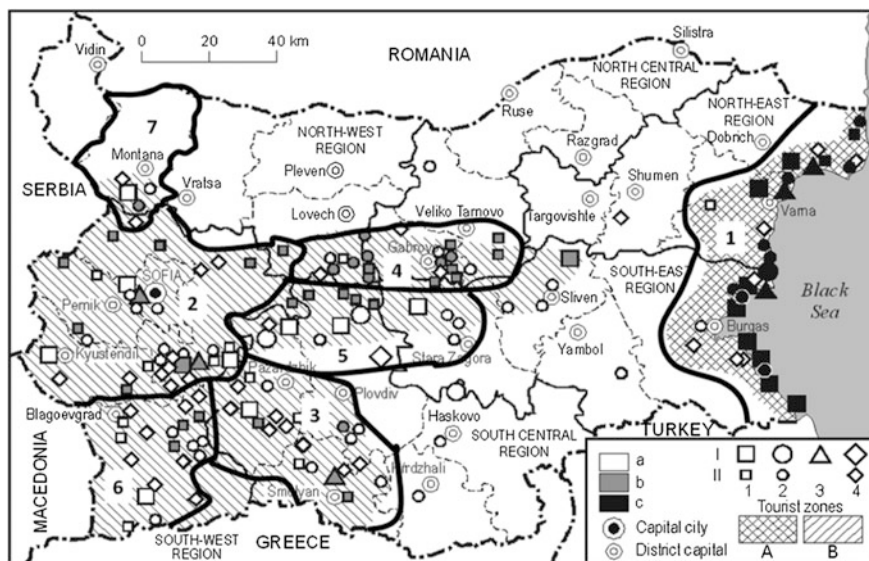


Fig. 3.22 Spatial–functional structure of Bulgarian tourism (tourist regions) (*Source* Bachvarov (1997, 2003b, 2006). I National resorts, II Regional resorts; 1 towns, 2 villages, 3 tourist complexes, 4 designated resorts outside permanent settlements; a spa resorts, b mountains resorts, c seaside resorts; A Black Sea Coast, B Interior (South-West and Central Bulgaria); Regions marked with number in the map: 1 Black Sea Coast, 2 Sofia region, 3 West Rodophe, 4 Central Stara Planina (Central Balkan range and mountains valley), 5 Sredna Gora (Anti-Balkan range and Valley of Roses), 6 Pirin, 7 Northwest

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Chapter 4

Geography of Tourism in Croatia

Armina Kapusta and Robert Wiluś

Abstract Croatia, located in one of the oldest and most important tourist regions of the world, the Mediterranean Basin, is one of the most popular tourist destinations in Europe. Traditions of tourism development in Croatia date back to Roman times. The mass tourism, however, expanded in the 1960s and in the 1970s in accordance with an economic policy of Yugoslavia. The number of tourists visiting Croatia was increasing until the Yugoslav civil wars, fought from 1991 to 1995. Croatia has been making a successful effort to return to the international tourism market since then. In 2014, the country was visited by 13.2 million tourists, which is almost 3 times more than its population. Tourists are attracted by both natural and cultural heritage. Although historical places, monuments, museums, and other cultural attractions are of a great value and begin to play an increasingly important role in the development of tourism, the geographical diversity seems to be the main reason for visiting Croatia. The Adriatic Sea shore contrasts with the Dinaric Alps and lowlands regions and varies the territory of only 56,594 km². Moreover, the indented coastline with a large number of islands (1246 islands, islets, rocks, and reefs) together with the Mediterranean climate are the reasons why Croatia is perceived primarily as a country of coastal tourism, where leisure activities are of a great importance. On the other hand, new forms of marine tourism, such as yachting and diving, are also widespread.

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4.1 Assessment of Conditions and Factors for Tourism Development in Croatia

4.1.1 Geographical Location

The geographical location of Croatia is one of the most important factors of tourism development in this country. Croatia is situated in the south of Europe, in the western part of the Balkan Peninsula and in the Pannonian Plain. A characteristic feature of this country is its considerable longitudinal expansion. The shape of Croatia is similar to that of a boomerang, whose longer arm is the Adriatic coastline. It is a small country, occupying only 56,594 km². Despite such a small area, the natural environment is extremely varied, with most types of natural landscape found on the continent. The eastern part of Croatia lies in the Pannonian Plain, of the typically lowland scenery. Moving westwards, we observe a sudden change into the mountainous landscape. A small part of the Croatian territory (over 14%) is situated in the Dinaric Alps, which extend from the northwest to the southeast, parallel to the coastline, along the whole Balkan Peninsula. The western part of the Dinaric Alps, flooded by the Adriatic Sea, forms one of the most spectacular types of coastline in Europe, called the Dalmatian type coastline. It consists of approximately 1185 islands, islets, and rocks, as well as peninsulas formed by parallel mountain ranges, separated one from another with flooded valleys. Due to the well-developed coastline, Croatia is a country with one of the largest access to the sea in Europe. It has one of the longest coastlines in Europe—6278 km, 4389 of which belongs to the islands. The coastal location, with mountains in the background creates unique climatic conditions. Croatia lies in two climatic zones. On the coast and on the islands to the west of the Dinaric Alps, there is a typical Mediterranean climate (subtropical zone). In the Dinaric Alps, there is a mountain climate. On the eastern side of the mountains, we have a mild, warm, continental climate (temperate zone). The sharp contrasts in the land relief and the climate in Croatia, resulting from its location on the border of large landscape units in Southern and Central Europe, are very interesting features of the Croatian land, making the country a very attractive destination for tourists.

The location of Croatia in the Southern Europe guaranteed close contacts with the centers of the developing European civilization. The proximity of ancient Greece and Rome could be easily detected in art, architecture, and urban planning of the major Croatian towns, situated mainly on the coast. The remains of the ancient culture were mixed with the elements of the Slavonic culture, which was brought to the Balkan Peninsula by the Slav tribes in the sixth–seventh centuries. In the ninth century, despite the close proximity of Byzantium, the Croats were baptized by the Franks and culturally became a part of the Latin civilization, contrary to the Serbs, who they are ethnically related to, and who remained under the eastern, Byzantine influence. However, many traces of the Byzantine culture may still be found in Croatia today. From the twelfth century Croatia was controlled by Hungary. By the end of the fifteenth century, it also came under the influence of

the Republic of Venice (which conquered Dalmatia), as well as the Ottoman Empire. From the sixteenth century till the First World War, it was under the influence of Austria-Hungary. Although Croatia represents the West-European and Central European culture, it has a rich, multicultural heritage, due to its location next to the areas with strong eastern elements (Byzantine, Ottoman).

From the tourist point of view, however, the main asset of Croatia is its location in the Mediterranean Sea Basin, one of the most important and oldest tourist regions in the world. Croatia quickly became a tourist destination. At the turn of the eighteenth and nineteenth centuries, the first forms of tourist infrastructure appeared on the Istria Peninsula (Ateljević and Čorak 2006) (Photograph 4.10). The development of rail and ferry connections in the times of the Austro-Hungarian Monarchy caused a noticeable increase in tourist flows on the whole Croatian coast (Jordan 1995, Wiluš and Włodarczyk 1996). Despite numerous geopolitical changes in the Balkan area, which has been taking place since the First World War, the coastal location has always been the main factor of the tourism development in Croatia. Also, the over one hundred-year-long tourist tradition makes Croatia stand out from other Mediterranean countries (Pepeonik and Curić 1996).

An important location asset of Croatia is also the close proximity of the major tourist markets. Croatia is a Mediterranean country situated close to the countries of Central and Eastern Europe, where the large number of tourists comes from. What is more, it is very well connected with these countries, through a well-developed network of roads and motorways.

4.1.2 Natural Preconditions for Tourism Development

The richness and exceptional diversity of the natural environment on the small area of the country enhance the tourist attractiveness of Croatia. It is a mountainous and lowland country, 14% of which is covered by the Dinaric Alps, divided into smaller, individual massifs, such as Gorski Kotar, Velika and Mala Kapela, Velebit, Biokovo and the highest Dinara, rising to 1831 m above sea level. The common feature of these mountains is the karst landforms, which form one of the largest karst areas in Europe. The karst of the Dinaric Alps is considered to be the most classic one. The particularly attractive landscape is created by surface karst landforms. They include long, shallow holes, extending sometimes over several kilometers long poljes, systems of lakes (e.g. Plitvička jezera) (Photograph 4.2), waterfalls (e.g. on the Krka river) (Photograph 4.3), and caves (e.g. the underwater Modra špilja). In Croatia, except for the mountains formed during the Alpine orogeny, there are also other mountain ranges belonging to the old fault-block mountains near Zagreb (Medvednica, Žumberačka gora) and in the eastern part of the country (Papuk). To the east of the Dinaric Alps, there is a flat area of the Pannonian Lowland, which extends to Slovenia, Hungary, Serbia, and Romania. The lowland is crossed by the largest Croatian rivers: the Sava, the Drava, the Kupa, and the Danube, which is one of the most attractive tourist water trails in

Europe. From the tourist perspective, the eastern, lowland part of the country is generally less attractive, but at the same time, foreign tourists are less familiar with it. One of the major natural assets found in the continental part of the country are the geothermal waters with medicinal properties, used in spas (e.g. Varaždinske Toplice and Krapinske Toplice). The continental part of Croatia is separated from the sea by the Dinaric Alps, which are a giant natural barrier. On each side of the mountains, the climatic and natural conditions are completely different. Going from the east westwards, we may observe a clear change from the temperate into the Mediterranean climate, which enhances the development of different forms of recreational tourism, mainly due to the long tourist season, lasting from May to October. Apart from the high temperatures, the main features of the climate on the Croatian coast which encourage the development of tourism are a small amount or even lack of precipitations in the summer season and a considerable exposure to sunlight, up to 380 h in July (Magaš et al. 2000). A typical feature of the coastal climate is the winds. Sirocco, which increases the humidity of the coastal air is locally called “jugo.” Bora, known in Croatia as “bura,” soothes the impact of high temperatures in the summer. The climatic conditions enable to develop the spa tourism, which is based on the curative properties of the climate (large exposure to sunlight, small changeability of the air temperature during the day, the presence of sea aerosol, low humidity). The best known spa is Opatija, situated on the eastern coast of the Istria Peninsula (Photograph 4.9).

The natural conditions on each side of the mountains are also different. On the eastern side, on the lowland, we find steppes, forest steppes, and riparian forests at places. Having crossed the mountains, we find a different, Mediterranean flora, typical of the subtropical zone, with characteristic makki bushes, oleanders, palm trees, imported by the ancient Romans, cypresses, citrus, and olive trees. Generally, Croatian flora is not considered to be a significant natural, recreational asset. A much more important fact is its great variety as we move across the country.

As regards the natural conditions, the most attractive part of the country is the Adriatic coast. The main asset here is the sea. The water temperature in summer is 20–25 °C, which makes bathing extremely pleasurable. The sedimentary rocks (limestone, dolomite, chalk) on the sea bed filtrate the sea water, making it very clean and transparent. The warm, clean waters of the Adriatic Sea are the home of various sea creatures. This type of advantages enhances the development of underwater tourism. Diving and snorkeling are currently one of the most attractive forms of recreation in the coastal zones of warm seas. The sea water in the Adriatic has medicinal properties, as well as, due to its high salinity, rich chemical composition, pleasant temperature, and moderate waving.

Another natural asset of the Croatian coast is the very well-developed and varied coastline. The coastal landscape is formed by over 1000 islands and islets, as well as a number of peninsulas, parallel one to another. The space between the islands and peninsulas is filled with elongated canals and bays, which create very attractive sailing conditions on the Adriatic Sea. Sailing tourism thrives not only due to a large number of islands but also the short distances between them. Moreover, the considerable sea depths next to the rocky coasts of these islands make it easier to

Photograph 4.1 Rovinj—popular tourist resort and fishing port on the west coast of the Istrian peninsula (all Photograph author's)



build typical yacht marinas, which are an indispensable element of the tourist infrastructure required in sailing tourism. The co-occurrence of the Dinaric Alps and the Adriatic Sea is reflected in the large number of interesting and attractive coastal landscape forms, such as cliffs, islets, capes, and beaches, used in tourism and recreation. The majority of the beaches on the Croatian coast are stony or gavel. They are quite narrow; however, there is one beach that can be considered as wide—the Zlatni rat in the southwestern part of the Brač island, in a small locality called Bol, which has the shape of a horn protruding into the sea and changing under the influence of the coastal sea current. It is the largest beach in the country, treated as the symbol of Croatian tourism.

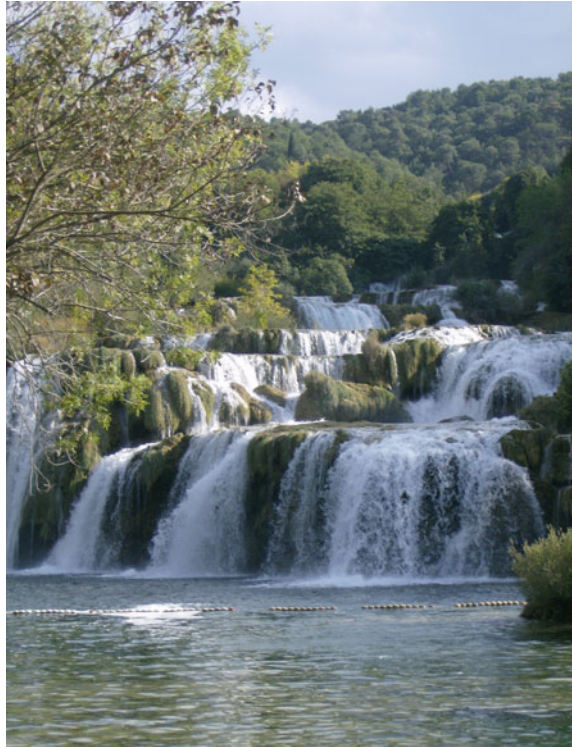
The natural assets of Croatia are extremely attractive and favor the development of different forms of recreational tourism. The advantages of the Adriatic coast are of predominant importance. The country is perceived as a coastal recreational tourism region, of $3 \times S$ type.

A contrast to mass tourism is sustainable tourism, which develops in areas of particular natural and cultural value. From the tourist's and naturalist's point of

Photograph 4.2 Plitvice Lakes National Park—the large waterfall



Photograph 4.3 Waterfalls on the river Krka in The Krka National Park



view, the most attractive and valuable are the protected areas. In 2015, in Croatia, there were 408 protected areas, covering jointly 7541.99 km² (8.56% of the country's total area). Only 11% of that are national parks. There are eight of them (Table 4.1), situated in the western part of the country, in the mountainous region, close to the sea coast, as well as in the Croatian archipelagos. Most of them protect karst landforms (The Plitvička jezera, Paklenica, Krka National Parks). Three parks protect the island landscapes (The Brijuni, Kornati, and Mljet National Parks) and other two mountain landscapes (The Risnjak and Sjeverni Velebit National Parks). The most famous national parks in Croatia include the following: The Plitvička jezera National Park, protecting one of the most beautiful examples of the karst landscape in Europe, formed by a system of lakes and waterfalls.

It is the first national park created in Southern Europe. In 1979, it was put on the UNESCO World Cultural and Natural Heritage List. Other major national parks in Croatia include the following: The Paklenica National Park, created in the same year as the Plitvice.

Lakes National Park (The Plitvička jezera), which protects the highest parts of the Velebit massif. Interesting parks are those protecting the landscapes of the small archipelagos of the Brijuni and Kornati islands, as well as the Mljet island. A beautiful park is The Krka National Park, protecting the karst landscape of the

Photograph 4.4 Zadar—St. Donatus church, ninth century



Table 4.1 National Parks in Croatia

Name of national park	Area in km ²	Characteristic features	Established	Number of tourists ('000)	% of tourists
Plitvice Lakes (Plitvička jezera)	296.9	Mountains, water (lakes and river)	1949	1083.5	47.8
Paklenica	95.0	Mountains	1949	118.3	5.2
Risnjak	63.5	Mountains	1953	18.2	0.8
Mljet	5.4	Island, sea, lake	1960	95.5	4.2
Kornati	49.7	Islands, sea	1964	91.8	4.0
Brijuni	33.9	Islands, sea	1983	156.5	6.9
Krka	109.0	Water (river)	1985	683.8	30.2
Sjeverni Velebit	109.0	Mountains	1999	19.4	0.9
Total	762.4			2267.0	100

Source <http://www.find-croatia.com/national-parks-croatia.html>, Statistical Yearbook of Croatia 2011

Krka River Valley with numerous waterfalls. In 2011, national parks in Croatia were visited by 2.3 million tourists (Table 4.1). The most visited ones were Plitvice Lakes National Park (The Plitvička jezera) and The Krka National Parks.

Table 4.2 Nature Parks in Croatia in 2015

Name of nature park	Area in ha	Characteristic features	Established
Kopački rit	23,230	Wetland	1967
Papuk	33,600	Mountains	1999
Lonjsko polje	50,650	Wetland	1990
Medvednica	17,940	Mountains	1981
Žumberak-Samoborsko gorje	33,300	Mountains	1999
Učka	16,000	Mountains	1999
Velebit	227,000	Mountains	1981
Vrana lake*	5700	Water (lake)	1999
Telašćica	7050	Island, sea	1988
Biokovo	19,960	Mountains	1981
Lastovsko otočje	14,300	Island, sea	2006
Total	448,730		

Source <http://www.find-croatia.com/national-parks-croatia.html>

*In Dalmatia

Another form of nature protection in Croatia is nature parks. In 2015, there were 11 of them and they covered the total of 448,730 ha (3.7% of the country's area) (Table 4.2). The largest nature park is the Velebit Park, situated on the coast. In contrast to the national parks, the nature parks are distributed more evenly all over the country (Fig. 4.1).

To sum up, Croatia possesses very attractive and varied natural assets, mainly recreational, due to the fact that the country lies on the borderline between the Dinaric Alps and the Adriatic Sea. It is considered to be one of the most attractive tourist regions in Europe. Despite the predominantly recreational character of the natural assets of Croatia, we also observe a growing interest in the educational values of the landscape. Its unique assets include first of all the Dalmatian coastline and the karst relief of the Dinaric Alps.

4.1.3 Cultural–Historical Preconditions of Tourism

Although Croatian tourism largely depends on the recreational assets of the coastal area, the cultural and natural heritage found in the central parts of the country (Hall 1998, 2000, Hughes and Allen 2005) is more and more often promoted, in order to change the image of Croatia from that of a mass tourism country (3 × S type), into that with rich and varied cultural heritage, visited also for educational purposes. Due to the prevailing role of the recreational assets, cultural tourism has, in general, remained in the shadow of recreational tourism, despite the fact that many cultural attractions of international status and huge artistic value, put on the UNESCO World Cultural and Natural Heritage List, are situated on the coast and the islands. From the moment tourism started to develop, one of the main purposes of traveling

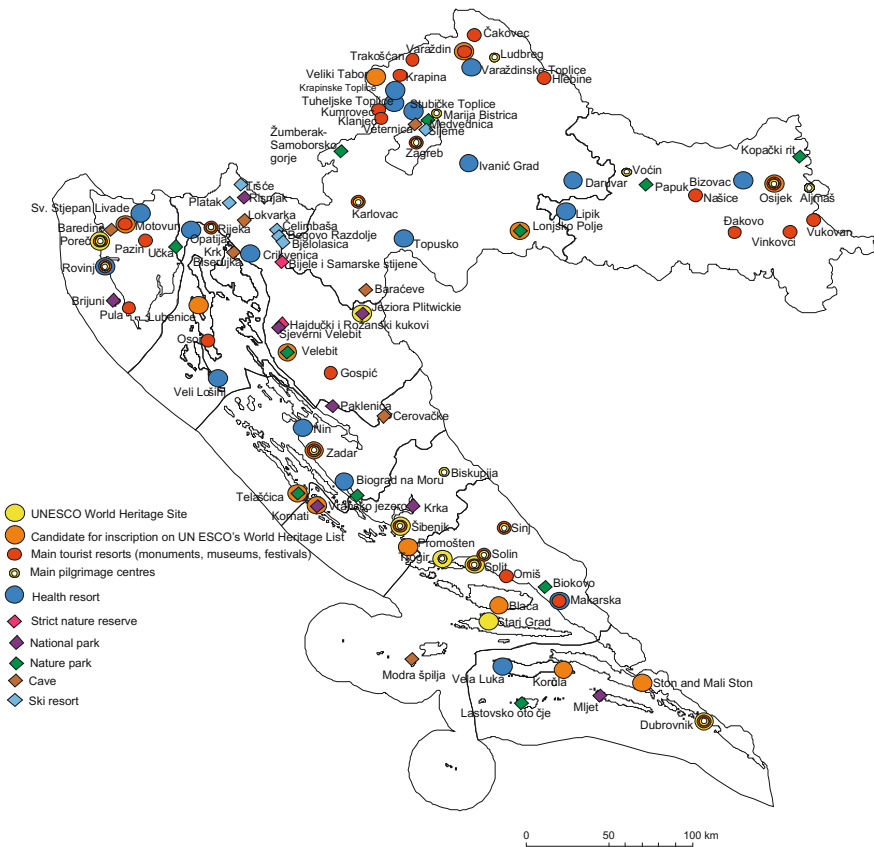


Fig. 4.1 Spatial arrangements of natural and cultural tourist sites of Croatia (Source Muszyńska 2007, actualization 2015)

to Croatia have been the widely understood seaside qualities. As the interest in the cultural heritage is growing all over the world, the importance of Croatia’s cultural assets is increasing as well. It is also related to the coastal location of the most attractive cultural assets, mentioned earlier. The main part of Croatia’s cultural heritage is situated on the coast, especially in Dalmatia; 54.2% of all registered cultural monuments in this country are found in the seaside area (Table 4.3), which is one of the largest concentrations of this type of attractions in the whole Mediterranean Sea basin.

All the Croatian cultural sites from the UNESCO List are found in towns lying along the Adriatic Sea coast, which enhances the already high tourist attractiveness of the coastal region (Table 4.4). The appeal of the Croatian cultural heritage comes from its age, good condition, and varied origins. The most attractive historical monuments are the oldest ones, dating back to antiquity. The territory of today’s Croatia was colonized by the Greeks in as early as the fourth century BC. It was a

Table 4.3 Croatian cultural resources (number of registered cultural monuments)—regional scheme

Resources	Croatia	South Croatia Littoral	North Croatia Littoral	Continental Croatia
Monument area	845	256	201	388
Single monuments	2293	1063	187	1043
Total	3138	1319	388	1431
%	100	42.0	12.4	45.6

Source Mikačić and Klemen–Pepeonik (1999)

time when many towns were founded, especially in Dalmatia (e.g. Issa on the Island of Vis, Pharros and Dimos on the Island of Hvar, Salona—near today’s Split (Photograph 4.7), Tragurion—today’s Trogir, or Korkyra Melaina—today’s Korčula on an island bearing the same name).

The most typical ancient historical monuments in Croatia come from the Roman times. They include a very well-preserved Diocletian’s Palace in Split, monuments in Pula (Vespasian’s amphitheater (Photograph 4.8), Augustus’ shrine (Photograph 4.6), Arch of the Sergii), Zadar (Photograph 4.4) and Poreč, where the spatial layouts of the Roman legions’ camps have been preserved within the structure of the city. Croatia’s location in the area of the overlapping influence of the Venetian Republic, Hungary (with which Croatia formed a union), Byzantium, and the Ottoman Empire caused those countries to compete for the lands belonging to the Croatian Duchy, established in the tenth century. Visible signs of this competition are the surviving examples of Byzantine sacral art and architecture in Poreč (The Euphrasian Basilica), Romanesque buildings in Trogir (St. Lawrence church), and Gothic-Renaissance ones in Šibenik (St. Jacob’s Cathedral). The most spectacular example of influence in culture and art from the times of the Venetian Republic is Dubrovnik, called “the Pearl of the Adriatic (Photograph 4.5).” The Old Town in Dubrovnik has the most spectacular examples of Romanesque, Gothic, and Renaissance architecture in the country, which were faithfully restored after suffering heavy damage due to earthquakes and bombardments during the conflict with Serbia in the early 1990s. Moreover, the influence of the Venetian Renaissance is visible in many smaller towns, picturesquely situated on islands and peninsulas (Korčula, Hvar, Rovinj (Photograph 4.1), Primošten, etc.). The cultural landscape from the antique, medieval, and renaissance period is complemented with buildings coming from the times of Austro-Hungarian Monarchy. They are baroque monuments, situated in the eastern and northern part of the country, mostly in larger cities (e.g. Zagreb, Rijeka, Vukovar), spas, and famous holiday resorts (e.g. Opatija). Generally speaking, Croatia is very attractive for cultural tourism to develop; it is gradually regaining the prominent position it should hold because of the huge value and significance of the cultural heritage of this country. Getting to know the cultural assets may soon become an important aim of traveling to Croatia, rivaling the recreational purposes.

Table 4.4 Sites in Croatia featured on the UNESCO World Cultural and Natural Heritage List (2015)

Name	Year	Brief description
Cultural objects		
Historical complex of Split with the palace of Diocletian	1979	The ruins of Diocletian's Palace, built between the late third and the early fourth centuries A.D., can be found throughout the city. The cathedral was built in the Middle Ages, reusing materials from the ancient mausoleum. Twelfth- and thirteenth-century Romanesque churches, medieval fortifications, fifteenth-century Gothic palaces, and other palaces in Renaissance and Baroque style make up the rest of the protected area
Old city of Dubrovnik	1979	The "Pearl of the Adriatic," situated on the Dalmatian coast, became an important Mediterranean sea power from the thirteenth century onwards. Although severely damaged by an earthquake in 1667, Dubrovnik managed to preserve its beautiful Gothic, Renaissance and Baroque churches, monasteries, palaces, and fountains. Damaged again in the 1990s by armed conflict, it is now the focus of a major restoration program co-ordinated by UNESCO
Episcopal complex of the Euphrasian Basilica in the historic center of Poreč	1997	The group of religious monuments in Poreč, where Christianity was established as early as the fourth century, constitutes the most complete surviving complex of its type. The basilica, atrium, baptistery, and episcopal palace are outstanding examples of religious architecture, while the basilica itself combines classical and Byzantine elements in an exceptional manner
Historic city of Trogir	1997	Trogir is a remarkable example of urban continuity. The orthogonal street plan of this island settlement dates back to the Hellenistic period, and it was embellished by successive rulers with many fine public and domestic buildings and fortifications. Its beautiful Romanesque churches are complemented by the outstanding Renaissance and Baroque buildings from the Venetian period

(continued)

Table 4.4 (continued)

Name	Year	Brief description
The Cathedral of St James in Šibenik	2000	The Cathedral of St James in Šibenik (1431–1535), on the Dalmatian coast, bears witness to the considerable exchanges in the field of monumental arts between Northern Italy, Dalmatia, and Tuscany in the fifteenth and sixteenth centuries. The three architects who succeeded one another in the construction of the Cathedral—Francesco di Giacomo, Georgius Mathei Dalmaticus and Niccolò di Giovanni Fiorentino—developed a structure built entirely from stone and using unique construction techniques for the vaulting and the dome of the Cathedral. The form and the decorative elements of the Cathedral, such as a remarkable frieze decorated with 71 sculptured faces of men, women, and children, also illustrate the successful fusion of Gothic and Renaissance art
Stari Grad Plain	2008	Stari Grad Plain on the Adriatic island of Hvar is a cultural landscape that has remained practically intact since it was first colonized by Ionian Greeks from Paros in the fourth century BC. The original agricultural activity of this fertile plain, mainly centering on grapes and olives, has been maintained since Greek times to the present. The site is also a natural reserve. The landscape features ancient stone walls and trims, or small stone shelters, and bears testimony to the ancient geometrical system of land division used by the ancient Greeks, the chora which has remained virtually intact over 24 centuries
Natural objects		
Plitvickie lakes national park	1979 2000— extension	The waters flowing over the limestone and chalk have, over thousands of years, deposited travertine barriers, creating natural dams which in turn have created a series of beautiful lakes, caves, and waterfalls. These geological processes continue today. The forests in the park are home to bears, wolves and many rare bird species

Source www.wch.unesco.org

4.2 Basic Infrastructure of Tourism

Tourist development is the outcome of the number, character, and distribution of the tourist assets. It is also the effect of the overall development of tourism in a given country. Tourism in Croatia has long traditions, connected with the development of the tourist infrastructure. Due to the high attractiveness of its tourist assets, Croatia is perceived as a country with well-developed tourist infrastructure. In 2014, there were 960,743 tourist bed-places available in Croatia (Table 4.5). Compared to the previous year, the number increased by 5.6% which is comparable to the data from 2008, which was a year with the largest number of bed-places recorded in the studied period (decrease of only 0.1%).

The structure of the tourist accommodation changed as well. The predominant forms are small establishments, which are private property (Fig. 4.2). In 2014, they offered nearly half (49%) of all the bed-places, which was 12.9% more than in 2013 (Table 4.5, Fig. 4.3). The largest increase in the number of beds, compared to other types, was recorded in hostels—16.1%. Private rooms were followed by campsites, which offered 25% of all bed-places in the country. Between 1980 and 2014, the accommodation capacity of campsites was undergoing small changes. In 2014, we observed a small decrease (by 1.4%) compared to 2013. Hotels and apartments came third, constituting 13.8% of the overall tourist accommodation of the country. It must be stressed, however, that the role of hotels and apartments in the tourist service in Croatia is growing, which is proved by the increase in the number of bed-places, both recently and in comparison with the times before the military crisis (Fig. 4.2).

Another change in the structure of the accommodation facilities in Croatia is the decreasing significance of social tourism facilities. They include different types of collective accommodation, which had been one of the basic elements of the tourist infrastructure in this country until 1990. In the last period, the decrease in the number of bed-places in this form of tourist infrastructure was 30.1% (Table 4.5). After introducing the Tourist Services Act in 2008 (Act on the Provision of Tourism Services, The Croatian Parliament, <http://www.mint.hr/UserDocsImages/act-tourism-services.pdf>), regulating the issues of tourist accommodation categorization, this type of facilities stopped appearing as a separate category (Table 4.6, Fig. 4.2). The categorized accommodation facilities became clearly dominated by hotels, which in 2014 constituted almost 3/4 of all the types of accommodation (Table 4.6).

On the other hand, when it comes to the number of bed-places, the dominant position in Croatia was occupied by campsites, which had 108,403 bed-places in 2014 (42.3%). The categorized hotels offered a similar number of bed-places—104,253 which made 40.7% of all the categorized bed-places.

The domination of hotels and campsites in the accommodation structure comes from the fact that this type of facilities, as basic and best recognizable elements of the tourist accommodation infrastructure, undergo categorization and standardization as first. The remaining forms of accommodation do not play a greater role in the structure of accommodation in Croatia. The share of all of them in the overall

Table 4.5 Tourist accommodation structure in Croatia (the number of bed-places)

	Hotels & Apartments	Tourist resorts	Campings and campsites	Private rooms	Spas	Collective accommodation facilities	Hostels	Nautical ports	Others	Uncategorized	Total
1975	100,255	35,030	184,311	189,848	1411	65,982	26677	-	12,559	-	616,073
1980	113,177	41,715	232,860	196,034	1045	68,228	25742	-	13,099	-	691,900
1985	127,802	51,065	278,779	246,995	2292	76,061	27397	-	9860	-	820,251
1990	142,917	58,201	292,934	264,092	2906	69,319	19853	-	12,458	-	862,680
1995	138,535	61,389	260,764	125,370	2683	6996	3321	-	9568	-	608,626
2000	126,656	64,593	210,148	273,833	2830	11,657	6192	-	14,279	-	710,188
2005	115,778	61,991	217,324	400,454	2258	11,124	4667	-	95,616	-	909,212
2007	115,631	52,460	224,515	421,378	2535	11,055	4972	62089	44,933	4508	944,076
2008	117,902	47,664	224,438	442,402	2631	9985	4761	62177	51,948	4702	968,610
2010	122,879	31,891	232,134	428,464	-	-	-	-	94,583	-	909,951
2011	128,003	29,862	231,105	452,182	2544	6763	6216	-	70,453	7436	934,564
2012	129,151	29,144	226,785	401,137	2510	5400	7209	-	73,999	4835	880,170
2013	132,755	29,842	239,424	416,991	2493	4113	8907	-	71,230	3725	909,480
2014	132,998	29,887	236,162	470,694	2449	2870	10341	-	72,241	3101	960,743
2013/14	0.2	0.2	-1.4	12.9	-1.8	-30.2	16.1	-	1.4	16.8	5.6

Source <http://www.mint.hr/default.aspx?id=363>

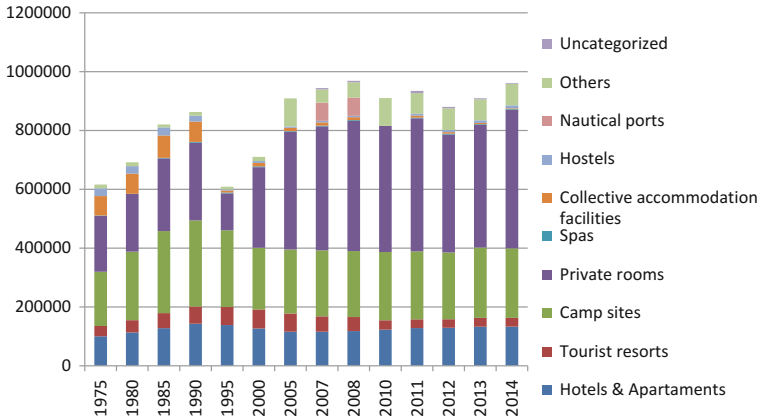


Fig. 4.2 Tourist accommodation structure in Croatia (number of bed-places) (Source <http://www.mint.hr/default.aspx?id=363>)

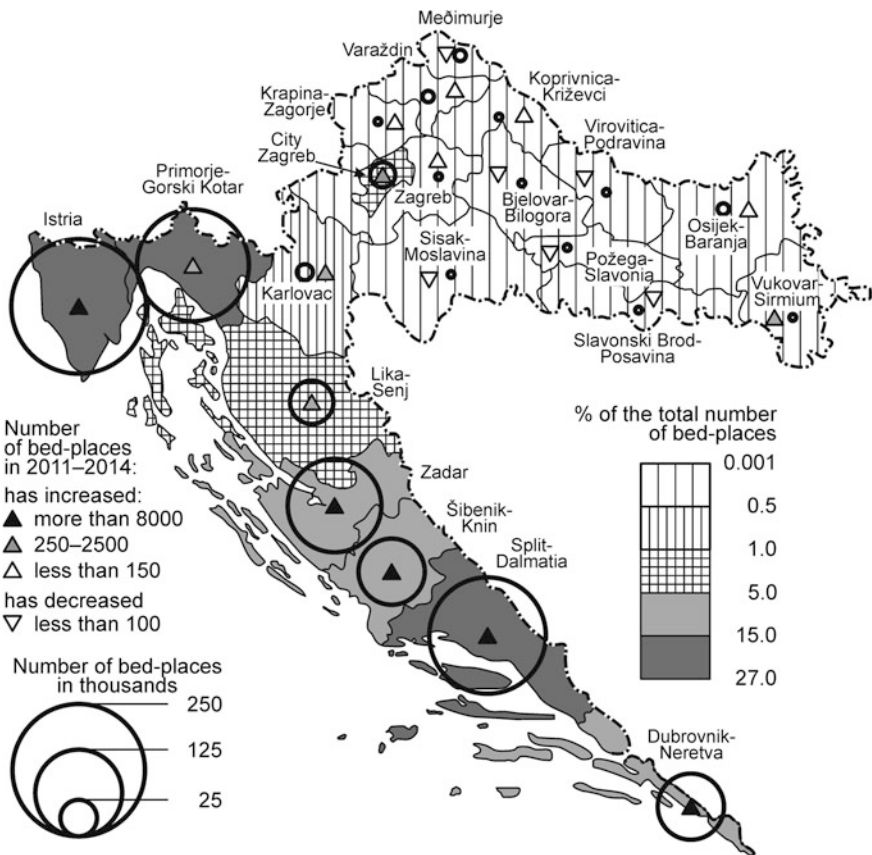


Fig. 4.3 The number of bed-places in accommodation facilities in Croatia by counties (županija) in 2014 (Source <http://www.mint.hr/default.aspx?id=363>)

Table 4.6 Tourist accommodation structure in Croatia in 2014 (only categorized accommodation facilities)

Accommodation structure	Accommodation facilities		Bed-places	
	Number	%	Number	%
Hotels	619	70.9	104,253	40.7
Aparthotels	19	2.2	1184	0.5
Tourist villages	42	4.8	19,380	7.6
Apartments	51	5.8	11,599	4.5
Campings and campsites	92	10.5	108,403	42.3
Marina	50	5.7	11,275	4.4
Total	873	100	256,094	100.0

Source <http://www.mint.hr/default.aspx?id=363>

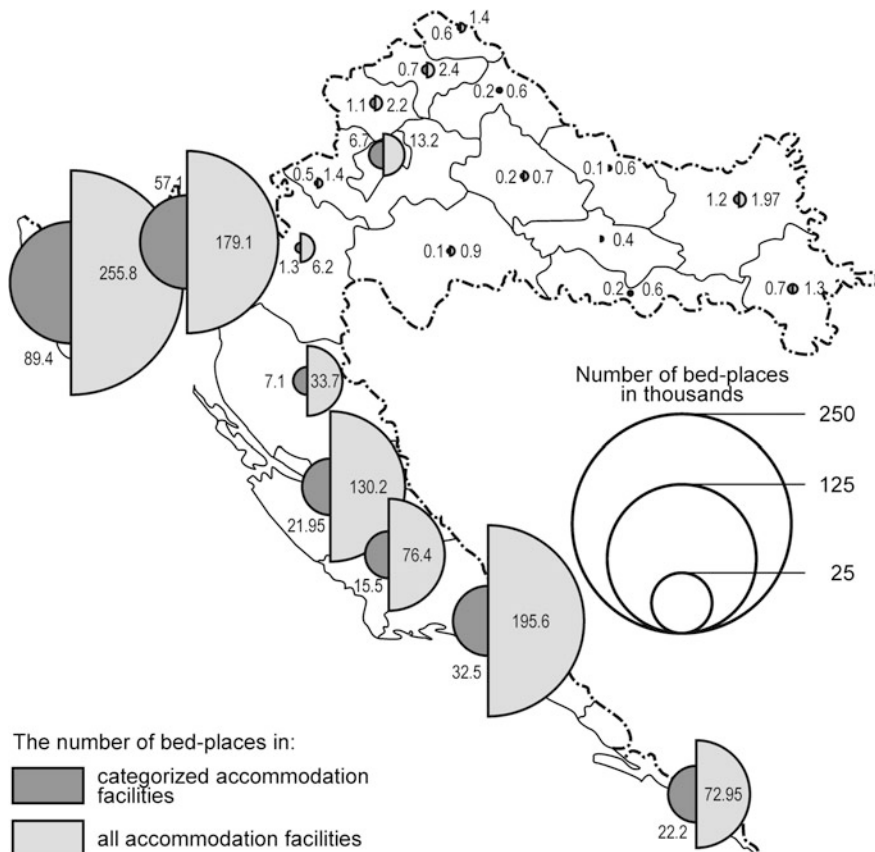


Fig. 4.4 The differences in the number of bed-places between categorized accommodation facilities and the entire base in Croatia (2014) (Source <http://www.mint.hr/default.aspx?id=363>)

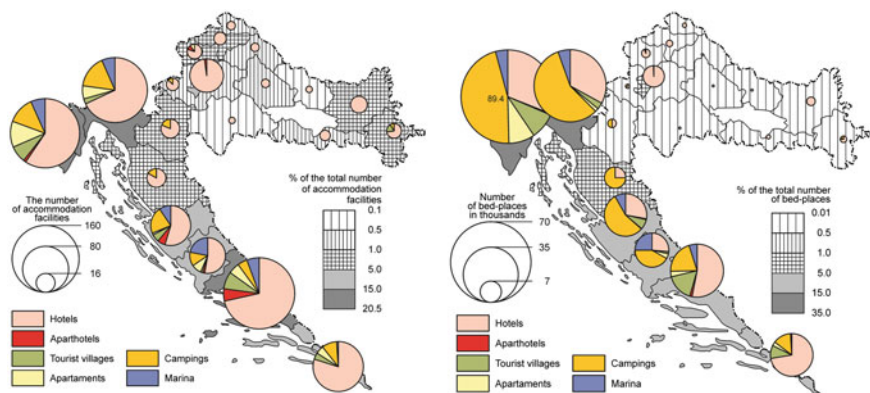


Fig. 4.5 Tourist accommodation in Croatia in 2014 (only categorized accommodation facilities) (Source <http://www.mint.hr/default.aspx?id=363>)

categorized structure did not exceed 10%. In 162 of them (18.6% of all categorized facilities), there were 43,438 bed-places available (17.0% of all the categorized bed-places). A considerable number of the accommodation facilities still avoid the statutory obligation of categorization and standardization (Fig. 4.5). This regards mainly private rooms, offering nearly half of all the bed-places in Croatia.

An important aspect of tourist accommodation is its standard, which indirectly represents the quality of hotel services. Half of all the accommodation facilities in Croatia were three star hotels—47.0% (Table 4.7). They offered over 36.5% of all the categorized bed-places. They were followed by four star hotels, which constituted slightly over $\frac{1}{4}$ of all the facilities and offered 37.7% of the categorized bed-places. Third place was taken by two star hotels, which offered 20.2% of all categorized beds in 18.4% of accommodation facilities in 2014. Five and one star hotels formed the smallest groups (1–5%). Generally speaking, the standard of tourist accommodation in Croatia is quite high, which is proved by a clear domination of three and four star hotels.

On the other hand, the high percentage of lower standard accommodation facilities (two and one star hotels) enlarges the group of potential clients by the less affluent tourists, mainly from Central and Eastern Europe, including the countries created from the former Yugoslavian republics.

In the past, as a part of former Yugoslavia, Croatia differed from other post-socialist countries with a relatively high standard of hotel services. This resulted from the considerable interest in recreation in Croatia among the inhabitants of Western Europe, who made the predominant group of tourists in this country until the end of the 1980s. The standard of the tourist services matched their expectations. Croatia was one of the best developed tourist markets in Central and Eastern Europe, offering 65% of the overall tourist accommodation infrastructure found in former Yugoslavia at that time. Before the conflict broke out (1991), the accommodation infrastructure in Croatia had consisted of facilities in two

Table 4.7 The number of accommodation facilities and bed-places in Croatia by star-rating categories (2014)

Star-rating categories	Number of accommodation facilities					Total	%	Number of bed-places					Total	%
	1*	2*	3*	4*	5*			1*	2*	3*	4*	5*		
Hotels	0	80	307	201	31	619	70.8	0	14,104	42,037	38,306	9806	104,253	40.7
Aparthotels	0	0	12	7	0	19	2.2	0	0	827	357	0	1184	0.5
Tourist villages	0	15	17	9	1	42	4.8	0	6891	7107	4616	766	19,380	7.6
Apartments	0	11	27	13	0	51	5.8	0	4774	4220	2605	0	11,599	4.5
Campings and campsites	4	30	31	27	0	92	10.5	1674	20,351	36,576	49,802	0	108,403	42.3
Marina	6	25	16	3	0	50	5.7	2068	5724	2603	880	0	11,275	4.4
Total	10	161	410	260	32	873	100.0	3742	51,844	93,370	96,566	10,572	256,094	100.0
%	1.1	18.4	47.0	29.8	3.7	100.0	-	1.5	20.2	36.5	37.7	4.1	100.0	-

Source <http://www.mint.hr/default.aspx?id=363>

categories. On the one hand, there were large, typical hotel-type complexes, meant mainly for collective recreation, especially for families who could not afford to go on holidays to other Mediterranean countries. They concentrated 75% of all the capital invested in tourism in Croatia (Jordan 2000) and offered 1/3 of all the bed-places available in the country (Ateljević and Čorak 2006). They were state property, run by so-called corporations, which enjoyed a lot of freedom in their business activity on both local and international tourist markets. On the other hand, they were strongly dependent on the western tour operators, who booked 80–90% of bed-places at very low prices, which led to low profits from tourism (Jordan 2006). At the same time, there were small family businesses, offering hotel services at specially designed tourist flats, apartments, and bungalows, built for the money earned by renting rooms in the families' private houses. The standard of those facilities, meant for individual tourism, met the expectations of West-European tourists. Many of such investments were financed with the money earned by Croats working in West Germany. The situation changed after the Serbian-Croatian conflict ended, mainly regarding the structure of the tourist accommodation users. West-European tourists, who were afraid to come because of the political unrest, were replaced by tourists from Central and Eastern Europe, who were less demanding as to the tourist infrastructure (Pepeonik and Curić 2000). The number of bed-places decreased by 31%. The subsidies for the existing tourist infrastructure were withheld, as tourist flows ceased during the conflict and right after it finished, which led to the physical destruction and collapse of many large state recreational complexes. Moreover, after the war, Croatian refugees from former Yugoslavian republics settled down in former hotels, causing further destruction to the infrastructure, mainly because of the lack of investments in those facilities. Before the conflict, tourism was one of the most important spheres of economic life in many coastal communes. In some of them, the average share of tourism in the income reached 80% (Jordan 1995). When the war ended, it took ten years for the tourist investment to regain the level from before the conflict. Briefly before the war, in 1990, there were over 800,000 bed-places available (Table 4.5, Fig. 4.2). It was only in 2005 that this number was exceeded. Since then, we have been observing a slightly fluctuating increase in the number of bed-places. Currently (2014), the tourist accommodation development rate is similar to that from before the war. The most dynamic is the private sector, which increased its share in the whole sector of accommodation services to 73% in 2004 (Ateljević and Čorak 2006) and to nearly 50% in 2014.

The next characteristic feature of the tourist infrastructure in Croatia is its uneven distribution within the country's space. A strong concentration of the accommodation facilities can be observed in the Adriatic Sea region. In seven coastal counties (*županija*), there were 910,142 bed-places available, i.e., 93.1% of the country's total tourist accommodation resources (Table 4.8, Fig. 4.3). If we consider the categorized facilities alone, the situation looks similar. In 2014, the 728 facilities (83.4%) in the coastal districts offered 245,619 bed-places (94.8%) (Table 4.9, Fig. 4.4). The best developed regions were The Istria county (Istarska županija)—26.2% of all the bed-places and 34.5% of the bed-places categorized at

Table 4.8 Accommodation capacities in Croatia by counties (2014)

County of (županija)	Number of bed-places	%
Istria (Istarska)	255,843	26.2
Split-Dalmatia (Splitsko-dalmatinska)	195,588	20.0
Primorje-Gorski kotar (Primorsko-goranska)	179,133	18.3
Zadar (Zadarska)	130,217	13.3
Šibenik-Knin (Šibensko-kninska)	76,415	7.8
Dubrovnik-Neretva (Dubrovačko-neretvanska)	72,946	7.5
Lika-Senj (Ličko-senjska)	33,712	3.4
City of Zagreb (Grad Zagreb)	13,146	1.3
Karlovac (Karlovačka)	6160	0.6
Varaždin (Varaždinska)	2350	0.2
Krapina-Zagorje (Krapinsko-zagorska)	2157	0.2
Osijek-Baranja (Osječko-baranjska)	1973	0.2
Međimurje (Međimurska)	1409	0.1
Zagreb (Zagrebačka)	1379	0.1
Vukovar-Sirmium (Vukovarsko-srijemska)	1300	0.1
Sisak-Moslavina (Sisačko-moslavačka)	928	0.1
Bjelovar-Bilogora (Bjelovarsko-bilogorska)	687	0.1
Virovitica-Podravina (Virovitičko-podravska)	580	0.1
Slavonski Brod-Posavina (Brodsko-posavska)	577	0.1
Koprivnica-Križevci (Koprivničko-križevačka)	558	0.09
Požega-Slavonia (Požeško-slavonska)	356	0.01
Total	977,414	100

Source <http://www.mint.hr/default.aspx?id=363>

18.9% of accommodation facilities) and The Split-Dalmatia county (Splitsko-dalmatinska županija—20.0, 22.0, and 18.9%, respectively) (Table 4.9, 4.10).

The following places were also very attractive tourist destinations, closely situated to the most important tourism markets of Europe in northwestern Croatia, i.e., The Primorje-Gorski kotar (Primorsko-goranska županija—18.3, 22.0, and 17.52%, respectively) and The Zadar county (Zadarska županija—13.3, 8.5, and 7.3%, respectively). The northcentral part of the coast (Lika-Senj, Ličko-senjska županija) is less developed in terms of tourist infrastructure, except for the islands (Wiluś and Włodarczyk 1996). The share of the remaining two coastal districts in the country's tourist accommodation did not exceed 10%. The districts situated in the central and eastern part of Croatia do not play a significant role in the country's accommodation infrastructure.

Except for Zagreb (the capital), in those districts, the share in the accommodation infrastructure did not exceed 1% regarding the number of bed-places, or 2% as regarded the number of accommodation facilities.

Table 4.9 The number of categorized accommodation facilities in Croatia by regions in 2011

County of (županija)	Tourist accommodation structure										Total	
	Hotels	Aparthotels	Tourist villages	Apartments	Campings	Marina	Number	%				
Istria (Istarska)	98	2	13	20	21	11	165	18.9				
Primorje-Gorski kotar (Primorsko-goranska)	104	0	4	10	25	10	153	17.6				
Lika-Senj (Ličko-senjska)	15	0	0	0	3	0	18	2.1				
Zadar (Zadarska)	35	4	4	1	14	6	64	7.3				
Šibenik-Knin (Šibensko-kninska)	29	1	1	5	7	12	55	6.3				
Split-Dalmatia (Splitsko-dalmatinska)	128	10	14	9	8	10	179	20.5				
Dubrovnik-Neretva (Dubrovačko-neretvanska)	75	0	4	5	9	1	94	10.8				
Bjelovar-Bilogora (Bjelovarsko-bilogorska)	5	0	0	0	0	0	5	0.6				
Slavonski Brod-Posavina (Brodsko-posavska)	7	0	0	0	0	0	7	0.8				
City of Zagreb (Grad Zagreb)	49	1	0	0	0	0	50	5.7				
Karlovac (Karlovačka)	13	0	0	0	3	0	16	1.8				
Koprivnica-Križevci (Koprivničko-križevačka)	5	0	0	0	0	0	5	0.6				
Krapina-Zagorje (Krapinsko-zagorska)	8	1	0	1	0	0	10	1.1				
Međimurje (Međimurska)	5	0	0	0	0	0	5	0.6				
Osijek-Baranja (Osječko-baranjska)	15	0	0	0	0	0	15	1.7				
Požega-Slavonia (Požeško-slavonska)	0	0	0	0	0	0	0	0				
Sisak-Moslavina (Sisačko-moslavačka)	2	0	0	0	0	0	2	0.2				
Varaždin (Varaždinska)	9	0	0	0	0	0	9	1				
Virovitica-Podravina (Virovitičko-podravska)	2	0	0	0	0	0	2	0.2				
Vukovar-Sirmium (Vukovarsko-srijemska)	8	0	2	0	1	0	11	1.3				
Zagreb (Zagrebačka)	7	0	0	0	1	0	8	0.9				
Total	619	19	42	51	92	50	873	100				
%	70.9	2.3	4.8	5.8	10.5	5.7	100	-				

Source <http://www.mint.hr/default.aspx?id=363>

Table 4.10 The number of bed-places in categorized accommodation facilities in Croatia by regions in 2011

County of (županija):	Tourist accommodation structure										Total	
	Hotels	Aparthotels	Tourist villages	Apartments	Campings	Marina	Number	%				
Istria (Istarska)	27,689	450	8048	8116	41,338	3723	89,364	34.4				
Primorje-Gorski kotar (Primorsko-goranska)	18,843	0	1678	875	32,511	3143	57,050	22.0				
Lika-Senj (Ličko-senjska)	1763	0	0	0	5298	0	7061	2.7				
Zadar (Zadarska)	6142	117	1684	78	12,114	1818	21,953	8.5				
Šibenik-Knin (Šibensko-kninska)	4080	42	292	708	6474	3885	15,481	6.0				
Split-Dalmatia (Splitsko-dalmatinska)	17,226	504	5447	1084	6650	1628	32,539	12.5				
Dubrovnik-Neretva (Dubrovačko-neretvanska)	16,037	0	2183	700	3066	185	22,171	8.6				
Bjelovar-Bilogora (Bjelovarsko-bilogorska)	217	0	0	0	0	0	217	0.1				
Slavonski Brod-Posavina (Brodsko-posavska)	247	0	0	0	0	0	247	0.1				
City of Zagreb (Grad Zagreb)	6644	45	0	0	0	0	6689	2.6				
Karlovac (Karlovačka)	629	0	0	0	659	0	1288	0.5				
Koprivnica-Križevci (Koprivničko-križevačka)	176	0	0	0	0	0	176	0.1				
Krapina-Zagorje (Krapinsko-zagorska)	1017	26	0	38	0	0	1081	0.4				
Međimurje (Međimurska)	588	0	0	0	0	0	588	0.2				
Osijeck-Baranja (Osječko-baranjska)	1214	0	0	0	0	0	1214	0.5				
Požega-Slavonia (Požeško-slavonska)	0	0	0	0	0	0	0	0.0				
Sisak-Moslavina (Sisačko-moslavačka)	121	0	0	0	0	0	121	0.0				
Varaždin (Varaždinska)	699	0	0	0	0	0	699	0.3				
Virovitica-Podravina (Virovitičko-podravnska)	75	0	0	0	0	0	75	0.0				
Vukovar-Sirmium (Vukovarsko-srijemska)	525	0	48	0	135	0	708	0.3				
Zagreb (Zagrebačka)	321	0	0	0	158	0	479	0.2				
Total	104,253	1184	19,380	11,599	108,403	14,382	259,201	100				
%	40.2	0.5	7.5	4.5	41.8	5.5	100	-				

Source <http://www.mint.hr/default.aspx?id=363>

In the coastal region, similarly to the whole country, the most numerous type of facilities was the hotels (Table 4.9, Fig. 4.5), while as regards the number of bed-places, it was the camp sites (Table 4.10, Fig. 4.5).

The spatial structure of the tourist accommodation in Croatia is in fact fully developed and typical of areas where the tourist function predominates. As regards the development of tourist infrastructure, the coastal regions will still have no competition for many years to come. This results not only from the high tourist attractiveness of the Croatian coast but also from the fact that of coastal regions all over the world remain unchangingly popular.

4.3 Incoming Tourism

Croatia has been considered as tourist destination since the ancient time, when Romans used to build their villa rustica on Adriatic coast (e.g. on the Brijuni Islands, in Split) and visited health resorts like Varaždinske Toplice (Aquae Iasae Roman settlement). In medieval times, east Adriatic islands (Korčula, Hvar) and cities on the coast (Zadar, Dubrovnik) were located on the route to Jerusalem important for pilgrimage and for trade. In nineteenth century, it was a popular destination for romantic tours in “Retour à la nature” style. In this period, one can distinguish three main destinations:

- Dinaric mountains (Učka, Velebit, Dalmatia region),
- spas in Central Croatia (Stubičke Toplice, Sutinske Toplice, Tuheljske Toplice),
- holiday resorts near cities like Samobor west of Zagreb (Vukonić 2005).

The development of transport in the end of nineteenth century resulted in destination choices (Muszyńska 2015). Ports on Adriatic coast started to be of great importance (Split, Dubrovnik, Silba, Zadar, Šibenik, Hvar, Korčula, Mali Lošinj, Rijeka), especially those which were equipped with railway (in Istria, Kvarner, and north Dalmatia region). Apart from well-known thermal health resort (Lipik, Topusko, Krapinske Toplice and Varaždinske Toplice) and sea resorts (like Opatija, Crikvenica on the north), the islands, particularly with nude beaches (Rab), became more popular. Besides the coast, tourism development was noticed in mountain resorts located in Gorski kotar, Plitvice region and hunting areas like Spačvanske šume. Seasonality was clearly visible then. Tourists visited Croatia from autumn to winter, when averages temperatures were higher than in northern part of Austro-Hungarian Empire, where most of the visitors came from. It is hard to define the precise number of tourists at that time. Selected available data are presented in the Table 4.11.

These trends did not change before the WWI except for the fact that the role of Dalmatia region increased rapidly (from 11,424 visitors in 1903 to 53,178 in 1907, and 66,588 in 1909). Number of tourist visits diminished in the interwar period, and new destinations became popular:

Table 4.11 Number of visitors in Croatian cities in the end of nineteenth century (chosen examples)

Place	Region	Visitors	Year
Crikvenica	Kvarner	641	1897
Novi Vinodolski	Kvarner	374	1897
Kraljevica	Kvarner	336	1897
Selce	Kvarner	20	1897
Lipik	Slavonia	2024	1897
Varaždinske Toplice	Central Croatia	933	1897
Topusko	Central Croatia	758	1897
Krapinske Topice	Central Croatia	444	1897
Opatija	Kvarner	14,865	1899
Dubrovnik	Dalmatia–Dubrovnik	7531	1900

Source based on Vukonić (2005), adapted Muszyńska (2007)

- suburban areas of Zagreb (Medvednica, Sljeme, Samobor), Rijeka (Delnice, Gorski kotar, Crikvenica, Selce, Opatija), Split (Marjan, islands),
- islands (Brač, Pag, Korčula, Hvar, Rab),
- towns on the coast like Makarska, Brela, Baška Voda.

It is estimated that in 1929 Croatia was visited by over 150,000 people, 52% of whom were foreigners. The most popular cities are presented in the Table 4.12.

After WWII domestic tourism dominated. In 1946, 430,000 people from Yugoslavia spent their vacation in Croatia. In 1952, visas for foreigners from countries that had diplomatic relations with Yugoslavia were abolished.

As a result, general number of tourist nights increased by 21% until year 1960 and number of foreign tourists—by 31%. What is especially interesting, contrary to the rest of communist countries, foreign visitors from East Europe did not come to Croatia as a result of Tito and Stalin conflict of interests. In 1960, Croatia possessed 65% of all tourist beds in Yugoslavia (Jordan 2000). Building huge tourist resorts as Koversada or Plava Laguna (with 7000 and 31,000 bed-places) generated growth of tourist arrivals up to 10.5 million in 1987.

Table 4.12 Most frequently visited cities in Croatia during interwar period

City	Region	Tourists	%
Dubrovnik	Dalmatia-Dubrovnik	419,940	27.8
Dubrovnik and surroundings	Dalmatia-Dubrovnik	509,425	33.8
Crikvenica	Kvarner	174,910	11.6
Rab	Kvarner	126,718	8.4
Split	Dalmatia-Split	112,571	7.5
Topusko	Central Croatia	100,963	6.7
Lipik	Slavonia	64,536	4.3
Total		1,509,063	100.0

Source based on Vukonić (2005), adapted Muszyńska (2007)

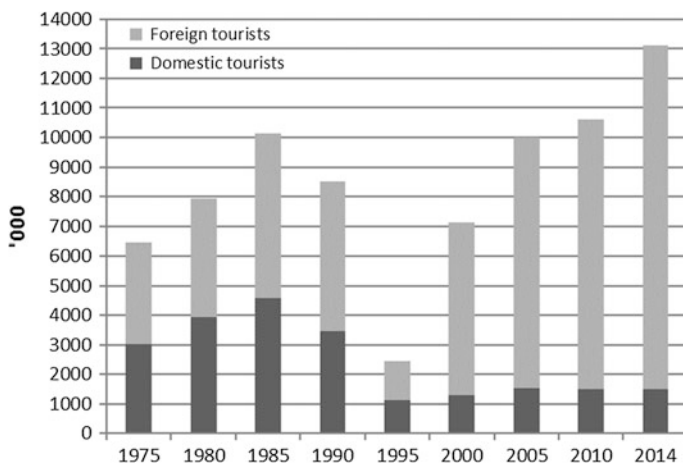


Fig. 4.6 Number of tourists in Croatia (1975–2014) (Source Muszyńska 2007, adaptation in 2015 based on Statistical Yearbooks of Croatia 2014 and <http://www.mint.hr/default.aspx?id=363>)

Civil war in 1990s put an end to flourishing development of tourism (Fig. 4.6). In 1991, number of tourist arrivals was comparable to that from 1961. Since the end of the conflict, one of the principal political and economic aim was to attract tourists again.

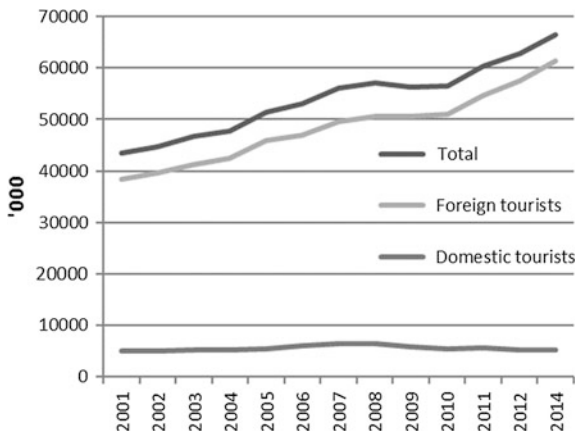
The most secure place for tourists seemed to be the Istrian peninsula and Adriatic waters—in 1996, the number of tourist arrivals in north Adriatic marinas amounted to 70–80% of the pre-war state (Muszyńska 2015).

As a consequence of the politics after WWII and hostilities in 1990s, the following changes can be noticed:

1. **Ratio between the number of domestic and foreign tourists.** Even in 1980, the relation was 50/50, but after ten years, foreign tourism dominated (59% in 1990 and 55% in 1995). In twenty-first century, domestic tourists consist about 15% of the overall number.
2. **Changes in national structure of tourist.** In 1996, number of visitors from Germany decreased by 70% and Italians—by 55%. Similar situations can be observed with visitors from Great Britain and France. However, Croatia became more popular among visitors from East-Central Europe as a fancy destination for Czechs, Hungarians, Slovaks, and Poles.
3. **Seasonality.** Comparing to the beginning of the twentieth century, the changes involve seasonality as well. In the year 2000, around 90% of general number of tourist visited Croatia in the summer time (June–September) and in 2010 approx. 64% of tourist nights were just in July and August.

According to Croatian Bureau of Statistics data, in 2010, Croatia was visited by 10.6 million tourists (86% of them were foreigners) who spent 56.4 million nights there (*Statistički ljetopis Republike Hrvatske* 2011). In 2014, 13.128 million of

Fig. 4.7 Tourist overnight stays in Croatia in 2001 - 2014 (excluding overnights in nautical ports) (Source Statistički ljetopis Republike Hrvatske 2011 and 2014 and <http://www.mint.hr/default.aspx?id=363>).



tourist spent 66.483 million nights in Croatia. The number of foreign tourist nights increases, whereas the fluctuations of number of domestic tourist nights are insignificant since the beginning of twenty-first century (Fig. 4.7).

Germans make 15.5% of all tourists and generate 22% tourist overnight stays in Croatia (Fig. 4.8). Tourists from the former Yugoslavian republics make 11% (8.5% are Slovenians who spent 9.5% tourist nights). There are also a lot of visitors from countries which formerly, before the WWII, occupied the territory of Croatia: from Italy (8%), Austria (7.7%), and Hungary (2.6%). Number of tourists from

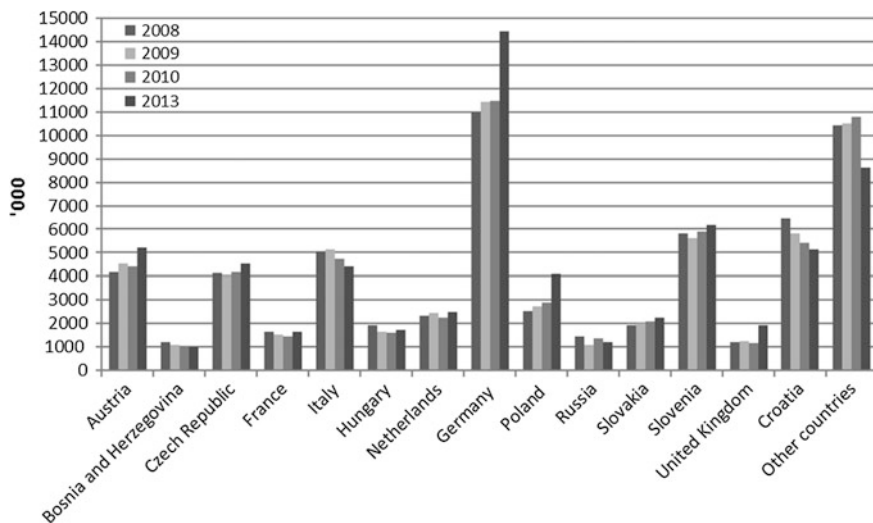


Fig. 4.8 Foreign tourist overnight stays at accommodation facilities in Croatia by country of residence (Source Statistički ljetopis Republike Hrvatske 2011 and 2014)

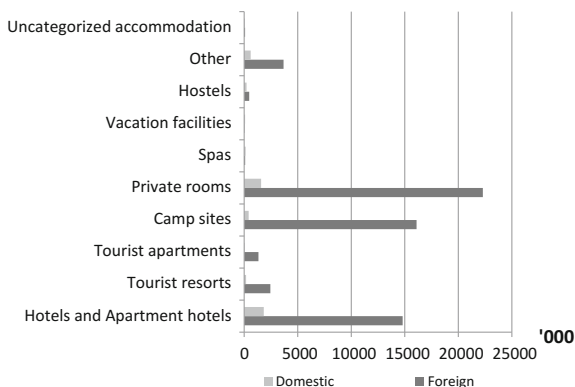
other East-Central Europe countries (Czech Republic 5%, Poland 5%, Slovakia 2.7%, Russia 1.2%) is as significant as those from Western Europe and North America (France 3.6%, Netherlands 2.7%, UK 3%, Spain 1.2%, USA 1.8%).

According to the data from the Croatian Bureau of Statistics, tourist resorts are the following locations: Zagreb, bathing resorts, seaside resort, mountain resorts, other types of tourist resorts, and others. In 2013, 84% of tourists visited seaside resorts and spent there 93% nights (*Statistički ljetopis Republike Hrvatske*, 2014). These data relate to foreign tourists as well (86% arrivals and 94% nights), who rarely arrive to bathing resorts. Sojourns of domestic tourist are more diverse. Only 63% of them visit seaside resorts, 11.7% Zagreb, 5% bathing resorts, and 2.4% mountain ones. It reveals the significant change in choosing tourist destinations within one century. At the beginning of the twentieth century, Croatia was famous for its spas, now they are almost forgotten by foreigners.

There are three main types of accommodation chosen by tourists: hotels and apartment hotels (38.4% of tourist arrivals), private rooms (26.9%), and campsites (18.5%). Number of tourist nights (Fig. 4.9) is higher in private rooms (35.9%) than in hotels and apartment hotels (25%) and campsites (24.8%).

Number of tourist arrivals and overnight stays can be related to Croatian counties as well (Fig. 4.10). The most frequently visited is the northern part of Adriatic coast, which can be easily reached by plane and car. Istria county (Istarska županija) is visited by 23.9% of tourists who spend 29.9% of the overall number of overnight stays there. The second position is occupied by Primorje-Gorski kotar county (Primorsko-goranska županija) with 19.1% of arrivals and 19.1% of overnight stays, and the third one by Split-Dalmatia county (Splitsko-dalmatinska županija) (16.4% of arrivals and 17.7% of overnight stays). The rest of coastal counties are Dubrovnik-Neretva (Dubrovačko-neretvanska) and Zadar (Zadarska) counties (10 and 8.7% of arrivals), Šibenik-Knin (Šibensko-kninska) (5.7% of arrivals), and Lika-Senj (Ličko-senjska) counties (3.9% of arrivals). Zagreb is

Fig. 4.9 Domestic and foreign tourist overnight stays at accommodation facilities in Croatia in 2014 (Source <http://www.mint.hr/default.aspx?id=363>)



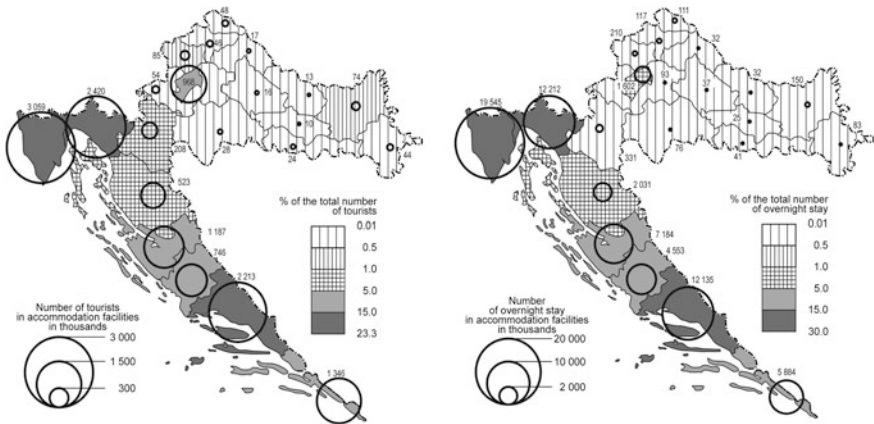


Fig. 4.10 Number of tourists and overnight stays in Croatia by counties (2014) (Source <http://www.mint.hr/default.aspx?id=363>)

visited by 6.9% of tourists. The number of tourist sojourns in other counties is very small (4% in whole Central Croatia and 1.3% in Slavonia region).

The average length of stay of tourists sojourning on the coast is up to 4 days, whereas in continental part of the country it is less than 3 days (Fig. 4.11). That

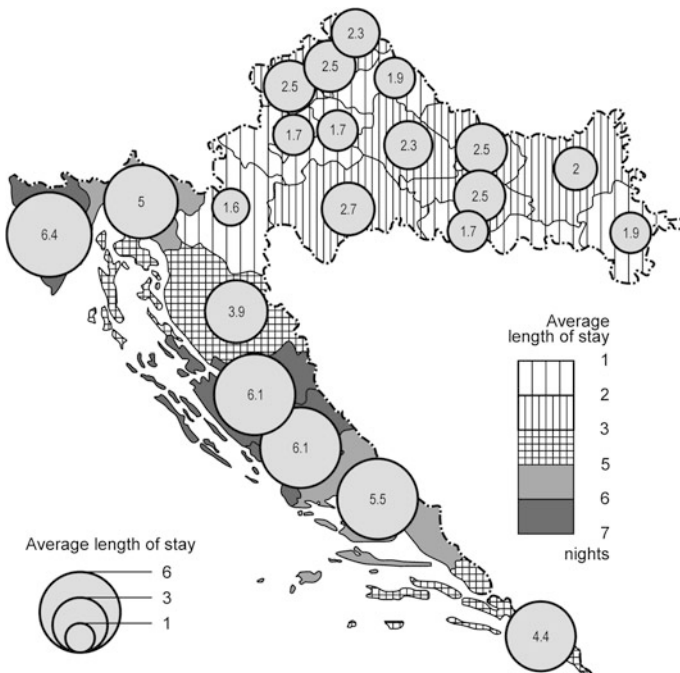


Fig. 4.11 Average length of stay of tourists in Croatia by counties (2014) (Source <http://www.mint.hr/default.aspx?id=363>)

Table 4.13 Most frequently visited tourist sights and attractions in Croatia in 2005

Sights	Visits
Museums and galleries	2,274,700
National parks	1,986,708
Old cities	886,185
Cultural monuments	710,677
Pilgrimage centers	710,000
Fairs	620,049
Zoos	401,632
Casinos	390,688
Natural parks	323,534
Other events	259,986
Festivals	188,366
Aquarium	155,834
Others	463,342
Total	9,371,701

Source Turizam u brojkama (2005), adapted Muszyńska (2007)

confirms that tourists arrive to different regions for various reasons: for leisure at the seaside and for business purposes and for incentive tourism in the continental part of Croatia.

According to the detailed data from Institute for Tourism, in summer 2010 to coastal counties came 52% of tourists with their family members, 33% with a partner only, 11% with friends, and just 3% alone (*Hrvatski turizam u brojkama 4/2010*). The same data reveal that Croatia is still a new destination on the European market, at least for 38% of tourists who came to the country in 2010. Most tourists organize their trips independently (in 67% of cases) and travel agencies help them mostly in organizing accommodation (in 28% of cases). Visitors travel to Croatia using their own cars (in 67% of cases). Other means of transport chosen by tourists are as follows: car with caravan (in 11% of cases), airplane (in 8% of cases), motorhome or motor caravan (in 5% of cases), bus (in 5% of cases), and others. It is estimated that average expenditure for organized trip oscillates around 774 Euro and for individually organized trip—620 Euro (*Hrvatski turizam u brojkama 4/2010*).

To break the stereotype of a typical tourist in Croatia, who is as a family member looking for $3 \times S$, it is worth to mention the data from 2005, which indicate that visitors in Croatia are avid for knowledge about this country and enjoy Croatia's cultural offer (Table 4.13).

4.4 Main Types of Tourism in Croatia

Croatian tourism is perceived mostly from the perspective of $3 \times S$. However, in a country, where tourism generates ca. 15% GDP (<http://hgk.biznet.hr/hgk/tekst.php?a=b&page=tekst&id=366>) and attracts about 10 million incoming tourists per year,

Table 4.14 High priority in development of type of tourism and in Croatian regions

Region	Types of tourism
Zagreb	convention and incentive tourism, wellness tourism
Central Croatia	wellness tourism, rural tourism, hunting, fishing
Slavonia	outdoor, nature activities, rural tourism*
Istria	golf, rural tourism, cycling
Kvarner and mountains	outdoor activities, outdoor activities, diving, hunting, fishing
Dalmatia-Zadar	nautical tourism, diving, sports, cycling
Dalmatia-Šibenik	nautical tourism, outdoor, nature activities, sports
Dalmatia-Split	nautical tourism, diving
Dalmatia-Dubrovnik	golf, outdoor, nature activities, convention and incentive tourism

Source Strategy of tourism development in Croatia until 2010 (*Strategija razvoja hrvatskog turizma do 2010. godine*)

*According to Kušen (2008), rural tourism in Croatia is the third (together with sea tourism and urban tourism) type of tourism. There are semantic dilemmas considering the term “ruralni turizam” which in Croatian is also called “agroturizam” (especially in Istria) and “seoski turizam.” In Kušen’s classification, the structure of rural tourism is as follows: hunting tourism, ecotourism, health tourism, sport and recreation tourism, tourism in national parks, culture tourism, religious tourism, and others as well as “agroturizam” or “seoski turizam”

it is obvious, that it offers more than the Adriatic coast. Being concerned for sustainable tourism and competitiveness on the global market, in 2003, the Croatian Ministry of Tourism implemented “Croatian tourism development by 2010” strategy (*Strategy of tourism development in Croatia until 2010 (Strategija razvoja hrvatskog turizma do 2010. godine)*). Six types of tourism (ecotourism, cultural tourism, thematic tourism, adventure tourism, cruises, and nautical tourism) were taken into account as the areas in which Croatia has a significant potential, others also have a high priority of development (Table 4.14). However, not only these types of tourism are developed in the country. Leisure trips were and are at the base of tourism development in Croatia. Although at first sojourns were concentrated in wintertime, because of the country’s mild climate, in the twentieth century they transformed into mass $3 \times S$ tourism, which is confirmed by statistical data mentioned in previous chapters.

However, since traditional way of traveling and beach vacations are not sufficient for modern tourists, Croatian authorities are forced to create a new, progressive image of tourism in the country, which is based on more varied elements than just sea, sun, and sand (which is, in fact, a rarity on Croatian beaches).

Ecotourism creates opportunities to stimulate the development in both economically backward regions of continental Croatia and protected areas. Though ecotourism is associated mostly with alternative way of traveling, it does not exclude mass tourism (e.g., tourists sojourning on the coast take part in excursions to national parks or nature parks). In continental and mountain part of the country, it can be based on sustainable hunting tourism, bird watching (Park prirode Kopački rit, Park prirode Lonjsko polje), fishing tourism (rivers: the Kupa, the Korana, the Mrežnica, the Lička Jesenica, the Slunjčica, the Gacka, the Una, the Zrmanja, the

Photograph 4.5 Dubrovnik
—Stradun, main street



Vrlika, the Danube), as well as rural tourism (Istrian interior, Central Croatia, islands)¹, and year-round mountain holidays, both of which overlap with organic food, wine, and culinary tourism.

Croatia is proud of its wine, especially those indigenous ones. Wine routes with traditional vineyard and degustation of homemade wines have become attractions in Istria (wine varieties Malvoisie, Teran), Dalmatia and islands (Babić, Debit, Maraština, Plavac, Bogdanuša, Grk, Pošip, Žlahtina), and Pannonian Croatia (Graševina, Traminac).

Culinary tourism relies on local products like paški sir (cheese from Pag), truffle from Istria, mlinci, or Zagorski štrukli. Regions famous for their cuisine are Međimurje (bele čurke, meso 'z tiblice, turoš) and Dubrovnik (jelo ispod cripnje, zelena menestra, šporiki makaruli). Some of the dishes aspire to be included on the UNESCO List of Intangible Cultural Heritage, and Mediterranean diet is already on the list. Croatian cuisine is perceived as one of the components of cultural tourism as well.

Urban and cultural tourism, composed of cultural and historical sights and events, are one of the most valuable tourist offers in Croatia. Although the majority of tourists visit cities and their cultural facilities on the coast (e.g. Malacological Museum in Makarska, amphitheater Arena in Pula, Roman urban structure,

¹According to Hrvatski farmer d.d. data in 2007, there were 359 tourism households or tourist farms (turistička seljačka gospodarstva) in Croatia; however, the spatial dispersion was significant. On the one hand, there were none of them in the counties of Lika-Senj, Virovitica-Podravina, Slavonski Brod-Posavina, Požega-Slavonia, and Karlovac. On the other hand, counties with the largest number of tourism households were both those on the coast (Dubrovnik-Neretva—70, Istria—64, Zadar—42, Split-Dalmatia—31) and those in continental part of the country (Osijek-Baranja—56, Zagreb—30). Those data reveal that rural tourism creates opportunities for tourism activation throughout the country. What is more, most of the tourism farm, even in coastal counties, are located away from tourism resorts and stimulate the economic development, cultivation of tradition, and development of the areas at risk of depopulation.

Photograph 4.6 Pula—
Temple of Roma and
Augustus from 2 year BC



Photograph 4.7 Split—The
Cathedral of Saint Domnius,
built in 305 as the Mausoleum
of Diocletian



Photograph 4.8 The Arena
of Pula—roman amphitheater
(Colosseum) from first
century AD



Photograph 4.9 Opatija—
Spa and tourist resort on the
east coast of the Istrian
peninsula



Photograph 4.10 Grand
Hotel Kvarner in Opatija



cathedrals as Euphrasian Basilica in Poreč), many of them travel also in the continental part of Croatia. Except for the capital, Zagreb, the region holds other numerous medieval castles (like Trakošćan, Veliki Tabor), renaissance cities (like ideal six-shaped fortress of Karlovac), baroque fortress (in Slavonski Brod), and unique museums (Naive Art Museum in Hlebine, Neanderthal Museum in Krapina). An inseparable supplement for monuments are events, in which tourist participate all over the country. However, the actions on the coast are organized with the intention to attract tourists, and one can notice their international names (e.g. Studena Croatia Open in Umag, Motovun Film Festival, Kaisernacht in Opatija, Eko-etno Gacka, Adriatic Boat Show in Šibenik). Winter festivals and those in the continental part are organized primary for Croats, but with time they became tourist attractions as well. Widely recognized Croatian events are as follows: Dubrovačke ljetne igre and Muzički biennale Zagreb (both of them are members of the European Festivals Association), Međunarodni festival čipke in Lepoglava, Varaždinske barokne večeri, Đakovački vezovi. Some of the traditional festivals are included on the UNESCO List of Intangible Cultural Heritage (e.g. Sinjska Alka—a knights' tournament in Sinj; Annual carnival bell ringers' pageant

from the Kastav area; Festivity of Saint Blaise, the patron of Dubrovnik; Procession Za Križen on the island of Hvar; Spring procession of Ljelje/Kraljice from Gorjani) and become tourist attractions.

Cultural tourism includes dark tourism, which in Croatia is related to Civil War in 1990s. Places like Ovčara and museum in hospital in Vukovar, Museum of Croatian War of Independence in Dubrovnik and Srđ hill, fortress in Knin, Museum in Turanj, have become symbols for both Croats and citizens of neighboring countries. At the same time, they create new form of tourist attractions, but still for a limited number of visitors.

Based on different types of cultural tourism, thematic (3E) and religious tourism can also develop. Thousands of tourists travel through Croatia on their way to visit holy city of Međugorje in Bosna and Hercegovina. Croatian pilgrimage sites like Marija Bistrica, Trsat in Rijeka, Nin, Sinj, Križevci, Visovac also have indigenous value.

Croatia has enormous natural preconditions for active and adventure tourism, such as rafting, canoeing, kayaking (the Cetina, the Kupa, the Una, the Korana, the Zrmanja, the Mreznica rivers), paragliding, hot air balloon flights, free climbing (Paklenica, Kalnik, Limski kanal, Omiš), off-road racing, paintball, trekking, speleology, snowboarding, or skiing. However, winter sport resorts in Croatia are still not well developed. There are just a few skiing resorts like Platak, Bjelolasica, Sljeme, Begovo Razdolje, Čelimbaša, Tršće focused on domestic tourists. This type of tourism is either unknown or nonpromoted abroad.

The natural potential provides opportunities for the development of wellness and health tourism. Although from ancient Roman times till twentieth-century Croatian spas were world famous, since WWII they have attracted mostly domestic tourists. Spa towns in Croatia use natural properties of climate, thalassotherapy (the first spa resort in Croatia—Opatija, Crikvenica, Nin, Biograd na Moru, Makarska, Rovinj, Vela Luka, Veli Lošinj) and hot springs (most of them are in the continental part of the country—Toplice Sveti Martin, Topusko, Naftalan, Bizovačke Toplice, Krapinske Toplice, Tuheljske Toplice, Varaždinske Toplice, Istarske Toplice, Daruvarske Toplice, and Terme Jezerčica). Technical infrastructure for this type of tourism is inadequate, not sufficient for expectations of foreign visitors, in consequence, health tourism in Croatia is not able to compete on the global market. On the other hand, wellness hotels create the new trend in coastal and continental Croatia and, contrary to 3 × S type tourism, give an opportunity to decrease seasonality in tourism.

6278 km of coastline with over 1000 islands together with modern marina infrastructure make Croatia a perfect destination for nautical tourism both for professionals and beginners, but the potential of rivers for nautical tourism is untapped. For sailing and boating fans, Croatia offers extras like nude beaches and campsites all over the coast. The tradition of nudism in Croatia goes back to 1936 when Edward VIII and Wallis Simpson visited Rab island as naturists. The second landmark was the construction of Koversada campsite in 1961—which was, at that time, one of the first FFK campsites in the world.

Opposite to lifestyle of social nudity is a lucrative segment of corporate travel, conventions, and incentive tourism together with scientific tourism. Croatia is internationally famous just for two convention centers—Zagreb and Dubrovnik, but there are many more of them all over the country (Osijek, Varaždin, Rovinj, Rijeka, Opatija, Zadar, Brela, Split, Korčula, Cavtat, and others). Anyway the role of corporate and scientific travel is significant for the development of sustainable tourism for several reasons. This type of tourism takes place in low season (from autumn up to springtime) and makes it possible to organize facultative tours to Croatian tourist attractions less known to foreigners (especially to Zagreb surroundings) creating new, more diversified image of the country.

To conclude, although natural and cultural heritage of Croatia gives a wide range of possibilities to develop diverse types of tourism and to adapt them to dynamic changes in tourist demand, tourism in the country is still based on $3 \times S$. In spite of efforts of Croatian authorities, the stereotype image of Croatian tourism is difficult to overcome.

4.5 Croatia Tourist Regions

Mainly, there are two ways in considering touristic regionalization in Croatia. The first approach is based on physical geography of regions, which is Pannonian Basin on east (called also continental part or lowlands), and Dinaric Alps (so-called mountain region) together with Adriatic coast which extends from northwest to southeast (Pepeonik and Curić 1996). The differences in exploitation of tourist potential in diverse physiographic regions can be revealed by this means. On the other hand, there are no precise statistic data referring to it. That is why the most popular way of classification is based on administrative units—counties called *županija*. There are 20 counties and the capital city of Zagreb which are divided into 9 touristic regions (Table 4.15).

There can be modifications of this regionalization and in its' nomenclature as well. The Institute for Tourism put Central Croatia and Slavonia into one group—Central Croatia and, instead of the phrase “Dalmatia” plus the main city name, uses the term “region of.” The name of Dalmatia-Split is changed to “region of Split-Makarska” which emphasize the role of Makarska Riviera.

Croatian National Tourist Board divides region of Kvarner and Gorski kotar into two parts: the northern region of Kvarner and southeastern Lika-Karlovac. The fact is that there are significant disparities between them which are reflected in the number of tourist arrivals and nights (accordingly 5.3 and 6.7 times less in Ličko-senjska županija). However, for the purpose of this paper, the nine-element classification seems to be the most suitable (Fig. 4.12).

Table 4.15 Tourist regions in Croatia—general characteristic

Tourist region	Surface [km ²]	Population	Population density [per km ²]	Tourist accommodation facilities*	Bed-places in tourist accommodation facilities*	Tourist arrivals	Tourist nights	County (županija)
Central Croatia	18,762	1,340,048	71.4	60	4649	502,000	1,007,000	Zagreb (Zagrebačka) Krapina-Zagorje (Krapinsko-zagorska) Sisak-Moslavina (Sisačko-moslavačka) Karlovac (Karlovačka) Varaždin (Varaždinska) Koprivnica-Križevci (Koprivničko-križevačka) Bjelovar-Bilogora (Bjelovarsko-bilogorska) Međimurje (Međimurska)
Slavonia	12,486	891,259	71.4	35	2244	165,000	331,000	Virovitica-Podravina (Virovičko-podravska) Požega-Slavonia (Požeško-slavonska) Slavonski Brod-Posavina (Brodsko-posavska) Osijek-Baranja (Osječko-Baranjska) Vukovar-Sirmium (Vukovarsko-srijemska)

(continued)

Table 4.15 (continued)

Tourist region	Surface [km ²]	Population	Population density [per km ²]	Tourist accommodation facilities*	Bed-places in tourist accommodation facilities*	Tourist arrivals	Tourist nights	County (županija)
Kvarner and Gorski kotar	8941	359,182	40.2	171	64,111	2,943,000	14,243,000	Primorje-Gorski Kotar (Primorsko-goranska) Lika-Senj (Ličko-senjska)
Dalmatia-Split	4540	463,676	102.1	179	32,539	2,213,000	12,135,000	Split-Dalmatia (Splitsko-dalmatinska)
Dalmatia-Zadar	3646	162,045	44.4	64	21,953	1,187,000	7,184,000	Zadar (Zadarska)
Dalmacija-Šibenik	2984	112,891	37.8	55	15,481	746,000	4,553,000	Šibenik-Knin (Šibensko-kninska)
Istria	2813	206,344	73.4	165	89,364	3,059,000	19,545,000	Istria (Istarska)
Dalmatia-Dubrovnik	1781	122,870	69	94	22,171	1,346,000	5,884,000	Dubrovnik-Neretva (Dubrovačko-neretvanska)
City of Zagreb	641	779,145	1215.5	50	6689	968,000	1,602,000	City of Zagreb (Grad Zagreb)

Source own work based on Statistical Yearbook of Croatia 2014 (Statističke informacije, Hrvatska 2011) and <http://www.mint.hr/default.aspx?id=363>

*only categorized



Fig. 4.12 Croatian tourist regions Croatia [Source Muszyńska 2007, Wizerunek Chorwacji w przewodnikach turystycznych (master thesis manuscript)]

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Chapter 5

Geography of Tourism in the Czech Republic

Jiří Vystoupil and Martin Šauer

Abstract Geography of tourism in the country is presented by discussing five different problem areas presented in the national literature, such as spatial organisation of tourism, its main forms and types, analysis of selected localisation, selective and realisation factors in tourism or applied research in the field of geographical problems in tourism. Geographical situation and natural preconditions for tourism in the Czech Republic are introduced in this chapter. The distribution of tourism resources focuses on the specificity of natural conditions with its unique landscape, climate, fauna and flora and water conditions. The geographical approach serves as a presentation of preserved territories of the country's area. The most important in this category are national parks, which are shortly described. An important, however brief, part of the chapter is dedicated to the description of the historical and cultural heritage of cultural centres and architectural monuments. The values potential is complemented by a presentation of basic and secondary infrastructure of tourism stressing the role of accommodation facilities and sport-recreational and transport infrastructure. The next part presents the inbound tourism with its dynamics, structure, seasonality and qualitative change of demand, as well as opinions of tourists about their visits and most preferred destinations. The main types of tourism shortly introduced here are as follows: urban, sport, congress and spa and wellness tourism. This chapter is summarised with a description of tourism regionalisation in the Czech Republic.

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5.1 Geographic Research of Tourism in the Czech Republic, Its Main Research Problems and Topics

Tourism has been a subject of research in the Czech Republic for more than 50 years and all that time it has had its classical and also specific topics. These topics arise both from necessary basic knowledge and also from particular professional specialisation of leading Czech geographers and other personalities giving shape to Czech geographical schooling. Czech geographical research has always had a lot in common with that in other countries around the world, although its complexity and extent might not be so wide and also the level of theoretical-methodological rudiments and approaches might not be so high.

The beginnings of tourism research in the Czech Republic date back to 1950s, when the first theoretical-methodological principles of the discipline were formed. From 1960s until nowadays, the classical topics in Czech geography have been the analysis of selected localisation, selective and realisation factors in tourism and also the analysis of spatial organisation in tourism and its main forms (e.g. Šprincová 1983). At the end of 1960s and the beginning of 1970s, a new phenomenon got to the centre of attention of Czech geographers, sociologists and urban economists for more than 20 years—short-term recreation of urban population. At the same time, Czech geography started to study its specific subject of interest—the phenomenon of second homes. Finally, since 1980s, in the manner of the rest of Europe, Czech geography started to apply modern geographic-cartographic approaches and methods in tourism (thematic maps, atlases). Last but not least, since the 1990s, the attention has also been paid to selected environmental issues in tourism (sustainable tourism, environment-friendly tourism).

This being said, we can now look into the 50-year-old history of tourism research in the Czech Republic and referring publications of Czech geographers. They all deal with the problem of tourism in the Czech Republic, and the main problem areas are as follows (Vystoupil and Kunc 2010):

1. Discussion on the subject of geographical research in tourism and recreation (assessment of the orientation and tasks that geography of tourism deals with, research methods in geography of recreation and second homes, theoretical-methodological issues of human potential in tourism, geographical approaches to regionalisation of tourism).
2. *Analysis of selected localisation, selective and realisation factors in tourism* (concepts and methods that study natural and cultural-historical factors and conditions of tourism, economic and social factors, analyses of basic and secondary infrastructure of tourism, assessment of the main cause, requirements and needs of people on holiday, regional research) (e.g. Mariot 1971).
3. Phenomenon of short-term recreation of (urban) population, recreativity (free time in cities—urban, transport and social problems, analyses of specific forms of free-time activities, recreation infrastructure in cities, spatial organisation of short-term recreation, intensity of recreation migration and its assessment, needs of people on short-term recreation, models of spatial distribution and dispersion

- of suburban recreation, time and spatial accessibility of weekend centres) (e.g. Vystoupil 1988; Vágner 2004).
4. Second homes (study of geographical and social problems of second housing, concepts of social-spatial diffusion of second homes, forming and spatial organisation of second homes on various spatial levels, formation and limitation of suburban recreational background, influence of second homes on rural areas development, accommodation facilities, analysis of distance factor, nature attractiveness factor, roots of turbulent development, spatial organisation of second homes, social-geographical context, prospects of second housing, regional analyses of second housing—mostly of people from biggest Czech towns) (e.g. Vystoupil 1981; Bičík et al. 2001; Fialová 2001; Vágner 2001).
 5. *Analysis of spatial organisation of tourism and its main forms and types*, which in fact is the oldest and most characteristic subject of geography of tourism (spatial models of tourism, functional-spatial typology of various resorts, regionalisation of tourism areas, intensity research, visiting rate structure, formation and heading of tourist and visitors streams, classification and typology of visited places in tourism, regional research of spatial organisation in small-size territories and in large areas in tourism, i.e. regionalisation, analysis of main forms and types of tourism—especially urban and rural tourism, areas with prominent winter or summer recreation or tourism, spa tourism, viticulture—regional differentiation of tourism with regard to its economic function, analysis of tourism development as well as the development of its individual forms, analysis of domestic and foreign visiting rates) (e.g. Vystoupil and Mariot 1987).
 6. Cartographic-geographic approaches and methods in tourism (thematic maps, publishing the first Atlas of Tourism in the Czech Republic, monitoring individual potential of tourism, cartographic representation of spatial organisation of tourism and recreation as well as its main forms and types) (e.g. Vystoupil et al. 1992, 2006).
 7. *Environmental issues and factors of tourism* (positive and negative impacts of tourism on the environment and the landscape or more precisely on the social-cultural environment, influences of geographic environment on tourism, tourism as an environmental factor of quality of life) (e.g. Pásková 2003).
 8. *Applied research in the field of geographical problems in tourism* (national and regional strategic documents in tourism, programme documents, applied research in tourism stressing the social-geographical problems arising in many research grants—within the competence of the ministries) (e.g. Vystoupil et al. 2007).

5.2 Assessment of Conditions and Factors for Tourism Development in the Czech Republic

Tourism preconditions are a set of natural and man-made aspects including their mutual multi-level interconnections that make it possible for tourism to be realised. P. Mariot (2000) suggested their functional-chronological segmentation into *localisation, selective and realisation preconditions of tourism*.

5.2.1 *Localisation Preconditions and Factors for Tourism Development*

Localisation preconditions for tourism include *natural preconditions* and cultural-historical (man-made) preconditions (Mariot 2000).

5.2.1.1 **Natural Preconditions for Tourism**

Natural preconditions and factors are the most crucial of all localisation factors for most activities of tourism and recreation—especially for forms that include staying at a place for some time. These preconditions also define basic functional-spatial dimensions and differentiation when we consider the utilisation of an area for recreational purposes.

When we assess the potential of tourism, we can do so from two points of view. The first one puts an emphasis on the assessment of partial segments of the potential. All researches that have been carried out until today to analyse the natural preconditions for tourism, shows a general agreement on the structure of factors that have an influence on the natural potential of an area. Mariot (1971), Kopšo (1992) and others defined the basic natural preconditions as follows: relief features, climatic, hydrologic and biographic conditions.

Among relief features that are most valued for tourism are mainly unusual and highly broken terrain features such as rock spires and rock formations, glens, waterfalls, glacier valleys, deeply cut romantic valleys, karst caves, abysses and others. Prominent hydrologic features are, for example, emergences or sinkings of all kinds of springs, mineral springs, natural courses of rivers (esp. meanders) and lakes. Attractive biographic features treasured by tourism are, for example, vast woodland areas, scrub pine areas, mountainous flora, wetlands, moors, occurrence of rare or protected plants, areas with findings of relict mammals and birds.

Besides assessment of partial segments of natural potential, we can also measure the level of attractiveness of an area with the help of synthesising characteristics and indicators (Šauer 2005). In the Czech Republic, this approach was practically used in 1980s (Regionalisation of tourism in Czechoslovakia, 1981, analytic part of Urban Concept of Czechoslovakia, 1988 or Proposal of New Regionalisation of Tourism in the Czech Republic from 2006). It was also implemented in spatial planning in Germany and Austria.

In order to model the overall natural potential of tourism, we can use the assessment of prospective recreation areas. Such an assessment can successfully generalise natural conditions on the existing state and intensity of functional-spatial utilisation of an area. This, however, can be a rather inaccurate indicator to show just how attractive an area can be for tourism. That is why it is always advisable to take other analyses into consideration and complement it with assessment based on the system of nature preservation in the Czech Republic. There are several large

nature-protected areas that represent a compact complex of nature-oriented pre-conditions for tourism development. These are areas with high concentration of natural attractive features on the one hand, and, on the other hand, they are highly homogenous units with common characteristics.

The most attractive areas of the Czech Republic in terms of recreation are mountain areas (Šumava, Krušné hory, Lužické hory, Jizerské hory, Krkonoše, Orlické hory, Jeseníky, Beskydy) as well as their foothills. Among highly attractive areas, there are also sparsely populated woodland areas (Křivoklátsko, Brdy, České Švýcarsko, Rálsko, Chřiby, Moravský kras, Česká Kanada, etc.) and areas with a high share of water reservoirs (e.g. Třeboňsko). On the other hand, lowland areas with intensive agriculture are least attractive for tourism (especially Polabí—along the Elbe, Poohří—along the Ohře river, Dyjsko-svratecký úval and Dolnomoravský úval).

There are two types of protected areas in the Czech Republic. The first type is so-called specially protected areas which can be divided according to their size to small-size and large-size areas. Large-size specially protected areas are national parks and protected landscape areas (CHKO). National parks are areas under the strongest protection, areas that are unique either nationally or internationally. The system of protection is a little bit less rigid in the protected landscape areas. Such areas are divided into four zones and the system of nature protection is different in each zone. Different zones also determine different limits for farming and other utilisation of the natural potential. Small-size specially protected areas follow the same pattern of protection as the first and second zones of national parks and protected landscape areas. There are four types of such areas: national natural reservation, national natural landmark, natural reservation and natural landmark.

There are four national parks in the Czech Republic and they can be found in 6 regions—South Bohemia Region (28.6%), South Moravia Region (5.3%), Hradec Králové Region (20.7%), Liberec Region (9.8%), Plzeň Region (29.0%) and Ústí nad Labem Region (6.6%). Their overall proportion on the area of the Czech Republic is 1.51%. If we compare the share of national parks on the area of particular regions, we get the highest numbers in the Hradec Králové Region and the Liberec Region. There are 70 municipalities located in the Czech national parks.

There are 25 protected landscape areas in the Czech Republic. Their proportion on the area of the Czech Republic is 14%. The highest share on the overall area is in the Zlíns Region (nearly 30%), Liberec Region and Ústí nad Labem Region to contrast with Prague and the South Moravia Region where the share is the lowest.

Tourism in the Czech Republic has traditionally flourished in national parks and protected landscape areas. The high quality of natural conditions in these areas is reflected in the intensive recreational utilisation. Almost 32% of the capacity in collective accommodation facilities is located in large-size protected areas. The value of tourist-recreational function in these areas is also high above the average. The level of attractiveness is, however, quite different in individual protected areas. This is due to the different positions that particular areas have in spatial-organisational system of tourism. From the point of view of realised

attractiveness, the scale is dominated by mountain areas.¹ This is mainly due to the relief that is suitable for tourism development and winter recreation (downhill skiing). Second most important group of areas are places with large rock formations. About 12% of accommodation capacity in protected areas is located in such protected landscape areas (Broumovsko, České Švýcarsko, Labské pískovce, Český ráj and Kokořínsko) (Photograph 5.1).

If we consider the capacity of collective accommodation facilities in karst areas, we find out that they fall below their potential. Both Moravian Karst and Czech Karst are one of the least equipped protected areas. This is most likely a consequence to the fact that visits to karst formations tend to be short-term and that both these areas are located near big towns.

Horizontal articulation is another factor, why some areas are seen as attractive (especially in meanders of valley rivers and ponds and lakes). Valley of the Berounka river (Kokořínsko), the Dyje river (Podyjí National Park) or river meadows and ponds in the Třeboň area are very much sought after. Nevertheless, the vertical factor seems to be cardinal. Poodří and Litovelské Pomoraví are a proof of this phenomenon—horizontal articulation of these rivers is rather high but their flow goes through river meadows. They are not perceived as attractive for tourism. It must be said, though, that tourist attractiveness is not given with just one factor or uniqueness of a natural feature, it is rather a complex of components including the shape of the landscape and character of settlements (Table 5.1).

5.2.2 *Cultural-Historical Preconditions of Tourism*

There is one feature that is specific for all cultural-historical preconditions for tourism—they have been made by human intervention in the environment. That is why the character of cultural-historical preconditions is rather wide and very varied. This situation calls for some kind of specification or classification. Usually, they are divided into three groups (Holešinská 2005): cultural-historical sights, culture centres and culture events. In this paper, we shall only pay attention to the first two of them.

5.2.2.1 **Cultural-Historical Sights**

Cultural-historical sights are important evidences of historical development, way of life and the society from prehistoric times until today. They also reveal creative

¹Among the first ten protected areas with the highest capacity of beds, there are seven mountain areas.

Photograph 5.1 Czech Paradise (Source J. Wyrzykowski)



Photograph 5.2 Karlstejn Castle (Source M. Góralewicz-Drozdowska)



power and the work of man in all fields of human activity. Cultural-historical sights can be divided into three categories—movable sights, immovable sights and set of sights.

Within the cultural-historical potential of tourism, cultural-historical sights are the most important components that significantly participates in tourism development in the Czech Republic. Very often we can hear that while in other countries tourists come to see the sea, visitors to the Czech Republic come here to see the sea of cultural sights (Kesner 2005). This is a fact, really, as we can also see in the record of all Czech sights. There are more than 40,000 of immovable sights on this list.²

From the point of view of tourism development, *architectural sights* (immovable) are the most important. Seeing them is the most frequent reason for travelling

²For the list of Czech cultural sights go to the websites of the Czech National Heritage Institution at MonumNet, <http://monumnet.npu.cz/monumnet.php>.

Photograph 5.3 Holy Trinity Column in Olomouc
(Source M. Góralewicz-Drozdowska)



Photograph 5.4 Powder Tower, Prague
(Source D. Sidorska)



Photograph 5.5 Charles Bridge, Vltava, Prague
(Source D. Sidorska)



Photograph 5.6 Cathedral SS Vitus, Wenceslas and Adalbert, Prague
(Source W. Maciejewski)



Photograph 5.7 Wenceslas Square, Prague
(Source D. Sidorska)



Photograph 5.8 Absinth museum, Prague (Source M. Góralewicz-Drozdowska)



Photograph 5.9 The Church of Mother of God before Týn, Prague (Source M. Góralewicz-Drozdowska)



among the tourists. Therefore, we use the term *cognitive function* of cultural-historical sights.

Significant clusters of cultural-historical sights, that often form town centres, are declared urban monument reserves or urban monument zones. There are 40 urban monument reserves and 255 urban monument zones in the Czech Republic. Their distribution is significantly influenced by the structure of settlements (see Fig. 5.1, Photograph 5.10).

Photograph 5.10 Celetna street, Prague (Source M. Góralewicz-Drozdowska)



Besides urban monument reserves and zones, there are a number of solitary sights in the Czech Republic (Photographs 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9). The most prestigious of them are pronounced national cultural sights. There are 304 of them located in 198 municipalities or towns around the Czech Republic. The largest groups of them are castles and chateaus (97 objects), also religious sights are rather plentiful.

We most often use the number of visitors³ of a particular sight to indicate the level of its significance for tourism. To illustrate the situation in the Czech Republic, see the table below with a list of most popular sights (with the highest number of visitors) in the Czech Republic (regardless of the year) (Table 5.2, 5.3).

Internationally, the highest level of protection is devoted to sights that have been listed among the UNESCO world cultural heritage sights. There are 12 of them in the Czech Republic (see Fig. 5.1).

³Number of visitors is recorded in all sights around the Czech Republic that require an entrance fee. According to available data from National Information and Consultation Centre for Culture (NIPOS), there were 277 objects with the total number of visitors over 11.5 mill people in 2008.

Table 5.1 Classification of large protected landscape areas

Name of area	Number of beds in collective facilities	Characteristic features	Prevailing forms of tourism
KRNAP—Krkonoše	36,134	Mountains	Winter and summer active recreation
Šumava	16,429	Mountains	Winter and summer active recreation
Beskydy	14,792	Mountains	Winter and summer active recreation
Jizerské hory	13,151	Mountains	Winter and summer active recreation
Jeseníky	12,885	Mountains	Winter and summer active recreation
Kokořínsko	7775	Sandstone rocks	Nature tourism
Žďárské vrchy	7080	Countryside	Winter recreation, rural tourism
Třeboňsko	6334	Water	Summer water recreation, spa tourism
Český ráj	4650	Sandstone rocks	Nature tourism
České středohoří	4394	Veldt	Nature tourism
Bílé Karpaty	4153	Mountains	Nature tourism
Železné hory	3220	Countryside	Summer water recreation, rural tourism
Orlické hory	3176	Mountains	Winter and summer active recreation
Broumovsko	3131	Sandstone rocks	Nature tourism
Č.Švýc. + Lab.písk. České Švýcarsko and Labské pískovce	3060	Sandstone rocks	Nature tourism
Lužické hory	2975	Mountains	Summer active recreation, second homes
Křivoklátsko	2529	River valleys, forests	Nature tourism, second homes
Pálava	2136	Veldt	Nature tourism
Slavkovský les	1981	Mineral springs, moorland	Nature tourism, spa tourism
Český les	1386	Mountains	Nature tourism, second homes
Podýjí	1250	River valleys, forests	Nature tourism
Moravský kras	1229	Karst caves	Nature tourism
Český kras	1188	Karst caves	Nature tourism
Blanský les	550	Countryside	Sub-urban recreation
Blaník	400	Countryside	Nature tourism
Poodří	292	Floodplains and floodplain forests	Sub-urban recreation
Litovelské Pomoraví	253	Floodplains and floodplain forests	Nature tourism

Source Own analyses

Table 5.2 The most popular sights in the Czech Republic in 2013

Sight	Location	Number of visitors (in 1000)
Prague Castle	Praha	1493
ZOO Park	Praha	1115
Old Town Hall	Praha	456
Chateau and arboretum Průhonice	Průhonice	340
Castle complex Český Krumlov	Český Krumlov	316
Chateau Lednice	Břeclav	313
Ossuary Sedlec	Kutná Hora	310
Cathedral of St. Peter and Paul	Brno	306
Chateau Hluboká nad Vltavou	Hluboká nad Vltavou	252
Karlštejn Castle	Karlštejn	231
Chateau Dětenice	Dětenice	195
Old New Synagogue	Praha	170

Source Kultura České republiky v číslech/Czech Culture in Numbers (2014)

Table 5.3 The most popular castles and chateaus in the Czech Republic in 2013

Castle/chateau	District	Number of visitors (in 1000)
Prague Castle	Praha	1493
Castle complex Český Krumlov	Český Krumlov	316
Chateau Lednice	Břeclav	313
Chateau Hluboká nad Vltavou	Hluboká nad Vltavou	252
Karlštejn Castle	Karlštejn	231
Chateau Dětenice	Jičín	195
Archbishop palace and gardens in Kroměříž	Kroměříž	130
Pernštejn Castle	Brno-venkov	134
Silesian Ostrava Castle	Ostrava	129
Chateau Konopiště	Benešov	111
Chateau Sychrov	Liberec	107
Křivoklát Castle	Rakovník	103

Source Kultura České republiky v číslech/Czech Culture in Numbers (2014)

5.2.2.2 Culture Centres

The second group of cultural-historical potential is represented by culture centres that have both **cognitive function** and **social function**. This correlates with their character, and they tend to be fixed in time. Culture centres are divided into three categories: museums, galleries and memorials, theatres and observatories and planetariums.

The statistical data show that museums, galleries and memorials belong among the most important culture centres in the Czech Republic. In 2014, there were 509

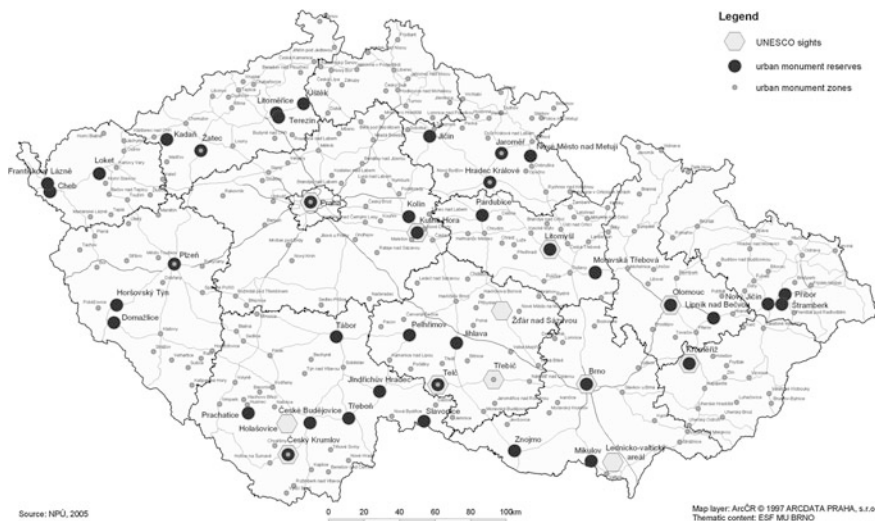


Fig. 5.1 Urban monument reserves, urban monument zones and UNESCO sights (Source Vystoupil et al. 2006)

cultural centres of this type and they were visited by more than 11.6 million people. Museums have got the largest share on the total number, in most cases they are situated in big towns and cities.

From the economical point of view or from the point of view of added value generation, theatres occupy the first place among all establishments offering cultural services. There were 211 theatres in 2014 in the Czech Republic, offering about 27.5 thousand performances and attracting nearly 6.1 million theatre lovers. Spatial localisation of theatres is closely connected with cities and that is why the vast majority of them are located there.

Observatories, planetariums and other astronomic facilities are not dominant tourist attractions. There are about 50 establishments of this kind in the Czech Republic; on average, they attract 570,000 visitors a year.

5.3 Basic and Secondary Infrastructure of Tourism (Realisation Preconditions for Tourism)

Infrastructure in tourism is a system of organisational-technical preconditions that enable to fulfil the need of participants in tourism in a particular destination (transport, roads, electricity supplies, drinking water accessibility, sewage system, shops, banks, exchange offices, cultural centres, places of entertainment, sport facilities, etc. (Zelenka and Pásková 2002, p. 127).

Geographical research in the Czech Republic as well as in most European countries concentrates mainly on a crucial segment of tourism infrastructure—accommodation facilities and selected sport-recreational and transport-recreational infrastructure. The following chapter deals with the analysis of the development and spatial localisation of this infrastructure in the Czech Republic.

5.3.1 *Accommodation Facilities*

Type, structure and spatial differentiation of accommodation facilities in the Czech Republic have always gone hand in hand with the level of attractiveness of a particular area. Tourist facilities, since the very beginning, have been concentrated mainly in Prague, other big cultural and commercial centres and in spas. In 1921, for example, more than 1.3 thousand accommodation facilities (mainly B&B's) were located in about 700 municipalities. The overall capacity was 25 thousand beds (Catalogue of Hotels in Czechoslovakia, 1921). 70% of the capacity was concentrated in Bohemia, of that 10% in Prague. 25% was cumulated in spa towns (35 locations). In Moravia, the most significant was Brno (840 beds), followed by Ostrava (500), Luhačovice (430), Olomouc (370), Jihlava (200), Opava (200), Šumperk (200) and Jeseník (150). Since the end of 1920s, building works also moved to the mountain areas, specifically to Krkonoše, Jizerské hory, Orlické hory, Jeseníky and Šumava (besides spas located in these areas). At the end of 1930s, the estimated number of beds in the Czech Republic was around 50,000, and the spatial distribution was very much the same as it was at the beginning of 1920s (mentioned above).

After the WWII (1946–1960), the development of accommodation portfolio was stagnating as can be proved with data from 1960. The output of the Czech Statistical Office, hotel lists and guide books shows that in 1960 there were about 60,000 beds located in more than 900 municipalities. The most significant tourist centres were Prague (5000 beds), Špindlerův Mlýn (2000), Karlovy Vary (1400), Brno (1200), Mariánské Lázně (1000), Janské Lázně (650), Děčín (600), Liberec (600), Pec pod Sněžkou (570), Gottwaldov, Plzeň, Luhačovice and Olomouc (450 beds).

In the 1960s, we could see a new trend of tourism starting to thrive, which lasted until the end of 1980s. At that time, it was typical to participate in various forms of “socialist” mass tourism. People would spend their holidays in facilities owned by various trade unions or they would prefer any other form of mass social tourism. This led to a dynamic growth of accommodation possibilities, which was typical for a period starting in the mid-1960s and lasting through the 1970s and culminating in the 1980s. This trend is also illustrated in the Fig. 5.2.

In 1976, there were 110,000 beds available in “independent” tourist facilities (regular types of facilities, of which 63,000 beds were in hotels) and other 162,000 beds in “controlled” tourism (selective recreation, recreation provided by trade unions, spa facilities—mainly in the mountains and in water resorts). These

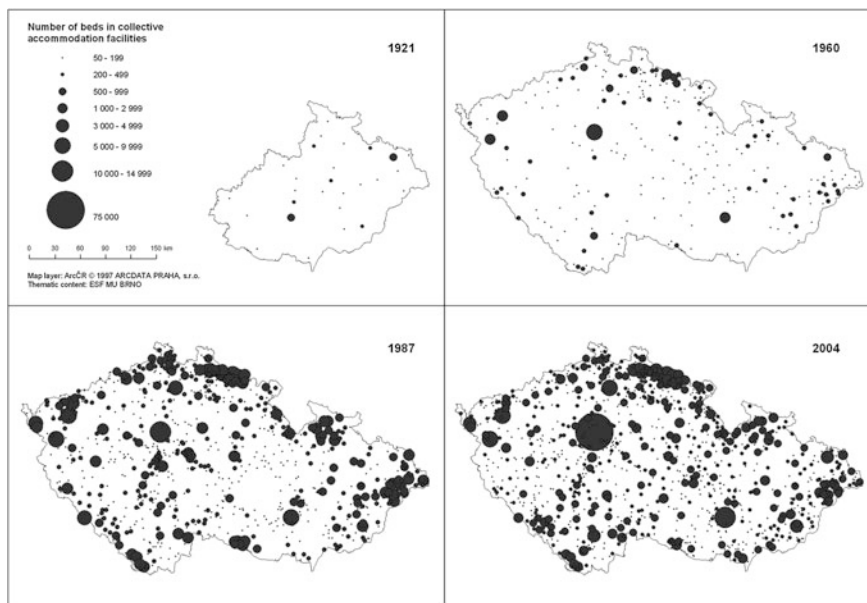


Fig. 5.2 Number of beds in Czech collective accommodation facilities in 1960–2004

facilities were located in 950 municipalities. Most often, these facilities were used for selective recreation and recreation provided by trade unions.

1990 was a breaking point in the development of accommodation portfolio. The first feature of that time was the transition of accommodation facilities belonging to trade unions into private hands, and the same process underwent in case of spa facilities (however, not to such an extent). Secondly, many facilities were built at that time and, last but not least, there was a huge qualitative improvement of accommodation facilities (the share of 4-star and 5-star hotels increased due to the construction of new and modern facilities and also due to the reconstruction of already existing ones). During 1987–2014, the total number of beds in tourism in the Czech Republic increased from 360,000 to 520,000, that is by 44%. New construction activities were mainly centred in Prague (39% of the total increase of 160,000 beds). At the end of the 1980s, there were around 25,000 beds in Prague, and in 2014, it was already as many as 88,000 beds of a completely different quality than before (more than a half of the total number of 80,000 beds in 4- and 5-star hotels in the whole Czech Republic were located in Prague). Besides Prague, new construction was also underway in areas with highly attractive natural scenery (Šumava, South Bohemia, Krkonoše, partially also Vysočina and ski resorts in Jesníky, spa towns around the entire country—renovation) and in selected historical towns. Construction works took place mainly in areas that were attractive for the new foreign clientele coming mainly from Germany, the Netherlands and Austria. This reflected the new geopolitical situation in Europe. For the same reason,

Table 5.4 Capacity and output in Czech accommodation facilities in 1987

Region	Number of beds (in thousands)	Number of overnight stays (in thousands)
Prague	10,149	3017
Centra Bohemian Region	31,689	3330
South Bohemian Region	30,384	4115
West Bohemian Region	49,743	8726
North Bohemian Region	48,574	4880
East Bohemian Region	65,248	7376
South Moravian Region	48,146	5716
North Moravian Region	51,553	6403
Total the Czech Republic	335,485	43565

Source Sčítání občanské vybavenosti v roce 1987/Census of community facilities in 1987 (1988)

construction of new accommodation facilities stagnated in what suddenly appeared as less attractive areas, such as Moravian-Slovak border area.

The functional structure of up-to-date tourism in the Czech Republic shows these facts: 45% of all beds can be found in centres of urban and cultural tourism, 16–17% are in resorts of water recreation, 19–20% in mountain resorts, 8% of beds are in spa towns, and 10% of the total capacity remains for other tourism centres, mostly in the country.

According to the latest data from 2014, the number of collective accommodation facilities in the Czech Republic was 9013 with the total capacity of 519,909 beds. The proportion of beds in various types of collection accommodation facilities was as follows: 59% in hotels and similar establishments (of that 27% are in 4- and 5-star hotels), 41% in other types of collective accommodation facilities (29% of that in holiday dwellings and hostels for tourist). Individual accommodation (at somebody else's place) covers 8% of the overall capacity (not monitored since 2002).

Looking at the geographical distribution of collective accommodation facilities, it is obvious that the geographical differentiation is quite significant and that they are very much concentrated in centres with important cultural-historical potential, as well as centres with important natural potential and preconditions (mountain areas such as Krkonoše, Jizerské hory, water reservoirs and some rivers especially Berounka, Sázava, Vltava rivers). Spa towns undoubtedly belong among places with high concentration of facilities, too (Table 5.4, 5.5).

5.3.2 *Sport-Recreational and Transport Infrastructure*

Although transport undoubtedly plays numerous functions in the entire system of tourism, we shall concentrate only on its relation to sport-recreational infrastructure.

Table 5.5 Capacity of collective accommodation facilities in tourist marketing regions 2014

Tourist marketing region	Number of facilities	Number of rooms	Number of beds	Number of places for tents and caravans
Prague	757	40,520	87,961	967
Central Bohemia	610	12,255	32,199	5206
South Bohemia	833	14,893	42,098	8667
Sumava	616	9001	26,797	6184
Plzensko and Czech Forest	276	6624	18,396	2712
West Bohemian Spas	439	15,105	30,786	1152
North-West Bohemia	446	8463	22,047	1825
Ceskolipsko and Jizerske Mountains	505	8740	26,568	2132
Český ráj (Bohemian Paradise)	193	3241	9711	2125
Krkonose and Podkrkonosi	951	14,689	41,919	2032
Kralovehradecko	309	5264	14,976	2331
East Bohemia	335	7272	20,363	1821
Vysocina	452	8362	24,031	3399
South Moravia	816	17,635	44,213	5666
East Moravie	445	10,058	25,767	1431
Central Moravia and Jeseniky	461	8801	22,621	1148
Total the Czech Republic	9013	202,482	519,909	50,837

Source Czech Statistical Office

In this case, it is possible to interpret transport as an instrument that enables the participants in tourism to travel within a tourist destination or helps enjoy sport and recreation in the place. Should transport have this wide definition so closely tight with tourism, then the following elements are all included:

- infrastructure for winter sports (facilities for downhill and cross-country skiing),
- infrastructure for walking and hiking (marked footpaths, thematic and natural trails),
- infrastructure for cycling (marked cyclepaths),
- other specific types of transport services that can be included in the category of sport-recreational infrastructure (summer cable ways, ski buses and cycle buses, marked hippo paths, marked paths for wheelchair users).

5.3.2.1 DownHill Skiing and Skiing Slopes

Together with cross-country skiing, downhill skiing is one of the most significant activities that are typical of winter tourist season. In comparison with cross-country skiing, however, downhill skiing is rather disadvantaged due to its localisation and realisation demands. These are the basic conditions for a successful development of downhill skiing:

- suitable configuration of the terrain and favourable physical-geographical conditions (slope that must fulfil a number of criteria, e.g. length, slant, exposure to cardinal points, etc.),
- favourable climatic conditions (suitable length of winter season, thermal characteristics, height of snow cover and suitable length of time when it lasts, etc.),
- huge investment for construction of the skiing resort and its infrastructure (fast and high-capacity transport equipment, e.g. lifts, technology for artificial snow making, treatment and lighting of the slopes),
- difficult position of the resort keepers with authorities dealing with environmental protection. Projects for downhill skiing developments are often seen as a strong intervention into the function of ecosystems.

Although the natural conditions in the Czech Republic might not be very suitable for downhill skiing development (lower altitude, shorter length of potential slopes, shorter winter season)—especially in comparison with some other European countries—it has had a long tradition. That is why most Czech skiing resorts tend to be rather small. In most cases, they are located in mountainous border areas, such as Krkonoše, Jizerské hory, Krušné hory, Šumava, Orlické hory, Jeseníky and Beskydy. A few less equipped skiing resorts can be found in lower altitude mountain ranges such as Český les, Českomoravská vrchovina or Bílé Karpaty.

In the Table 5.6, you can see a list of the biggest skiing resorts in the Czech Republic. They have been ordered according to the overall length of downhill skiing slopes that are located there.

In order to assess the quality of a particular skiing resorts, however, the overall length of downhill skiing slopes is not the only criteria. The level of its infrastructure is of no less importance (fast transport equipment with high capacity, technology for artificial snow making, treatment of the slopes, automatic operating systems, facilities for snowboarding, parking facilities, etc.). Unfortunately, for most Czech skiing resorts some degree of under equipment with infrastructure is quite typical. This fact shows mainly in low quality and low capacity of transport facilities (even if the situation has been improving, the number of rebuilt or newly open lifts has been rising). This leads to long waiting times at the lifts and to certain extend spoils the skiing experience. In some resorts, all available lifts are not integrated in one system and there may be several tariffs available. This is a nuisance for skiers.

5.3.2.2 Winter Sports and Recreation—Cross-Country Skiing

It was already mentioned above, that along with downhill skiing, cross-country skiing is the most significant activity typical for the winter tourist season in the Czech Republic. If we compare the two disciplines, cross-country skiing has got a certain advantage as it is less demanding on localisation and realisation preconditions.

Table 5.6 Biggest resorts of downhill skiing in the Czech Republic (resorts with more than 8 km of slopes)

Resort	Length of slopes								Interconnection into one network
	Total		Out of which						
	Metres	(%)	Blue		Red		Black		
			Metres	(%)	Metres	(%)	Metres	(%)	
Černá h.— Pec	40,770	100.0	15,810	38.8	23,235	57.0	1725	4.2	yes
Špindlerův Mlýn	24,345	100.0	9020	37.1	12,950	53.2	2375	9.8	yes
Rokytnice n.Jiz.	21,526	100.0	14,132	67.9	6049	26.3	1345	5.8	yes
Klínovec	18,200	100.0	7480	41.0	6900	38.0	3800	21.0	yes
Skiregion Vlašsko	14,500	100.0	3990	27.5	9360	64.5	1150	8.0	no
Herlíkovice	12,350	100.0	6420	52.0	4950	40.0	980	8.0	yes
Kouty nad Desnou	11,500	100.0	7935	69.0	2990	26.0	575	5.0	yes
Skiresort Buková hora	10,400	100.0	6500	62.5	3900	37.5	0	0.0	yes
Paseky n. Jiz.	10,030	100.0	6230	62.1	3800	37.9	0	0.0	yes
Lipno	9600	100.0	7680	80.0	1920	20.0	0	0.0	yes
Dolní Morava	9400	100.0	4700	50.0	4136	44.0	564	6.0	yes
Ještěd	9200	100.0	2610	28.4	5670	61.6	920	10.0	yes
Ramzová	8660	100.0	1990	23.0	5450	63.0	1220	14.0	yes
Karlovy Vary	8600	100.0	4320	49.0	3850	44.0	630	7.0	no
Ski Kraličák	8600	100.0	4560	53.0	3190	36.1	850	9.9	yes

Source <http://www.holidayinfo.cz>, 2015

1. Unlike downhill skiing, the only existing basic requirement for cross-country skiing is a sufficiently long period with unbroken snow cover. The other requirements on physical-geographical preconditions are not so strict (as for suitable relief features, flatlands and gentle slopes are more convenient for cross-country skiing, steep mountainous relief with long slopes is not ideal for this sport).
2. The expenses necessary for the development of cross-country skiing in an area are also much lower than in case of downhill skiing. Besides some kind of technology used for the treatment of skiing tracks (and perhaps some lighting for short skiing circuits), no other investment is necessary.
3. Last but not least, another advantage of cross-country skiing is its spatial dispersion. As a consequence of that, its impact on the environment is much lower than that of downhill skiing.

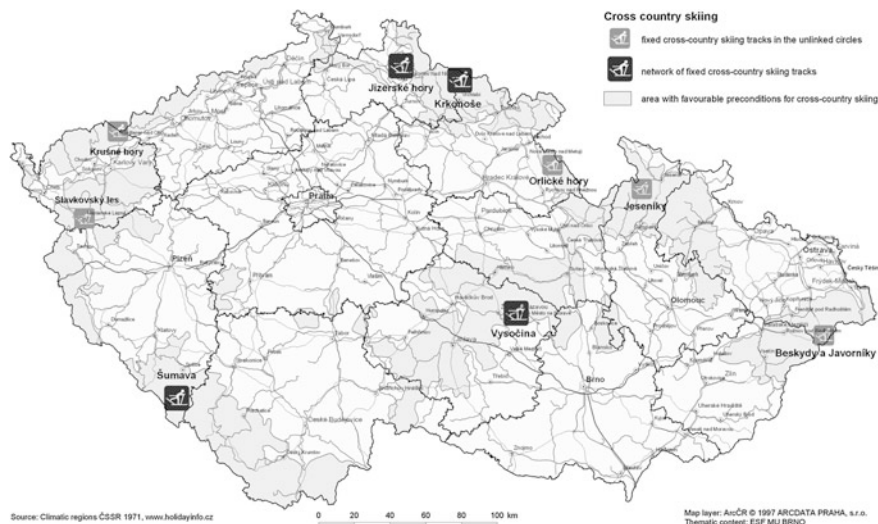


Fig. 5.3 Winter sports and recreation—cross-country skiing (Source Climatic region ČSSR 1971, www.holidayinfo.cz)

There are quite a lot of regions in the Czech Republic with relatively good physical-geographical preconditions for cross-country skiing development. If we consider only basic climatic conditions (average duration of unbroken snow cover for at least 2–3 winter months, i.e. 60–90 days, regular sufficient height of snow cover, low average temperature in the winter season, a high number of freezing days—days with minimal temperature below zero), then with the help of climatic maps, we can define areas with some potential for cross-country skiing development. They are mainly located in mountain areas: Beskydy, Nížký and Hrubý Jeseník, Rychlebské hory, Králický Sněžník, Orlické hory, Broumov Corner, Krkonoše and a part of its foothills, Jizerské hory, massif of Ještěd and Lužické hory, Krušné hory, Smrčiny, Slavkovský les, Český les, Šumava, Blanský les, Novohradské hory, Českomoravská vrchovina and some other minor parts (see Fig. 5.3).

It is very useful to compare the areas with some potential listed above with the list of areas where the potential is practically made use of. In order to define such places correctly, we look for resorts where the cross-country skiing tracks are regularly fixed with some kind of machine. Thanks to this methodology, it is possible to point out locations where the existing natural potential is further developed in order to make it more attractive for tourism. As a consequence, some related effects can appear (e.g. inflow of capital into the area, new working places, etc.)

To illustrate areas in the Czech Republic where the existing potential for cross-country skiing is utilised, see picture below (data from 2006). On the basis of the picture below, the following conclusions can be stated:

- the existing potential is best utilised in Jizerské hory, Krkonoše, Šumava and Českomoravská vrchovina (individual tracks are interconnected into a network with several starting points),
- the existing potential is not so well utilised in Krušné hory, Slavkovský les, Orlické hory, Jeseníky and Beskydy,
- the survey is to a certain extent complicated with the fact that in all Czech mountain areas there are commonly used cross-country skiing tracks that are not mechanically fixed (including marked tracks run by the Czech Hikers' Club).

5.3.2.3 Hiking Paths and Natural Trails

The system of hiking paths marking has had a long tradition in the Czech Republic. Leaving aside some activities of German clubs in border areas of the Czech Republic at the turn of the nineteenth and twentieth century, we now consider that the network of marked hiking paths of the Czech Hikers' Club appeared first in 1889. Nowadays, it maps the most interesting and attractive places all over the country. The length of marked paths grew rapidly, and in 1920, there were 25,000 marked km and in 1938 as many as 40,000 km (in the whole former Czechoslovakia).

WWII and the years 1950–1954 were critical for the marking system—it was not kept properly and the whole network was quite damaged. In 1954, the Czechoslovak government passed a resolution on new organisation of hiking and tourism in Czechoslovakia and in 1958, a unified system of paths marking was suggested. Thanks to this, the system was restored and improved with large-size maps and signposts. The network gradually extended. After 1989, the marking was also made in long inaccessible areas along the Austrian and German border.

At the present time, there are about 40,000 km of marked hiking paths in the Czech Republic (data from 2008). 1470 km of that are a part of international long-distance hikes of the European Ramblers' Association (ERA). The highest density of marked hiking paths in the Czech Republic is generally in three types of places: in attractive mountain areas, in other places of natural interest (karst areas, rock formations, large woodlands, etc.) and in the suburban areas of big cities.

If we transform the general definition of areas with the highest density of marked paths into specific geographic names, we get a list of the following areas: Beskydy, Hrubý Jeseník, Rychlebské hory and Králický Sněžník, Orlické hory, Teplice-Adršpach Rock Area and Broumov Walls, Krkonoše, Český ráj, Jizerské hory and the massif of Ještěd, Lužické hory, Kokořínsko, Českosaské Švýcarsko, České středohoří, Krušné hory, Slavkovský les (especially the surrounding of spa towns Karlovy Vary and Mariánské Lázně), Šumava, Povltaví (along dams on the Vltava river south of Prague), Český kras and Křivoklátsko, certain parts of Českomoravská vrchovina, Moravský kras and Lednice-Valtice Complex.

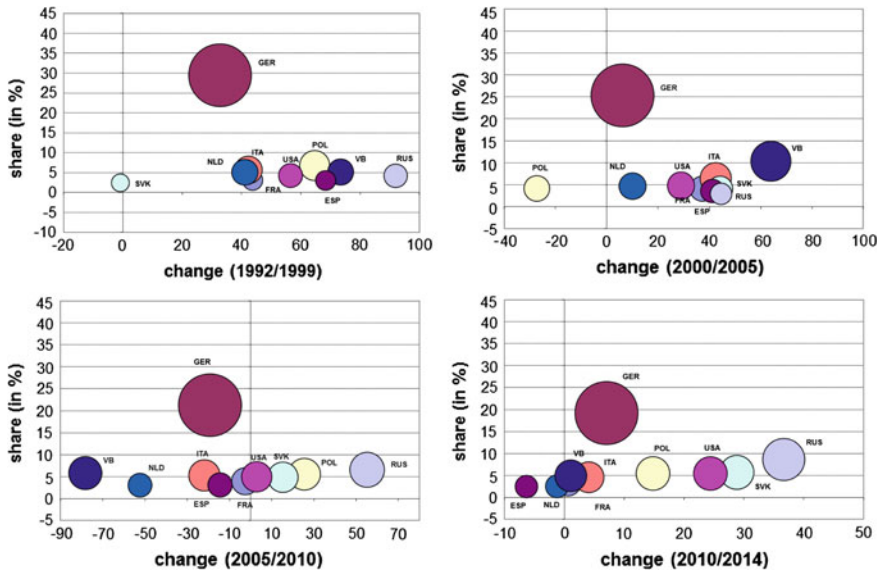


Fig. 5.4 Number of foreign visitors by their countries of origin 1992–2014

5.4 Visitors and Number of Visits (Selective Factors of Tourism)

Number of visits to the Czech Republic reveals that tourism in this country has got a relatively average performance. According to the data from WTTC (2015) and the Czech Statistical Office (2015), the Czech Republic is under the European and worldwide average. A direct contribution of Travel & Tourism to GDP in 2013 was CZK117bn (2.9% of GDP). On the other hand, the data from the Czech Statistical Office are to a certain extent inaccurate due to a large number of estimates and also due to a relatively strong black economy in this sector.

Regardless of the statistical problems and the relevance of statistical data, we are able to analyse the development and structural trends in Czech tourism. Looking at the statistical data, we can state that the volume of demand of tourism in the Czech Republic has been stable for some time ranging around 100 million trips a year. However, from financial point of view it has been rising, as people tend to spend more.

The demand structure is quite unbalanced, both with the number of trips and the amount of expenditure. One-day visits generate the largest portion of trips, 45% of the overall volume. According to the data from the Czech Statistical Office, these trips are both traditional holidays and recreation and also one-day shopping trips. Domestic tourist forms the second biggest group of tourists, as they make more than 25% of all trips. But only 1/4 of them stay in collective accommodation facilities. The others seek B&B’s (individual accommodation facilities) or stay at their friends’

Table 5.7 Demand in tourism in 2003–2013 according to the visitors' origin and category (in thousands)

	2003	2005	2007	2010	2013
Foreign visitors	18,580	22,856	24,538	21,941	26,336
Tourists (total)	7641	9404	10,162	8629	10,300
<i>in collective facilities</i>	5076	6336	6680	6334	7310
<i>others</i>	2565	3068	3482	2295	2990
One-day visitors	10,939	13,452	14,376	13,312	16,036
Domestic visitors	102,126	104,677	99,167	93,924	75,353
Tourists (total)	37,561	32,561	28,481	27,614	29,215
<i>in collective facilities</i>	6271	6026	6281	5878	6558
<i>others</i>	31,290	26,535	22,200	21,736	22,657
One-day visitors	64,565	71,116	70,686	66,310	46,138

Source Czech Statistical Office 2015

or relatives'. This is the principal difference between them and foreign visitors, as only 28% of them stay outside collective facilities. One-day trips prevail also among foreign tourists but not as much as among domestic ones (Table 5.7).

Looking at the structure of demand from the point of view of consumption expenditures, we get a rather different picture. Data from the Czech Statistical Office shows, that although domestic tourists prevail in number, their contribution in consumption is lower than that of foreign visitors to the Czech Republic. Foreign visitors make about 60% of the consumption volume. For resources in tourism, a foreign tourist is the most valued one. He/she is four times more "financially beneficial" than a Czech one. The same applies with one-day visitors (Table 5.7).

Trends in the number of visits to collective accommodation facilities in the Czech Republic after 2000 are as follows:

1. Stagnation from the side of domestic tourist and a rapid growth of the number of foreign tourists coming to the Czech Republic gradually led to superiority in numbers of foreign tourists over Czech ones. Changes in the number of stays are even more visible. Number of overnight stays of domestic tourist has dropped dramatically, while number of overnight stays of foreign tourists has been slowly growing. This resulted in decreasing numbers of overnight stays as such (Table 5.8).
2. While in the 1990s, the length of stay was growing; since the year 2000, the situation has been quite the opposite. Since that time the length of stay has been continuously decreasing. During the last nine years, it has become two days shorter. This trend is typical for all categories of tourists; however, it is much faster among domestic tourists.
3. Even if the number of foreign tourists in the Czech Republic has been growing, the position in international tourism has not changed too much. In recent years, the Czech Republic has held a position in the second half of the thirty most visited countries around the world (UNWTO 2015).

4. Most foreign tourists coming to the Czech Republic are from Germany. They make 19% of all visits. Other significant source countries are Great Britain, Russia, Slovakia, Poland, the USA, Italy and France. This structure has been quite stable for the last twenty years (besides significant decrease of visitors from Israel and Denmark), but the relative importance of individual countries has been going down. The structure of source countries has been widening, which results in more fragmented geographical structure of incoming tourism to the Czech Republic. In 1992, the first ten countries made up 84% of all foreign arrivals to the Czech Republic compared with 58% nowadays.
5. The structure of countries of origin of incoming foreign tourists has been changing. From the charts below, it is obvious that the importance of Germany and the Netherlands has been decreasing, while the Russian market has flourished. Although there has been a visa requirement since 2000 for Russian tourists (arrivals dropped by 50%), there has been a growing interest in the Czech Republic, especially among the ever richer Russian middle class. While in the second half of the 1990s and first few years of the new millennium, a typical tourist arriving in the Czech Republic was from West European countries (Italy, France, Spain, the USA, the UK), and over the last few years, we can see a growing interest from East European countries (Russia, Poland, etc.) (see Fig. 5.4). This trend is weakening by the recent development of outbound tourism from Russia. The performance of Russian economy is declining and has an impact on decreasing numbers of arrivals to the Czech Republic.
6. Differentiation of foreign tourists coming to the Czech Republic from the point of view of the length of their stay has been fixed for some time. While tourist coming from Russia, Germany, Israel and the Netherlands stayed longer than the average, the Austrians and the Poles stayed the shortest.
7. The dispersion of foreign tourists in regions of the Czech Republic is mainly caused by the reason of their visit. The Czech Republic is usually perceived as a destination with a high cultural-historical value. This image is made thanks to the status of Prague and is supported by the phenomenon of the UNESCO sights. They have been introduced to the Czech Republic only after 1989 and significantly helped to change the presentation of Czech cultural heritage abroad. The UNESCO sights have become prominent places of tourist interest although the benefits for particular locations are often controversial. Tourists coming to these places usually come for just one day and therefore do not generate sufficient economic effects.

5.4.1 Seasonality

The Czech Republic is one of the countries where the demand is quite balanced throughout the year and grows considerably in the summer. As much as 28% of all overnight stays are registered in July and August contrasting with December and

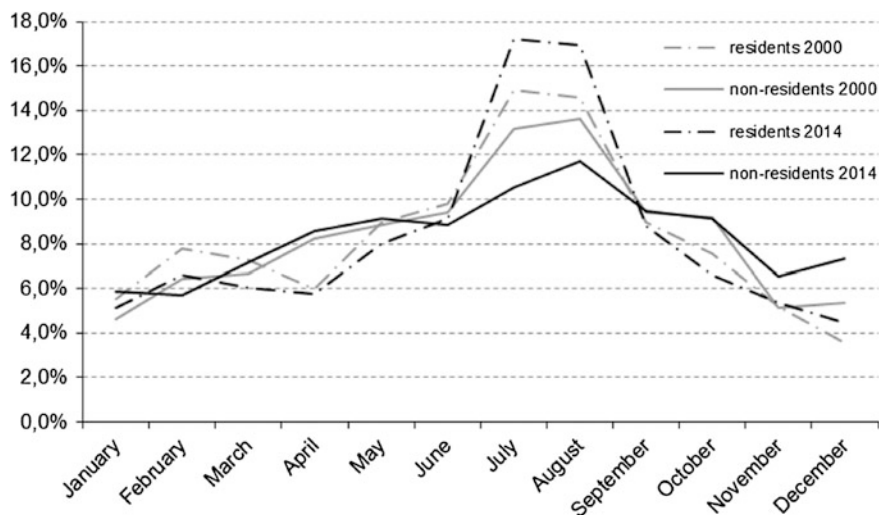


Fig. 5.5 Seasonality of the number of overnight stays in collective accommodation facilities (Source Czech Statistical Office)

Table 5.8 Visitors in collective accommodation facilities in the Czech Republic

Year	Number of visitors (in thousand)			Number of overnight stays (in thousand)		
	Total	Foreigners	Czechs	Total	Foreigners	Czechs
2000	10,864	4773	6091	44,200	15,597	28,603
2002	10,415	4743	5672	37,110	15,569	21,541
2004	12,220	6061	6158	40,781	18,980	21,800
2006	12,725	6435	6289	41,448	20,090	21,357
2008	12,836	6649	6186	39,283	19,987	19,286
2010	12,212	6336	5878	36,909	18,366	18,543
2012*	15,099	7647	7452	43,278	21,794	21,484
2014*	15,587	8096	7491	42,947	22,110	20,838

Source Czech Statistical Office 2015

*Register of accommodation establishments was updated and data on capacity and occupancy for 2012, 2013, 2014 were revised. For this reason, time series are broken. New comparable time series are published from 2012 onwards

January as months with least visits. If we search for reasons of relatively balanced demand, we have to consider the character and importance of foreign arrivals to the Czech Republic. Quite unusually, Czech domestic tourism is very seasonal (kurtosis $\gamma_2 = 1.25$), while foreign tourist behaves quite the contrary (kurtosis $\gamma_2 = -0.70$). In most countries, the situation is the other way round. Foreign visitors to the Czech Republic prefer less seasonal forms and types of tourism such as urban tourism, cultural tourism, shopping trips or spa tourism (Fig. 5.5). In this context,

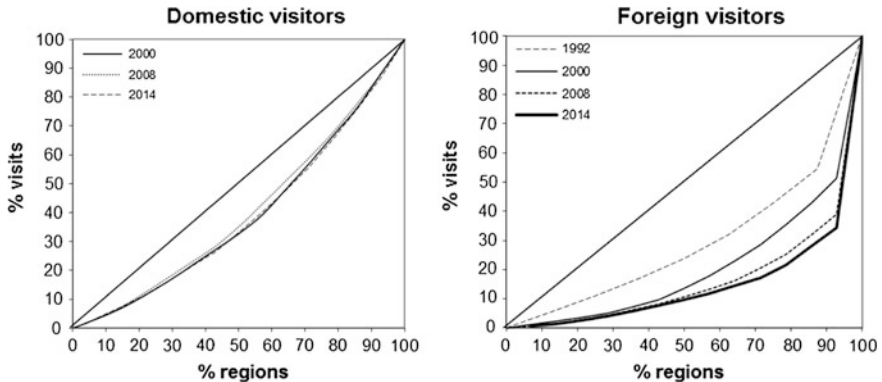


Fig. 5.6 Spatial concentration of domestic and foreign tourists (*Source* own analyses based on Czech Statistical Office 2015)

Prague together with West Bohemian spa towns is a dominant tourism destination for foreign visitors. Domestic tourism is much more centred in the summer months when most Czechs enjoy their longest holiday, and consequently, the prevailing forms and types of tourism at that time are summer water recreation, recreation in the mountains and rural tourism. It is also interesting to pay some attention to the way seasonality develops through the time. As a whole, seasonality in the Czech Republic has been slightly decreasing. However, we can observe two antagonistic trends. Foreign arrivals in the Czech Republic tend to be less and less concentrated in the summer months, while domestic tourism develops in quite the opposite manner (Fig. 5.6).

5.4.2 Qualitative Change of Demand

During the last twenty years, there has been a significant shift in the tastes of participants in tourism. They began to prefer facilities of higher standard. This trend can be illustrated if we look at the changing numbers of visitors in particular types of accommodation facilities. The tables below prove that the demand has become stronger for facilities with higher quality of services. Number of nights grew only in hotels, especially four- and five-star ones. Quite surprisingly, this trend is not only caused by foreign demand but also by domestic tourists. Especially in case of luxury hotels, this growing demand has resulted in growth of offer. However, the same rule does not work with B&B's and campsites—although the number of nights in these facilities dropped it was not followed by a decrease of available beds. On the contrary, the capacity increased. It can therefore be expected that the consolidation of market is still yet to come for these facilities. The growing capacity

in B&B's and campsites is drawn by new investments and rising quality, but the low-quality facilities do not shut down (Table 5.9).

5.4.3 Regional Differentiation of Domestic and Foreign Tourist Coming to the Czech Republic

The distribution of tourist in the Czech regions tends to be quite uneven. However, there are some fundamental differences between domestic and foreign tourist demands. The two charts below reveal two basic distinctions. Firstly, the spatial misbalance is much more visible with foreign tourists. And secondly, the development trends of spatial concentration of domestic and foreign tourists are quite distant from each other. In the long term, foreign tourists tend to concentrate more and more, while the level of spatial concentration of domestic tourists has been stagnating or even going down. These trends are caused mainly by different characters of behaviour of the two segments. Foreign tourists concentrate mainly on the hottest attractions of a particular country, which in case of the Czech Republic is undoubtedly Prague. Also, the number of foreign tourist coming to the Czech countryside or to the mountains (the Dutch and the Germans) has been decreasing as the competitiveness of these areas has suffered due to the growing power of Czech crown and lagging quality of services. On the other hand, a Czech tourist prefers traditional tourist locations in Czech mountains, spas or areas of water recreation.

Considering the distribution of foreign visitors into the Czech regions, there is a prominent feature—foreign visitors are to a great extent concentrated in Prague. From this point of view, the position of Prague is quite extraordinary, even in the European context.⁴ In 2014, as much as 65.6% of all foreign visitors to the Czech Republic stayed in Prague. None of the remaining Czech regions reach over 10%. More than 5% share on the total number of foreign arrivals in the Czech Republic was recorded only in Karlovy Vary Region and South Moravia Region (both 6.4%). Beside Prague, foreign tourists tend to concentrate on West Bohemian spas, the Krkonoše mountains, Jizerské hory, border area of South Bohemia and Brno with its trade fairs (Table 5.10).

If we look at the national structure of visitors to the Czech Republic in individual regions, it is clearly dominated by the Germans. Besides three regions (South Moravia Region, Zlín Region and North Moravia Region), all Czech Regions have the majority of foreign visitors coming from Germany. The largest national groups

⁴Share of London on overall foreign visits to UK is below 50%, Budapest does not go over 55%.

Table 5.9 Structure of overnight stays of foreign and Czech tourists in collective accommodation facilities in 2000 and 2014

Type of accommodation	Number of beds		Number of nights (in thousands)			
			Czechs		Foreigners	
	2000	2014	2000	2014	2000	2014
Hotels*****	5966	12,661	68	135	1041	2455
Hotels*****	23,476	71,970	451	2381	3222	9830
Other hotels	127,629	132,297	8921	6127	6922	6962
B&B's	60,593	89,502	3215	3073	1734	724
Campsites	24,116	31,917	2051	1913	1181	282
Hostels, cottages	60,580	62,684	2165	1706	255	319
Other	135,080	118,878	11,732	5503	1242	1537
Total	437,440	519,909	28,603	20,837	15,597	22,110

Source Czech Statistical Office

Table 5.10 Spatial differentiation of the number of visitors in Czech collective accommodation facilities in 2014

	Foreign tourists		Czech tourist		Average number of nights
	Total	(%)	Total	(%)	
Prague	5315	65.6	781	10.4	2.4
Středočeský Region	184	2.3	616	8.2	2.5
Jihočeský Region	365	4.5	811	10.8	2.7
Plzeňský Region	203	2.5	366	4.9	2.5
Karlovarský Region	517	6.4	259	3.5	5.8
Ústecký Region	149	1.8	283	3.8	2.7
Liberecký Region	143	1.8	557	7.4	3.2
Královéhradecký Region	219	2.7	718	9.6	3.3
Pardubický Region	53	0.7	306	4.1	2.8
Vysočina Region	66	0.8	382	5.1	2.6
Jihomoravský Region	515	6.4	985	13.1	2.0
Olomoucký Region	108	1.3	379	5.1	3.3
Zlínský Region	99	1.2	505	6.7	3.1
Moravskoslezský Region	160	2.0	543	7.2	2.8
Total	8096	100.0	7491	100.0	2.8

Source Czech Statistical Office

of foreign visitors in South Moravia Region are the Poles, and in the Zlín Region and the North Moravia Regions, the Slovaks. Tourists from the Netherlands, Slovakia and Poland are other most important visiting nations in all Czech regions but Prague. Karlovy Vary Region is a small exception to this rule as, due to its spa attractions, it is very sought after among the Russians.

5.5 Main Forms and Types of Tourism

The Czech Republic has got the best preconditions for—and also a long tradition in—these types of tourism: **urban** and **cultural tourism** (cultural heritage, historical towns, cultural and historical sights, technical and religious sights, museums, theatres, etc.), **natural tourism** (camping, water recreation, summer and winter recreation in the mountains, rural tourism and agro-tourism, regional and specific products, etc.), **sport and active tourism** (all forms of common sport activities, hiking, cycling, winter sports, water sports, hippo-tourism, hunting, golf, etc.), **spa and wellness tourism, congress and incentive tourism**. Further characteristics of these forms of tourism will follow.

5.5.1 Urban Tourism

Historical progress and development of tourism in the Czech Republic have always been closely related to the city attendance, primarily due to a plentiful offer of cultural, historical, architectural sites and landmarks in the cities and because of their statute as natural centres of business, culture and services on the other hand. The significant statute of spa towns and mountain resorts shall not be neglected. An overall importance of towns in tourism within the Czech Republic could be documented by statistical figures describing capacities and performance of accommodation facilities. For example, in the 1920s, more than 70% of accommodation capacities were situated in towns and almost 80% of total amount of lodging nights from the total number in the Czech Republic were realised there (including spa resorts), in the 1960s it was almost 55% of the capacity and 50% of lodging nights, in 1987 almost 45% of the capacity and 45% of the lodging and finally, in 2014 about 44% accommodation capacities were in towns and towns and cities provided for more than 52% of all lodging nights (Šauer and Vystoupil 2005).

The main tendency of tourism development in the Czech Republic after the year 1989 has been the growth of foreign visits in the cities, chiefly from Western European countries and the USA. The main role on this phenomenon is that of the Czech capital, Prague (in 2014, about 66% of all foreigners coming to the Czech Republic stayed in Prague and foreigners made about 87% of all tourists visiting the capital).⁵

The second significance level is realised by tourist visits to the most important fair city in the Czech Republic—Brno and the Czech spa resorts Karlovy Vary and Mariánské Lázně.

The third significance level is more balanced and more variable in the geographical sense. This level includes other important spa resorts—Luhačovice and

⁵Apart from Prague, such high numbers of foreign visitors are reached only by spa resorts such as Mariánské Lázně (about 74%), Karlovy Vary (over 78%) and Cheb (65%).

Teplice, the most important mountain resorts with town statute—Harrachov and Rokytnice nad Jizerou, important historic cities—České Budějovice and Tábor, the most popular summer water resort—Doksy and also the rest of current regional capitals—Ostrava, Plzeň, Liberec, Ústí nad Labem, Hradec Králové, Pardubice, Zlín and Olomouc.

5.5.2 *Rural Tourism*

If we try to search for the roots of rural tourism in the Czech Republic, we should go back to the 1960s when it became very popular to spend free time at various types of second homes (huts, cottages). Rural tourism as such and as an alternative to mass tourism started to spread only after 1990. Rural tourism is a suitable alternative to destinations that are sought after for their beaches and lots of sunshine. Rural areas offer privacy, relaxation, secluded places, flexible services and good relationship among people. Among other attractions are natural environment, cultural heritage, architecture, various festivals, folklore and traditional gastronomy.

Rural area takes up $\frac{3}{4}$ of the whole area of the Czech Republic⁶, which means that there is a relatively big potential for the development of this form of tourism. However, this potential is only relative as it is the practical utility of the area that matters.

Localisation preconditions (or the potential of rural tourism) are formed by natural preconditions and cultural-historical preconditions. Natural preconditions usually prevail.

Typically, weak point of rural tourism in the Czech Republic is insufficient infrastructure (realisation preconditions). Czech rural areas offer only about 48 thousand beds in collective accommodation facilities, which is only about 10% of the overall capacity of the Czech Republic. Another typical phenomenon for Czech rural area is a high number of second homes. As much as 70% per cent of all objects of individual recreation are located in rural areas, nearly two-thirds of them are in areas with very good preconditions for tourism.

If we consider both the localisation and the realisation preconditions, it is possible to define areas that are predestined to develop rural tourism (many of them have already become active rural tourism areas). They are as follows: South Bohemia (ecotourism, agro-tourism, hippo-tourism, cultural-historical sights), Central Bohemia (background for Prague), Vysočina (ecotourism, agro-tourism, compact rural area) and South Moravia (unique phenomenon in the Czech Republic—wine tourism).

⁶Rural area with very favourable preconditions makes 35% of the area of the Czech Republic, average preconditions make 29% and about 10% area of the Czech Republic is rural area with minimal preconditions for rural tourism.

5.5.3 Trade Fair and Congress Tourism

Twelve cities/towns in the Czech Republic can be regarded as potential centres of trade fair tourism. They fulfil the minimal criteria for size of the covered exhibition area, number of events throughout the year and length of tradition. Based on the above stated criteria, the only place of international significance is the fairgrounds in Brno. The capital of Prague falls into the category of cities with national importance for trade fair tourism. Among the cities/towns of regional importance of trade fair tourism are České Budějovice, Litoměřice, Olomouc, Lysá nad Labem and Ostrava. Liberec, Louny, Pardubice, Jablonec nad Nisou and Hradec Králové are of local importance.

There are over 800 places in the Czech Republic that are suitable for holding conferences. Their significance differs greatly in the capacity, in the facilities provided, in available infrastructure and in supplementary services. It is typical for the conference (and trade fair) tourism that apart from its scientific information function, it also performs an economic function as it significantly influences regional economy. Another characteristic feature of conference (and trade fair) tourism is its concentration into large cities—*centres* which *provide* suitable *facilities* (conference halls, hotels, fairgrounds and exhibition ground) necessary for organising conferences/trade fairs, and at the same time have the essential *infrastructure* (accessibility).

Not surprisingly, the capital city of Prague has the best potential for organising conferences thanks to the capacity and facilities it can offer. Prague is at the same time the only city in the Czech Republic which has an *international significance*—given the number of international congresses, conferences and other meetings held. It has got approximately tenth position among all popular centres of congress tourism worldwide.

Cities such as Brno, Karlovy Vary, Mariánské Lázně, Olomouc, Ostrava, Plzeň, Hradec Králové and Špindlerův Mlýn are of *national importance*. The capacities of their facilities are over one thousand attendees; “home” meetings (of national importance) are held there regularly and international conferences are organised on an irregular basis. At the *regional level*, there are cities/towns which have facilities with the capacity of 200–999 attendees and host meetings of regional significance. There are over 60 cities and towns in this category, e.g. Český Krumlov, Liberec, Jihlava, Karviná, Zlín, Litomyšl, Františkovy Lázně, Opava or Tábor.

5.5.4 Spa Tourism and Wellness

Spa tourism is one of the oldest and most important form and type of tourism in the Czech Republic (Migala and Szczyrba 2006). Nowadays, there are 36 spa locations (spas) in the Czech Republic (Table 5.11) and in 2014, there were 82 spa medical facilities operating there. More than a half of all Czech spas can be found in the

Table 5.11 Spa resorts and their significance for spa tourism (2007)

Status	Location
International I.	Karlovy Vary
International II.	Mariánské Lázně, Františkovy Lázně, Luhačovice, Poděbrady, Teplice, Jáchymov
National	Jeseník, Třeboň, Janské Lázně, Karviná-Darkov, Bechyně, Lázně Libverda, Karlova Studánka, Lipová Lázně
Regional	Hodonín, Lednice, Lázně Bohdaneč, Klimkovice, Velichovky, Velké Losiny, Teplice nad Bečvou, Lázně Bělohrad, Konstantinovy Lázně, Lázně Kynžvart
Local	Dubí, Mšené-Lázně, Vráž, Kostelec u Zlína, Bludov, Klášterec nad Ohří, Slatnice, Ostrožská Nová Ves, Osečná, Lázně Toušeň, Skalka

Karlovy Vary Region (more than 40% of that number in Karlovy Vary itself). The total number of beds available in Czech spas in 2014 was 48.2 thousand, which is nearly a tenth of all beds found in Czech collective accommodation facilities. Karlovy Vary Region is a dominant location even in this aspect, of all the beds in Czech spas nearly a half is situated there. This area is very often referred to as “the West Bohemian Triangle” formed by three prominent spa resorts—Karlovy Vary, Mariánské Lázně and Františkovy Lázně. The biggest spa resort in Moravia is Luhačovice. The total number of both adult patients and children that stayed in medical institutions operated in Czech spa resorts in 2014 was 348.4 thousand, 131 thousand of whom were from abroad (data from the Institute of Health Information and Statistics of the Czech Republic). The total number of visitors in all collective accommodation facilities located in Czech spas was 742.3 thousand, 47% were foreigners.

Spa tourism and wellness are both quite specific forms of tourism using similar infrastructure and generating a positive economic and multiplier effect (Kunc 2006). Under the term “wellness”, we usually understand a hard to define complex of activities somewhere between spa activities and fitness. Wellness is usually provided in wellness centres, in hotels (hotel wellness) and in spa resorts (spa wellness). The whole idea of wellness is quite new to the Czech Republic; it became a part of strategies made by accommodation facilities, spa resorts and fitness centres as late as in 1990s. Since then it has become more and more popular and nowadays it is seen as a dynamic business with very good perspectives.

5.5.5 Winter Recreation and Tourism

The potential for cross-country skiing development depends on sufficient length of period with unbroken snow cover and some favourable climatic conditions (low average temperature in the winter months, high number of freezing days—days with minimal temperature below zero). Virtually all places suitable for these activities are in the mountains such as Beskydy, Nízký and Hrubý Jeseník, Rychlebské hory, Králický Sněžník, Orlické hory, Broumov Corner, Krkonoše and a part of its

foothills, Jizerské hory, massif of Ještěd and Lužické hory, Krušné hory, Smrčiny, Slavkovský les, Český les, Šumava, Blanský les, Novohradské hory, Českomoravská vrchovina and some other minor parts.

In order to assess the preconditions for downhill skiing in the Czech Republic, all skiing resorts were divided into categories. This method helped to analyse the whole situation because, apart from favourable physical-geographical preconditions, the development of skiing resorts is also strongly influenced by the level of their infrastructure—length and layout of skiing slopes, quality transport systems with sufficient capacity (ski lifts, cable cars). According to these criteria, it is possible to divide the Czech skiing resort into three categories that differ from each other in quality—resorts with local importance, resorts with regional importance and resorts with national importance (Seidenglandz 2005). The biggest concentration of resorts with regional or national importance is typical for the highest of Czech mountain areas—Krkonose, Jizerské hory, Hrubý Jeseník, Beskydy, Šumava, Krušné hory and Orlické hory. From the overall accommodation capacity in the Czech Republic, about 16% is located in centres of winter recreation and tourism.

5.5.6 Summer Water Recreation

Water recreation and water tourism are typical forms of tourism. Logically, they are tied with water elements and rivers, which contribute to line distribution of tourism. The extent of its utilisation in an area is also subject to climatic factors. Due to this fact, water recreation and water tourism are dramatically concentrated in the summer season. The Czech Republic is a landlocked country and therefore misses a whole spectrum of hydrologic features. Most of all the lack of access to sea means that the most important component of natural preconditions is just not available. Even lakes—as another type of natural water feature—are not very plentiful in the Czech Republic and usually have quite different functions (natural attractions). However, there are man-made water reservoirs that are of a great importance for tourism, especially the domestic one.

In this paper, we shall mainly pay attention to water recreation and leave water tourism somewhat on the side. We shall only state that among boatmen the most popular rivers are as follows: Berounka, Otava, Lužnice, Sázava, Vltava, Ohře, Orlice and Moravy.

There are 280 bodies of water in the Czech Republic that are suitable for recreational activities. Due to generally low quality of tourist infrastructure, most of them (64%) are only of local importance. There are usually no accommodation facilities in the near surrounding and that is why they are primarily used for one-day visits.

About one-third of all bodies of water are of regional importance. Services and sport facilities tend to be limited, but there are some accommodation facilities nearby. Only 15 bodies of water in the Czech Republic have got above the average

concentration of accommodation and sport-recreational infrastructure and they are of supra-regional importance.

In order to analyse water recreation thoroughly, it is always helpful to look analyse the resorts that lie at individual bodies of water. The first step is to analyse accommodation facilities in the resorts. From this point of view, the most significant resorts of water recreation in the Czech Republic are as follows: Doksy (Máchovo jezero), Seč (Seč), Lipno nad Labem (Lipno), Horní Planá (Lipno), Chlum u Třeboně (Staňkovský rybník), Vranov nad Dyjí (Vranovská přehrada), Černá v Pošumaví (Lipno), Frymburk (Lipno), Pastviny (Pastviny) and Slapy (Slapy). From the overall capacity of beds in accommodation facilities in the Czech Republic, about 10% are located in resorts of summer water recreation; resorts of supra-regional importance have nearly two-thirds of this capacity.

Spatial differentiation of bodies of water is quite distinct. The biggest concentration is in the South Bohemia Region, the South Moravia Region and the Vysočina Region, whereas there are relatively few of them in the North Moravia Region (Olomouc Region, Moravia-Silesia Region, Zlín Region).

5.5.7 *Wine Tourism*

Wine tourism is a relatively new activity in the Czech Republic. It has got a significant regional aspect and is closely connected with gastronomy, culinary specialities and traditional handicrafts. Wine tourism is very specific and on a mass scale cannot exist isolated from other forms of tourism, especially in such a small area. Therefore, the wine culture is closely connected with various other forms of active tourism—walking, cycling, water recreation and sightseeing (natural, cultural and historical sights available in rural areas). Due to these facts, wine tourism is highly seasonal culminating in the summer months. All subjects participating in wine tourism offer try to prolong the season in the spring and in the autumn. Wine tourism exists mainly in the South Moravia Region, where wine growing goes hand in hand with specific rural culture, gastronomy, architecture and folklore. Czech vineyards are concentrated in two areas—Morava Region and Bohemia Region. According to the fixed criteria, there are 378 wine municipalities (Kunc and Vystoupil 2005).

As far as spatial concentration is concerned, Czech wine tourism flourishes mainly in the South Moravia Region in a triangle defined by three towns: Novosedly (Břeclav district)—Hodonín—Blučina (outside Brno). This region includes almost entire Mikulov sub-region, southern and central parts of Velké Pavlovice sub-region and western part of Slovácko sub-region. Other important areas are located near Znojmo (Znojmo sub-region), between Kyjov and Boršice (Uherské Hradiště Region) and near Strážnice (Slovácko sub-region).

The Bohemia Region is quite different spatially; there are no clusters of villages, but rather individual municipalities with some importance for wine tourism. However, in no aspect can it be compared with the Moravian Region. Well-known Bohemian wine places are Mělník and Velké Žernoseky.

5.5.8 Golf

Golf has been played in the Czech Republic since the beginning of the twentieth century, but new golf courses were built as late as at the end of the century. This sport is also becoming more and more popular among tourists. A new term has therefore appeared—golf tourism. It generates and offers tourism products that specialise on this activity.

There are 70 golf courses in the Czech Republic nowadays. The most renowned are as follows: Karlovy Vary, Mariánské Lázně, Konopiště, Karlštejn, Slavkov etc. The oldest Czech golf course was built in 1904 and can be found in Karlovy Vary.

5.5.9 Second Homes

The Czech Republic belongs among countries where recreation in “second homes” plays an important role in domestic tourism both with its structure, volume and capacity. The share of all forms of recreational second housing on short-term tourism is estimated around 20% (Bičík et. al. 2001; Vágner 2001). As much as 70% of all registered beds in tourism in the Czech Republic are found in private objects (Fialová 2001). For example, in 2001, as much as 11.3% of all Czech households owned an object for recreation (total of 443 thousand objects). This number is one of the highest in Europe (Vágner 2004). Quantity may be very high but quality of such objects tends to be lower than average. Intensive second housing also has its impact on the landscape as it can be widespread and rather concentrated (Vágner and Fialová et al. 2004).

Second housing has got its specific features, both functional and spatial. In most regions of the Czech Republic, cottages prevail, especially in suburban recreation areas (near big towns) (Gardavský 1971; Gardavský and Ryšlavý 1978; Fialová 2001), in areas with water recreational function, i.e. along the most important “recreation” rivers (Berounka, Sázava, Vltava, Svratka) and also in some Moravian mountain areas (Beskydy) (Havrlant 1977; Havrlant 2003). For certain parts of the Czech Republic, especially for most mountain areas (Krkonoše, Jizerské hory, Šumava, Orlické hory, Vysočina, Jeseníky), holiday houses are more typical.

Considering the development of second housing in the Czech Republic, we can define certain phases. The overall development can be characterised with a classical logistic function (slow start in the 1950s,⁷ rapid increase in mid-1960s right up to the mid-1980s, slowing down in late 1980s and saturation in the 1990s lasting until today). See the Table 5.12.

The intensity and spatial organisation of second homes is decisively influenced by the distribution of settlements and the influence of town socio-economic structure. The biggest concentration of second homes is located in suburban areas of big towns and towns as such. The intensity of recreation in second homes may

⁷Second housing is mainly an after-war phenomenon; however, its early beginnings are even older.

Table 5.12 Construction of new objects of individual recreation until 2000

Year of construction	Number of objects	Annual increase (%)
do 1930	3000	100
1931–1945	5000	333
1946–1955	5000	500
1956–1965	40,000	4000
1966–1971	103,000	17,160
1971–1980	124,000	12,400
1981–1990	117,000	11,700
1991–2000	36,000	3600
<i>Total</i>	<i>433,000</i>	

Source own analyses based on Census in 1970 and 1991, Czech Statistical Office [1975](#), [1993](#)

differ substantially in particular regions. There are differences between Czech and Moravian towns, between stabilised towns with prominent central function (services, administration) on the one hand and towns with strong industrial growth in the 1970s and 1980s and with young demographic structure of their inhabitants on the other hand. As a result of their historical background, these two different types of towns also differ in social, educational and demographic structure and also in urban development and the character in general. Among other important localisation factors of second homes, distribution is the character of natural area and its distance from the town (Vystoupil [1981](#), [1988](#)). Most intensive utilisation is recorded near water reservoirs and rivers and near woodlands. More distant objects of recreation are concentrated in mountain areas and the foothills.

5.6 Tourism Regionalisation in the Czech Republic (Spatial Organisation)

The objective of tourism regionalisation is to systematically and transparently illustrate the prerequisites of tourism development. These prerequisites are namely the supply-side factors for recreation in the form of localisation characteristics (natural and cultural-historical resources) and realisation characteristics (general and tourism infrastructure).

It is obvious that tourism and its development are influenced by numerous factors, which are spread all around the country, and in order to arrange them, it is necessary to define relatively homogenous regions. It is not simple at all to identify such regions, and it is evident that generalisation is more or less necessary in that point. The extent of generalisation depends on the purpose of the regionalisation.

Therefore, three major approaches to defining tourist regions can be distinguished as follows:

1. The oldest one, **geographical approach**, defines tourist regions in accordance with important geographical (geomorphological) units, e.g. mountains—mountain areas, sea, coast, cities, spas.
2. The second approach—**land use planning approach**—is based on the delimitation of land that is determined by the differentiation of the functional land use and the spatial arrangement. In fact, the features (together with normative approach) define region opportunities for tourism development that more precisely result from the land use limits, limits of land loading, classification of land importance, etc. The practical example of tourist regionalisation as a tool of land use planning that supports the tourism development is Tourism regionalisation in the Czech Socialist Republic from 1981 or Tourism regionalisation in the Slovak Republic from 2005 (Vystoupil et al. 2006).
3. The third, youngest and nowadays often used approach is known as **marketing approach**. The essential idea of this approach lies, on one hand, in the pragmatic need of the most efficient promotion of the tourism supply at national or regional level, and on the other hand, in the need of creating competitive tourist products by local and regional stakeholders within the tourist regions.

For specific examples of tourism regionalisation in the Czech Republic, see the Fig. 5.7.

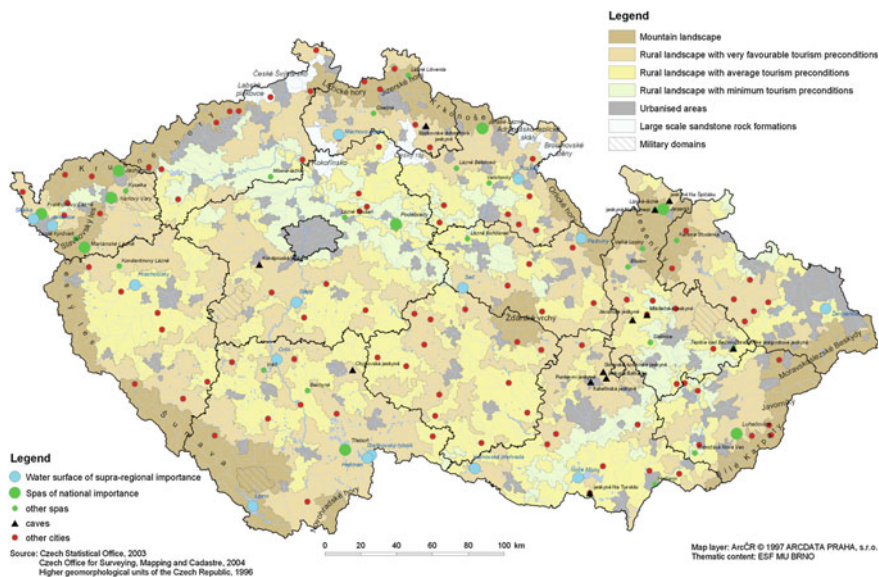


Fig. 5.7 Tourism regionalisation (Source Vystoupil et al. 2006)

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Chapter 6

Geography of Tourism in Hungary

Katalin Formadi, Peter Mayer and Erzsébet Péntzes

Abstract Tourism as a new discipline emerged in Hungary in the 1960s. Since then different topics have been researched, such as tourist conditions of the Balaton and Danube regions or medical tourism in Hungary. The 1980s was the time of the first comprehensive analysis of natural resources regarding tourism aspect. In the last decade of the twentieth century, some new topics were researched, such as city or rural tourism. The beginning of a new century meant a more interdisciplinary approach to tourism. This chapter presents the natural preconditions for tourism such as relief features, climatic, hydrologic and biographic conditions. Short description allows us to point the most attractive areas of the country in terms of recreation. The special attention is paid to the protected areas existing in Hungary, among them 10 national parks, whose potential concerning the tourist movement and the infrastructure supporting the reception of values is also discussed. The cultural part of tourist values is presented in the most important tourist sites—in this case: World Heritage Sites, culture centres and the most recognizable values represented by museums as a part of tangible heritage and cultural events as the intangible potential. The tourist infrastructure of the country is presented through both transport and sport-recreational and accommodation elements. First element along with the state of transport infrastructure describes hiking trails, cycling routes and winter sports facilities. The accommodation sector situation in the last two decades presents changes in its capacity and spatial differentiation. An important part is the analysis of the contemporary situation of tourist movement in Hungary: domestic and international tourism, seasonality and its regional distribution. In the last part, the main types of tourism such as spa and wellness or rural tourism are described.

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6.1 Geographical Research of Tourism in Hungary, Its Main Research Problems and Topics

Tourism emerged as a new discipline in the 1960s in Hungary. The Hungarian geographical researches turned to the tourism in the second part of the 1960s, after the III. Tourism Colloquium has specified the subjects and research fields of the tourism geography. Some of the researches approached tourism topics from the natural resources and attraction facilities (Pécsi 1967); the others studied the natural and social factors and their impacts in a complex way and analysed the touristic acts divided into regional levels (Kóródi and Somogyi 1968). In the 1970s, the studies went on with the touristic conditions of the Balaton and the Danube Bend, as well as the medical tourism of Hungary. A few dissertations were made in the field of the international and national regional structure of tourism (Aubert 2006). Somogyi (1981, 1987) has made the first comprehensive analysis of the natural resources regarding tourism aspects, and Berényi (1981, 1986) wrote it with the socio-geographical resources and settlements with local communities. The geography of tourism had—following the German schools—a strong regional approach with a lot of encyclopaedic learnings, and the literature in tourism geography was more descriptive than analysing.

At the beginning of the 1990s, the NUTS 4 regions appeared and some paper tried to show up its importance in the tourism development. New topics came up within the social-geography: the city tourism (Michalkó 1999) as well as the rural tourism (Aubert-Szabó 1992) and at the same time, the tourism researches emphasize tourism as an opportunity of the rural development factors (Kollarik 1991).

By joining the EU, Hungary lost its air of mystery as a communist landscape and became friendlier and less dangerous, and therefore, the number of individual travellers grew. The geographical papers and books became much more development-focused than they were before. Every region, touristic region, many cities, small regions and tourism products created their own tourism strategies which were based on tourism researches made by the tourism geographers, too. The interdisciplinarity of tourism has never been so expressed than after 2004.

The main topics of traditional, conventional and modern tourism geography in Hungary are the following:

1. *New topics of geographical researches* in tourism and recreation, studying trends and other fields of studies within tourism, theoretical–methodological issues of modern tourism geography, and geographical approaches of tourism products and phenomena.
2. *Descriptive analysis* of an area from supply and demand point of view: attractions (natural and sociocultural), infra- and suprastructure, socio-economic facts and features. Presents findings of facts and current situations within historical contexts; data of guests' number, overnight stays, activities

and spending. These studies are readings of the current situation and are good basis for the development strategies.

3. *Tourism and quality of life assessment*: these researches are development based, with a strong human–geography outlook. The stakeholders and visitors are analysed group specifically, and it concentrates on the nature–culture–society harmony, with a holistic and multidisciplinary approach. Studies draw up critics and use empirical methods.
4. *Spatial analysis of tourism—from territorial and product aspects*: spatial models of tourism, functional–spatial typology of resorts and destinations, displaying the intensity of tourism, patterns of tourism flows, regional tourism spatial analysis, displaying tourism demand in the country or in regions and destinations.
5. *The tourism in the Euroregion types of cross-border cooperations*: this became a well-studied field of research from the beginning of 1990s. After change in political system in Central and Eastern Europe, the cross-border cooperation was articulated at the borders of Hungary. What kind of new strategies are available for these regions and what are the fields of cooperation, as well as analysis of the success factors, were the topics of the cross-border studies.
6. *Measuring natural, sociocultural and economic impacts of tourism*: tourism needs to consider not only the effective planning but the monitoring and impact assessment as well. The research projects are looking for the answer for “how” considering “what” with the extant theories. Tourism impact assessments analyse the natural, social and economic impacts of certain destinations or products of a destination, e.g. rural tourism in an area. The researchers develop and adapt methods for measuring tourism impacts.
7. *Mapping tourism*: creating thematic maps by publishing the Tourism Atlas of Hungary and other tourism maps which are cartographic representation of spatial organization of tourism and recreation.
8. *Environmental issues and factors of tourism*: since tourism is said to be one of the fastest growing fields of economy, researches tend to reveal the positive and negative impacts of tourism on the natural and sociocultural environments as well. These studies together with the tourism impact assessment examine the environmental–tourism gap and provide solutions and best practices for the sustainable future.
9. *Creating tourism strategies and concepts*: the tourism researchers are ready to assemble the tourism strategies and policies with the help of the former and recent studies.
10. *Tourism product research issues*: health tourism, rural tourism, wine and gastronomic, cultural, MICE and eco-active tourism are the main tourism products to be researched. Studies intent to monitor the market trends, the enterprises’ functions and plays and all stakeholders’ role playing in a tourism product or in a destination.

6.2 Assessment of Conditions and Factors for Tourism Development in Hungary

6.2.1 Localization Preconditions and Factors for Tourism Development

Localization preconditions for tourism include *natural preconditions* and cultural-historical preconditions (man-made) (Mariot 1971).

6.2.1.1 Natural Preconditions for Tourism

Many researches carried out until today to analyse the natural preconditions for tourism showed up a general agreement that natural preconditions have a great influence on the natural potential of an area, thus on tourism as well. Though we know since Porter's famous model (Porter 1990), what argues that the "key" factors of production (or specialized factors) are created, not inherited, the natural preconditions still have great impacts of the socio-economic development so as to tourism.

The natural preconditions as follows: relief features (together with the rocks), climatic, hydrologic and biographic conditions.

As shown in topographic map of Hungary (Fig. 6.1), the country mostly has plains, and mountains can be found only in the middle of Transdanubia (300–



Fig. 6.1 Topographic map of Hungary (Source Cseh Lajos)

600 m) and in the northern part of East Hungary (600–100 m). Most of the country has an elevation of fewer than 200 m. Although Hungary has several moderately high ranges of mountains, those reach heights of 300 m or more cover less than 2% of the country. The highest point in the country is Kékes (1014 m) in the Mátra Mountains north-east of Budapest. The lowest spot is 77.6 m above sea level, located in the south, near Szeged.

Hungary is basically divided into the 7 major geographical areas which vary in relief: the Great Hungarian Plain (Alföld), the Northern Mountains, Transdanubian Hills (Mountains), Little Plain (Kisalföld), Transdanubian Hills (Southern Transdanubia), Mecsek Mountains at Pécs and Alpokalja (literally the foothills of the Alps, Western Transdanubia).

The Great Alföld is the floodplain of the River Tisza and Danube, and it occupies more than the half of the country's territory. The Hungarian plain is mostly for the agriculture, and it has also sandy areas (Kiskunság, Nyírség, Hajdúság), forests, meadows and marshlands. Almost in the middle of the Alföld is found the "Pusztá", a long and uncultivated expanse which is famous for its Hungarian folklore and for being a well-known internationally visited destination.

The Transdanubian Mountains stretch from the west part of Lake Balaton to the Danube Bend near Budapest, where it meets the Northern Mountains. The Northern Mountains lie north of Budapest and run in the north-easterly direction south of the border with Slovakia. The higher ridges, which are mostly forested, were rich in coal and iron deposits but the mining industry was closed in the early 2000s. Mecsek is the southernmost Hungarian Mountain Range, located north from Pécs. There are some interesting basalt hills (monadnocks) in Transdanubia and in the middle of the Northern Mountains, where the basalt made spectacular rock formations. The Limestone Mountains are rich in karst phenomena, caves and karrenfields.

Prominent hydrologic features are the thermal springs and wells all around Hungary. Hungary has a very high geothermic gradient; therefore, it has a large potential for thermal waters. Thermal wells are the remains of natural gas and oil researches, and the thermal springs were known from the roman age. The thermal water is widely used for thermal baths and medical-wellness institutions. Lake Hévíz, the largest bathable thermal lake in the world (47,500 m² in area), is located in Hungary as well. The Lake Cave (Bartlangtó) in Tapolca and the Cave Bath in Miskolctapolca are also notable as being subsurface thermal lakes.

Hungary's two main rivers such as Tisza and Danube are suitable for shipping, and the other affluents and nature courses of rivers (meanders) provide good opportunity for river tourism, kayak, canoe and boat tours (Körös, Hernád, Bodrog, Maros, Zala, Rába, Dráva, etc.). Most part of the rivers is regulated; those remained natural or semi-natural (Dráva, Kis-Duna, Bodrog) are protected and places of ecotourism and birdwatching.

There are five important lakes in Hungary: Lake Fertő (Neusiedler See), 4/5 part shared with Austria, which is rather an eco-active destination with its reedy area, Lake Tisza, Lake Velence and Lake Balaton are all wide-known freshwater summer resorts. The northern third of Lake Tisza belongs to a national park, but the

southern part is available even with motorized boats as well. Smaller reservoirs can be found everywhere in the country, and they are weekend-resort and have only local or regional significance in tourism.

Attractive biographic features are for vast woodland areas mainly in the mountains in Hungary. 19% of Hungary is covered by forests and its proportion is growing. Typical woods are beech on the 600–1000 m regions of the mountains and oak–hornbeam in lower regions. First, pines are artificially planted in Hungary, except in Western Hungary where they are native. Willow, acacias, planes, etc., are the woods of the riverside and the plain forests. These forests are the habitats of mammals and therefore for hunting tourism: deers, wild boars, roes, ducks and geese are the most important fair game animals in Hungary. There are some places in the country where hunting tourism is one of the main tourism products (Gemenc, Gyulaj).

Natural vegetation can be found on a maximum of 9–10% of the whole territory of Hungary because of the human intervention. The vegetation is very rich in species despite the small area and featureless relief of the country (about 2200 species of plants). Hungary, where the climatic conditions are varied, is a meeting point for Atlantic, continental and Mediterranean plant species.

Wetlands, moors, and saline plains are rich in protected flora and fauna. Hungary has 23 Ramsar area (international convention for wetland protection), which are famous for their birds, especially migratory birds and birdwatching facilities (Tatai Lake, Kesznyéten, Kiskunsági Szikes Lakes, Fehértó in Kardoskút, Drava at Szaporca, etc.). During the autumn time, the magnificent sight of the wild geese and herons' migration enthral the visitors in Hortobágy and Tata.

The most attractive areas of Hungary in terms of active recreation are mountain areas (Pilis and Budai Hills around Budapest, Danube Bend, Kőszegi Hills and Balaton Uplands). Among highly attractive areas belong also sparsely populated woodland areas and interesting natural features (Bükk Mountains, Írott-kő, Mátra Mountains, Bakony, Balaton Uplands, Mecsek, etc.) and areas with a lake or water reservoirs (Balaton, Velencei Lake, Lake Tisza, Holt-Tisza at Lakitelek, Deseda, Nyékládháza, etc.).

Located in the northern hemisphere and far from the influence of the large oceans, Hungary has a temperate continental climate, with large differences between summer and winter seasons. Due to the fact that Hungary has a small territory and it has a low level of ventricular configuration, there are no significant differences between the climatic conditions of individual regions. The continental features (more considerable sunshine duration, lower level of cloudiness, larger temperature variation, and less precipitation) grow from the west to the east. The same features grow from the mountains towards the lowland centre of the basin. The most continental region is located in the middle of the Great Plain.

Hungary's annual mean temperature is 8–11 °C, with extremes ranging from about –29 °C in winter to 42 °C in summer. The average temperature of the summer months is around 20 °C, a bit below 0 °C in winter. Average yearly rainfall is 600–800 mm. The western part of the country receives more rain than the eastern part, where severe droughts may occur in summertime. Weather conditions in the

Great Plain can be especially harsh, with hot summers, cold winters, and scant rainfall.

In the south of the area between the Danube and the Tisza rivers, the annual total of sunshine hours is 2100; however, alongside the western border it is only 1700–1800. The annual total of global solar radiation, especially its summer maximum, is favourable for tourism. The highest temperatures are recorded alongside the south-eastern border.

The climate, rocks and soils were favourable for wine growing. There are 22 wine regions in Hungary, and the most famous are Tokaj, Villány and Eger. Wine routes with high-quality services were developed in many wine regions of Hungary in recent years; together they serve the gastronomic experience.

There are several large nature-protected areas that represent a compact complex of nature-oriented preconditions for tourism development. These are areas with high concentration of natural attractive features on the one hand, and on the other hand they are highly homogenous units with common characteristics.

According to the Act on Nature Conservation No. LIII. of 1996, there are four types of protected areas in Hungary on the basis of the extent of the conservation, their aims and their national and international importance (www.termeszetvedelem.hu):

- national park (10),
- landscape protection area (38),
- nature conservation area (160),
- natural monument (1).

There are natural features which are “ex lege” protected by law qualified as nature conservation area: moors and alkaline lakes (Kiskunsági Alkaline Lakes) and qualified as natural monument: kurgans, earth fortifications, springs and sinkholes. All caves are protected by the law in Hungary (more than 3000 caves).

In Hungary, the proportion of the protected natural areas grew to 10.4% of the country’s area (2007), including the registered, “ex lege” protected moors, mires and sodic lakes—9942 ha became protected (Fig. 6.2).

National parks are areas under the strongest protection, areas that are unique either nationally or internationally.

There are 10 national parks in Hungary which are handled by a certain regional national park directorate (Fig. 6.2): Aggtelek (karst and caves), Bükk (karst and forest), Hortobágy (Pusztas and Lake Tisza), Körös-Maros (grasslands, alkaline lakes, meanders and meadows), Kiskunság (sand dunes and alkaline lakes), Duna-Ipoly (mountains and plains), Balaton Uplands (wetlands, forests and grasslands), Duna-Dráva (floodplains), Fertő-Hanság (lakes and moors), and Őrség (forestry and landscape). The national parks protect geological, botanical, zoological and cultural–historical resources. There are 38 landscape-protected areas in Hungary. The most known are Gerecsei, Hollókői, Kelet-Cserhádi, Kelet-Mecseki, Kőszegi, Magas-Bakonyi, Somlói, Mártélyi, Sághegyi, Soproni, Szigetközi, Szatmár-Beregi, Vértesi, Zselici-protected landscape area. Some protected areas are

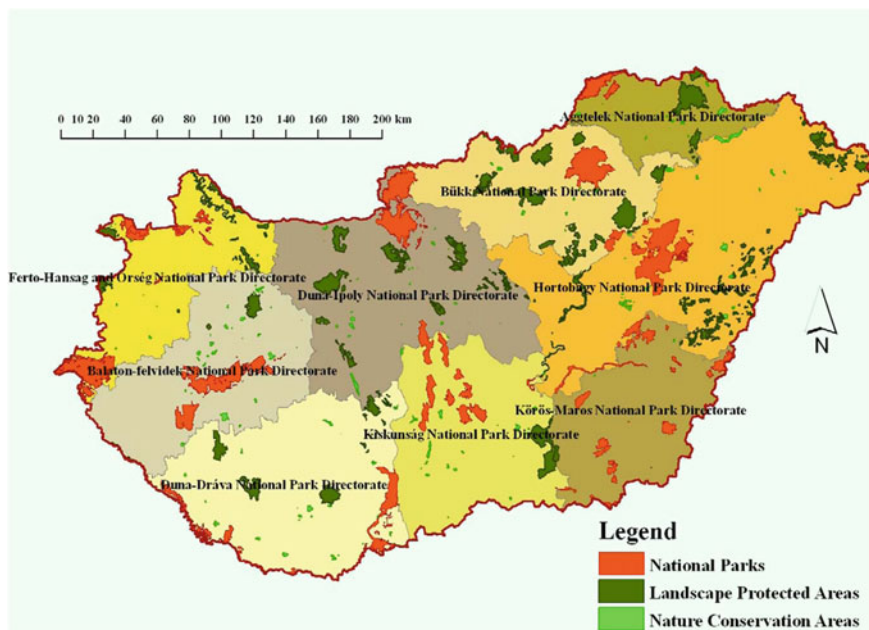


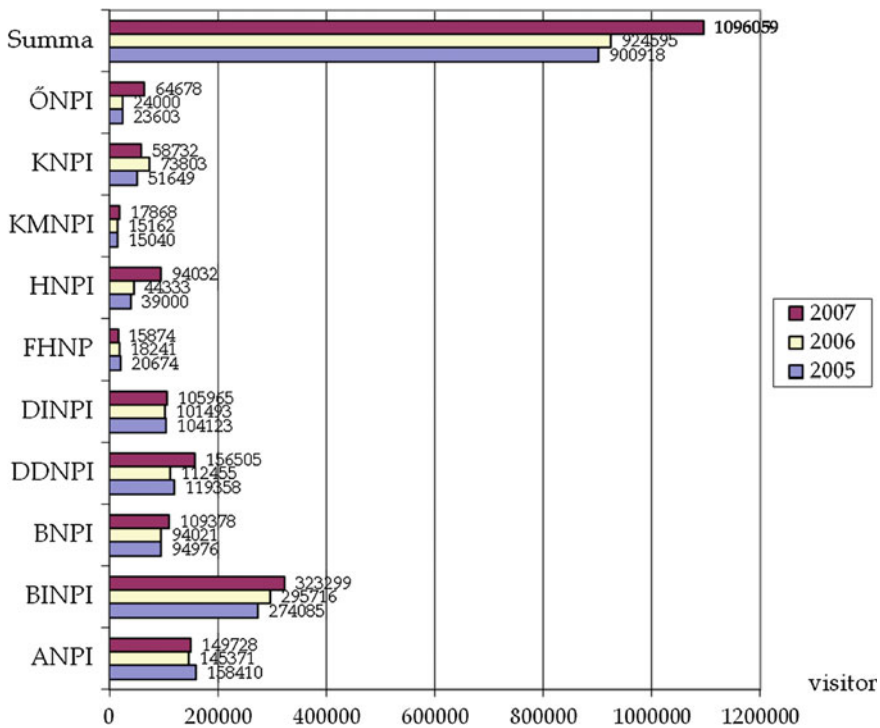
Fig. 6.2 Protected areas of Hungary (Source Erdi et al. 2007)

World Heritage Sites as well: Aggtelek, Hortobágy, Fertő-Hanság National Park, Zempléni Landscape-Protected Area as Tokaj Wine Region.

The protected areas of Hungary, especially the national parks, are the flagships of nature-based tourism in Hungary, especially for ecotourism and nature-based active tourism such as cycling, hiking, trekking, and kayak-canoe touring. The national park directorate has on site and ex site exhibitions, visitor centres, hiking trails and study trails; they are improving their interpretation techniques every year. Since the protected places are mainly on rural areas, the rural tourism and the rural private accommodations can serve the tourism together in these destinations. The World Heritage sites provide information system and other tourism infrastructure for the visitors throughout the year.

All the Hungarian national parks and protected landscape areas are popular among tourist and have recreational use as well. Nevertheless, the attractiveness of the national parks is diverse. The major attractions among the national parks are the Balaton-felvidéki National Park (as very close to the Lake Balaton) and the Aggtelek National Park (the karst formation is also a World Heritage Site) (Fig. 6.3).

Generally, the attractiveness of the National Park is influenced by the character of the landscape, the distance from a big city or touristic region beside of its natural resources. The supply of visitor centres of the Hungarian national parks is listed in



Abbreviations:
 ÖNPI – Őrségi National Park Directorate
 KNPI – Kiskunsági National Park Directorate
 KMNPI –Körös-Maros National Park Directorate
 HNPI – Hortobágyi National Park Directorate
 HNPI – Fertő-Hanság National Park Directorate
 DINPI – Duna-Ipoly National Park Directorate
 DDNPI – Duna-Dráva National Park Directorate
 BNPI – Bükk National Park Directorate
 BFNPI – Balaton-felvidéki National Park Directorate
 ANPI – Aggteleki National Park Directorate

Fig. 6.3 Visitors in Hungarian National Parks (2005–2007) (Source Ministry of Environment and Water 2008)

Table 6.1. It can be stated that the nature trails and caves dominate the natural attractions of Hungary.

6.2.2 Cultural–Historical Preconditions of Tourism

The culture resources play significant role in tourism. The cultural attractions are very diversified due to the complexity of cultural resources. The classification of cultural resources could be related to the nature of it:

Table 6.1 Types of visitor centres

Various types of visitor centres in the protected areas (listed according to the national parks)	ANPI	BINPI	BNPI	DDNPI	DINPI	FHÓNPI	HNPI	KMNPI	KNPI	Sum
Visitor centres	5	1	3	3	4	4	1	3	2	26
Nature trails	8	11	33	29	13	20	6	5	23	148
Caves	6	4	19	3	7	-	-	-	-	39
Folk/heritage museum	1	1	3	-	1	-	1	-	-	7
Botanic garden	-	1	-	1	1	-	-	-	-	3
Other educational centre (museum)	2	6	11	3	-	3	10	1	3	39
Erdei iskola	-	2	-	-	1	-	1	-	2	6
Altogether	22	26	69	40	27	27	19	9	30	268

Source: Ministry of Environment and Water (2008)

- material culture includes the history of art and architecture,
- cognitive culture includes the history of people, land and their language,
- normative culture includes the traditions, the lifestyle (rituals, events) and values of traditional communities.

In a different approach, the cultural attractions are divided into the following groups: cultural–historical sights, culture centres and culture events. In this paper, we shall provide an overview of these latter categories.

6.2.2.1 Cultural–Historical and Heritage Sites

Cultural–historical sites are important evidences of historical development, way of life and the traditional societies. Cultural–historical sites can be divided into three categories: movable sites, immovable sites and set of sites.

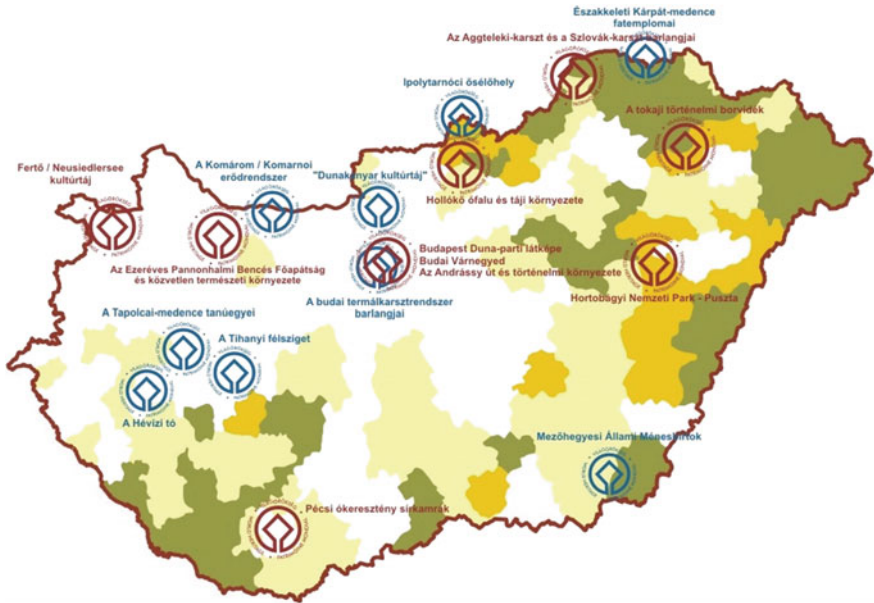
In Hungary, there are more than 700 protected monuments, including castles, mansions, castle and fortress ruins (many of the latter have been or are being renovated). The reconstruction of the most important ones (Csesznek, Csobánc, Diósgyőr, Szécsény, Somló, etc.) had started in 2001–2011 Castle Programme however not finished yet. Lots of them operate as hotel, museum and/or event venue. The architectural sites (immovable) are one of the most important cultural attractions. There are three roman monuments: the ancient city of Aquincum is used to be a military base (castrum), TÁC-Gorsium Open-Air Museum and Archaeological Garden and Villa Farm Romana Baláca and Garden of Ruins. There are several thematic visitor centres; however, the most important once are the Szentendrei Open-Air Museum and Ópusztaszeri Történeti Emlékpark.

The Hungarian traditions also provide potentials for the tourism: the Hungarian folk monuments, riding traditions, folk crafts and the local gastronomy. There are famous folk traditions related to special folk groups (e.g. palóc, matyó, sokác).

There are sites of historical importance that often are sites for an important historical event (e.g. fight of Mohács and Pákozd), historical cities (e.g. Ópusztaszer), birthplace or memorial of an outstanding person (e.g. Széchenyi mausoleum) and other religious sites (e.g. Pannonhalma, Vác). The sites of historical importance play minor role in the tourism offers.

There are thematic routes which related to specific historical or architectural period or to a memorable person (e.g. Baroque Route, Limes-route, Sisi-Path, St. Martin's Route). These routes often exceed the Hungarian borders based on international cooperations. There are more common ways to find religious routes (e.g. pilgrimages, Via Margaritanum).

Internationally, the highest level of protection is devoted to the world heritage sites. In Hungary, 8 sights have been listed among the UNESCO world cultural heritage sights and 10 more are nominated on the world heritage list. The cartogram below shows their geographical distribution around the country (Fig. 6.4 and Table 6.2).



Abbreviations:
 red are the listed ones,
 blue are the nominates
 light-yellow: disadvantaged region
 orange-yellow: very disadvantaged region
 green area: the most deprived regions with state support

Fig. 6.4 Location of the World Heritage Sites and the nominates (*Source* Hungarian Cultural Tourism Strategy 2009)

Table 6.2 World Heritage Sites in Hungary, 2010

World Heritage Sites	Type of heritage	Year
Old Village of Hollókő	Cultural	1987
Budapest (the Banks of the Danube and the Buda Castle District)	Cultural	1987
Aggtelek National Park—caves and karstic system	Natural	1995
Benedictine Abbey of Pannonhalma	Cultural	1996
Hortobágy National Park	Cultural landscape	1999
Early Christian Necropolis/Catacombs in Pécs	Cultural	2000
Fertő – Neusiedler See	Cultural landscape	2001
Tokaj-Hegyalja Wine Region	Cultural landscape	2002
Budapest, Andrassy Avenue	Cultural	2002
Busó Festivities in Mohács (masked end-of-winter carnival)	Intangible cultural heritage	2009

Source World Heritage Convention (2010)

6.2.2.2 Culture Centres

The second group of cultural–historical potential is represented by culture centres that have represent material, cognitive and normative aspects of culture. This correlates with their character, and they tend to be fixed in time. Culture centres are divided into three categories: museums, galleries and memorials, theatres and observatories and planetariums (Photographs 6.1, 6.2, 6.3 and Table 6.3).

The statistical data show that museums, galleries and memorials belong among the most important culture centres in Hungary. In 2008, there were 666 museums and 3232 exhibitions and they were visited by more than 10.18 million people. In most of the cases, the museums and galleries are situated in big towns and cities. The most important museums are listed in Table 6.4.

From economic point of view or from the point of view of added value generation, theatres occupy the first place among all establishments offering cultural services. There were 54 theatres in 2008 in Hungary, offering about 13,484



Photograph 6.1 Budapest (Source M. Góralewicz-Drozdowska)

Photograph 6.2 Tihany
(Source M. Góralewicz-Drozdowska)



Photograph 6.3 Lutheran Church in Sopron (*Source* M. Góralewicz-Drozdowska)



Table 6.3 Number of museums and their demands

Year, area	Museum	Exhibition	Visitors (in thousand)	Number of the brochures, publications	Number of the visitors per thousand inhabitant
2000	812	2804	9895	3292	987
2001	815	2828	9663	3649	947
2002	815	2625	9775	3620	962
2003	794	2722	10,321	3164	1019
2004	792	2756	10,744	3708	1137
2005	772	2774	11,335	3494	1139
2006	652	2841	11,618	3519	1154
2007	635	2886	11,175	3339	1111
2008	666	3232	10,180	3450	1014
From it:					
In Budapest	77	564	3824	1814	2242
In other cities	403	2235	5032	1603	986
In villages	186	433	1324	33	410

Source Hungarian Central Statistical Office (2009)

Table 6.4 Most popular museums in 2009 in Hungary

	Name of the museum	Place
1.	Museum of Fine Arts	Budapest
2.	Helikon Castle Museum	Keszthely
3.	Dobó István Museum	Eger
4.	Millenáris Park	Budapest
5.	Hungarian Scientific and Transportation Museum	Budapest
6.	Zilahy Aladár Forestry Museum	Szilvássvár
7.	Hungarian National Museum	Budapest
8.	Openair Ethnographical Museum	Szentendre
9.	Hungarian Nature History Museum	Budapest
10.	Terror House Museum	Budapest
11.	Hungarian National Gallery	Budapest
12.	Benedictine Abbey Museum	Tihany
13.	Hungarian Jewish Museum and Archive	Budapest
14.	Rákóczi Museum	Sárospatak
15.	Gödöllői Castle Park	Gödöllő

Source Hungarian Central Statistical Office (2009)

performances and attracting nearly 4.04 million theatre-lovers. Spatial localization of theatres is closely connected with cities and that is why a vast majority of them are located there: 21 located in Budapest and 33 in other cities and half of the performances were visited in the capital city. There are alternative theatres, in 2007 34 open-air theatres were registered and offered 505 performances in 2007. Altogether with the alternative theatres, the performances are shared according to the following:

- 40% prose,
- 27% puppet and children performances, and
- 23% light opera and musicals.

In Budapest, some of the theatres (Madách Theatre, Operett Theatre) and the Opera House offer performances in foreign languages or subtitle the performances in English. The most known is the MŰPA where concert hall has 1800 seats. Due to the investments, there are more modern cultural halls outside of Budapest, too—in Debrecen, Szeged, Sopron, Hódmezővásárhely.

The performing arts become more trendy and attractive, especially among the city travellers related to the specific locations (former industrial areas), contemporary art institute hosting exhibitions and conferences (e.g. Trafó—house of contemporary art) and creative cultural event (e.g. Placc festival—started as an alternative festival for young architects, various artists and musicians who created new image and interpretation for different sites in Budapest; e.g. garages' doors are decorated differently or the Cinetrip event when a traditional spa hosts an entertaining event) (Fig. 6.5).

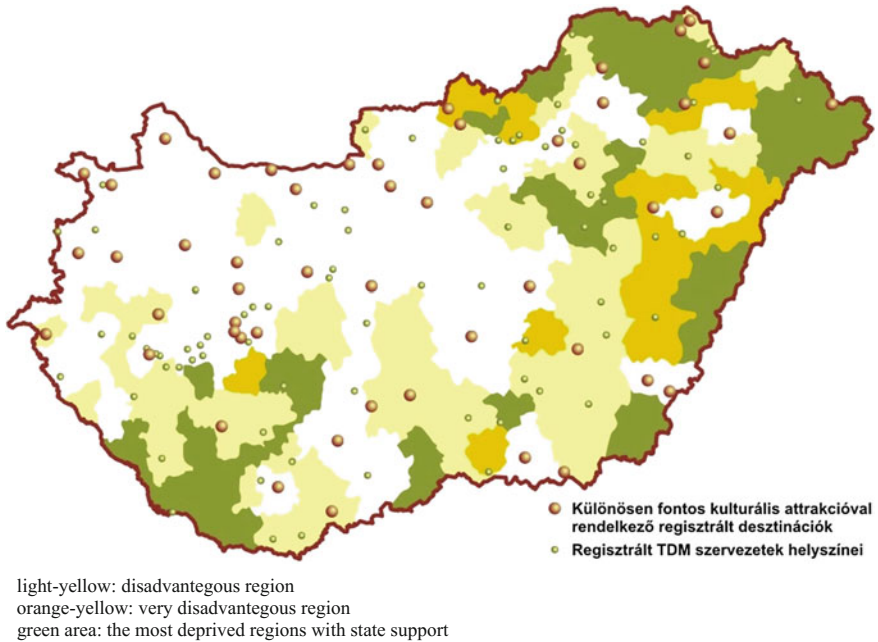


Fig. 6.5 Destinations with cultural attractions (Source Hungarian Cultural Tourism Strategy 2009)

6.2.2.3 Cultural Events

High Culture

The number of cultural events in Hungary is extremely high; however, not all of these are of international importance. Furthermore, the main themes of the events also vary from high arts (classical music, museum art) to folk art, contemporary art and everyday living.

In the high arts domain, there are internationally acknowledged festivals in Hungary. The most important of these is the *Budapest Spring Festival* which has more than 20-year tradition with concerts, operas, operettas and dances, taken place at the end of March every year. Another important festival in Budapest is the *Wagner Day* in June. The *Opera and Ballet Festival* is organized in August in the capital city. In other cities, there are less internationally recognized festivals than in the capital city. Most known festivals are given as follows:

- *The Operafestival* in Miskolc at the beginning of June is the major such event outside of the capital,
- *The Festival of Classical Music* in Kaposvár in August is a successful more recent development, featuring a week of high-quality music performances along with art exhibitions and discussions,

- *Harpfestival* takes place at the Royal Palace in Gödöllő, 30 km from Budapest in October.

Hungary provides the visitor with a wide selection of theatre. There are state-owned and private theatre groupings both in Budapest and in almost all major towns. Three major theatre festivals take place in the country:

- *Open-Air Festival* in Szeged is a recognized summer theatre festival in July, featuring spectacular performances in front of the magnificent cathedral of this South Hungarian city,
- *POSZT* is a one-week meeting place of theatre groups from all over the country as well, as from abroad. It takes place early June in Pécs, the 2010 Cultural Capital of Europe,
- *Deszka* (“Stage”) is a festival of contemporary Hungarian drama in Eastern Hungarian Debrecen in March.

The *Budapest International Film Festival* is a new initiative aimed at widening the scope of the traditional national film festivals.

The major contemporary fine arts festival is the *ArtMarket* in Budapest. The event that takes place in October each year provides an excellent overview of the Central European art scene.

Folk Art

A wide range of folk art events take place throughout the country, ranging from folk dance and folk song performances and festivals to folk art markets offering textiles, pottery wood carving or baskets.

Despite its cosmopolitan urban culture, Budapest also offers folk festivals. The *National Folk Dance Festival and Folk Art Market* is an annual event held in the major stadium of Budapest and attracting over 40,000 visitors.

As in the countryside virtually every village offers folk art events, this experience is present with almost all holidays made in Hungary. The majority of these events are organized around traditional religious or agricultural festivities, such as Easter, harvest or the Advent period. Important festivals in the countryside are given as:

- *Busó Festival* in Mohács, listed as World Intangible Heritage by the UNESCO, is a carnival in February
- *Eastern Festival* in Hollókő, a World Heritage traditional village in the north-east of Hungary, provides insight into the traditions and beliefs of the “Palóc” ethnic group;
- *Kőrös-völgyi sokadalom* in Gyula (in South-East Hungary) early July is a folk dance and folk art festival especially for children;
- *Summerfest International Folklore Festival* in Ráckeve features folk dancers and musicians from over 100 countries;

- *Harvest festivities* in Pannonhalma (location of the well-known World Heritage Benedictine Monastery) are held mid-September and provide folk dance, music and an art market along with wine tasting.

Popular Events

Third-category cultural events are those based on a theme linked to contemporary living. These include a wide range of subjects, targeting diverse segments.

There are Europe-wide acknowledged *pop festivals* in Hungary. The major such event—and one of the largest festivals of the country in general—is the *Sziget Festival* on Budapest's Shipyard Island. With 20+ stages and hundreds of other programmes, this event attracts 400.000 visitors, many of whom arrive from abroad. Recently, this festival has been voted the best European major pop festival. Other festivals include the *Volt* in Sopron, the *Hegyalja* in Tokaj (next to the well-known wine region) and the *Balaton Sound* in Zamárdi. These festivals attract tens of thousands of visitors. A unique experience is the *Valley of Arts*, a 10-day event at the end of July, featuring an interesting mix of world, folk, rock and jazz music, as well as experimental theatre and an arts and crafts market. Interestingly, nowadays the region of 5 villages is also branded as the “Valley of Arts”; thus, this is unique example of an event transforming the image of a place and the identity of the local inhabitants.

Major *children's festivals* are the *Zabhegyező Festival* in Budapest and the *Győrökőc Festival* in Győr. These involve theatre and puppet theatre performances, concerts, art exhibitions and of course many interactive games.

Students' festivals are organized in every major university towns such as *Debrecen*, *Szeged*, *Pécs*, *Veszprém*—and of course in Budapest. Although part of their programmes is internally organized and thus only accessible for students, some spectacular events—opening ceremonies, competitions, etc.,—are organized in open air to be accessible for the wider public.

Gastronomy is a distinctive aspect of culture. Generally, festivals themed with gastronomy are increasingly popular with visitors and they also provide a unique opportunity to funnel economic income from tourism to agriculture and other sectors and thus deepen and widen the economic impact of tourism. Some examples of gastronomic festivals include the following:

- *Sausage Festival* in Békéscsaba, which is a national meeting place for masters of sausage making. This event, taking place at the third weekend of October, attracts approximately 80,000 visitors,
- *Fish soup (Halászlé) Festivals* in Baja (at the Danube) and Szeged (at the Tisza) are popular events, with over 1000 teams cooking various varieties of the traditional Hungarian fish soup on open fire,
- *Ördögkatlan* in Villány is an attractive amalgam of a wine and rock festival in the Villány wine region (known for its heavy dry red wines).

Furthermore, there are hundreds of smaller events themed with local gastronomy, as well as a series of local wine and beer festivals.

6.3 Basic and Secondary Infrastructure of Tourism (Realization Preconditions for Tourism)

Generally, the geographical research highlights the most important segment of tourism infrastructure, and transportation system, the accommodation facilities and the sport-recreational facilities. The following chapter deals with the analysis of spatial localization of the element of tourism infrastructure in Hungary.

6.3.1 Transport and Sport-Recreational Infrastructure

Transport plays a key role in terms of the interrelationship and interconnections that exist with tourism. This chapter provides a quick overview of how the transport infrastructure implicates the tourism in Hungary and what kind of active tourism facilities is attached to the visitors.

6.3.1.1 Transport Infrastructure

The central location of Hungary makes the country the meeting area of the north-west–south-east and the south-west–north-east transport system of Europe. So the transit traffic is considerable. All of the transport modes (surface—road and railway, water and air) have centralized configuration, and the centre is the capital, Budapest. Density of the road transport system is medium compared to the European average. Highways and main roads run mostly parallel with the railways (Fig. 6.6).

Transportation lines run from Budapest radially, heading towards all the regions of Hungary. The Hungarian road infrastructure is currently undergoing major government-supported reconstruction to extend the length of four-lane highways, which currently only cover only a part of the country.

Total public road length is 160,000 km in Hungary today. Though Hungary has some 52% higher density than that of the average of the EU-15 countries, the highway network needs to be developed; those regions which have not got direct connections by a highway are slowly accessible on road.

Seven of Hungary's eight major highways start from Budapest and all of them link up with the European road network. Motorways are marked by "M", and international roads (European transit roads) are marked by "E". Seven of the eight main roads start from Budapest (designated by single digit numbers, running clockwise from the Vienna motorway M1).

Recently, international cooperation has been strengthened with the neighbouring countries to foster this endeavour by harmonizing road network developments. A top priority of the Hungarian government is to further extend and reconstruct the road network in Hungary.

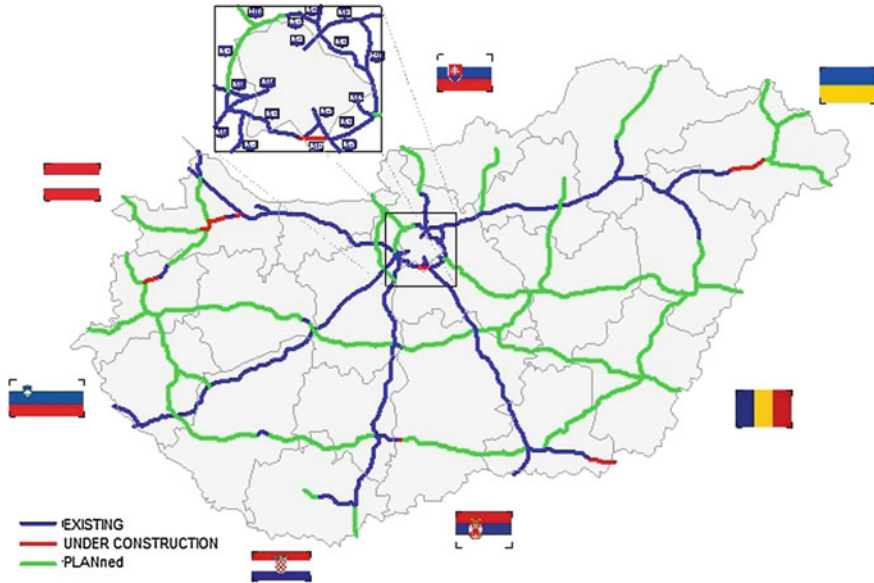


Fig. 6.6 Highway routes in Hungary

This routes network was formed historically together with the railway network. The most developed road lines are the trans-European Helsinki corridors, which run NW-SE, SW-NE, N-S and W-E through the country.

Scheduled coach transport is widely used everywhere, especially in the countryside. Every settlement is accessible by scheduled bus routes which are run by the regional “VOLÁN” coach transport companies.

The Hungarian railroad company is called MÁV-START. Budapest is the centre of the railway network, and 7607-km-long rail routes radiate throughout the country. Faster trains are the Intercity (IC) trains or the express trains. They also have comfortable first-class sections. Local trains go relatively slow, stop at every station and often they only have a second-class compartment.

The suburban lines linking Budapest are very well developed and operate frequently. The lack of diagonal railway lines still hampers direct connections between certain parts of the country and carriers are forced to use longer routes. The railway network covers the whole country, except for peripheral areas. The Hungarian railways need an overall modernization. Settlements without railway are connected to the transport by coaches.

Hungary is landlocked but has access to the Black Sea and the North Sea via the River Danube. Major ports are located in Győr-Gönyű, Budapest, Dunaújváros and Baja. The opening of the Danube-Rhine-Main channel in 1992 made possible the performance of export–import traffic with the countries along the Rhine and the maritime ports in the North, too. Several cruising routes go along the River Danube

between Budapest and Szentendre towards Esztergom, Győr and Vienna and along the lower part of the River Tisza.

The water transport of the Lake Balaton is operated by the local shipping company, and the ferry between Tihany and Zámárdi, Fonyód and Badacsony makes the biggest traffic on the lake. Besides the regular ship services, they provide boat service and ship-charter service, too. The ships for special programmes where customers can find catering services of the highest standard meeting the most demanding requirements are getting more and more popular. The sailing facilities provided by their fleet of ships.

The shipping company runs the largest yacht-port chain, which includes 10 large and 11 other yacht ports (Balatonkenese, Siófok, Balatonfüred, Badacsony, Balatonboglár, etc.).

Hungary has a few domestic and international airports. The largest one is Budapest Liszt Ferenc Airport in Ferihegy. This airport currently operates on three modern terminals (1, 2A and 2B). Budapest is serviced by numerous major international airlines, with significant growth in the charter air service market to closer destinations in the region. Budapest is also accessible by many low-cost airlines as well. Debrecen and Pécs have smaller international airports with regional low-cost carrier flights.

6.3.1.2 Hiking Trails

Hungary has quite extensive and often very beautiful forests within its borders which are a great place to do some hiking. The hiking movements and infrastructure is organized by the Hungarian “Friends of Nature”—Hungarian Rambler’s Association—organization. They maintain the hiking trails, organize hiking events and give the background of the hiking activities in the country. Hungary is wealth of beautiful natural areas, many of which provide excellent opportunities for hiking, the hills are available for anybody and almost all places are allowed to visit except the strongly protected areas. Hungary incorporates a rich diversity of different terrains and landscapes from the hills and mountains in the northern uplands of Hungary, to the flat and low lying ground of the Great Plain that spreads across central and eastern Hungary. The terrain and climate in the forest is really quite pleasant and conducive to hiking.

There are 22,000 km signed hiking trails throughout the country, and the signs are coloured with blue, red, green and yellow. Colours are assigned to hiking trails on the basis of length and difficulty and the shape of the sign shows the other information about the trail (whether if it is a main hiking road or leads directly to the top of a hill or to a cave).

There are very good and detailed hiking maps about the hiking routes of the smaller regions of Hungary (mainly geographical regions such as mountains and hills).

Marked paths with highest density which are very popular hiking places are Budai-Mountains, Pilis, Börzsöny (because the market Budapest is very close),

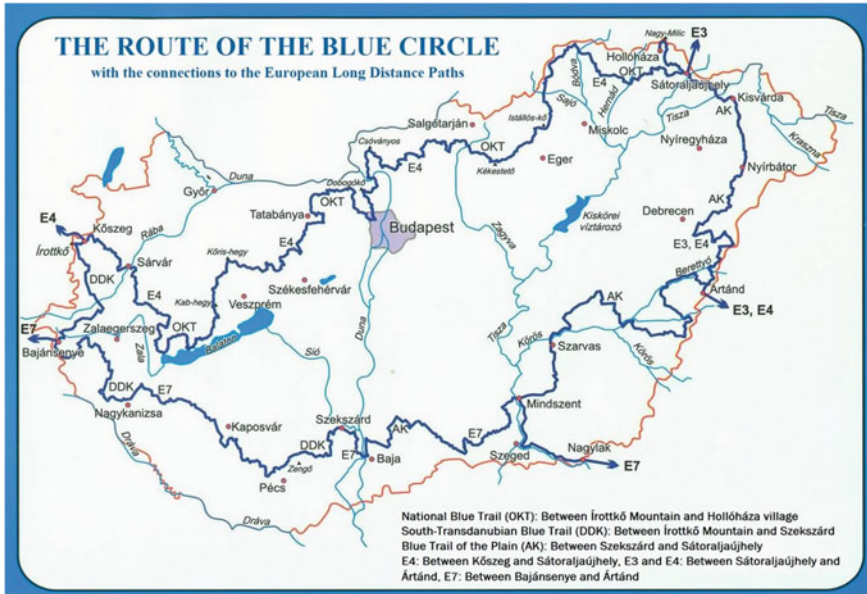


Fig. 6.7 Route of the Blue Circle (*Source* Hungarian Rambler's Association)

Gerecse, Vértes, Bükk, Zemplén, MÁtra, Kőszegi-Mountains, Soproni Mountains, Mecsek.

In the mountains, trekkers can find cheap self-serviced accommodation (“tourist’s houses”), operated by the hiking clubs.

Considering the hiking, Hungary has the oldest long distance path in Europe, which was born in 1938, more than 70 years ago (Fig. 6.7). The long route of the National Blue Trail starts on the 884 m tall peak of Írottó Mountain at the Austrian–Hungarian border and leads to the peak Nagy-Milic at the north-eastern border of Slovakia. Its total length was measured to be 1128.2 km and the total elevation change (climb) was found to be 30,213 m in a Western-Eastern direction over the whole route. The Blue Trail is well maintained and to achieve the whole route has its own hiking campaign.

6.3.1.3 Cycling Routes

Hungary has approximately 2000 km of roads on which cycling is allowed and has more than 2000 km of cycle track which has developed mainly in recent years in response to the increasing demand for cycling tourism. In addition, cycling services have risen to European standards, with repair shops and hotel, camping and catering outlets dotted along some cycle tracks in some destinations (Lake Tisza, Balaton, Lake Fertő, and South Danube Valley). Cycling is now permitted in a number of

hilly and woodland regions, including national parks, but it is important to know that cyclists must keep to marked routes (www.gotohungary.com).

Two international cycling routes lead through Hungary: Eurovelo 6 (Rivers' route, from France and Germany along the Danube) and Eurovelo 11 (comes from the north direction and goes along the Tisza). The Eurovelo 6 route follows the Danube River and is nearly wholly on dedicated cycle paths which are asphalt but sometimes digress on to a few dirt tracks or short stretches or road with little traffic. This easy route goes through Szigetköz with many new good cycling tracks than through the historical towns of Győr and Esztergom. Add to this the rustic, traditional landscapes of fields, vineyards and forests all bordering the large Danube itself and this makes for a relaxing cycle tour.

Since the 1990s, there has been an increasing social demand for a healthy way of life along with an environmental consciousness, so cycling has become part of society's active lifestyle.

Among developments in Hungary, separate mention must be made of the cycle route all the way around the Lake Balaton but the Danube Bend and the Buda hills also offer great opportunities for cycling tours for those who prefer to use their own physical strength.

Bicycles can be transported by train within Hungary for a small surcharge on routes marked by a bicycle icon on the timetable.

The most popular biking route around Lake Balaton is approximately 200 km (Fig. 6.8).

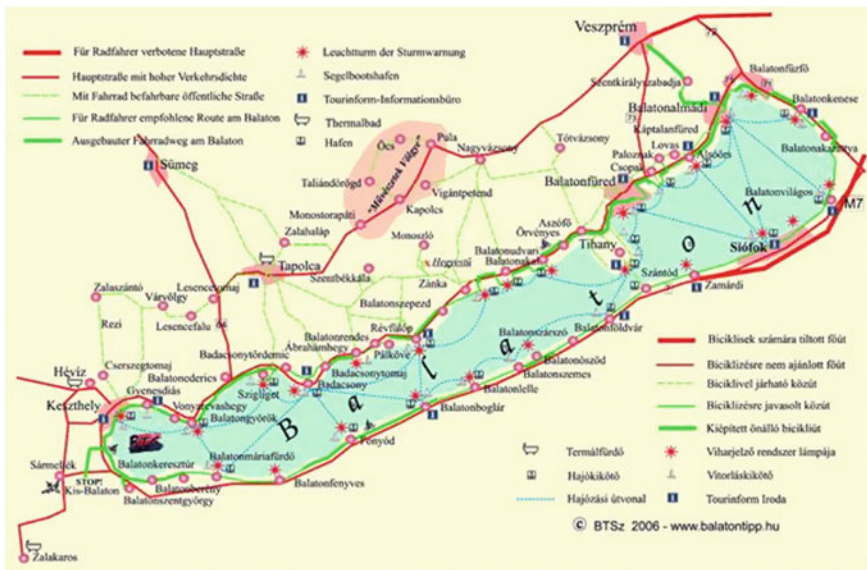


Fig. 6.8 Most popular cycling route at Lake Balaton (Source Balatontipp Strandkalauz)

The lake and its surroundings make up the country's main recreational area and the centre for many of Hungary's mineral-rich-quality white wines. The Balaton region is very health-oriented, so many area hostels and hotels also have bikes for rent. A Balaton cycling guidebook in Hungarian and English covers the region in detail, with info on restaurants and hotels.

Several companies run organized cycling tours around Hungary, including Hooked on cycling. Velo-Touring runs tours in several parts of Hungary, including one that goes from Lake Balaton to the sparsely populated red wine region of Villány, plus a tour covering the whole distance between Budapest and Vienna.

6.3.1.4 Winter Sports Recreation Facilities

Despite that the Hungarian ski areas cannot be compared with the ski resorts of the neighbouring countries, there are some very popular ski slopes visited by thousands of people on winter weekends.

The Hungarian ski association counts nearly 30 ski resorts, but there are only 8–10 places which are with the appropriate infrastructure equipped (lifts, technology for artificial snow making, treatment and lighting of the slopes); the others are with a single-rope tow running up the side. Since the slopes are usually not treated with artificial snow, ski is very weather dependant.

The Mátra ski area has three ski centres equipped with lifts, snowguns and lights: Kékestető, Galyatető, Mátraháza. There are cross-country skiing routes around Galyatető. The 980-metre-long run has a grade difference of 200 m and suitable for ski-running and snowboarding as well. The hotels nearby provide various other opportunities for active resource as well: saunas, fitness centres and wellness programmes are available during the whole year.

The Bükk ski area attracts the neighbouring population of the town Miskolc and Eger. Bánkút ski area located on the highland of the mountains with many but quite short ski slopes. This is a very pleasant area for children and beginners. The Bükk Plateau is an appropriate terrain for cross-country skiing as well, and snow can remain until March.

In the Börzsöny Mountains, you can find Nagy-Hideg-hegy ski centre and on the other side of the Danube is located one of the best developed ski centres Visegrád Nagyvillám. Since there is a large market close to this area, they investigated first to snowguns and other skiing facilities.

6.3.2 Accommodation Facilities

As a result of the collapse of the Berlin Wall and the opening of the Hungarian Borders, tourism in Hungary has undergone fundamental changes at the beginning of the 1990s: the profile of incoming visitors and the major sending markets has changed and new markets showed interest to travel inbound (ex-socialist blocks

intended to travel to the West, beside the German-speaking countries, visitors from Italy, the Netherlands, Japan and USA have increased). These changes have implicated huge investments in the tourism infrastructure which focused on quality instead of mass tourism. New attractions (e.g. festivals) were created and health and convention facilities were opened up.

The accommodation sector has undergone major transformation. First, the privatization process: the former accommodation facilities belonging to trade unions were taken over by national and foreign investors and redeveloped as commercial hotels. Second, many high-quality (4–5 stars) hotels opened due to new investments and reconstruction. Third, new international hotel chains entered the Hungarian market, partly by taking over existing hotel chains (e.g. the Pannonia hotel company's takeover by the Accor group) and partly by purpose-built new developments.

In Hungary, all establishments operated as a business for overnight accommodation and residence, throughout the year or seasonally, authorized by a permit (hotels, pensions or guest houses, tourist hostels, youth hostels, holiday chalets, camping sites) qualify as public accommodation establishments. The criteria for the various types of public accommodation establishments are laid out in decree 45/1998 (24 June).

The capacity and spatial differentiation of accommodation facilities reflects the attractiveness of the Hungarian region. The capacity of Hungarian public accommodation establishments grew significantly since 1990. The output of the Hungarian Statistical Office shows that the number of units had risen by approximately three times and the number of beds by 60% by 2010 (from 927 establishments offering 187,025 beds to 2957 establishments with 311,490 beds). The growth intensity is showed in Fig. 6.9.

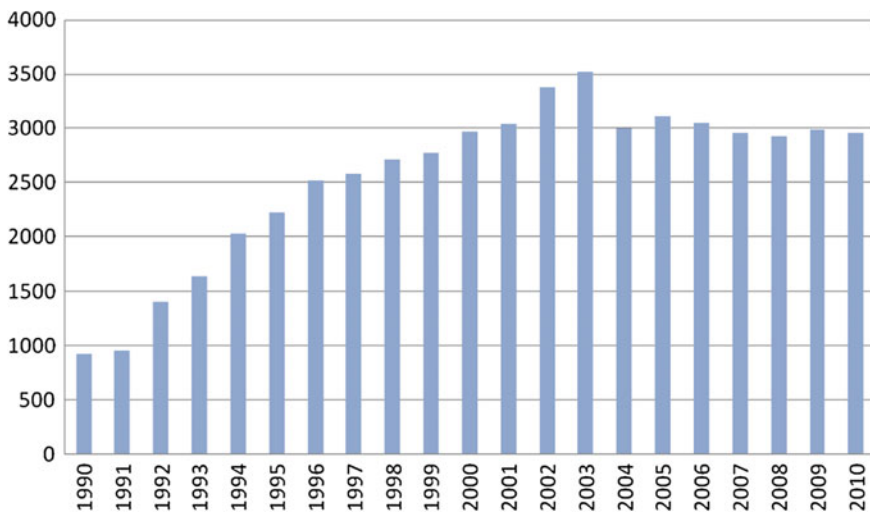


Fig. 6.9 Number of beds in Hungarian collective accommodation facilities between 1990 and 2010 (Source Hungarian Central Statistical Office 2009)

The number and structure of hotels have changed due to the changes in the political system: the number of one-star hotels drop down (from 122 to 75 units between 1990 and 2002) and the high category hotels grew. The number of four stars hotels rose from 21 to 82 between 1990 and 2002. The 5-star hotels were mainly located in the capital city (10 out of 12 5 star hotels in 2002). The 2- to 3-star hotels' capacities also have risen: the number of 3-star hotels from 83 to 400 and that of the 2-star hotels from 97 to 210.

In 2010, altogether 900 hotels were registered and out of this 169 are spa or wellness hotels. The number of bed and breakfast (pensions) has increased significantly: in 1990, 176 B&B units were run and in 2001 1050 pensions which had grown from 19% to the 35.7% of the total commercial accommodation facilities.

According to latest data from 2010, the number of collective accommodation facilities in Hungary was 2957 with the total capacity 311,490 beds. The proportion of beds in various types of collection accommodation facilities are as follows: 39.7% in hotels and similar establishments (of that 26.5% are in spa or wellness hotels), 12.1% pension (B&B), 20.3% in holiday dwellings and hostels and 27.8% in camping.

Tourist facilities have since the very beginning show a strong geographical concentration: most of the capacity have been concentrated mainly in Budapest (Central Danubia) and in the major tourism destinations such as the Lake Balaton Region (Central Transdanubia), followed by the Western Transdanubia and Southern Transdanubia. The share of each region did not change significantly over the years. In 2010, 14.2% of the Hungarian collective accommodation facilities are located in Budapest, and 28.3% at the Lake Balaton (Fig. 6.10).



Fig. 6.10 Share of hotels within collective accommodation by regions (*Source* Hungarian Central Statistical Office 2016)

The highest share of hotels within the collective accommodations is in Central Danubia (due to Budapest) (79.4%), followed by Western Transdanubia (48.9%). In all other regions, the hotel's share within the collective accommodations is between 22 and 29%.

6.4 Visitors and Number of Visits (Selective Factors of Tourism)

This chapter will discuss the demand for tourism in Hungary, including both domestic tourism and trips of foreigners to the country. It will provide a detailed geographical, seasonal and economic insight into visitor flows.

Generally, the importance of tourism for the Hungarian economy is significant. According to the WTTC (2011), tourism spending directly accounts for 4% of the Hungarian GDP. The overall impact (including supply chain and investment impacts) of tourism is 10.5%.

Much of this income has been generated by foreign visitors to the country, with 59.7% of all direct spending generated by international tourism. Domestic tourism accounts for the rest, 40.3% of all income. In terms of the type of tourism, Hungary is predominantly a leisure market, with 85.7% of all direct spending generated by leisure tourism and only 14.3% accounted to business tourism. Although the latter figures represent the relatively low performance of the Hungarian economy, at the time of economic turmoil this structure seems to exercise a stabilizing effect over the overall economic performance of the tourism sector.

Concerning figures on the number of trips, no reliable overall data exist. Whereas overnight trips are accurately measured by the Hungarian Central Statistical Office (HCSO), the scope of one-day trips may only be estimated on the basis of sample-based surveys. Based on these data sources, we can estimate that a total of 137.2 million tourist trips were carried out in Hungary in 2010 (Table 6.5).

6.4.1 Domestic Tourism

*One-day trips*¹ are the most common form of tourism with two-thirds (66.5%) of the Hungarian population participated at least in one such trip in 2010. Those, who did, carried out 12 one-day trips on average during the year—one in each month on average. These figures lead to an estimated 79.2 million domestic day trips annually. These figures mean that although still a substantial portion of the Hungarian

¹Information on one-day trips is stemming from sample-based survey of the Hungarian population. The survey is carried out for times a year by the Hungarian Statistical Office and involves a sample of 7500 persons (15.000 prior to 2008).

Table 6.5 Scope of Hungarian tourism: number of visitor trips in Hungary (million trips)

		Trip length		Total
		One-day trip	Overnight trip	
Origin	Domestic	79.2	18.1	97.3
	International	30.4	9.5	39.9
Total		109.6	27.6	137.2

Source Hungarian Central Statistical Office (2016)

population does not travel at all, for those who have been mobile such excursions tend to become a normal component of everyday life.

The most important motivation of taking a one-day trip by far shopping with 42.3% of day-trippers referred to this. The second motivation is visiting friends and relatives (18.3%) followed by city trips (6%), sun-and-beach (5.3%), as well as health reasons (5%).

Overnight trips are considered to be the most important segment of tourism. Due to spending on accommodation, such trips are seen to play a more positive economic impact on destination areas. 34.9% of all Hungarians undertook 18.1 million domestic overnight trips spending at least one night away from home. On these trips, they spent a total of 74.1 million overnights away from home. In the same manner as in the case of one-day trips, we can distinguish between an immobile and a mobile part of the population. Again, those, who travelled, did so 5.2 times on average.

In terms of motivations, more than half (51.7%) of all domestic overnight trips were aiming at visiting friends and relatives. The second most important motivation was relaxation with 38.9%—the majority of these trips were sun-and-beach-type holidays. Other motivations, such as health, other niche leisure activities and work, played secondary role only.

6.4.2 International Tourism

6.4.2.1 One-Day Trips

A total of 39.9 million international visitors have been observed in Hungary in 2010. The majority of them (30.4 million) have made one-day trips. International one-day trips occur as excursions (entering a leaving through the same section of the border) or transit trips (leaving at a different border section than entering). 14.1 million persons (46.3% of one-day visitors) were transit passengers.²

²This figure does not include the number air transit passengers, as they do not enter Hungary administratively.

Due to geographical reasons, the majority of international one-day trips to Hungary are made by residents of neighbouring countries. Clearly, three permissive factors influence the share of generating countries: the length of the borderline between the two countries, the permeability of state borders and geo-location of the other country:

1. Considering the first aspect, the borderline is longest between Hungary and Slovakia (679 km), followed by Romania (453 km), Austria (356 km) and Croatia (355 km). A longer borderline means that the opportunity to visit the other country is economically available to a larger number of residents possibly resulting in more contacts between the two countries.
2. In the second aspect, residents from neighbouring Schengen countries, such as Austria, Slovakia and Slovenia, enjoy the easiest access to Hungary (in fact for them a trip to Hungary is as hassle-free, as a domestic trip). For non-Schengen EU country such as Romania, though there is some control on the border, these formalities are simplified enabling them to travel a “fast lane” as compared to non-EU countries.
3. The third aspect, geo-location, influences whether transit routes lead through Hungary. In this respect, east–west transit routes (along TEN-T IV. corridor from Romania to Austria and Slovakia as well, as IV. and V/c corridor from Serbia to Austria and Slovakia).

As an outcome of these factors, Slovakia is the most important generating county for Hungary on the one-day market with 7.8 million trips in 2010. This is followed by Romania (6.7 million trips) and Austria (5.8 million trips).

One-day trips also occur from non-neighbouring countries, especially by visitors spending their holiday in a neighbouring country and visiting Hungary for one day (excursions) and by transit passengers. In this segment, Poland (1 million trips), Germany (0.9 million trips) and Czech Republic (0.7 million trips) are the most important generating countries.

The motivations of one-day visitors vary. Hungary is visited primarily as a transit country to Western Europe by residents of Romanian, Ukraine and Serbia. Cultural connections stemming from Hungarian minorities living abroad are important motivations in relation to Slovakia, Romania and Serbia. Third, cross-border shopping occurs in all relations, but primarily from Austria and Slovakia due to the favourable Euro/Forint exchange rates since the beginning of the financial crisis.

Although there are no exact and updated figures on motivation, activity and spending of international one-day visitors, we can state that the majority of them only travels through Hungary without significant impact on the tourism sector. In border areas, however, demand from one-day visitors is an important factor of the local economy, especially in the case of basic goods (food, petrol) and of services (gastronomy, leisure, beauty and health).

6.4.2.2 Overnight trips

9.5 million overnight trips have been registered in Hungary in 2010. Five million tourist visited Hungary for a short trip (1–3 nights) and additional 4.5 million for a trip lasting 4+ nights. This figure highlights that international tourism to Hungary fits very well into the European trend of taking more shorter holidays instead of one long summer vacation.

The major generating country in the overnight trip segment for Hungary is Germany with 2.3 million trips per annum (0.8 million short trips and 1.5 million 4+ nights trips). With that, they account for 23.8% of all overnight trips and, what is economically probably even more important, 32.4% of longer trips. Second to Germany is Austria, with 0.98 million trips (of which 0.4 millions are 4+ nights). This is 9.8% of all overnight trips and 9.9% of 4+ night trips. The third rank goes to Romania with 0.96 millions, 9.6% of all overnight trips (but only 0.14 million, or 3.1% of 4+ nights). Significantly generating countries are Slovakia (0.59 millions, 6.2%), Poland (0.56 millions, 5.9%), USA (0.39 millions, 4.1%), UK (0.32 millions, 3.7%) and Czech Republic (0.27 millions, 2.9%). This means that the overwhelming majority of tourists arrive from the Europe (90.1%), and within that from the EU (80.1% of all overnight visitors).

Currently, no exact data on international tourists' motivations exist. From partial research, we can deduct that the majority of these tourists visited Hungary for leisure purposes, only approximately 15% of them for business. Of the leisure tourists city certainly sun-and-beach-type relaxation and also health and wellness motivated form the majority. Second to that is urban tourism (with the key importance of Budapest). Other motivations (e.g. activity or learning) should be considered as niche markets for Hungary (although with great potentials). Important to see that "visiting friends and relatives" is an essential motivation for overnight visitors, as well.

6.4.3 Seasonality

In 2010, a total of 7.5 million tourist arrivals have been registered in Hungarian commercial accommodation units (Fig. 31). As the data show, demand for tourism in Hungary is characterized by medium seasonality. Based on the statistics from the accommodation sector, it is clear that the main season is the summer, with July (1 million arrivals) and August (1.1 million arrivals) being the peak months. A total of 28.1% of all arrivals have been registered during these two months. The concentration of demand occurs due to two main reasons (Fig. 6.11).

First, these months are the warmest and driest, that is, most suitable for tourism. Second, this is the period of summer school vacations in the main countries of origin (Hungary: mid-June to end of August, and Germany: mid-July to

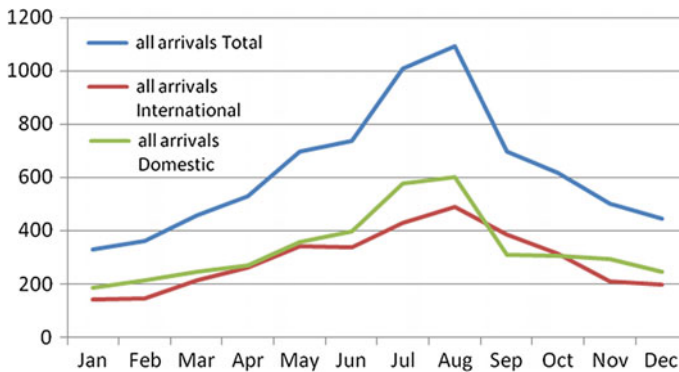


Fig. 6.11 Tourist arrivals in commercial accommodations in Hungary in 2010 (Source Hungarian Central Statistical Office 2016)

mid-September). Demand is the lowest in June (0.32 million arrivals). From here, there is a gradual increase in June (0.73 million arrivals). The summer peak is followed by a rather sharp decline in September (0.69 million) and then a gradual decrease in December (0.44 million arrivals). As of regional differences, Lake Balaton offering sun-and-beach holidays suffers most from seasonality, whereas business tourism provides a solid basis for the accommodation sector in Budapest. Considering the main components of demand, it is obvious that seasonality of domestic tourism is higher than that of international tourism. On the one hand, this is due to the concentration of the school vacations to the summer in Hungary (11 weeks from mid-August to 1 September). On the other hand, culturally the summer holiday is still considered as the only alternative for the main holiday, although the development of a range of wellness facilities nowadays provide the opportunity for water-based holiday throughout the year. From the point of view of tourism supply, it is obvious that during summer seasonally operating units (e.g. campsites) are also open; thus, the capacities offered are also higher.

Not only are there more trips based on the use of commercial accommodation in July and August, but the average length of stay is also longer during these months. January to May and September to December values vary between 2.25 and 2.57 nights. As opposed to this relatively flat section of the graph, July and August outnumber with 3.05 nights each. These figures highlight that not only the quantity but also the quality of trips is different during the summer months. The average length of stay is always higher with international than with domestic tourists, which is what can be expected given the higher costs of access necessary to reach a Hungarian destination from abroad. Somewhat surprisingly, however, the seasonal difference of domestic tourists' average length of stay is higher than that of international tourists. Whereas domestic tourists figure during the low seasons (January to May and September to December) falls within the range 2.11–2.34 to reach

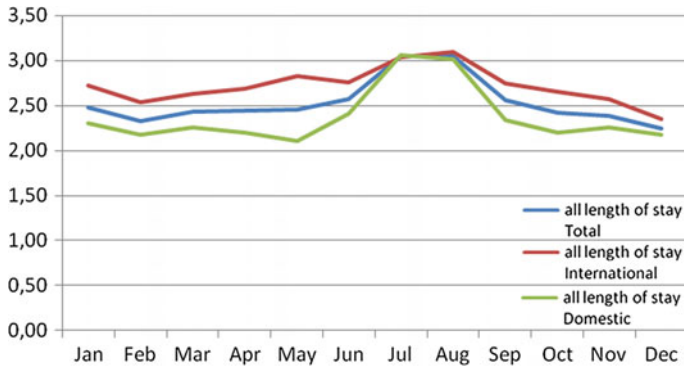


Fig. 6.12 Average length of stay in commercial accommodations in Hungary in 2010 (Source Hungarian Central Statistical Office 2016)

heights in June, July and August (2.41, 3.06 and 3.01, respectively), the curve of international tourists’ figures is flat with all values falling into the 2.54–3.1 interval (except December, with 2.34 nights) (Fig. 6.12).

The same trends are obvious for the seasonality of guest nights. Here the summer peak is even higher. Of the somewhat more than 19 million guest nights in commercial accommodation units 32.8% falls to July (3.1 million) and to August (3.3 million). Lowest month is again January with 0.81 million guest nights. Demand from domestic tourists is higher in the winter (in January and February and also in November and December) and summer months (July and August). International tourist nights outnumber domestic nights in April, May, September and October (Fig. 6.13).

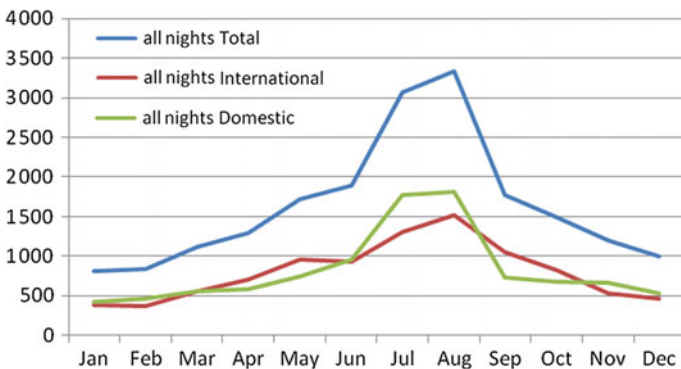


Fig. 6.13 Tourist nights in commercial accommodations in Hungary in 2010 (Source Hungarian Central Statistical Office 2016)

6.4.4 *Regional Distribution of Tourism Flows*

In domestic tourism, Budapest is clearly the most important generating market: it generates 29.4% of all trips as opposed to its 17% share of the population. Also Central Hungary, the area including Budapest and most of its agglomeration, generates a higher proportion of tourist trips than its proportion in Hungarian population (39% of trips as opposed to 29.5% of population). The third most important generating area is Central Transdanubia, the area lying north of Lake Balaton and west of Budapest: it generates 13.9% of all tourist trips (also above its 11% share of population). The rest of Hungary's (Northern Great Plain, North Hungary, Southern Transdanubia, Southern Great Plain and Western Transdanubia regions) share of tourism is below their share of population indicating a lower-than-average willingness to domestic travel (Table 6.6).

Lake Balaton is the winner among the Hungarian tourism destinations—especially if we take the highly seasonal character of sun-and-beach tourism, the main product here, into consideration. A total of 22.1% of all trips lead to this area. Given that the Lake Balaton area has only a population of approximately 300,000, it is obvious that this region is heavily depending on tourism. Second to that is Budapest, the capital city of Hungary with its 18.7% share. Here, tourism is less seasonal and, although tourism is an important part of the local economy and at some locations real tourist hotspots exist, the concentration of visitors is less visible than at Lake Balaton. The rest of tourist trips are distributed both regionally and thematically all over Hungary. They lead to a range of smaller cities and spa locations, to national parks and rural areas. This geographical distribution is in line with a thematic variegation: cultural tourism, wellness, ecotourism, events and conferences, sun-and-beach as well, as rural tourism all occur.

Considering the accommodation statistics (which represent only a small fraction of all trips, however, a more substantial proportion of tourist spending), there is a considerable difference among Hungarian and international tourists (Table 6.7).

In 2010 in collective accommodation establishments in Hungary, approximately 7.47 million guests and 19.5 million guest nights were registered. The proportion of domestic and foreign guests slightly grows but the average length of stay remained (2.6 guest nights). The domestic tourism slowly but steadily grows in respect of the guest nights and domestic guests. The longest stay recorded in the Western Transdanubian region (Fig. 6.14).

6.5 Main Forms and Types of Tourism

The tourism product of Hungary is diverse, offering a range of thematic types of tourism. These involve **water recreation** (holidays at lakes and rivers with the dominance of Lake Balaton), **health and wellness tourism** (predominantly not only spa locations, but also several mountain and cave health resorts), **urban and**

Table 6.6 Share of regions by population

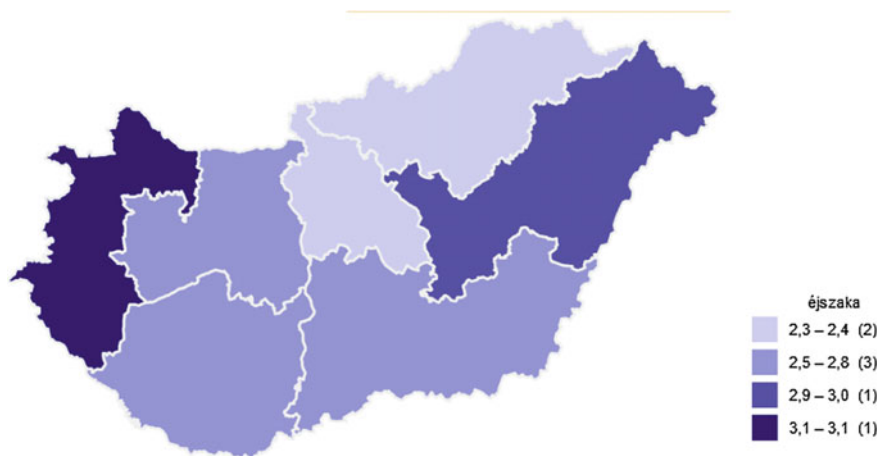
Place of residence	Destination										Total
	Balaton	Budapest	South-east Hungary	Southern Transdanubia	Northern Great Plain	North Hungary	Central Transdanubia	Western Transdanubia	Lake Tisza		
Central Hungary	8199	6764	2350	868	2887	3077	2851	1396	521	28,912	
<i>of which: Budapest</i>	6576	4712	1796	696	1775	2440	2243	1119	468	21,827	
Central Transdanubia	1867	1107	349	735	752	536	3807	1082	55	10,291	
Western Transdanubia	1507	667	141	299	81	241	577	1469	0	4982	
Southern Transdanubia	1984	1435	473	1879	128	166	376	685	39	7164	
North Hungary	762	1485	162	91	832	3435	107	101	605	7580	
Northern Great Plain	725	1395	819	209	4698	1171	166	235	138	9556	
Southern Great Plain	1326	996	1979	253	396	470	124	126	3	5674	
Total	16,370	13,848	6273	4334	9775	9096	8007	5094	1361	74,159	

Source Hungarian Central Statistical Office (2016)

Table 6.7 Spatial differentiation of number of visitors in Hungarian commercial accommodation facilities in 2010

	International tourists		Hungarian tourist	
	Total	(%)	Total	(%)
Central Hungary	5228.813	55.9	1284.495	13.3
<i>of which Budapest</i>	<i>5045.559</i>	<i>53.9</i>	<i>808.383</i>	<i>8.4</i>
Central Transdanubia	699.738	7.5	1398.238	14.5
Western Transdanubia	1920.783	20.5	2360.881	24.4
Southern Transdanubia	498.408	5.3	1360.023	14.1
North Hungary	233.770	2.5	1176.162	12.2
Northern Great Plain	548.102	5.9	1264.995	13.1
Southern Great Plain	228.759	2.4	827.567	8.6
Total	9358.373	100.00	9672.361	100.00

Source Hungarian Central Statistical Office (2016)

**Fig. 6.14** Average length of stay by regions (Source Hungarian Central Statistical Office 2016)

cultural tourism (historic cities, monuments, castles and the like, as well as contemporary cultural events) **rural tourism and ecotourism** (various forms of tourism in the countryside, partly in protected areas) and **business tourism** (involving travel for both business purposes and conferences and incentives).

6.5.1 Summer Water Recreation

In Hungary, summer water recreation is the most important type of leisure tourism (beside visiting friends and relatives). In terms of geographical resources, water

recreation in Hungary is based on rivers, natural and artificial lakes. Most of these waters are shallow which means that they not only warm up rather quickly, but also cool down again, if the weather turns bad. Thus, the climate in Hungary would allow for the use of these resources during the months May–September (with some risk due to weather changes). However, the clientele of these destinations being mainly families with children, the school holidays on the major source markets, limit the seasonality to the summer months July–August.

Clearly, the most important destination for summer water recreation is Lake Balaton. With a surface of 594 km², a coastline of 194 km and an average depth of 3.0–3.6 m, this is largest freshwater recreation area in Central Europe. The lake offers a wide range of tourism accommodation facilities from camp sites and youth hostels to four-star hotels (Balaton szálláshely stat). The access to the lake area improved during the last decade with the development of the M7 motorway along the southern coast, providing easy access from Budapest and the Eastern part of Hungary. This also relived the recreational area from the heavy transport load. Access from the north-west (including Austria and Western Europe) remains weak with two-lane highways. After a closure of the only commercial airport due the economic crisis, from 2011 Balaton is accessible again for charter and scheduled flights. Passenger numbers, however, remain low yet (Sármellék stat). Lake Balaton offers diverse opportunities for water recreation, from beaches to water and ground sports, as well as accompanying cultural events.

Further lakes with recreational function involve Lake Fertő (or Neusiedler), shared with Austria, Lake Velence and Lake Tisza, a reservoir on River Tisza. All of these lakes share recreation and conservation functions with parts of both lakes enjoying protected area status. As a consequence, they serve water recreation and ecotourism as well. The tourism infrastructure at these lakes is well developed (in Fertő pre-dominantly the Austrian part). A range of further smaller lakes throughout the country serve recreational purposes. Whereas some of these are artificial reservoirs (e.g. Lake Orfű and Lake Vadása), most of them occupy former river beds (e.g. Lake Szelidi, Holt-Kőrös, Holt-Szamos).

The rivers are secondary to water recreation in Hungary. Although the Danube, the Tisza and the Kőrös rivers offer sporadic locations for water recreation (beaches), other forms of tourism are more important (e.g. water sports as kayaking, canoeing and like). The international transport route function of Danube is more important than tourism.

The last two decades witnessed a fast development of services and sport facilities. Beaches were renewed in order to offer a higher quality of services and to meet the standards of EU legislation. Most important sport facilities developed include marinas, cycle track along the coastline of the along the main rivers.

6.5.2 *Spa Tourism and Wellness*

Health and wellness tourism encompasses travel motivated by maintaining and improving one's physical and mental health, ranging from travel for the purposes of a medical intervention at a medical clinic to fitness and beauty treatments at a wellness centre. Most important market segments include women, middle age and younger couples with higher education and above average income levels. Accompanying educational programmes on nutrition, beauty or stress management, along with outdoor activities (e.g. bicycling, walking, and wine tourism), is also popular.

With its outstanding geothermal capacity, traditional spas and the domestic spa culture, Hungary has a great potential in health and wellness tourism. Geographically, thermal spas are spread all over Hungary.

As Smith and Puczkó demonstrate, HWT has a wide spectrum (2008, p. 7). Health tourism is “the provision of health facilities utilizing natural resources of the country, in particular mineral water and climate” (IUTO 1973 in Puczkó and Smith 2008). Basically, the natural resources-based HWT offer can be divided into two momentous parts: curative and wellness tourism. The Hungarian spa sector has been developed as a branch of health care, tourism only being a secondary market for decades. Traditionally, spas served health purposes, offering a combination of balneotherapy and physiotherapy. Undoubtedly, the jewel of Hungarian health tourism is Hévíz with its unique thermal lake. In Hévíz, located near to the Western coast of Lake Balaton, hot springs feed a one hectare thermal lake. The medical indications involve rheumatic locomotor diseases, osteoporosis, degenerative spinal/joint diseases and a range of other problems of the locomotor system. A carefully renovated historic spa built on the lake and a well-established hospital and high-quality hotels offer a unique health tourism product.

While Hévíz remained a predominantly health-related destination, most of the other Hungarian spas changed their main focus from health to wellness. Early 2000' government and EU programmes fostered the development of new and attractive wellness extensions to traditional spas (e.g. Sárvár, Bük, Zalakaros, Harkány, Gyula, Hajdúszoboszló, Debrecen, Miskolctapolca) and also the development of brand new wellness spa's and water fun parks (e.g. Budapest, Pápa, Siklós, Zalaegerszeg, Kecskemét).

Beside the public spas wellness facilities have also been developed at almost all upscale and even by many midscale hotels to make the accommodation more attractive. Only a few of these developments became a major international or domestic attraction in itself. Hévíz, Bük, Sárvár, Hajdúszoboszló, Zalakaros, Harkány, Gyula, Hajdúszoboszló are among them. As opposed to these, the majority of spa developments have a double function. First, they serve local leisure purposes, with an attraction radius up to 50 km. Second, they play an important role in diversifying the regional tourism product, offering a weather-independent side programme to tourists who visit the area for other purposes (e.g. cultural or rural tourism).

The actual trend in wellness is diversification and specialization. After the quantitative development of spa facilities, the sector is now confronted with intense competition both on domestic and on the international markets. Although the Hungarian spa sector enjoys a competitive price advantage (related to Austria, Slovakia and Slovenia), more and more spas aim at the development of additional offer aimed at specific target markets. The newest, extremely successful example of that is Sárvár, where children-friendly facilities (small slides, shallow pools, child animation) have been developed. Further development priorities are as follows:

- branding through creation of environmentally sensitive and “healthy” destinations,
- diversification of the health and wellness product in line with market trends (specific target groups, as children elderly, women, men, etc.),
- clustering experiences in order to enhance the overall experience and satisfaction of the consumer, including the cooperation among spas to develop a “regional spa experience”,
- developing inter-regional thematization and specialization of the health and wellness product in order to decrease competition among neighbouring regions,
- linking indoor and outdoor experiences in order to offer a more complex product, and
- integration of the health and wellness product with other regional tourism offer creating an experiential value chain.

6.5.3 *Urban and Cultural Tourism*

In Hungary, urban tourism development is considered to be part of the wider urban regeneration efforts. Virtually all cities and towns aim at redefining themselves as cultural hotspots providing experiences both to local inhabitants and to tourists. With its eventful history, Hungary and its cities and towns provide an experience of religious and cultural diversity. A truly Western European Christian culture is laced with historical influences from Eastern Europe and the Balkans. Past heritage is present in the form of well-preserved monuments and lively customs. Historical townscapes of Budapest, Győr, Sopron, Veszprém, Pécs, Szeged, Debrecen and Eger provide a unique insight into the past of Hungary. However, urban and cultural tourism also involves the reinterpretation of the urban heritage in the form of contemporary cultural events and exhibitions.

Inevitably Budapest, being the only metropolitan centre on the European scale in Hungary is also the major urban destination. The main tourism product of the capital city is the city trip, including sightseeing, entertainment and shopping as primary activities. Furthermore, the city offers a rich cultural life, including major events (see above), museums and exhibitions and also a high-level gastronomy. Budapest is well known for its the unique cityscape lying along the two shores of the Danube. Major sights include the mediaeval Castle District, nineteenth-century

glamour Heroe's square and Andrásy Street, the Parliament Building and the Cathedral. Further areas worth visiting are the cultural district near Király Street and Liszt Square with its many theatres and restaurants, the old-fashioned market halls and also the historic spas (Gellért, Rác, Rudas, and Király). The city also offers famous parks and gardens as the Margit island on the Danube and the Városliget (Town park) next Heroes square. In terms of contemporary culture, the city offers great venues such as the A38 music club on a ship or the Trafo house of contemporary arts.

In terms of tourist infrastructure and services, Budapest is the major transport hub in Hungary. With the centralized road and rail network, the capital is the major interchange for those aiming at visiting the countryside. Although other small regional airports also exist, Budapest Liszt Ferenc Airport is the major international airport in the country. Budapest hosts 2.3 million overnights (37.4% of all hotel guest nights) in 36.714 hotel beds (31% of all hotel capacities of Hungary).

Among the towns of the countryside, Pécs in Southern Hungary, next to the Croatian border, is the most well known as it has been the Cultural Capital of Hungary in 2010. With its 2000-year-old history Pécs is melting pot of Western and Balkan cultures. Major sights include the World Heritage early Christian tombs and chapels, the Cathedral, the main square with a Turkish Mosque, the old city and the Zsolnay Cultural Quarter, established at the premises of a China Manufacture.

Further urban tourism highlights are Sopron, Győr, Veszprém, Székesfehérvár, Szeged, Debrecen, Miskolc and Eger. Development priorities in urban and cultural tourism are as follows:

- increasing attractiveness of towns and major free-standing cultural landmarks through renovation, reconstruction and regeneration efforts retaining destination “sense of place”,
- development of a “tourism orientation” and an understanding of visitor needs among local population and particularly potential tourism services providers,
- development of tourism attractions and services creating an experiential value chain for visitors,
- raising awareness of existing cultural attractions, strengthening their role in the image formation of the region,
- improving the experience of cultural tourism consumption and fostering adjustment of the offer to the requirements of different traveller segments.

6.5.4 Rural Tourism

Rural tourism encompasses trips and holidays to a rural setting motivated by the desire to experience the natural, down-to-earth life in the countryside including stays and even participation in farm life. Most important market segments include families with small children, middle age and older couples with higher education and income levels. During rural holidays, it is very likely visitors will seek to

engage in a variety of activities available in the broader destination (e.g. bicycling, health and wellness, wine tourism) also attaching a great deal of importance to experiencing the local “sense of place”.

Rural tourism is being developed throughout Hungary driven mainly by national and regional development policies aiming at the diversification of rural revenue sources. This is in many places slow due to very little professional experience in hospitality and tourism former agricultural areas, lack of effective support and willingness to cooperate. Rural tourism can, thus, be presently considered a generally underdeveloped product with some occasional exceptions mostly involving quality food and beverage services on family-owned farms. Notwithstanding these, there are several areas providing a competitive and diverse rural tourism experience. The most successful rural destinations are Balaton Highlands including Valley of arts, the Órség, Kiskunság Tanya and the Kelet-Mecsek.

6.5.5 *Ecotourism*

Ecotourism is generally understood as ecologically sensitive travel to relatively undisturbed natural locations. The target market members are environmentally focused, outdoor enthusiasts, above 30, with higher education and income levels. Visiting protected or unique nature sites is the main motive of travel, with the educational component of the trip being very pronounced.

In Hungary, ecotourism is concentrated in National Parks. Hungarian National Parks are diverse, offering nature experiences of grasslands, wetlands, forests and caves. The oldest national park is the Hortobágy, established in 1973, and is the largest continuous natural grassland in Europe. Together with Kiskunság National Park, they represent a unique coexistence of humans and nature based on traditional sustainable land use. Bükk National Park is forest area, whereas Aggtelek National Park hosts the longest caves of Hungary (together with Slovakia). Fertő-Hanság National Park (together with Austrian Neusiedler See National Park) includes the westernmost Eurasian steppe lake, Lake Felső (or Lake Neusiedler in German). Duna-Dráva and Duna-Ipoly National Parks include sections of the Danube along with side rivers Dráva (next to Croatia in Southern Hungary) and the Ipoly (next to Slovakia in the North), whereas the Körös-Maros National Park includes the Körös and Maros rivers and the uncontrolled countryside next to them. Balaton Highland National Park includes wetlands and cultural landscape of rural countryside, whereas Órség National Park is a countryside area.

Ecotourism development priorities are the following:

- preservation and sustainable development of all natural landscape and particularly of all protected natural areas,
- development of facilities and services enabling the creation of a competitive ecotourism product,

- integration of ecotourism with other regional tourism offer creating an experiential value chain for visitors,
- development of an attractive destination image,
- increasing visitor number and spending year-round.

6.5.6 Business (Trade Fair and Congress) Tourism

According to the Central Statistical Office, 29% of foreigners who visited Hungary in 2009 arrived with a business reason, or to participate at a conference. In 2009, Hungary hosted 356 international conferences and 90 international fairs and exhibitions. These numbers show a 33% decrease in the number of international conferences and a 58% increase in the number of fairs and exhibitions compared to the previous year, when 531 and 57 such events were held, respectively. According to the ICCA statistics, Budapest became the 6th most visited conference city in Europe.

Based on the data provided by the partners of the Hungarian Convention Bureau, the average number of participants per meeting was 230.4 in 2009, which is an increase compared to last year (225.3). Projecting this average to the total number of meetings held in the country throughout the year (356), the estimated total number of participants is more than 82,000. Counting with the average length of conferences (3.3 days), the estimated total number of days that conferences have been held in Hungary is 1174.8. This means that every day there were 3.2 international events somewhere in the country on average (Hungarian Convention Bureau).

Most of the conferences (74.7%) were held in conference hotels, followed by congress centres (13.1%), while universities and other scientific institutions hosted 8.1% of the international events. The rest of the international conferences (4.1%) accommodated in other type of venues.

The average number of nations participating in these events increased to 12. The average length of the conferences is 3.3. Most of the conferences lasted for 2 days. 73% of the international conferences in 2009 were held in Budapest. Medical conferences accounted for 26.9% of the total number of international conferences and economic conferences for 16.7%. About 79% of the participants at the conferences were foreigners, the biggest number from the UK, France, North America, Belgium, Czech Republic and Germany.

6.6 Tourism Regionalization in Hungary (Spatial Organization)

The statistical regions in Hungary were created in 1999 by the Law 1999/XCII amending Law 1996/XXI. The seven regions are groupings of the 19 counties and the capital city of Budapest (Fig. 6.15 and Table 6.8).

The Northern Hungary includes the counties of Borsod-Abaúj-Zemplén, Heves, Nógrád. Its centre is Miskolc which is the fourth biggest city of Hungary with 170.000 inhabitants, after Budapest, Debrecen and Szeged, and second largest with agglomeration.

The Northern Great Plain includes the counties of Hajdú-Bihar, Jász-Nagykun-Szolnok and Szabolcs-Szatmár-Bereg. The second largest city of



Fig. 6.15 Hungarian statistical regions (Source Hungarian Central Statistical Office 2016)

Table 6.8 Regions’ areas and density

Region	Regional centre	Area (km ²)	Density (/km ²)
Northern Hungary	Miskolc	13,428	96
Northern Great Plain	Debrecen	17,749	88
Southern Great Plain	Szeged	18,339	75
Central Hungary	Budapest	6919	408
Central Transdanubia	Székesfehérvár	11,237	99
Western Transdanubia	Győr	11,209	90
Southern Transdanubia	Pécs	14,169	70

Source Hungarian Central Statistical Office (2016)



Fig. 6.16 Hungarian tourism regions (*Source* Hungarian Tourism Plc. 2010)

Hungary (Debrecen) is the centre of this region. The Southern Great Plain includes the counties of Bács-Kiskun, Békés, Csongrád. Central Hungary includes the capital city and Pest County with Szeged centre (the third largest city). Central Transdanubia includes the counties of Veszprém, Fejér- and Komárom-Esztergom counties. Western Transdanubia includes the counties Győr-Moson-Sopron, Vas and Zala. Southern Transdanubia includes the counties Barany, Somogy and Tolna.

The tourism regions differ from the statistical regions. Hungary has 9 tourism regions—namely Northern Hungary, Northern Great Plain, Southern Great Plain, Southern Transdanubia, Western Transdanubia, Central Transdanubia, Budapest and surroundings, extended with the Lake Balaton and the Tisza Lake. The tourism regions are created by the 4/2000. (II.2.) GM regulation. These regions differ from the existing administrative and statistical regions (Fig. 6.16).

According to the tourism regions, the Hungarian Tourism Plc. has nine regional marketing directorates. The main activities of these regional directorates are the following:

- to raise knowledge about the region and strengthen its image,
- to enhance the quality of offered services and products,
- to help the cooperation between the service suppliers in the region in order to provide competitive services,
- to coordinate the regional marketing activities,
- to represent the region in national/international fairs, and
- to evaluate regional proposals and tenders.

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Chapter 7

Lithuanian Tourism Geography

Algirdas Stanaitis and Saulius Stanaitis

Abstract The chapter “Lithuanian Tourism Geography” includes an analysis of tourism trade development in Lithuania. The emphasis is placed on the last decades following the restoration of the statehood. Territorial analysis of tourism resources is the priority issue discussed. The chapter also contains information about the specific character of natural conditions and historical cultural heritage. In focus are preserved territories with concentrated complexes of cultural heritage, which are of paramount importance for educational tourism, recreation, scientific research and environmental and ethnocultural education. The territorial distribution of national and regional parks, nature reserves, preserved natural objects and monuments is given. Health and summer resorts are inventoried, concentrating on rural (ecological) tourism as one of the most promising branches of tourism trade. The chapter contains the information about the most popular types of tourism in Lithuania: bicycle tours, motor tourism, water tourism, sports and pilgrimage tourism, etc. It also introduces entertainment and business infrastructures. Rapidly modernized accommodation system—number, structure and location of accommodation establishments—is a reflection of inbound and outbound tourism development in Lithuania. The chapter also contains a survey of foreign tourism markets and most attractive tourism territories for various foreign tourism segments. The most interesting tourism routes in the main tourism regions of the country are discussed. The trends of the inbound tourism of recent years, which create preconditions for development of other branches of economy and culture, are analysed. The advantages and imperfections of the system of tourism in Lithuania are indicated and the future perspective of this important trade is suggested.

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7.1 Introductory Remarks

7.1.1 Geographical Situation

Lithuania is a small country situated along the south-eastern shore of the Baltic Sea, mainly in the Nemunas River basin. Sometimes this country is called Nemunas Country or, since amber has been found in it in abundance, Amber Country. The total area of the country amounts to 65.3 thousand square kilometre and it has a population of 2.9 million¹. On the European scale, it can be regarded as a country of medium size. It is on the 18th place according to its area and in the 30th according to the population. Lithuania is divided into 10 counties, the latter into 60 municipalities and 427 smaller territorial administrative units (elderships). The country has 103 towns and 21,800 rural settlements of various sizes (according to the population census of 2011) (Lietuvos 2013).²

Lithuania is located in the geographical centre of Europe. This was determined in 1992 at the National Institute of Geography of France. The centre is located 26 km north of the Vilnius city centre. It has an Information Centre of Tourism. The infrastructure is still in the development stage. In the nearest future, the territory is expected to become one of popular tourism destinations.

It should be pointed out that the name of the country is often unknown to a wider populations and even leaders of other countries. In the past, in the eastern countries and today in the west, it is often confused with neighbouring countries Latvia and Estonia or even with the Balkan countries. Even a little while ago, our closest neighbours Poles, Germans, Swedes and Fins had a vague idea about Lithuania—its past, economic potential, destinations worth visiting, language, customs and traditions. The situation cardinally changed after the restoration of country's independence (1990) and accession to the European Union and NATO (2004).

Lithuania is an old and a new country at the same time. It is old because its statehood counts 700 years, whereas its name was for the first time mentioned more than 1000 years ago. In 2009* Lithuania celebrated millennium of the first mention of the name Lithuania. In the same year, Vilnius was European Capital of Culture. Lithuania also is young because its restored independence has been lasting only for 25 years.

After restoration of independence and accession into the EU and NATO, Lithuania became a democratic country, open to the world. Being in the geographical centre of Europe, Lithuania is easily accessible by air, sea and inland roads. There are neither natural nor political obstacles for visiting Lithuania. Not only people from the European countries but also from other continents have

¹Lietuvos statistikos departamentas. Oficialiosios statistikos portalas. <http://osp.stat.gov.lt/statistiniu-rodikliu-analize?id=1353&status=A>.

²Lietuvos statistikos departamentas. Lietuvos gyventojai 2011 metais. 2011 metų gyventojų surašymo rezultatai. Vilnius, 2013 m.

discovered Lithuania. Twenty-one years ago, the world knew little about Lithuania. It was regarded as a part of Russia.

Recently, in the geographical space of east Baltic countries, a new region of international tourism has been developing based on the favourable geographical position and abundance of objects of natural and historical cultural heritage. The intensively developing tourism trade includes a few neighbouring countries.

Not only natural–historical–cultural tourism resources, but also good accessibility of the country stimulates tourism development. Other favourable factors include the proximity of important markets of international tourism: Poland, Russia, Latvia, Germany and Scandinavian countries. Moreover, after the restoration of independence, the preserved ethnic cultural links between Lithuania and emigrants have strengthened. As a result of emigration strengthened by World War II and the following years of oppression, many Lithuanian citizens and their progeny are residing in Poland, Great Britain, Russia, Israel, the USA, Canada, Germany and other countries. The emigrants willingly visit the native land of their parents and grandparents; they also arrive for rest or medical treatment (Stanaitis 2006).

The described circumstances serve as a background for Lithuania and the entire Baltic region to become a new easily accessible and interesting tourism region.

7.1.2 The Past of Tourism and Sources of Information

The educational trips of Lithuanian nobility go back to a few hundred years ago. Already in the sixteenth–the seventeenth centuries, several Lithuanian noblemen visited Near East, Jerusalem and Egypt in particular (Radvila 1990). Later on, they took fancy to visiting antique monuments of Greece and Rome and spending their time in the resorts.

The beginning of medical tourism in Lithuania goes back to the middle of the sixteenth century when mineral water spa was opened in Likėnai. At the end of the eighteenth century, Druskininkai obtained the status of health resort with mineral water spas. The localities along the Lithuanian shore—Palanga and Neringa (Nida, Juodkrantė)—were started to be used for recreational purposes in the nineteenth century. These localities were visited not only by Lithuanian people, but also by representatives of more remote territories: Tsarist Russia and Kaiser Germany (Čižiūnas 2007).

The sources of organized tourism go back to the end of the nineteenth–the beginning of the twentieth century. Yet the then tourist trips were occasional and few. They became more frequent at the end of the second and the beginning of the third decades of the twentieth century. The trips were mainly organized by different youth organizations, schools and societies (Džiovėnas 2003).

After World War II, it took some time for tourism to revive. It gained certain momentum in the 1960s–1990s. Yet, the trips were confined to the republics of the Soviet Union. Different departments, travel agencies, societies, trade union organizations, excursion bureaus and federations, organized them. The flows of tourists

from other republics visited the most beautiful and interesting destinations of the country.

The outbound tourism was limited. In 1985, only 21.1 thousand people from Lithuania visited foreign countries. Mainly, those were the countries of the socialist group: Poland, Czechoslovakia and Democratic Republic of Germany. Only 12.0% of the outbound tourists visited other countries. In the mentioned year, Lithuania received 52.2 thousand foreign visitors. The visitors from the socialist countries among them accounted for 80.0% (Juodokas and Raguckas 1988).

The situation dramatically changed after the restoration of independence. The tourism trade livened up, the flows of inbound and outbound tourism amounted to millions of visitors and the local educational tourism became especially popular. Lithuania received visitors not only from the neighbouring countries but also from all over the world. The branches of medical, recreational, ecological rural and educational tourism gained popularity. The Lithuanian tourists travel not only to European countries, but also to the countries in all continents of the world. Lithuanians mainly prefer the recreational and educational branches of tourism.

Tourism has turned into an important branch of trade in Lithuania. According to the data of the Department of Statistics (Lithuania), 2.4 million tourists stayed at the Lithuanian accommodation establishments in 2014, or by 8.2% more than in 2013. In 2014, the number of foreign tourists in these establishments increased to 1.3 million, whereas the number of local tourists exceeded one million. The tourism sector of the country (according to the data of 2013) creates about 3% of the countrywide value added. About 41.1 thousand people (or 4.4% of the total of employees) are engaged in activities related to tourism (Lietuvos 2015).³ There have emerged hundreds of tourism companies and information centres. The lodging system has been improved. Tourism specialists are trained at higher schools. Tens of thousands of people are engaged in tourism trade and related service system and their number tends to increase permanently.

The present research of tourism in Lithuania is designed as a survey of the state of the art in the sector of tourism and as an attempt to forecast the nearest future of tourism development. Not only the survey includes the analysis of available tourism sources, their location and use, but also it describes the most interesting tourism–recreation territories, their distribution and most popular tourism destinations. Ecological (rural) tourism as a priority branch is in the focus of survey. Other branches of tourism are overviewed briefly.

The article contains information about development of inbound tourism, operating lodging system, information centres and most interesting routes and destinations.

The survey is based on the material from the publications by the Lithuanian Department of Statistics (Statistical Yearbook of Lithuania and Tourism of

³Lietuvos ekonomikos apžvalga (2015). [http://ukmin.lrv.lt/uploads/ukmin/documents/files/ Apzvalgos/Lietuvos%20ekonomikos%20ap%C5%BEvalga%202015%20m.%20kovo%20m%C4%97n.pdf](http://ukmin.lrv.lt/uploads/ukmin/documents/files/Apzvalgos/Lietuvos%20ekonomikos%20ap%C5%BEvalga%202015%20m.%20kovo%20m%C4%97n.pdf).

Lithuania) and National Tourism Department at the Ministry of Economy (Lithuanian Tourism Statistics). Besides, literary sources about tourism bearing theoretical and informative character were used. The tables, charts and sketch maps contained in the article were compiled based on the data from the mentioned sources and relevant individual calculations placing emphasis on territorial patterns.

The described state of the art of tourism in Lithuania and possibilities for its development are expected to attract the foreign readership to the newly developing tourism region. This in its turn will contribute to successful development of tourism in the country.

7.2 Distribution of Tourism Resources

Lithuania has no mineral resources of global importance such as oil, gas, coal, gold or other kinds of ores. It neither has large towns inhabited by millions or antique architectural constructions. Yet, Lithuania is famous for its rich natural resources, wonderful landscapes, park-like forests and blue rivers and lakes. The country has many historical and cultural monuments of different ages and constructions, belonging to different architectural styles. These objects are willingly visited by tourists and holidaymakers (Fig. 7.1).



Fig. 7.1 Natural map of Lithuania

7.2.1 *Singularity of Natural Conditions*

Lithuania is a country of plains, yet its landscape is far from monotonous. Though there are no high mountains, beautiful hills towering up to 300 m above the ground can be found in abundance. There are a few regions of uplands and lowlands formed by past glaciations. In terms of tourism, all parts of Lithuania are interesting but especially its uplands crossed by river valleys and lake banks (Šeimos 2005).

The Žemaičiai Upland with some hills up to 234 m in height occupies a larger part of west Lithuania. Picturesque areas with hills domed with green forests open before the eyes of a visitor standing on the highest spots. A tract of Baltic Uplands with hills reaching 292 m in height extends along the south-eastern periphery of Lithuania. The Aukštasis Kalnas mount towering 294 m above the ground is the highest spot in Lithuania. It is located in the Lithuanian–Belarusian border area east of Vilnius (Eidukevičienė 2009).

Interesting and attractive to tourists is the dense hydrographic network of Lithuania. The country is along and across cut by rivers and streams of different size. It also has thousands of lakes. There are about 3000 lakes with the area exceeding 0.5 ha and almost as many smaller lakes and ponds. It is important that the lake water is clean and lake shores mostly are suitable for recreation. The majority of lakes are situated in the uplands, mainly in the north-eastern part of Lithuania. The streams connecting the lakes comprise a dense and interesting network willingly used by local and foreign tourists (Eidukevičienė 2013).⁴

Climate conditions are favourable for recreation and tourism. The warm period lasts for about five months: from May to September inclusively. The common summer air temperature reaches 24–28 °C; precipitation is moderate, especially in May–June. Winters are mild. The air temperatures rarely fall below 20 °C (Vaitekunas and Valanciene 2004). Autumns also are rather warm, especially September and October.

Green forests beautify Lithuania. They account for 1/3 of its territory. In the south-east part of the country, forests occupy more than 50% of the territory. This part of Lithuania is predominated by dry beautiful mushroom forests resembling parks. The hilly Žemaitija areas also are rather forested. The arable lands account for 44.8% of Lithuania's territory. They are mainly concentrated in central Lithuania. In some districts, for example in the Pasvalys District, farmlands account for 68.5% of the territory. Farmlands in hilly and forested territories (especially in the south-eastern part of Lithuania) occupy considerably smaller areas: in the Varėna District, they account for 17.1%, Švenčionys District 21.6% and Trakai District 25.7% of the district territory (Statistikos 2004). The mentioned territories are predominated by natural or semi-natural landscapes the main elements being: forests, lakes, wetlands, grasslands and pastures.

Flora and fauna of the country are rather rich. They offer many pleasant moments to holidaymakers and tourists. There is a high probability of encountering

⁴Eidukevičienė M. Lietuvos gamtinė geografija. Klaipėda, 2013.

Photograph 7.1 Kernave—Troy Lithuania—Lithuania’s first capital (*Source J. Łach*)



Photograph 7.2 Merkinė (Merecz)—Castle Hill from the fourteenth century—Dzūkija (*Source J. Łach*)



elks, deer, roes, hare, foxes and even wolves and lynxes in the forests. Lakes and rivers are habitats of beavers, martens, minks and different species of birds (over 350 species). Among the rare species can be mentioned a few varieties of eagles, cranes, and mute swans and a few varieties of ducks, wood grouse, heath cocks, bitterns and owls. Many countryside farmsteads can take pleasure in having stork nests because the White Stork has been declared the national bird of Lithuania (Logminas 2007).

7.2.2 *Historical Cultural Heritage*

Architectural and historical monuments and cultural events of Lithuania as tourism resources are competitive in the regional context yet not used to advantage.

Monuments of historical cultural heritage, architectural monuments of different styles, well-attended beautiful towns and settlements and ensembles of manor houses are scattered all over Lithuania. Their territorial distribution is uneven. The majority of them are located in big towns, on river and lake sides and in hilly areas.

In Lithuania, there are about 1000 hill forts of different size and age. The main of them have castles in great numbers visited by tourists and holidaymakers. Some hill forts have been preserved as sacred mountains. The known Lithuanian capitals Kernavė, Senieji Trakai and Vilnius are related to these hill forts (Photographs 7.1 and 7.2). An especially large number of ancient hill forts are located along Nemunas, on its right bank. Žemaitija in the west and Baltic Uplands in the south-eastern part of Lithuania also are distinguished for numerous hill forts (Stanaitis 2000). Yet in terms of tourism, Lithuanian castles and hill forts are underestimated. The Panemunė castles and Merkinė, Punia, Seredžius, Liškiava and Saudargas hill forts are underused as tourism destinations.

Among constructions of different age and size, Gothic architecture is represented by the well-known monuments: the Trakų Pilis Castle, Vytautas Church in Kaunas and St. Anne's Church in Vilnius. Among the most typical Renaissance constructions, we can mention Biržai Castle and Church of St. Michael the Archangel in Vilnius. Among the great number of Baroque constructions, the Church of St. Casimir in Vilnius and Pažaislis ensemble in Kaunas can be mentioned. The most typical classical architecture is represented by the Cathedral and Presidential Palace in Vilnius. The old cities of four Lithuanian towns are distinguished for abundance of architectural constructions and historical monuments: Vilnius, Kaunas, Klaipėda and Kėdainiai (Mačiulis 2000).

Unique objects included in sightseeing tours can be found in many Lithuanian localities: museums, monuments, homesteads and parks. Worth mentioning are Open Air Museum of Lithuania in Rumšiškės not far from Kaunas, National M.K. Čiurlionis Art Museum and M. Žilinskas Art Gallery in Kaunas, sculpture garden of Soviet-era statues in the Grutas forest near Druskininkai, Hill of Crosses near Šiauliai, unique Orvydai farmstead in Žemaitija, Ignalina Nuclear Power Plant, Ethnocosmology Museum and Astronomical Observatory in Molėtai and many other.

The following objects were included in the UNESCO World Heritage List: Vilnius Historic Centre (in 1994), Curonian Spit (in 2000), Lithuanian cross-crafting (in 2001), the Baltic Song and Dance Celebrations (in 2003) and Kernavė Archaeological Site (in 2004). The Struve Geodetic Arc was included in the list in 2005 as a natural object. Yet, its use for tourism purposes is limited. In 2010, the Lithuanian polyphonic songs "Sutartinės" were included in the representative intangible cultural heritage of humanity list⁵. The cultural objects included in the UNESCO Heritage List contribute to country's prestige and make Lithuania known to the world.

⁵<http://unesco.lt/kultura/nematerialus-kulturos-paveldas/nematerialus-kulturos-paveldas-lietuvoje>.

In 2009, Vilnius was the European Capital of Culture. This circumstance contributed to rising the numbers of tourists and consolidating the Vilnius position as that of the cultural leader in the region.

According to the data provided by the Ministry of Culture of the Republic of Lithuania (RL), at the beginning of 2009, cultural services were offered by 3 national, 15 republican and 2 county museums and 61 municipal, 19 departmental and 6 private museums. The greatest flows of tourists are attracted by the Open Air Museum of Lithuania in Rumšiškės, Sea Museum in Klaipėda, Amber Museum in Palanga, National M.K. Čiurlionis Museum in Druskininkai, Devils' Museum in Kaunas and War and History Museum in Kaunas.

The Lithuanian musical culture is famous in Europe. Music festivals in Vilnius and Kaunas, T. Mann's cultural events in Neringa, jazz festivals in Birštonas, Klaipėda, Kaunas and Vilnius and other music events represent great potential for development of cultural tourism. Moreover, Lithuania participates in the international projects of cultural tourism: "Baroque Route, Abbey Route, Amber Route, Cultural Heritage and Hansa Route" (Photographs 7.3, 7.4, 7.5, 7.6, 7.7 and 7.8).

According to the data of the Department of Cultural Heritage under the Ministry of Culture, at the beginning of 2009 Lithuania had 20,000 registered cultural objects and localities, including about 2000 objects within the highest category of cultural monuments, about 8.5 thousand objects and localities within the category of state preserved objects and almost to 9.5 thousand within the category of initial preventive conservation objects. The Lithuanian museums store 6,678,300 showpieces. In 2012, the museum year, museums were visited by 3,179,086 people.

A large part of preserved cultural objects is represented by manor houses, which, at the beginning of 2009, amounted to 821. The main problem related to the manor houses is that about 70% of them belong to private owners. The private investments into the renovation of old manors are minimal landed property being the main aim of investors. Many private manors are uncared for. No activities are taking place in them. Due to limited financial possibilities, the manors belonging to the state also

Photograph 7.3 Suderve—
Vilnoja Cultural Park (Source
J. Łach)



Photograph 7.4 Trakai
Castle on Lake Galve (*Source*
J. Łach)



Photograph 7.5 Vilnius
(*Source* J. Wyrzykowski)



Photograph 7.6 Kedainiai,
former magnate residence
(*Source* J. Łach)



Photograph 7.7 The Cathedral of Vilnius of St. Stanislaus & St. Ladislaus (Source J. Łach)



Photograph 7.8 Vilnius—Sanctuary of Our Lady of Ostra Brama (Source J. Łach)



are insufficiently renovated. The shabby state of many manors reduces their attraction and deteriorates their physical condition.

The preserved 300 parks and 55 ethnographic villages also belong to the category of cultural resources. The heritage of wooden manors and ethnographic villages is a unique phenomenon not only in the regional but also in the European context. It bears a great potential for cultural development.

The priority markets for the Lithuanian cultural tourism are Germany, Poland, Latvia, the United Kingdom and Nordic countries. The services of cultural tourism

are targeted at relatively well-educated persons of medium age who can afford cultural tourism. The objects of cultural tourism most popular among foreign tourists are historical centres of Vilnius and Kaunas, Trakai City and Hill of Crosses.

7.3 Preserved Territories—Treasury of Tourism Destinations

The preserved territories apply to areas designed for preservation of objects of natural and cultural heritage and preservation and restoration of ecological equilibrium, biological diversity and natural resources. They serve as destinations of educational tourism and as territories for recreation, scientific research, nature conservation and ethnocultural education.

Preservation of and care about natural environment have in Lithuania millennium traditions. Even before the adoption of Christianity (1387), Lithuania had sacred groves not to be stepped in without the permission of priests. There used to be trees (oaks in particular), stones and other natural objects regarded as sacred.

Later, the hunting areas of dukes and landlords could be equated to reserves because visiting them without necessity was forbidden in order not to scare wild animals and not to disturb their feeding. The first natural reserves were established in the thirties of the twentieth century. After World War II, preservation of natural environment and biological diversity received greater consideration. In 1960–1975, almost 100 reserves of different categories—botanical, landscape, zoological, etc.—were established. Many of them were rudiments of sanctuaries and national and regional parks established some time later. The area of preserved territories accounted for 2.0% of Lithuania's territory (Baškytė 2006).

Especially much attention to the state and preservation of natural environment was paid after the restoration of independence (1990). Today, Lithuania has an interesting and perfectly functioning system of preserved territories. It includes reserves, national and regional parks, national and municipal reservations, biosphere polygons and restorable areas (Table 7.1).

The preserved territories, national and regional parks in particular, represent the most valuable territories from the natural, aesthetic and cultural points of view. They are the treasury of tourism destinations. They have been established in the most beautiful parts of the country and are perfect destinations for educational tourism and recreation. These territories preserve the traditional lifestyles and abound in natural, historical, archaeological and architectural objects.

The Lithuanian preserved territories account (in 2014) for 15.74% of the country's area (Table 7.1). They are managed by the State Service for Protected Areas under the Ministry of Environment.

The preserved areas not only are designed for protection and preservation of unique values (natural, historical, cultural and landscape) but also public

Table 7.1 Preserved territories and their area in Lithuania

Category	Number	Area, ha	Percentage of the total territory (%)
National sanctuaries	6	18,772.09	0.29
Biosphere sanctuaries	1	18,489.69	0.28
National parks	5	144,208.48	2.21
Regional parks	30	449,466.88	6.88
National reserves	396	146,351.93	2.24
Municipal reserves	112	12,897.57	0.20
Biosphere polygons	30	236,558.27	3.62
Restorable areas	3	875.42	0.01
Total	583	1,027,620.33	15.74

Source Lietuvos saugomos teritorijos 2014/(Preserved Territories of Lithuanian), Vilnius

environmental education. Creation of conditions for educational tourism and promotion of the objects of natural and cultural heritage for the sake of environmental education is one of the aims sought by preservation of territories set forth in the Law of the Republic of Lithuania on the Protected Areas. For this purpose, more than 100 educational routes, about 70 sightseeing tours and sites and hundreds of campsites and rest sites have been established in the preserved territories (Baškytė 2006).

The Lithuanian preserved territories have more than 40 visitors' centres, museum expositions and nature schools. In the preserved territories, educational excursions, sightseeing tours and trips guided by specialists are organized. Efforts are directed at managing the flows of tourists, nurturing their consciousness and environmental education.

The number of visitors to preserved territories is increasing every year. In the summer of 2009 alone, these territories were visited by 250 thousand people.

7.3.1 Sanctuaries

Lithuania has 3 natural, 1 biosphere and Dubrava local natural sanctuaries. They occupy 37,261.78 ha accounting for 0.57% of the country's territory.

Čepkeliai National Nature Reserve is located in the southern periphery of Lithuania, Varėna District. It was established in 1975 and occupies 11,227 h. The reserve was established for protection of one of the oldest and most interesting forest swamps of Lithuania, forested continental dunes, relict lakes, hydrological regime of the swamp and valuable flora and fauna.

Kamanos National Nature Reserve is located in the north-western part of Lithuania, Akmenė District. It was established in 1979. The area occupied amounts to 3961 ha. It was established for protection of the valuable north Lithuanian clayey

plain complex with typical morphological forms, fauna and flora. Bogs account for 67.0% of the total reserve area.

Viešvilė National Nature Reserve is located in west Lithuania, Tauragė District. It was established in 1991 and occupies 3219 ha. The aim of establishment was to preserve the very valuable natural ecosystem of Viešvilė River basin. In 1993, the Viešvilė reserve was declared swamp of international importance.

Žuvintas Biosphere Reserve is located in south Lithuania, Alytus District. This oldest reserve of Lithuania was established in 1937. Its area is 18,490 ha. Bogs account for 78% and Žuvintas Lake for 13% of its total area. The reserve was established for preservation of Žuvintas Lake, ecosystems of the surrounding bog terrains and rich fauna, birds in particular. In 2002, the reserve obtained the status of biosphere reserve. The building of administration houses an exposition of Žuvintas nature and guest rooms.

Dubrava Local Reserve near Kaunas obtained the status of preserved object in 1968. The status of reserve was obtained in 1994. The area of the reserve is 119.52 ha. It was established for preservation of rare forest habitats and plant communities. Three quarters of the reserve are occupied by upland bog. The rest of the area is under maturing or mature stands.

Cultural Reserve of Kernavė is located on the right bank of Neris River, Širvintos District. The reserve was established in 1989. It occupies 194.4 ha. It was designed for preservation of a valuable complex of historical, cultural and archaeological complex as a record of history encompassing about 12–13 thousand years. In 2004, the Kernavė archaeological site was included in the UNESCO World Heritage List.

Reserve of Vilnius Castles is located in the historical centre of Vilnius. It was established in 1997. The area occupied is 51.07 ha. It represents a historical and spiritual centre of the Lithuanian State. It was designed for protection and conservation of Vilnius Castles and cultural and natural values existent in their surroundings.

7.3.2 National Parks

National parks are preserved territories of national importance with natural or developed landscapes representing certain ethnocultural regions. Lithuanian has five national parks.

Aukštaitija National Park preserves a forested landscape with many lakes and well-developed glacial landforms. It was established in 1974. The territory occupies 41,056 ha. One hundred and four lakes of different size and depth are scattered among forests. The park includes the unique ecosystem of the upper Žeimena abounding in different natural and cultural objects: subglacial–periglacial channels, ridges, old forests, ethnographic villages, homesteads and buildings and peculiar traditional lifestyles.

Dzūkija National Park preserves a forested system of rivers and streams, multitude of springs, continental dunes and dry pine forests. The park was established in 1991. Its territory occupies 58,522 ha. The park includes the Nemunas valley, small streams with deep valleys, numerous springs and specific natural diversity. There are old Dzūkai villages located in pine forests—Zervynos, Musteika, Margionys, etc.—distinguished for traditional lifestyles and peculiar ethnic culture.

Žemaitija National Park was established in 1991 as a territory for preservation of the larger part of Žemaičiai Upland and its forested lake natural complex. The occupied area amounts to 21,754 ha. The park includes preserved natural objects (lakes, hills, river valleys and forests), ethnographic settlements and individual objects. It also is designed to preserve the Žemaičiai traditions and customs.

Curonian Spit National Park is a territory with a landscape created by wind, waves and human activity. It extends as a narrow strip between the Curonian Lagoon and the Baltic Sea. It was established in 1991. The area occupied is 27,389 ha. The park is distinguished for the highest dunes of north Europe and cultural values of coastal region: ethnographic fishermen's homesteads, old country houses and cultural layers of old buried settlements. The park was included in the UNESCO World Heritage List as a territory of international importance.

Trakai Historical National Park includes Trakai City and its picturesque surroundings. It was established in 1991. The area occupied is 8147 ha. The Trakai Islands, the areas of the past castles and the historical centre of Trakai are the core of the park. Lakes with beautiful lakesides and numerous islands occupy one-fifth of the park territory. The castle in one of the islands of Galvė Lake is the only one that survived in Lithuanian lake islands.

7.3.3 Regional Parks

The term regional parks is applied to territories of regional importance distinguished for landscape diversity and unique natural and cultural historical objects. In these territories, preservation of natural and ethnocultural landscapes is combined, economic and recreational activities are regulated and efforts are put to preserve stable ecosystem. Regional parks are the most important destinations of ecological tourism rather popular among tourists and holidaymakers.

Lithuania has 30 regional parks. The first regional parks appeared at the end of the twentieth century, mainly in the areas of former landscape, botanical or zoological reservations.

The areas occupied by regional parks are very uneven. The largest Labanoras Regional Park occupies 52,848 ha and the smallest Pavilniai Regional Park only 2128 ha. The majority of regional parks occupies from 10 to 15 thousand hectares. There are 14 such parks.

Regional parks have been established in various parts of Lithuania, yet their territorial distribution is uneven. The greatest number of regional parks is concentrated in the hilly areas of Baltic and Žemaičiai Uplands. Many of them include

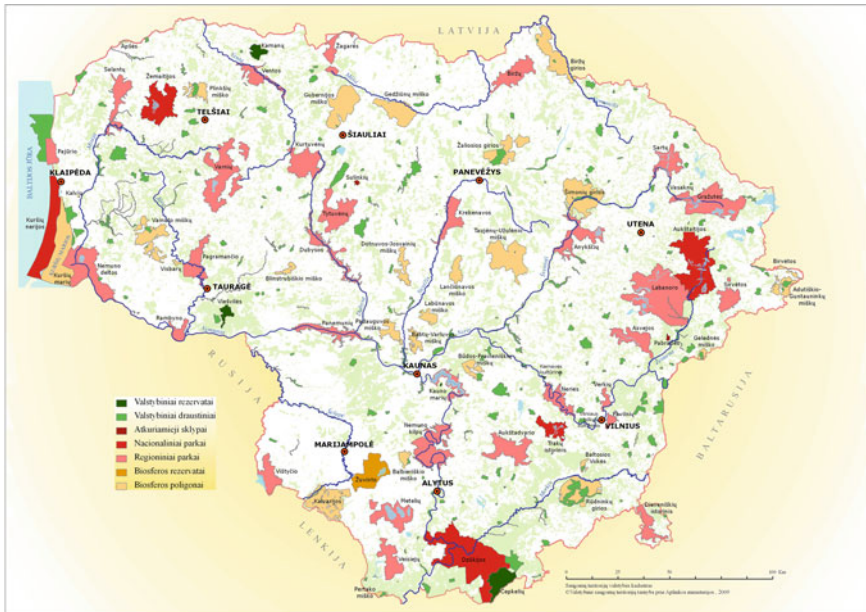


Fig. 7.2 System of Lithuanian preserved territories

sectors of Nemunas, Neris, Venta and other river valleys and lake areas. Few regional parks have been established in the plain territories of north and central Lithuania (Fig. 7.2).

Forests account for the largest areas in the Gražutė and Labanoras regional parks, whereas lakes and forested lakesides with Asveja, Meteliai, Sartai and Vištytis river valleys and adjacent territories predominate in the Nemunas Loops, Neris, Venta and some other regional parks. Some parks are represented by large lake terrains alone, e.g. Aukštadvaris, Veisiejai and some other parks.

7.3.4 State and Municipal Reservations

State and municipal reservations were established for preservation of natural and cultural complexes or certain landscape elements and plant and animal species. They are the territories with maintained landscape diversity and ecological stability. They also serve as polygons of scientific research and objects of tourism. In these territories, economic activities are restricted. The network of reservations has been developing since 1960. Some reservations have been converted into nature reserves and national and regional parks what accounts for their changing number.

The state reservations are of a few types (Table 7.2) depending on the purpose of establishment. Thermological reservations predominate. Also, there are 46

Table 7.2 State reserves

Types	Number	Area, ha	Part of the country's territory, %
Geological	10	629.95	0.01
Geomorphological	38	21,653.81	0.33
Hydrographic	34	12,858.29	0.20
Pedological	11	1272.06	0.02
Botanical	32	5097.63	0.08
Zoological	29	15,681.91	0.24
Botanical–zoological	27	17,947.50	0.27
Telmological ^a	51	24,090.2	0.37
Talasalological	1	14,027.1	–
Landscape	46	43,998.12	0.67
Total	279	1415,132.22	2.09

^aCoastal reservation. Its area is not included in the total

Source: <http://www.vstt.lt/en/VI/index.php#r/54>

landscape reservations designed for protection of unique landscape areas with important heritage objects. The diversity of landforms is preserved in geomorphological, the diversity of rivers, streams and lakes in hydrographic and various outcrops, karst pits and boulder fields in geological reservations.

The territorial distribution of state reservations is rather uneven. They are concentrated in the north-eastern—Aukštaitija ethnographic region—and southern—Dzūkija ethnographic region—parts of Lithuania. Tens of state reservations have been established in west Lithuania, Žemaitija. In central Lithuania, the number of state reservations is considerably smaller. The distribution pattern of reservations is predetermined by the character of landscape, surface forms of natural components and diversity of hydrological objects, flora and fauna.

The number of municipal reservations has been increasing. In 2010, there were 111 municipal reservations: archaeological, architectural, landscape architecture, ethnocultural, memorial and urban.

7.4 Resorts and Places Used for Recreation

The main Lithuanian natural resources—favourable climate, air humidity and temperature, wind patterns, solar radiation and healthy natural factors such as mineral water, curative mud, recreational greeneries and bodies of water—create good premises for medical treatment, prophylaxis and recreation. Resorts and places for recreation are established in the localities concentrating the mentioned favourable factors.

The natural curative resources have been used in Lithuania since long ago. Already in the middle of the sixteenth century, north Lithuania had a spa (today Likėnai). More than 200 years ago, mineral water for medicinal purposes was used

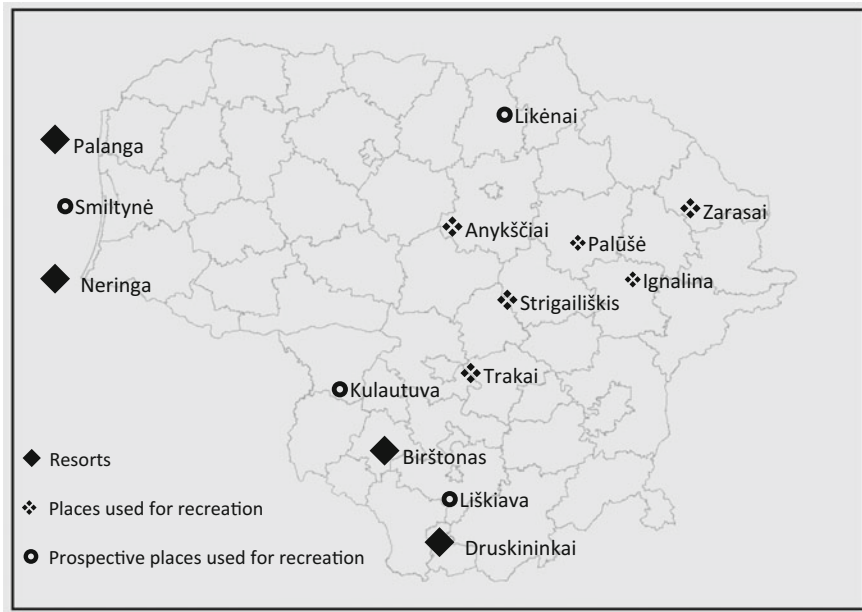


Fig. 7.3 Resorts and places used for recreation

in Druskininkai, some time later in Stakliškės and other localities. In the course of time, these localities have turned into resorts with sanatoriums and spas. They have become popular destinations for medical, prophylactic and recreational tourism.

Today, Lithuania has four resorts (Fig. 7.3). They are localities concentrating natural curative factors: mineral water, curative mud, healthy microclimate, bodies of water and recreational green areas. These factors are used for medicinal and recreational purposes (Kriščiūnas 2005).

7.4.1 Resorts

Birštonas is an integrated tourism and modern medical treatment resort located in the Nemunas River valley. It was established in 1854. In short time, Birštonas converted into a resort of balneological, climate and mud therapy. It is used for treatment of cardiovascular, respiratory, intestinal, nervous, joint and gynaecological diseases. Lately, Birštonas has become not only summer but also winter recreational resort. It has a ski track and visitors can have a ride in horse-drawn sledges. In the summer time, visitors have an opportunity to take a walk in clean forests and to relax on the Nemunas banks.

Druskininkai is a centre of international recreation designed for recreation, resort therapy and tourism. Already in 1794, Druskininkai was declared a place used for

medical purposes. Today, the city is distinguished for modern infrastructure allowing using the natural curative resources, cultural and historical potential and other possibilities to maximal advantage. The resort applies most advanced diagnostic and treatment technologies and offers a wide spectrum of procedures. Visitors to Druskininkai can receive medical treatment of cardiovascular, intestinal, nervous and metabolic diseases. For treatment, mineral water, curative mud, climate therapy and curative physical exercises are used. River and lake banks, health tracks and pine parks serve as popular places for relaxation.

Druskininkai is famous for its modern, recently reconstructed, water park and a unique ski track operating throughout the year. The resort often organizes music festivals, poetry evenings and concerts of classic and modern music and art exhibitions. Druskininkai is the native town of two world famous artists: M.K. Čiurlionis and progenitor of Cubism Ž. Lipšicas. Memorial museums of Čiurlionis and Lipšicas are operating.

Neringa is a prestigious international resort on the Baltic Sea shore composed of 4 tourism and recreation settlements. It is located in the 4 km wide peninsula (Curonian Spit) between the Baltic Sea and Curonian Lagoon. Its length is 52 km. The territory of the National Park of Curonian Spit is included in the UNESCO World Heritage List. As a summer resort, Neringa has been known since the nineteenth century.

Neringa is a rather outlying, closed and prestigious resort for calm holiday. Moderate climate, quietness, sea, sunshine, beach sand and pine forests favourably affect vacationers and are helpful in curing different diseases. Neringa is popular among high-income Lithuanian and foreign tourists.

Palanga is an international seaside resort for active recreation oriented towards entertainment industry and resort treatment. It can offer a wide spectrum of services. Vacationers have been visiting Palanga since the beginning of the twentieth century. Since 1959, it has been functioning as a year-round medical resort. The resort provides medical treatment of respiratory, nervous, joint and oncological diseases. It also is a convalescent centre for persons who suffered acute paralytic strokes or have sleep disorders.

Recently, Palanga has acquired a status of universal and democratic resort. The Tiškevičiai Palace and the surrounding huge Andre Park represent one of the most beautiful places of Palanga. The Palace houses a unique Amber Museum. In August, various concerts and poetry evenings take place on the Palace terrace. The summer cultural programmes are rather variable.

Places used for recreation are places (towns, villages or their parts) with good infrastructure (engineering networks, communications and environmental requirements) used for recreation and attracting visitors for holidays or medical treatment (Fig. 7.3). These places must have favourable microclimate and at least one of the natural resources, such as mineral water, curative mud, recreational green areas or bodies of water. Also, they are expected to have a picturesque landscape and well-attended recreational environment.

Anykščiai is a tourism centre of national importance. It has many natural, historical, cultural and architectural monuments attractive to tourists. Anykščiai is

surrounded by beautiful landscapes, forests and river valleys. The infrastructure is fitted for summer and winter recreational and educational tourism.

Palūšė is a village in the Aukštaitija National Park surrounded by forests and lakes. The environment is beautiful, lakes clean and forests dry. The locality has perfect conditions for water and educational tourism and recreation.

Strigailiškis is a village near Ignalina with rich cultural heritage and ecological tourism resources. In the past, it used to be a fishermen's village distinguished by specific ethnoculture. The village has a Pisciculture Museum and homesteads of rural tourism.

Ignalina is an administrative district centre in a lakey terrain. It is a centre of educational and ecological tourism and recreation. The winter sports centre operates year-round. It also admits vacationers. This town also has a few rural tourism homesteads.

Trakai is an administrative district centre surrounded by clean and picturesque landscapes. Its natural and historical-cultural tourism resources are rich serving as a perfect basis for recreational and educational tourism. Trakai also offers health treatment services.

Zarasai is an administrative district centre with favourable microclimate and well-attended recreational environment. The town is surrounded by lakes and beautiful landscapes. It is a destination of educational tourism and active recreation.

7.4.2 Prospective Places Used for Recreation

Kulautuva is a small town in the Nemunas valley 20 km west of Kaunas (Fig. 7.3). There is a beautiful forest in its environs and health and recreation track. The microclimate is favourable and the environment is well attended.

Likėnai is a resort settlement in north Lithuania with trimmed environment, mineral water, curative mud and convalescent hospital.

Liškiava is an old ethnographic (Dzūkija) borough in south Lithuania 8 km north-east of Druskininkai on the left Nemunas bank. Its environment is trimmed and fitted for tourism and cultural activities. The restored Liškiava Abbey is its place of interest.

Smiltynė is a part of Klaipėda City located in the Curonian Spit. A large part of the locality is occupied by forests. The shore has many beautiful beaches and dunes. Smiltynė is distinguished for pleasant microclimate and clean air. Sandy beaches are a good place for recreation.

7.4.3 Medical Tourism and SPA

The Lithuanian resources of medical tourism are concentrated in four resort towns: Druskininkai, Birštonas, Neringa and Palanga. The curative resources of Druskininkai

and Birštonas resorts are represented by inland waters and recreational forests. The main natural resources of Neringa resort are the Baltic Sea, the Curonian Lagoon, beaches, unique dunes and recreational forests. The Baltic Sea with its beaches and forests are the main natural resources of Palanga resort.

In 2014, Lithuania had 18 convalescent homes and rehabilitation centres (the number of beds amounted to 6344) including 13 in resorts (Turizmas 2014). In 2007, there were 25 health care establishments. The greatest number of convalescent homes and rehabilitation centres was concentrated in the Palanga (5) and Druskininkai (4) resorts. The absolute majority of health companies are governed by private capital. The health companies run by the state and municipalities are in a poor condition. For their renovation and improvement of services, it is suggested to attract private investments.

According to the data of the Department of Statistics (Lithuania), in 2014, 110.9 thousand clients were accommodated in the convalescence homes and rehabilitation centres of the country (in 2010, their number amounted to 106.26 thousand). In the period 2007–2014, their number reduced (from 132.7 thousand in 2008) by almost one-fifth as a result of an economic crisis. It should be pointed out that in the time span under consideration (2007–2014), both the absolute and relative numbers of foreigners visiting the Lithuanian health care establishments increased (from 25.6 thousand or 19.5% in 2007 to 31.2 thousand or 28.2% in 2014).

In 2014, the greatest number of foreigners came from Russia (30.9%). Due to the political crisis of 2012–2014, the number of guests from this country in the health care establishments decreased by one-fifth (from 12,685 in 2012 to 9662 in 2014). The number of guests from Belarus amounted to 8642 or 27.6% and from Germany to 8056 or 25.8%. In the time span 2007–2014, the relatively highest increase of foreign clients in the Lithuanian health care establishments was from Germany, Russia, the United Kingdom and Latvia. The relatively lowest decrease of clients was from the Scandinavian countries—Sweden, Denmark and Norway—and the neighbouring Poland.

In 2014, the greatest number of clients was received by Druskininkai, Palanga and Birštonas resorts: 49.8, 27.2 and 17.1%, respectively. The absolute majority of foreign clients were accommodated in the Druskininkai resort.

The Lithuanian health care establishments traditionally provide high-quality medical services at regionally competitive prices. The priority markets of inbound medical tourism are Germany, Belarus, Russia, Poland, Latvia and Israel. The expectations of the majority of tourists are related to calm recreation and relaxation procedures.

Though according to world practice health care services are least dependent on seasonal factors, the flows of medical tourists to Lithuania bear a distinctly seasonal character. The greatest flows of tourists to Birštonas and Druskininkai are recorded in May–September and to Palanga and Nida in July–August.

In order to mitigate the seasonal character of tourist arrivals and increase the arrivals of inbound tourists, it is necessary to broaden the spectrum of provided services. The common accommodation, catering, active tourism and leisure tourism

services should be supplemented with services of conference, water and beauty tourism. It is also essential to develop health care infrastructure and improve the qualification of human resources to match the high European standards.

7.5 Main Types of Tourism

7.5.1 *Rural (Ecological) Tourism—A Promising Branch of Trade*

Rural tourism is an effective measure for preservation of cultural heritage, improvement of the ecological state of territories, increase of the sales of farming products and preservation of natural beauty. It cannot be assumed that this trade would solve the agricultural problems of Lithuania, but undoubtedly the development of rural tourism is an important factor for creation of alternative modes of activity and alternative sources of income for rural families and preservation of natural and cultural heritage. Rural tourism has gained the leading positions because it has been undertaken by superior enterprising country dwellers with appropriate education and mentality. Rural tourism has all prerequisites for rapid development. An information system of Lithuanian rural tourism and crafts already has been developed (<http://www.countryside.lt>). The website introduces at length the available homesteads fitted for rural tourism, folk handicrafts and tourism destinations.

The rapidly developing rural tourism already has become a serious competitor for resorts and hotels as a rather cheap alternative for vacationers. Undoubtedly, this branch of trade is a promising leader of alternative rural trades. The Lithuanian recreational potential is fit for development of rural tourism: many forested areas (33% of the country's territory), dense hydrological network (2850 lakes and 758 rivers), objects of cultural heritage and traditional crafts. According to their distribution, priority regions for rural tourism development can be distinguished: forested and laky East Aukštaitija, forested Dzūkija with numerous lakes and rivers, Žemaitija Upland and Coastal area.

Many localities distinguished for recreational resources are located in the territories of low farming productivity, which are especially favourable for development of alternative—rural tourism—trades. Consequently, the rural tourism development programme emphasizes the importance of the measures for motivation of this kind of activity, preservation of cultural heritage and traditional Lithuanian lifestyles.

The rudiments of rural tourism, mainly renting rooms for summer vacation, go back to many years ago. Yet only in the last decades, the opportunities of rural tourism have gained increasing interest in Lithuania. The interest was prompted by exodus of many urban residents to rural areas for relaxation.

Organization of rest in rural areas has gradually become one of the most important alternative kinds of economic activity for rural dwellers. Increasing numbers of Lithuanian and foreign urban dwellers miss natural environment with

preserved historical cultural potential and rural customs and traditions. Countryside can offer clean lakes and rivers, interesting water entertainments, traditional handicrafts, fresh food and interesting gastronomic heritage. A rest in villages is a special attraction to families with small children.

Urban dwellers can rest in the countryside in two ways. They may either rent rooms in rural homesteads fitted for tourism and recreation in most scenic locations or spend holidays in the purchased rural summer residences. In view of increasing depopulation of rural territories, many urban dwellers buy rural residences and fit them for summer holidays. The greatest number of this kind of homesteads is concentrated in the peripheral parts of Lithuania, forested and lake localities (Lietuvos 2004).

Relaxation in rural homesteads is becoming a promising branch of trade. The number of rural homesteads has been increasing every year. In 2003, there were 284; in 2005 438; in 2007 615; in 2011 662; and in 2014 licensed homesteads of rural tourism. In 1997, the “Lithuanian Rural Tourism Association” was established having most of the rural homestead owners as its members (Vittrakytė 2007). As not all rural homesteads fitted for tourism and recreation are licensed, their actual number is expected to be larger (about 1000).

The territorial distribution of rural homesteads is very uneven. Their number depends on the character of natural environment and conditions. Most of them are located in the areas with numerous hydrological objects (lakes and rivers), forests, hills and scenic landscapes. Rural tourism is an alternative source of income for dwellers of low productivity territories with beautiful landscapes. The majority of such areas are concentrated in the south-eastern part of Lithuania, Baltic Uplands, Žemaičiai Upland and coastal area (Fig. 7.4).

The plain areas of central Lithuanian plain have few rural homesteads. The territory is scarcely forested and does not abound in lakes. The available rural homesteads are located near ponds and rivers. The number of rural homesteads in the Šiauliai and Panevėžys districts also is small.

The highest number of rural homesteads was registered in the Utena County—176, Vilnius County—129 and Alytus County—97. The Tauragė County which occupies 13.1% of the country’s territory had only 14 homesteads of rural tourism, the Šiauliai County—20, Marijampolė County—30 and Panevėžys County—23 (Turizmas 2014).

In 2014, the accommodation services were offered by 662 rural tourism homesteads or by 42 (6.8%) homesteads more than in 2013. The number of beds in the rural tourism homesteads increased by 8.6% amounting to the total of 14.8 thousand. The greatest number of rural tourism homesteads was in the municipalities of the Trakai, Zarasai, Ignalina, Utena, Molėtai and Klaipėda districts. The accommodation services in the Trakai municipality were offered by 50 rural homesteads, Zarasai by 41, Ignalina and Utena by 38 each, Lazdijai by 36, Molėtai and Klaipėda by 35 each and Varėna and Plungė by 32 rural homesteads each. Only 1–5 homesteads were registered even in 20 municipalities of north and central Lithuania (Sirutienė 2009). The number of rural homesteads is

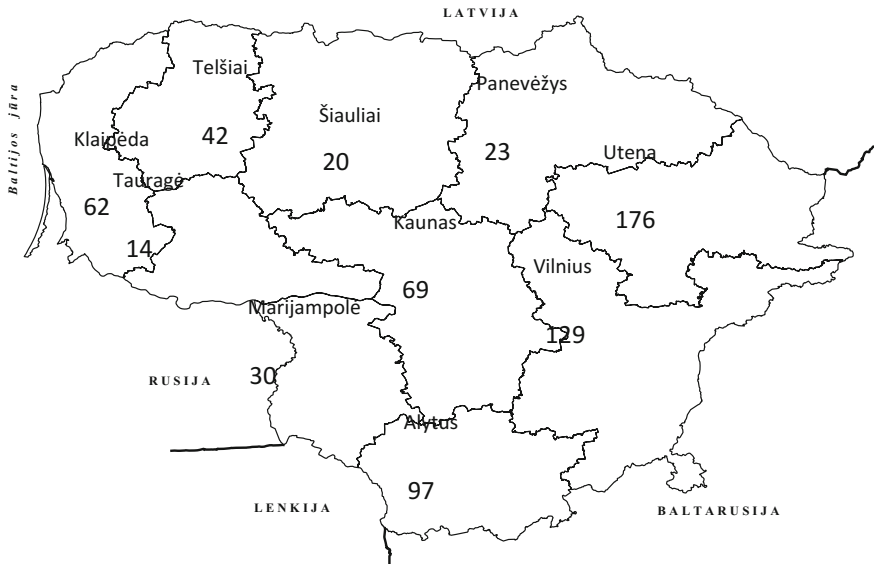


Fig. 7.4 Number of rural (ecological) tourism homesteads in 2014

predetermined not only by natural conditions but also by the size of municipalities, their geographical position and accessibility.

So far, there is no the competition between the rural tourist homesteads because the demand (in summer time in particular) exceeds the supply. The rooms for vacation have to be booked beforehand (not under the conditions of economic decline). The leaders of the Rural Tourism Association assume that up to 5000 rural tourism homesteads could operate successfully in Lithuania.

The size of rooms is an important factor for vacationers and tourists. Smaller rooms are preferred. In 2014, the Lithuanian rural tourism homesteads had 4682 rooms (Table 7.3). Rooms of average size have three beds. The average size of rooms varies but little in the homesteads of all counties. In 2014, 14,823 visitors were accommodated in the Lithuanian rural tourism homesteads at a time. The highest number of beds is available in the Utena, Vilnius, Alytus and Kaunas rural tourism homesteads.

The infrastructure of and levels of comfort in the Lithuanian rural homesteads varies considerably. The homesteads may be grouped into five categories. The level of each group is marked by a number of storks. A rural homestead with least commodities and entertainment is marked with a symbol of one stork, whereas the homesteads with the best infrastructure and living conditions are marked with a symbol of five storks. It should be reminded that the White Stork is the national bird of Lithuania and an important attribute of Lithuanian homesteads. It symbolizes a neat, quiet and safe homestead.

Homesteads with a symbol of 1 stork offer minimal accommodation and only little entertainment. They practice self-service.

Table 7.3 Number of rooms and beds in rural tourism homesteads

County	Homesteads		Rooms		Beds	
	2007	2014	2007	2014	2007	2014
Alytaus	76	97	553	682	1609	2215
Kauno	56	69	350	620	1150	1923
Klaipėdos	50	62	313	366	868	1241
Marijampolė	17	30	129	224	366	818
Panevėžis	26	23	128	180	311	606
Šiaulių	12	20	122	187	289	546
Tauragė	14	14	78	111	160	258
Telšių	31	42	161	327	443	930
Utenos	186	176	975	749	2850	2630
Vilniaus	70	129	514	1236	1571	3656
Viso	538	662	3323	4682	9617	14,823

Source Lithuanian Tourism Statistics

Homesteads with a symbol of 2 storks provide minimal accommodation. Vacationers sometimes have to share the house with the homestead owners. The spectrum of services and entertainment is poor.

Homesteads with a symbol of 3 storks offer average accommodations. Vacationers and tourists can be served or choose self-service. Usually they make cooking themselves.

Homesteads with a symbol of 4 storks are comfortable for relaxation and events. The rooms are cosy and the services and entertainment are well organized. Lodgers may use catering services.

Homesteads marked with a symbol of 5 storks are very comfortable and have perfect infrastructure. The services are variable, including catering, and entertainment.

The prices of beds in rural tourism homesteads depend on the number of services and entertainment. They may range from 5.7 to 72.5 euros per day.

With an increasing number of rural tourism homesteads, the number of vacationers in them also increases. Yet, the increase of the number of lodgers has been uneven. Until 2008, the number of lodgers had been increasing; in 2008–2010, it decreased; and beginning with 2011, the number of Lithuanian and foreign lodgers has been increasing every year (Table 7.4). In 7 years (2002–2008), the number of lodgers of rural homesteads increased more than fivefold (by 5.2 times): from 63.1 to 327.7 thousand. The decrease in 2008–2010 was predetermined by the economic financial decline of the country. In 2008–2010, the total number of vacationers decreased by 30.6%: the number of local vacationers decreased by 25.7% and the number of foreign vacationers decreased even by 60.6%. In 2011–2014, the number of vacationers increased by 51 thousand or by 18% (from 232.2 thousand in 2011 to 283.2 thousand in 2014). In the rural tourism homesteads, the number of foreign

Table 7.4 Number of lodgers at rural tourism homesteads

Year	Lithuanian residents		Foreigners		Total	
	Thousand	%	Thousand	Thousand	%	Thousand
2002	55.7	88.3	7.4	11.7	63.1	100.0
2003	68.1	88.6	8.8	11.4	76.9	100.0
2004	90.0	87.6	12.7	12.4	102.7	100.0
2005	137.1	88.5	17.9	11.5	155.0	100.0
2006	220.7	89.5	25.8	10.5	246.5	100.0
2007	259.2	88.4	34.4	11.6	293.3	100.0
2008	288.2	87.9	33.5	12.1	327.7	100.0
2009	217.8	87.5	27.6	12.5	245.4	100.0
2010	214.2	94.2	13.2	5.8	227.4	100.0
2011	232.2	91.9	20.6	8.1	252.8	100.0
2012	238.1	91.3	22.6	8.7	260.7	100.0
2013	250.4	90.8	25.4	9.2	275.8	100.0
2014	283.2	91.2	27.2	8.8	310.4	100.0

Source Lithuanian Tourism Statistics

lodgers increased even more rapidly (from 20.6 thousand in 2011 to 27.2 thousand in 2014 or by 24.3%).

The rural tourism in Lithuania is orientated to the internal market. In 2007–2009, foreign lodgers in the rural homesteads only accounted for one-eighth of the total of lodgers. In later years, their number increased. In 2014, they amounted to 27.3 thousand or 9% of the total of lodgers. Most of them were from the CIS countries (23%), Poland (19%), Germany (16%) and Latvia (11%). These markets dominated in the rural tourism trade. The arriving foreigners (Germans, Russians, Poles, Belarusians and Jews) are attracted to Lithuania by historical bonds. Lithuania is the motherland of parents and grandparents of many foreign visitors. They are driven by nostalgia. Some have relatives and friends living in Lithuania.

Rest and tourism in Lithuania also are appreciated by visitors from Estonia, Sweden, Norway, France and other countries. Their flows are limited by lack of information. The absolute majority of those who visited Lithuania are happy with their stay. They like the quiet and beautiful environment, clean bodies of water, good services, tasty fresh food and friendly and hospitable people. The general rapid development of rural tourism has helped to avoid appreciable slackening of inbound tourist flows.

The territorial distribution of lodgers at rural tourism homesteads is uneven. Their flows are largest to south-east Lithuania and smallest to north and central Lithuania. In 2014, the portion of vacationers in the Vilnius region (85.7 thousand or 20.1%), Alytus region (48.1 thousand or 15.5%), Kaunas region (45.8 thousand or 14.8%) and Utena region (46.0 thousand or 14.8% of the total number).

The character of the Lithuanian natural conditions is responsible for employment of rural tourism homesteads. It differs by seasons and months. The largest flows of

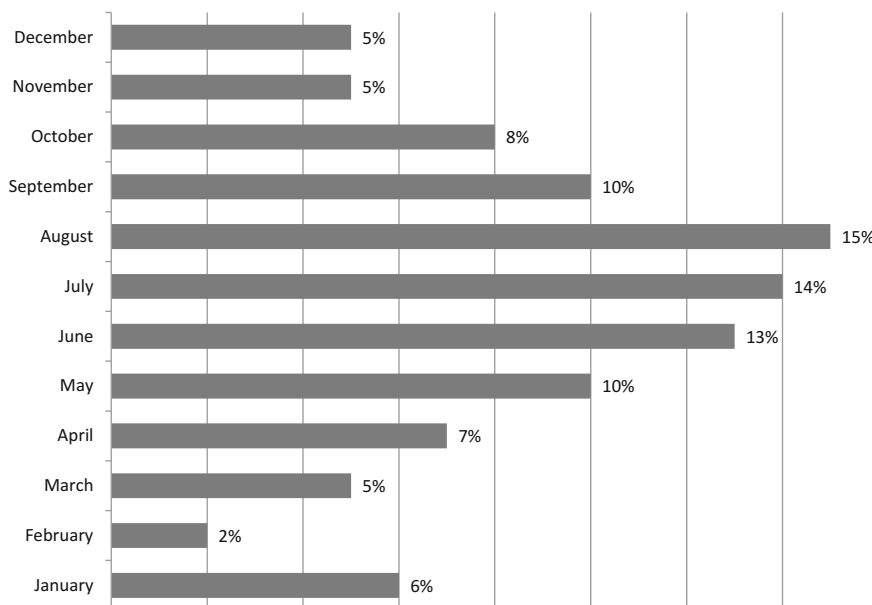


Fig. 7.5 Distribution of visitors to rural tourism homesteads in 2013 by months, %

tourists arrive in warm season. In the summer time, the number of vacationers accounts almost for a half (42%), in the spring for 22%, in the autumn for 23% and in the winter for 13% of the total (Fig. 7.5).

The main problems in the sector of rural tourism are orientation towards the local market, seasonal character and short stay time. In 2014, a half of the total number of visitors arrived in the summer months and their stays lasted for 2.48 days, i.e. one weekend (the stays of the Lithuanian visitors lasted even shorter—for 1.85 days).

Due to natural conditions and different needs of vacationers, not all rural homesteads are able to receive lodgers year-round. Only one-third of the total number of rural tourism homesteads function year-round (Fig. 7.5).

Rural tourism is considered a promising branch of trade in Lithuania. It is expected that by the end of economic decline, the number of vacationers not only will reach its former levels, but even will considerably exceed them. A growing number of Lithuanian urban residents (especially families) choose quiet relaxation in natural environment near bodies of water and in forests. After the visits to noisy resorts of south Europe, they crave for quiet rest in their own country (Stanaitis 2008).

The increasing flows of foreign visitors will be favoured not only by improving resting conditions but also by good accessibility, traditional relations and low prices. It is essential that the visa regime for visitors from the eastern countries is liberalized and promotion of tourism in Lithuania substantially improved. Also, it is necessary to modernize the infrastructure of rural tourism homesteads, increase

their number, balance their territorial distribution and widen the range of communication in foreign languages.

In the context of conversion to alternative occupations in rural areas and increasing demand for ecological tourism, the development of rural tourism in Lithuania is predicted to be rapid. It is recommended that it is oriented towards the inbound tourism, measures for mitigation of its seasonal character are employed and the length of stays increased.

7.5.2 *Bicycle Tourism*

The national system of bicycle tracks in Lithuania is composed of three transit tracks and four categories of national bicycle tracks grouped into western, eastern, southern and central Lithuanian regions. According to the data of the Road Administration under the Ministry of Transport, the total length of the national bicycle tracks amounts to 3769.4 km including 1988.1 km with asphalt pavement, one-third (1295.6 km) with gravel pavement and 485.7 km without pavement.

Bicycle tours are most popular in Europe. Its deepest roots are in German-speaking countries. The main bicycle tourism markets in Lithuania's case are Germany, Austria and Switzerland.

The national network of cycling tracks is rather evenly distributed and includes all Lithuanian regions. It offers the possibilities of travelling and accessibility to tourism resources for Lithuanian and foreign riders. The unified network of tracks creates premises for development of different products of bicycle tourism market and flexible coordination of regional and local tours.

The main drawbacks of bicycle tourism in Lithuania are insufficient quality of bicycle tracks, high probability of traffic accidents and poor systems of marking bicycle tracks and information.

7.5.3 *Motor Tourism*

The development of motor tourism mainly depends on two *macro* factors: roads and campgrounds. From the geographical standpoint, Lithuania is in a favourable geographical position: two international transport corridors go across it—Via Baltica and a road connecting the southern and northern countries. The west European–Russian road corridor also is of high strategic importance.

Campgrounds are the second most important factor influencing the development of motor tourism in Lithuania. The time of existence of campgrounds in Lithuania is less than 15 years.

The first campgrounds of the Lithuanian SSR were established in Palanga, Nida, Lampėdžiai (Kaunas environs) and Trakai. This branch of the tourism trade is rather new and requires much effort to catch up on the other member states of the EU. In

recent years, the number of campgrounds has been rapidly increasing (from 10 in 2007 to 22 in 2014) (784 number of campsites, 2549 pitches). They lodge 39.2 thousand tourists (including 44.3% of foreigners). The rapid growth of the number of campgrounds shows that Lithuania has good conditions for development of this trade. Moreover, it can be expected that with the improving social and economic situation in the country, the number of tourists will increase. New campgrounds can adapt better to the changing demands of visitors and offer the most desired services.

The territorial distribution of campgrounds is mainly predetermined by natural conditions and concentration of tourists in the main recreational territories. At present, most of the Lithuanian campgrounds are concentrated in the laky south and east Lithuanian regions. Lithuanians mainly use these campgrounds for entertainment and jamboree events during which they camp in cabins or own tents. The Lithuanian campgrounds are distinguished by valuable landscape complexes which reflect the specific features of Lithuanian nature. Many campgrounds are organized in strategically convenient places near bodies of water and forests, offering good conditions for development of educational tourism, and in the Lithuanian resorts (Palanga, Druskininkai and Neringa). Well-attended and professionally managed territories used based on the principles of sustainable development help to preserve the unique character of the natural and cultural valuables and strengthen the attraction of the campgrounds.

The most modern campgrounds in Lithuania belonging to the category of 4 stars are Druskininkai campground, “Kempingas Slėnyje” campground in Trakai and “Obuolių Sala” camp in the Molėtai District.

It is expedient to establish campgrounds also in less attractive localities along highways, in closer proximity to border crossing points, in the vicinities of the largest cities and in the coastal region. Effective systems of marking motor tourism tours and information should be introduced.

Today, the poorly developed network of parking grounds in Lithuania is unable to meet the requirements of motor tourists. Its qualitative and quantitative development is expected in the nearest future. Based on the west European experience, it is expedient to establish thematic campgrounds: fishing, entertainment, ecotourism, youth, etc.

7.5.4 Water Tourism

Water tourism is a rapidly developing branch of tourism in Lithuania. It can be divided into inland water tourism (travelling by canoes, kayaks and other kinds of special vessels) and sea tourism (yachts and sea cruises).

Due to increasing popularity of local tourism, rivers and lakes gain attraction for large flows of water tourists. Thanks to private investments, tourism by canoes and kayaks has become the most rapidly developing mode of travelling. Today, there are 200–250 stations renting out canoes and kayaks. The investments mainly are directed into navigation implements, their transportation and night boat landings.

From 2005, the development of inland water tourism was especially intensive in the small rivers of east and south Lithuania. The territorial asymmetry reduced the actual advantages of water tourism development. In order to increase the attraction of water tourism, it is necessary to create its high-quality infrastructure (boat landings and information systems in particular) and to increase the number of tourists.

The sector of inland waterways is insufficiently developed. The number of water tours has not changed since 2007. Moreover, their exploitation intensity reduced. Navigation takes place only in Nemunas (from Kaunas to Nida), Neris (from the Vilnelė River mouth to Valakampiai), Kauno Marijos Water Reservoir and Curonian Lagoon. The Nemunas and Neris waterways function ineffectively, whereas the Ūla, Lakaja and Žeimena rivers and the East Aukštaitija lakes are not fitted for large flows of tourists. From the territorial point of view, the Middle Nemunas region is most promising for water tourism development.

The Smiltynė, Klaipėda Castle, Nida and, partly, Mingė yacht ports are used for serving sea tourism. The existing sea tourism infrastructure is in an especially poor state: lack of safe and convenient landings, good quality day recreation and night-stay services, fuel stations, repair services, entertainments and other services necessary for attraction of yachting tourists.

Travelling cruises have a large potential of development in the seaside areas. This segment of sea tourism has been growing too slowly. For expansion of the possibilities offered by sea tourism, it is essential to reconstruct the Šventoji port fitting it for entertainment purposes.

The number of cruise vessels visiting Klaipėda has been increasing every year: 40 in 2009, 45 in 2010, 63 in 2014 and 55 in 2015. One-third of them were the large cruise liners (over 200 m in length). Klaipėda also was not once visited by one of the most impressive cruise liners “Constellation” which is the seventh largest cruise vessels in the world (bigger than the legendary “Titanic”). In 2015, Klaipėda was visited by record-holder cruise vessel “Celebrity Eclipse” (317 in length). In 2016, Klaipėda is expected to be visited by 330 m long cruise vessel “Royal Princess”. In the last ten years, cruise tourism in Klaipėda grew at the highest rates in the Baltic region. Having 1% of cruise tourists, Lithuania is the 11th largest Baltic cruise port.

7.5.5 *Ski Tracks*

In Lithuania, 9 ski tracks offer their services. In the regional context, complex competitive services are offered only by the Lithuanian Winter Centre located within the Ignalina town territory near the Šiekštis Lake. The Winter Centre is operating year-round, thus reducing the seasonal character of services. The services offered in winter are ski tracks, funiculars, rent of skiing equipment, catering and accommodation. The centre has four ski tracks and four funiculars.

New opportunities for entertainment appeared in 2011 after the opening of Druskininkai Snow Arena offering a possibility to combine winter and summer

entertainments at a time. The Druskininkai Snow Arena will add to attraction and competitiveness of Lithuania in the sector of tourism.

The Snow Arena has the indoor, outdoor and beginners skiing slopes. Their total length amounts to 1100 m. The width of the indoor slope is 50 m and the length 460 m. The width of the beginners' slope is 70 m and the length more than 150 m. The width of the outdoor slope is 40 m and the length more than 640 m. The range of altitudes between the lowest and highest points is 66 m (slope angle 17–25%). The ski tracks can receive about one thousand skiers at a time. The expected annual number of visitors amounts to 40,000. The closest other indoor skiing complex is in Moscow, i.e. 900 km away from Druskininkai. The Snow Arena offers many other winter entertainments. Visitors also can warm-up, relax and refresh in restaurants and bars tasting food cooked from ecological products.

The Snow Arena works all year-round. The outdoor skiing slope alone will work when the air temperature is lower than +5 °C. The snow cover of the indoor slope is replenished, smoothed and pushed upwards every day.

Before the opening of the Snow Arena, it was emphasized that the potential of winter tourism was used to minimal advantage in Lithuania and that the quality and number of skiing tracks was insufficient. Lithuania's competitiveness among the neighbouring countries (Latvia, Estonia, Poland and Belarus) was low. The mentioned arena and the planned future expansion of its skiing tracks will moderate the seasonal character of Lithuanian winter tourism and will contribute to attraction of larger flows of foreign tourists.

Winter tourism (skiing, skating, horse carts and hiking) is one of the best ways to solve the seasonality in Lithuania. It is necessary to encourage the establishment and development of the subjects offering winter entertainment services (e.g. ice hockey arenas, expansion of Snow Arena, construction of the cross-country skiing tunnel) and to construct and expand the cross-country skiing trails in the East Aukštaitija and south Dzūkija tourism regions.

7.5.6 Golf Courses

The infrastructure of golf courses in Lithuania includes six courses. The largest are "Sostinės" golf course in the Elektrėnai Municipality, European Centre Golf Course and golf course near the "Villon" hotel in the Vilnius Municipality and the incomplete course with nine holes in Lapės, Kaunas District. There are no golf courses in the western and northern regions of Lithuania indicating that the territorial distribution of golf courses in Lithuania is rather limited.

The infrastructure of golf courses in Lithuania has reached only the minimal development level. According to the rates of development, Lithuania is far behind the neighbouring countries. In the regional context, Lithuania is not prepared to receive foreign golf tourists and to offer adequate services.

The demand for golf services is expected to grow. It is predicted that in the future the development of golf courses will gain momentum. The idea of golf

villages is rather popular in Lithuania. Golf villages usually are established at the junctions of housing estates making use of and preserving the natural complexes.

7.5.7 Air Tourism

Lithuania has 4 international and 26 local civil air fields evenly territorially distributed. According to the results of the National Tourism Opportunities Development Study of 2007–2010, the existing air tourism infrastructure in Lithuania can be evaluated as poorly developed. The flow of inbound air tourists is small.

The main circumstances limiting the development of air tourism in Lithuania are high airport fees and high prices of aviation fuel. The material resources of aero clubs are state property. The renovation of the infrastructure is not supported by the state. Private funds are not attracted. Moreover, the Lithuanian aero clubs are not known in other countries due to the absence of general market development programme. According to the mentioned National Tourism Opportunities Development Study, air tourism development requires development of complex services including catering, accommodation and conference tourism.

Many Lithuanian air fields do not offer transportation services to the nearest sight worthy objects. Persons arriving by air are forced to spend their time in the air fields. Most of the air tourists fly past Vilnius, Kaunas or Palanga staying in Lithuania only for a few hours.

The favourable geographical position, technical basis for development of air tourism, aviation traditions and high number of qualified instructors are the necessary prerequisites for reception of tourists arriving by small airplanes and for offering training to fly, glade and parachute jump. These services could contribute to increase in the flows of inbound tourists.

7.5.8 Sports Tourism

The new universal sport arenas in Alytus, Klaipėda, Panevėžys, Šiauliai and Kaunas “Žalgiris Arena” built to host the 37th European Basketball Championship and the Vilnius “Siemens Arena” built in 2004 lie at the basis of sports infrastructure of Lithuania. The “Žalgiris Arena” is the largest indoor arena in the Baltics. The arena’s possible capacity for basketball games is from 12,300 to 15,000 seats, for concerts from 2700 to 15,100 seats and for circus shows 15,400 seats. The “Žalgiris Arena” is equipped with advanced audio and lighting equipment for concerts.

The mentioned objects were built for the first time after the restoration of independence. They are an investment into the future space of sports and cultural events. Among other sports centres, we can mention “Sportima” arena in Vilnius,

“Marijampolė Sports Complex” in Marijampolė and “Ice Palace” in Elektrėnai. The working sports arenas organize sports competitions, offer catering services and have souvenir shops, bathhouses, sports museums, and conference, aerobics and fitness gyms. The “Žalgiris Arena” and “Siemens Arena” offer services which meet the modern European market requirements. The other mentioned sports complexes also fulfil the European standards.

7.5.9 Pilgrim Tourism

Within the Pilgrim Route of John Paul II and the programme for including prominent places of prayer for 2007–2013 and according to the expert evaluation by agency “Idea prima”, the main centres and objects of attraction of pilgrims to Lithuania are Vilnius Cathedral, Vilnius Gate of Dawn, Church of St. Theresa and Church of the Holy Cross, Trakai Church, Kaunas Arch-cathedral-Basilica and Christ’s Resurrection Church Pažaislis Monastery, Šiluva, Hill of Crosses (Šiauliai), Šiauliai Cathedral, Samogitian Calvary Basilica and a complex of the stations of the cross, Pivašiūnai Church, Marijampolė Basilica and Chapel of Blessed Jurgis Matulaitis in his native village Lūginė, Tytuvėnai church and monastery, Vilnius Church of St. Peter and Paul, etc. All these attraction centres and objects (with an exception of the Vilnius Church of St. Peter and Paul) are included in the Pilgrim Route of John Paul II (Fig. 7.6).



Fig. 7.6 The most frequently visited objects and centres of pilgrim tourism in Lithuania

The most frequently visited objects of pilgrim tourism are the Gate of Dawn and Church of St. Theresa, Hill of Crosses near Šiauliai, Šiluva, Vilnius Cathedral, Pažaislis Monastery and Vilnius Church of St. Peter and Paul. The Pivašiūnai Church, Trakai churches, Marijampolė Basilica, the Chapel of Blessed Jurgis Matulaitis in Lūginė, and Tytuvėnai Church and Monastery are used as pilgrim visiting objects to least advantage. They represent the potential for future development of pilgrim tourism.

The competitive potential of pilgrim tourism in Lithuania is high, yet it is not sufficiently used. For greater flows of religious tourists, it is necessary to fit the existing tourism infrastructure to tourist needs, improve the information system and system of marking the destinations and encourage the production and sales of souvenirs on religious themes. Also, it is necessary to develop more explicit religious tourism tours embracing a few centres and objects of religious tourism.

The priority markets for the Lithuanian pilgrim tourism are Poland, Italy and Spain. Today, within the Pilgrim Route of John Paul II and the programme for including prominent places of prayer for 2007–2013, the absolute majority of inbound religious tourists arrive from Poland.

7.5.10 Entertainment and Business Infrastructure

The entertainment infrastructure in Lithuania includes water parks, ice palaces, theatre, cinema and music halls, and multifunctional entertainment centres.

The country has two modern water parks: “Vichy” water park in Vilnius and Druskininkai water park (Table 7.5). Water parks represent the most advanced segments of entertainment infrastructure.

The “Vichy” water park in Vilnius, offering services of water entertainments, catering and bathhouses and selling souvenirs, is one of the biggest and most advanced water parks in Europe.

Table 7.5 Services offered in the Lithuanian water parks

Water Park	Area (Thousand square metre)	The number of clients that can be received at a time (thousand)	Offered services
“Vichy” water park	13.4	~ 1.5	Water entertainments, complex of bathhouses, catering, souvenir store
Druskininkai water park	~ 25.0	~ 1.5	Water entertainments, complex of bathhouses, catering, bowling, night club, winter garden, souvenir store

Source www.vandensparkas.lt, www.akvapark.lt

The complex of 20 bathhouses in the Druskininkai water park meets the world standards. The park occupies about 25 m² and can receive about 1500 clients at a time. The services offered are water entertainments, catering, bowling, night club, winter garden and souvenirs.

The infrastructure of ice palaces in Lithuania includes Kaunas Ice Arena, Vilnius Ice Palace, Elektrėnai Ice Palace and Ice Palace in Akropolis (Vilnius). The network of ice arenas is sufficient for the local market. Yet, its contribution to the growth of inbound tourist flows is minimal.

The level of development of cinema tourism in Lithuania is minimal. Cinema is oriented towards the local users rather than inbound tourists. Lithuania holds annual regional cinema festivals “Kino pavasaris” and “Tinklai”. Yet, they hardly contribute to the growth of inbound cinema tourism.

There are three national musical theatres in Lithuania (the Lithuanian National Opera and Ballet Theatre, Kaunas National Musical Theatre and Klaipėda Musical Theatre), five state concert establishments (Lithuanian National Philharmonic Society, Lithuanian National Symphony Orchestra, Lithuanian State Wind Instrument Orchestra “Trimitas”, Lithuanian State Song and Dance Company “Lietuva” and Šiauliai Chamber Choir “Polifonija”) and private concert organizing companies.

Lithuania organizes festivals of classic music—“Vilnius Festival”, “Kristupas Summer Festival”, “Pažaislis Music Festival”, Lithuanian Song Festival—and international jazz festivals in Kaunas, Birštonas, Klaipėda and Vilnius. Yet, these festivals attract small flows of visitors from other countries and do not markedly contribute to development of inbound tourism.

The entertainment infrastructure includes multifunctional entertainment centres. The most important among them are “Entertainment Bank”, “Forum Palace” and “GCW” entertainment centres in Vilnius, “Entertainment Bank” in Klaipėda, “Los Patrankos” in Kaunas and “Honolulu” in Klaipėda. The entertainment centres offer the following services: gambling houses, bathhouses, night clubs, restaurants, bars, pubs, video games, discotheques, sport bars and sport clubs.

Entertainment services are offered in Lithuania also by large specialized entertainment and leisure networks: casino “Olympic Entertainment Group”, “Casino Tornado” and sport clubs “Impuls”. The biggest night clubs “Pacha Vilnius”, “Gravity” and “Helios Club” in Vilnius and “Exit” in Kaunas are unable to compete with other regional entertainment and leisure objects and are oriented towards the local market.

The priority markets of entertainment tourism for Lithuania are UK, Russia, Germany, Finland and Sweden.

In spite of modern high-quality infrastructure of water parks, the entertainment infrastructure in Lithuania is insufficiently developed. It lacks services of thematic parks and night clubs. Judging from the European trends, the interest in thematic parks and entertainment centres is increasing. Therefore, the existing entertainment infrastructure has to be further qualitatively and quantitatively developed.

7.5.11 Business and Conference Centres

In 2014, 23.5% of foreign tourists visited Lithuania for business and professional purposes including conferences. Relevant infrastructure and high-quality services could stimulate the development of business and tourism in Lithuania bearing in mind its favourable geographical position.

The Lithuanian conference tourism infrastructure includes specialized conference centres, hotels and other conference halls. In Lithuania, many hotels have conference infrastructure suitable for organization of small international conferences. The biggest in Lithuania “Litexpo” exhibition centre of Vilnius is a modern specialized conference centre meeting the European standards. The total exposition area of “Litexpo” is 32.7 thousand square metre including 17.6 thousand square metre of halls. The centre has 5 stationary exposition halls and 10 conference halls. The recent investments are designated for a high-class restaurant and a parking lot for 700 cars.

Hotels in Lithuania operate most effectively on behalf of conference tourism because they combine the services of conference organization, catering and accommodation.

More than a half of the total of conference halls is concentrated in Vilnius hotels and motels. In 2014, the leading providers of conference tourism services were hotels “Le Meridien Villon”, “Crowne Plaza Vilnius”, “Reval Hotel Lietuva”, “Panorama”, “Holiday Inn Vilnius”, “Karolina”, “Šarūnas”, “Naujasis Vilnius”, “Polonez”, “Radisson SAS Astoria” and “Kempinski”.

Conference tourism services are also offered by other conference halls for which this activity is only accessory. The biggest establishments of this kind also are concentrated in Vilnius: “Siemens Arena”, able to seat 9500 members, Lithuanian National Opera and Ballet Theatre, Vilnius Congress Palace, Lithuanian National Philharmonic Society and Lithuanian National Drama Theatre, able to seat from 950 to 100 persons, and Kaunas with its “Žalgiris Arena”, which is the biggest arena in the Baltics (15,000 seats).

Not all possibilities for conference tourism are taken advantage of because the representation of these products in the international tourism markets is not organized on a national level and there are no active sales. As Lithuania does not have a special conference centre meeting the international standards and able to seat more than 2500 participants, it is of primary importance to establish such centre and organize its activity. The possibilities for conference tourism in Lithuania should be represented and conference tourism should be encouraged based on the partnership of public and private sectors. Organisational and incentive measures ensuring active participation in the European trade tourism market should be worked out and implemented. The territories of the highest tourism potential where priorities are given to development of trade tourism are Vilnius, Kaunas, Klaipėda and Lithuanian resorts.

The priority markets of conference tourism for Lithuania are Germany, Poland, Nordic countries and the UK.

7.6 System of Accommodation Establishments

Accommodation establishments—their number, structure, location and distribution—represent a constituent part of tourism trade. Its development mirrors the development patterns of tourism trade. Moreover, accommodation statistics can be regarded as the most accurate and reliable one.

In the Soviet years, the system of accommodation establishments was poorly developed. It included a small number of hotels in large cities: one hotel in each regional centre, seasonal rest houses, one or two campgrounds and summer holiday camps for children. This system of accommodation establishments reflected the actual situation in tourism trade. It basically changed after the restoration of Lithuania's independence in 1990. Before the economic decline of 2008, the improving indices of accommodation establishments were predetermined by local rather than inbound tourism. In the years of economic decline, the influence of local tourists diminished, yet in general the spectrum and quality of accommodation services improved.

7.6.1 Accommodation Establishments, Their Development and Distribution

The number of accommodation establishments substantially increased in the last few decades. Their structure also changed. In 37 years (1977–2014), their number has increased more than eightfold—from 166 to 1400. The structural changes included appearance of health care establishments, conference centres and private lodgings. The number of accommodation establishments has increased most markedly after Lithuania's admission into the EU. In 2000–2014, the total number of accommodation establishments increased by 153.6% (Table 7.6).

Table 7.6 Number of beds in accommodation establishments

	2000	2005	2010	2012	2014	Changes 2000–2014%
Hotels	210	290	342	365	392	(+86.7)
Motels	17	41	39	32	29	(+70.6)
Rest houses	249	176	125	112	111	(–55.4)
Campgrounds	3	7	18	20	22	(+633.3)
Lodging houses	9	9	23	31	55	(+511.1)
Health care establishments	31	26	22	18	18	(–41.9)
Children's summer camps	21	22	20	16	15	(–29.6)
Private lodging sector	4	85	311	438	758	(+17,950)
Total	550	660	906	1032	1400	(+ 153.6)

Source Lietuvos statistikos departamentas. Turizmas Lietuvoje. Vilnius

During the first decade of the twenty-first century, the total number of accommodation companies has grown by 64.5% though the dynamics of different types of companies was uneven (Table 7.6). The number of hotels has increased by 63% and their category indices have improved. In 2010, three- and four-star hotels were dominant in Lithuania. Many hotels belong to large international hotel families: “Radisson SAS”, “holiday Inn”, “Crowne Plaza”, “Best Western”, etc. In 2012, a 5 star “Kempinski Hotel Cathedral Square” hotel opened its door in Vilnius. It has become one of the ten top new world’s and European hotels. World’s largest travel site “TripAdvisor” included it in the category “Hot New Hotels” where it is first on the list of top hotels in Europe and fifth in the world.

In 2014, hotels accounted for 28.0% of the total number of accommodation establishments.

In 2000–2014, the number of motels, campgrounds and lodging houses also increased (Table 7.6). Yet, the highest rates of development were in the private accommodation sector. In the first years of the decade, the private accommodation sector only was in the embryo state. In 2014, it accounted for 54.1% of the total of accommodation companies. Yet, the number of rest houses, health care establishments and children’s summer camps decreased.

In spite of rapid improvement of accommodation network, it still has certain drawbacks. Youth lodging houses, tourist class hotels, campgrounds and other types of cheaper accommodation establishments are still lacking.

The distribution of accommodation establishments over the country is rather uneven. They are mainly concentrated in big cities, resorts and seaside areas. The greatest number of accommodation establishments was registered in west Lithuania, Klaipėda region with Klaipėda town, Palanga and Neringa resorts and seaside recreation zone. In the last years, the highest rates of development were observed in the private accommodation sector. According to the number of accommodation establishments, west Lithuania is followed by Vilnius, Kaunas, Druskininkai and other larger cities.

7.6.2 Dynamics of the Number of Beds in Accommodation Establishments

In the last decades, the total number of beds in accommodation establishments has been constantly increasing. Yet, its dynamics was different: it increased in hotels, motels, campgrounds, lodging houses and in particular in the private sector (Table 7.7) but decreased in rest houses, health care establishments, conference centres and children’s summer camps.

In 2014, the total number of beds reached 58,103. Almost half of the beds (47.6%) are offered by hotels, 14.0% by rest houses and 5.7% by children’s summer

Table 7.7 Number of beds in accommodation establishments

	2000	2005	2010	2012	2014
Hotels	11,112	19,075	23,137	26,559	27,661
Motels	377	865	1165	894	798
Rest houses	13,986	9825	7256	8003	8186
Campgrounds	864	963	2394	2496	2549
Tourism centres	556	428	830	0	0
Lodging houses	193	219	1448	1521	2398
Health care establishments	8721	6356	6048	6072	6344
Children's summer camps	5072	4456	4167	3556	3304
Private lodging sector	21	827	3435	5062	6863
Total	40,902	43,014	49,880	54,163	58,103

Source Lithuanian Tourism Statistics

camp. The private sector has only 11.8% of the total of beds, in spite that the number of its accommodation establishments accounts for 54.1% of the total.

In the last years, the occupation of the main hotels ranged from 44.0% to 46.0%. The figures differ by regions. This is preconditioned by seasonal character of tourism, town infrastructure and spectrum of entertainments and services. In 2014, occupation of hotels reached 61.7% in Vilnius, 51.1% in Klaipėda and 48.5% in Kaunas. Occupation of hotels in resorts was 58.2% in Druskininkai with its best infrastructure, 37.3% in Palanga, 32.7% in Neringa and 46.9% in Birštonas (Lithuanian 2014).

7.6.3 The Number of Accommodated Guests in 2005–2014 (Thousand)

Before the economic decline, the number of accommodated guests had been stably increasing in all accommodation establishments. From 1995 till 2007, their number increased by 1406.1 thousand or by 4.8 times. In the years of economic decline (2008–2010), the number of guests slightly decreased. It is expected that in 2011, their number will reach the pre-crisis level. The greatest number of guests stays in hotels.

The number of night stays varies considerably by towns. Vilnius stands out in this respect. In 2014, it offered 29.9% of the total of night stays. It is followed by Druskininkai resort: 18.8% and Palanga resort: 15.3%. In other towns, the number of stays for the night was considerably smaller: 7.1% in Kaunas, 6.6% in Klaipėda, 2.5% in Neringa and 3.7% in Birštonas.

The Lithuanian accommodation establishments offer rooms for guests from various countries and continents (Table 7.8). Lithuanians comprise the majority of

Table 7.8 The number of accommodated guests in 2005–2014 (thousand)

	2005	2007	2009	2010	2012	2014	Changes 2005— 2014%
European Union (excluding Lithuania) from:	508.47	601.91	525.71	559,474	1372,854	1432,686	(+181.8)
Germany	137.32	129.83	110.16	105,832	144,975	162,107	(+18.1)
Poland	94.88	128.09	125.66	135,856	127,033	1,174,96	(+23.8)
Latvia	43.66	69.97	62.82	66,519	76,431	104,773	(+140)
Finland	33	36.61	30.21	35,137	37,545	31,928	(+96.8)
United Kingdom	32.94	37.73	25.91	35,398	37,752	46,136	(+40.1)
Other EU countries	166.67	199.68	170.95	16,222	3,471	4260	(+2.6)
Lithuania	682.73	975.91	713.38	712,506	852,188	1,033,531	(+51.4)
CIS countries	89.92	150.88	142.93	177,305	331,374	410,135	(+356.1)
America	23.63	27.19	20.49	25,247	36,132	41,991	(+77.7)
Other continents	20.87	23.87	24.48	28,219	49,423	69,144	(+231.3)
Total	1325.62	1779.76	1426.99	1552,874	1977,526	2363,140	(+78.3)

Source Statistical Yearbook of Lithuania, 2014

guests. In 2005, they accounted for 51.5% of the total and in 2014 43.7%. In 2014, citizens of the EU were the second largest group of visitors. They accounted for 60.6% of the total in 2014. The highest numbers of guests arrive to Lithuania from the neighbouring countries: Poland, Germany, Latvia and Finland. The portions ranged from 2.0 to 7.0%. Many visitors come from Russia and Belarus: 7.0–10.0%. The portion of visitors from other countries is small.

7.7 Inbound Tourism

Inbound tourism is one of the main parts of tourism industry. Its importance for country's economy is appreciable and creates favourable premises for development of other branches of economy and culture. The income from tourism helps to improve the welfare of local residents. The inbound tourism affects the life of local residents, makes it more interesting and contributes to elevation of cultural level.

After the restoration of independence, Lithuania became a democratic country open to the world. It is easily accessible and fascinating for its natural environment. The visitors not only take interest in the rich historical cultural heritage but also in the domestic life of local residents, traditions, customs and national dishes. The visitors gain new experience and enrich their world outlook.

Table 7.9 Inbound tourism in 2007–2014 by arrivals (thousand)

	2007	2008	2009	2010	2011	2012	2013	2014
Trips of tourists (overnight visitors)	872.4	934.6	728.8	790.1	926.7	962.7	1092.7	1183.1
Trips of same-day visitors	675.3	681.1	680.3	735.5	790.5	766.1	876.8	911.5
Viso	1502.7	1615.7	1409.1	1525.6	1717.2	1728.8	1969.5	2094.6

Source Tourism in Lithuania 2014

7.7.1 Dynamics of Visitors and Tourists. Modes of Arrivals and Their Dynamics

In 2007–2014, the number of tourists and visitors of same day varied only slightly (Table 7.9).

In 2014, compared to 2013, the number of same-day trips (including cruise ship passengers) decreased by 3%. In 2014, most same-day visitors arrived from Latvia (34%), Belarus (19%), Russia (17%), Poland (16%) and Estonia (8%). Foreigners usually went to same-day trips for shopping (34%) or for business purposes (24%). In 2014, same-day visitors spent in Lithuania 291.4 million euro, which is by 0.6% more than in 2013. Half (51%) of expenditure consisted of expenditure on shopping. Average expenditure per same-day trip of a foreigner totalled 92 euro (in 2013, 89 euro).

In 2014, most overnight visitors arrived from Belarus (21%), Russia (16%), Latvia (11%), Germany (8%) and Poland (8%). In 2014, compared to 2013, the number of overnight trips from Latvia increased by 15%, from Estonia—by 7.2%. The number of trips to Lithuania from the EU countries increased by 2.7%, from other countries—increased by 2.3%. Trips from the EU countries accounted for 50.3%.

In 2014, the average duration of a foreigner's stay in Lithuania was 4.4 nights; compared to 2013, it remained unchanged. In 2014, compared to 2013, the number of shorter trips (1–3 overnight stays) increased by 1.2%; such trips accounted for 70.7% of all overnight trips. In 2014, the total number of nights spent amounted to 9.1 million and, compared to 2013, increased by 1.4%.

In 2014, average expenditure per foreign overnight visitor in Lithuania amounted to about 372.8 euro which is by 1.1% more than in 2013. The highest expenditure per tourist trip was recorded for tourists from Japan, China, Israel and the USA—about 570 euro per trip with 6 overnight stays, and the lowest—for tourists from Latvia and Poland (on average, EUR 250 per trip with 4 overnight stays). In 2014, the total expenditure of foreigners on trips with one or more overnight stays amounted to 768.9 million euro, which is by 3.6% more than in 2013.

Most arriving foreign tourists stated that the main sources of information about Lithuania were the Internet (45%), relatives and friends (44%), and the previous visit (31%). Almost all (95%) foreign tourists gave a very good or good assessment to their trips to Lithuania.

The favourable geographical position of the country makes it easy to be reached. Visitors arrive by cars, trains and air and water transport. The modes of travelling mainly depend on the geographical position of a visited country, season and purpose of visit.

In 1996, even 71.1% of visitors arrived by land roads, 23.7% by trains, only 3.2% by air transport and 2.0% by sea transport. In 2010, the portion of arrivals by land roads decreased to 58% and by trains to 5%. The number of arrivals by air transport increased to 34% and by sea transport to 3%.

In 2014, the number of foreigners' trips with one or more overnight stays increased by 2.5%. Most foreign visitors (70%) arrived in Lithuania for one or more overnight stays for personal and 30%—for business purposes. More than half of foreigners (58%) arrived by road, while 36% arrived by air, 5%—by railway and 1%—by *sea*.

7.7.2 Purposes of Arrivals

Actually nobody crosses the state border without a purpose. The purposes of travelling also are very variable. They are subject to seasonal changes. They also depend on the countries of departure. Yet, the greatest differences are observed between the purposes of tourists and visitors (Table 7.10).

The purposes of tourist arrivals in different years varied (Table 7.11). In 1997–2006, tourist arrivals for recreation and holidays increased almost threefold whereas their relative portion doubled. The largest relative portion of vacationers was registered in 2006: 38.7%. Since then, the portion of vacationers and arrivals for other purposes has decreased. Only the portion of arrivals for business purposes has increased. In 2014, most foreign visitors (37%) arrived in Lithuania for one or more overnight stays for rest, recreation, holidays, 29.6%—for business and professional interests, and 23.0% for visiting friends and relatives purposes.

Table 7.10 Main purposes of arrivals, %

	1997	2002	2006	2008	2014
Rest, recreation, holidays	16.7	33.8	38.7	30.9	37.0
Business and professional interests	34.4	22.8	23.6	34.8	29.6
Visiting friends and relatives	37.2	30.9	24.1	25.7	23.0
Other purposes	11.7	12.5	13.6	8.6	3.2
Total	100.0	100.0	100.0	100.0	100.0

Source Tourism in Lithuania 2014

Table 7.11 Main source countries of arrivals

	2008		2010		2012		2014	
	Thousand	%	Thousand	%	Thousand	%	Thousand	%
Russia	227.3	14.1	224.5	14.9	328.4	17.3	326.3	15.8
Belarus	208.6	12.9	291.5	19.3	373.8	19.7	424.8	20.6
Latvia	182	11.3	146.3	9.7	191.1	10.1	228.5	11.1
Germany	166.9	10.3	159.2	10.6	161.7	8.5	174.2	8.4
Poland	181.5	11.3	166	11	190.5	10	162.0	7.9
5 countries	966.3	60	987.5	65.5	1245.5	65.6	1315.8	63.8
Total	1611.3	100.0	1506.9	100.0	1899.5	100.0	2062.7	100.0

Source Tourism in Lithuania 2008–2014

The purposes of arrivals from different countries were different. The greatest numbers of arrivals for vacation were from Germany, Poland, Italy, Norway and France. Belarusians, Russians, Poles and Latvians mainly arrive to visit their relatives and friends. The greatest numbers of arrivals for business purposes were from Russia, Belarus, Poland, Denmark, Sweden and Finland. Russians, Poles, Germans and Belarusians usually visit Lithuania for medical services.

7.7.3 Tourists by Citizenship

At the end of the 20th—the beginning of the twenty-first century, tourists from the CIS and neighbouring countries were the dominant ones. In later years, the number of arrivals increased from Germany, the United Kingdom, Sweden, Denmark and other EU countries (Lithuanian 2009).

In 2003, tourists from the CIS accounted for more than a half (53.2%); in 2008, for 30.2%; and in 2010, for 34.0% of the total. The number of tourists from Latvia and Estonia did not change. The number of tourists from Poland and other EU countries increased twofold (Table 7.11). In 2008, tourists from the United Kingdom accounted for 4.7% of the total, Finland 3.1%, Sweden 2.9%, Italy 2.7%, etc. In 2010, tourists from the EU member states accounted for 58.3%. The changes in the number of arrivals mainly were predetermined by political decisions. The introduction of visa regime for the CIS countries brought down the number of arrivals from them. In the last years, their number tends to increase due to promotion of tourism possibilities, availability of information about Lithuania and strengthening cultural and sports contacts.

In 2014, the number of tourists from 7 countries in the list of TOP 10 countries of arrivals increased. The flow of tourists decreased from Poland (−11.4%), Russia (−11.6%) and Finland (−8.1%). The total number of tourists to Lithuania increased to 2062.7 thousand (+2.5%). The decrease of the flow of tourists from Russia was

rather marked yet counterbalanced by the flows from other countries. The number of tourists from Poland has been decreasing since 2011. In 2014, Germany occupied the fourth position in the TOP 10 leaving Poland behind, whereas Latvia mounted up into the third position (+14.9%). In 2014, after an interval of two years, the number of tourists from Sweden started to increase (+5.4%).⁶

7.7.4 Sources of Information

The information for tourists about the country of destination is available in different sources. It has been determined (through survey) that tourists to Lithuania get information about the country mainly from their friends, acquaintances and relatives. In 1999, visitors who received information from the mentioned sources accounted for 58%, in 2008 48%, in 2010 45% and in 2014 44% of the total. This is not surprising because Lithuania is the country of origin of parents and grandparents of many visitors. They have many friends and relatives in Lithuania.

Up to 45% of information was provided for tourists by mass media: Internet, literary sources, journals, newspapers, radio and television. Only a small part of tourists gained information from those who visited the country before, business sources and travelling agencies.

In 2014, almost all (95%) of foreign tourists gave a very good or good assessment to their trips to Lithuania.

7.7.5 Most Popular Tourist Destinations

Tourists arriving to Lithuania for a few days usually visit Vilnius, Kaunas, Klaipėda, Palanga, Neringa and Druskininkai. Vilnius is distinguished for the number of visitors. In 1996–2014, it received the larger part of visitors to Lithuania: 65–80%. About 12–15% of Vilnius guests visited Trakai.

In 2014, among the most popular places visited by foreign tourists were Vilnius (70% of the total of tourists to Vilnius), Kaunas (28%), Klaipėda (24%), Trakai (17%) and Palanga (14%).⁷ Even fewer tourists visit other interesting destinations in north-east Lithuania, the western part of the country Žemaitija and its south-eastern part Sūduva. Interesting natural, historical and cultural objects are scattered all over Lithuania (Fig. 7.7).

⁶Valstybinis turizmo departamentas prie Ūkio ministerijos. 2014 m. atvykstamojo turizmo apžvalga.

⁷Valstybinis turizmo departamentas prie Ūkio ministerijos. 2014 m. atvykstamojo turizmo apžvalga.

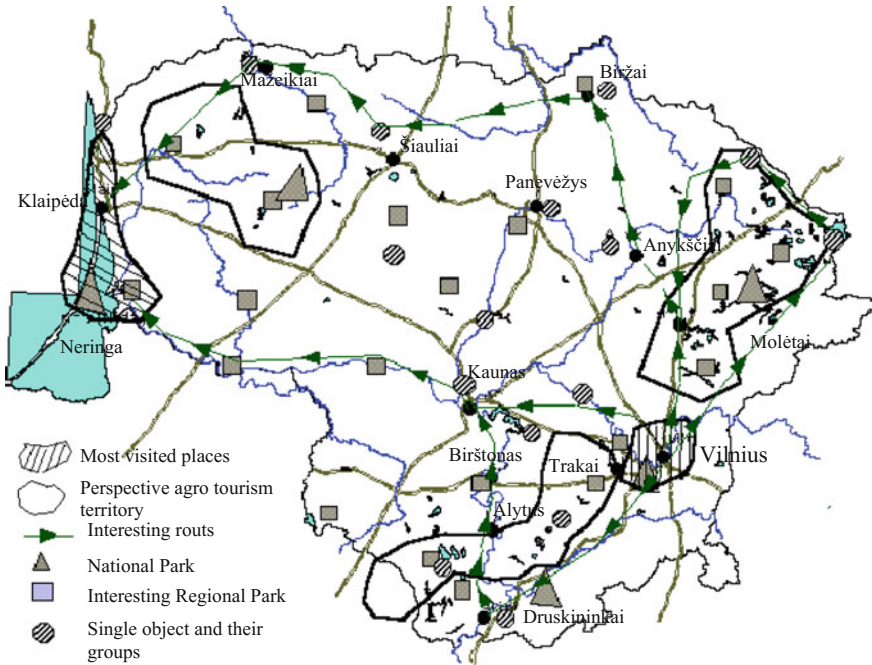


Fig. 7.7 Most interesting territories, tours and individual objects

Many interesting objects are included in the main travelling tours. They are mainly concentrated in south-east Lithuania and along Nemunas. Many tourists arriving to Vilnius also visit the second largest Lithuanian City Kaunas which sometimes is called the “petit Paris”. Those who want to get the best idea about north Lithuania should use the tour Vilnius–Molėtai–Anykščiai–Biržai–Pakruojis–Hill of Crosses near Šiauliai–Mazeikiai–Būtingė–Palanga.

The most interesting natural, historical and architectural tourist destinations are grouped into individual territorial units: historical centres of towns and national and regional parks. Besides, international tourist tours cross the country: Baroque Way, Hansa Way, Pilgrims’ Way, etc.

7.7.6 Opinions About Visits

The absolute majority of opinions about visits to Lithuania are positive. In 1996, 92% of foreign visitors appreciated their visit to Lithuania. The ratings were 41.1% very good, 51% good and 2.5% bad. The best ratings were given by tourists from the USA, Russia and Poland and the worst by tourists from Belarus and Estonia. Similar ratings were given in 2014. 95% of foreign visitors highly appreciated their visit to Lithuania.

Foreign visitors liked the beautiful nature of Lithuania, its clean lakes and picturesque landscapes. They emphasized good services, tasteful dishes and friendly people. The guests took pleasure in visiting Vilnius and its historical centre, Trakai with its castles, Palanga and Druskininkai resorts, and Curonian Spit. The survey of opinions showed that 55% of visitors rated their visit better than they had expected: 15% by far better than they had expected and 40% better than they had expected. About 1.5% of visitors rated their visit worse than they had expected. Tourists visiting Lithuania not for the first time noticed good changes in the sector of services, infrastructure of visited objects and other sectors.

Among the drawbacks were mentioned: lack of information along the roads, unfriendly police, uncultured drivers, lack of culture in buses, aggressive driving by young people, lack of public conveniences and bureaucratic approach.

7.8 Prospects of Tourism Industry

In the last decades, rapidly developing tourism trade has not yet made the best of its potential. There are still many opportunities to develop different branches of tourism in the future. The development potential is related to better use and promotion of historical, cultural and natural tourism resources.

The following factors are supportive for successful development of tourism industry in Lithuania:

- Favourable geographical position of Lithuania in the geographical centre of Europe and easy access by different means of transport.
- Abundance of natural, historical and cultural tourism resources. This is especially true about the national and regional parks, health resorts and historical objects of different centuries.
- Little urbanized natural landscape, clean water of lakes and rivers, clean air and picturesque landscapes.
- Attractive, wide spectrum and comparatively cheap tourism services, natural fresh food and friendliness and hospitality of local residents.
- Traditionally multiple and strong relations with the Lithuanian emigration all over the world (not only in Europe).
- Increasing interest in Lithuania as a new specific tourism region and in its natural potential and historical cultural heritage.
- The stably improving international image of Lithuania (as a result of better advertisement and participation at different international events) as an interesting country for tourism.
- Many large tourism markets around Lithuania and increasing number of arrivals from them.
- The ever strengthening and expanding international relations in the fields of scientific research, culture, business, municipality administrations and sports.
- Stable macroeconomic situation, growth of economy and improving living standards.

- Possibilities to use the EU structural funds and country's material resources for development of tourism industry.
- Successful inclusion into the international tourism routes: Baroque Way, Cultural Heritage, Abbeys Way, Hansa Way, etc.
- Possibility of developing new interesting tourism routes within the country and including the neighbouring countries.
- Increasing number of international events and traditional local famous events: Song and Dance Festival, Kaziukas Fair, Days of Living Archaeology, Sea Festival, etc.
- The development of tourism industry in Lithuania requires many improvements in using local and external financial means. This is the main prerequisite for successful results. In order to achieve this objective, it is necessary:
- Reduction of the seasonality of tourism. The season favourable for educational and recreational tourism lasts only for 3 months. In order to prolong it, it is necessary to improve the network of leisure centres.
- Many interesting localities (national parks and historical objects) have not yet been fitted for mass visitations. Their infrastructure, accessibility and promotion are still to be improved.
- The promotion of tourism and recreation possibilities is insufficient. The spectrum of health care services and leisure entertainments is to be broadened.
- The system of accommodation establishments should be expanded and more evenly distributed. Cheap accommodation establishments are especially lacking: campgrounds, lodging houses, tourism camps, guest houses, etc.
- The number of rural tourism homesteads should be increased. Their number could be a few times as large as it is now. Also, it is important to even their distribution.
- It is important to improve accessibility to Lithuania by air and sea transport, to organize trips by air and sea from potential tourism markets to the most important recreational destinations.
- The unorganized tourists should be better acquainted with the available tourism resources. So far, many interesting tourism objects are not visited.
- Also, it is essential to improve the qualification of persons employed in the tourism sector. Their competence is an important factor in creating the image of Lithuania as one of the attractive tourism countries.

In general, the prospects of tourism industry in Lithuania are favourable. Yet, their implementation requires large investments and efforts of all people occupied in this economic sector.

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Chapter 8

Geography of Tourism of Poland

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Abstract Polish school of geography of tourism has started in 1930s and continues its development constantly although with a break for Second World War. Among the most important scientific centers, there are Jagiellonian University Kraków or universities in Warsaw, Wrocław, or Łódź. Its former and contemporary achievements placed the geography of tourism among the most important scientific disciplines within geography. One of the most important research fields is the assessment of the conditions contributing to the tourism development in Poland on different fields. This chapter presents the diversity of Polish landscape and the natural conditions for the recreation on one side and the natural values that draw attention of sightseeing tourists. Therefore, the most important protected areas like national parks are characterized. Cultural and historical values constitute an important issue favorable for tourism development in Poland. Its potential presented here derives from two main sources: UNESCO heritage site mostly of the cultural character and the historic monuments of Poland. These two lists embrace the most important collection of cultural values worldwide known such as Wieliczka Saltworks, the Wawel Museum of Art, or Auschwitz–Birkenau Museum which is confirmed also by the number of visitors. The key factor for the tourism development in Poland is the infrastructure, mainly accommodation facilities. Its short history of development shown in the chapter leads to the presentation of its contemporary state through its quantity and structure. Detailed description of the tourism movement in the twenty-first century reflects all the elements which characterize its structure and complexity. The chapter summarizes the presentation of the main types of tourism in Poland together with its description presenting the potential to be developed.

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8.1 The Output of Polish Geography of Tourism

The beginning of Polish scientific research on geography of tourism is dated from the 1930s and connected with the scientific activity of the Department of Tourism at the Jagiellonian University under the supervision of Stanislaw Leszczycki. The output of Polish geography of tourism was presented, among others, at the scientific conference of the Institute of Geography and Spatial Management of the Jagiellonian University in 2006 and in a special edition of *Tourism* prepared for Geographical Congress in Tunis (2008). Some of the most important achievements of Polish geographers of tourism over the period of 70 years will be presented in this paper.

Research activity before the Second World War

The Department of Tourism of the Jagiellonian University, whose activity dates from 1936 to 1939, gave theoretical bases for geography of tourism as a new scientific subdiscipline within the scope of geography.

As scientific research roles, Leszczycki (1932) classified “scientific definition of tourist value of a landscape and analysis of possibilities of tourist traffic to preserve fundamental original features of the landscape and to determine reasonable usage of this traffic at the same time.”

These tasks have remained actual until now. The staff of the department took up regional researches on tourism. The study of spa tourism issues in Podhale—the Tatras—has been regarded as a model up to this day.

For the first time, the method of spot soil bonitation was applied to classify natural and tourist development values. It is claimed that the Department of Tourism laid the foundations for the later development of the geography of tourism in Poland.

Research activity in the field of geography of tourism between 1945–1990

During the postwar period, the research in the field of geography of tourism developed, first of all, in academic geographical centers in Warsaw, Krakow, Poznan, Wroclaw, and Lodz.

In Warsaw center, in 1960s, one of the best works concerning the tourist regionalization of Poland emerged, prepared by Mileska (1963).

The evaluation of the tourist attractiveness of different types of natural landscape in Poland was a starting point. The degree of features diversity and the size of water and forest area were estimated. To emphasize the unique natural value, additional points were introduced for the eminent curiosity of nature, seaside beaches, and special climatic value. On the basis of the score, six classes describing the tourist attractiveness of the landscape types were set apart. The analysis of tourist development and traffic location let to distinguishing of 21 tourist and leisure regions and 12 potential regions. The density of investment was used as a criterion for division into tourist and leisure regions in the areas with attractive landscape types premises; understood as the number of lodgings, bigger than the average density in a given type and the existence of other tourist and leisure facilities, and as a test how the

region functions—the density of touristic traffic, bigger than the average in the given landscape unit and participation of tourists from the entire Poland, not only from the nearest towns, in the use of lodgings. Mileska was also the editor and coauthor of two volumes of *Słownik geografii turystycznej Polski* (Dictionary of Tourism Geography of Poland 1956, 1959).

Plan kierunkowy zagospodarowania turystycznego Polski (Directional Plan of Tourism Development in Poland, 1971) is associated with Wrocław geographical center and with specialists in the fields of tourism from the entire country as well, known as the Institute of Tourism Planning (Zakład Zagospodarowania Turystycznego) GKKFiT in Wrocław. This research design work supervised by O. Rogalewski defined target possibilities of the usage of geographical environment in Poland for tourism purposes, for rest (holiday), and for sightseeing tourism, among others. On the basis of these studies, the development of national and regional tourism was planned.

With regard to the needs of rest (holiday) tourism, the directional plan defines areas particularly favorable for resting. Areas of the highest rest value, where the whole spatial economy should be subordinated to tourism, have been placed in the first category. The total area is 17,900 km², what makes 5.4% of the total area of the country. On the area of the second category, where rest value is not as good as in the first category area, tourism should be on a par with other economic functions, as is important to provide rest (holiday) for the entire society. The total area is 38,700 km², what makes 9.2% of the total area of the country. Areas of definitely poorer value, where tourism will be developed if possible and will be determined by the development of other economic functions, belong to the third category. One-time tourist capacity of all rest (holiday) areas has been estimated at about 4.0–6.6 million people in summer and 0.9–1.2 million people in winter. The tourist capacity is understood as a maximum number of people, who can be at a given area at the same time, when it is adapted, properly meeting their needs and not bringing negative consequences to tourist value of the natural environment.

The fundamental goal of the directional plan of sightseeing tourism was to determine the most valuable sightseeing tourism features in Poland. The areas and places of three categories have been indicated. The first category includes areas and places, which every citizen of our country should get to know during their school and academic education and which will also be the goal for the foreign tourists. There are 8 places, called the large travel centers and 14 areas. To the second category belong the areas and places, which a domestic tourist should visit at the second stage; on the other hand, a foreign tourist is advised to visit those places only if he/she is really interested in Poland. There are 57 places, called travel centers and 27 areas. The areas and places of 3rd category are for tourists with special interests in travel tourism.

In the Poznań center in the 1970s, there were developed studies on the evaluation of the geographical environment usability for tourism (Bartkowski 1974) and also the tourist absorptive power of the areas (Marsz 1972). Bartkowski proposed the method for determining microregions for the evaluation purposes, on the basis of the analysis of the relief and land cover, whereas in usability evaluation, he

preferred the spot soil bonitation method. The tourist absorptive power of the area (Marsz used the term “the natural leisure capacity”) indicates the natural environment resistance to degradation connected with the tourist traffic. It is determined by the maximum number of people (participants of tourist traffic), who can stay on the given area without causing vandalizing and degradation of environment. While it is being determined, the character of plant cover must be taken into consideration and, as a result, its resistance to crushing and tramping, and gradient and mechanical features of the ground. The resistance to trampling of individual plant species is determined during land research.

The Krakow geographical center presented, at the same time, a proposal of so-called the model method of environment evaluation (the habilitation thesis by Warszńska 1974). The method consists of quantitative data processing, concerning individual features of environment, adequately selected form of the mathematical function. The function has been defined by a formula $y = x^z$, where numerical value “y” stands for the attractiveness factor of a definite criterion. It has been assumed that the attractiveness factor may run from 0 to 1. Then, numerical value “x” must be included in the same numerical set, while the exponent “z” must be any positive number. The big achievement of the Krakow center was publishing the first Polish academic textbook in field of tourism geography which is one of the first in Europe (Warszńska and Jackowski 1978).

In 1974, the Krakow center organized an international symposium of the Working Group of Tourism Geography of the International Geographical Union devoted to the problems of terminology in tourism geography.

In the second half of the 1980s, the geographical center in Wroclaw did research on the evaluation of Polish landscape, for tourism purposes, by stressing a physiognomical aspect (Wyrzykowski et al. 1991). The landscape values are recognized in Polish literature on tourism as particularly important tourist values. In the leisure tourism, and also in specialist tourism, the landscape values are indispensable.

In the study of a landscape, the relief, the land cover, and the level of anthropogenic changes were analyzed. The complex landscape typology is derived from three partial typologies taking into account the above features. To estimate the landscape values connected with the relief, they took account of the relative height, the inner diversity of the relief, the contrast of relief forms, and the degree of autonomy of a relief type in relation to the environment. The assessment of the landscape values connected with the land cover involved the following: the dominant cover type, the inner diversity of land cover, the contrast and dominants of the land cover, and the degree of autonomy of a cover type in relation to environment. To estimate the degree of anthropogenic changes, the following variables were used: the degree of the saturation of natural, historic, industrial, and urban elements. Altogether 12.500 basic fields were measured with an area of 25 km².

On the basis of the studies for the *Plan kierunkowy zagospodarowania turystycznego Polski* (Directional plan for tourism development of Poland 1971) and the landscape assessment in Poland in 1985, a new academic textbook was edited, entitled *Geografia turystyki Polski* (Geography of tourism in Poland, Lijewski et al. 1985). Since 1990, every second year, the Department of Regional

Geography and Tourism at the University of Wrocław has been organizing international scientific conferences devoted to the conditions of foreign tourism development in central and western Europe and edits scientific papers' books (Zeszyty Naukowe) in both Polish and English. It contributes to the exchange of scientific experience among the countries with different social political and economical systems.

The center in Łódź was concentrated on tourism and leisure in suburban areas of big towns and cities. In 1983, they organized an international symposium of Tourism Geography Commission MUG devoted to these issues. Since 1985, they have published a scientific journal of tourism geography titled *Tourism*. Since 1983, every year, there have been organized "Field workshops of tourism geography." These meetings lead to the discussion about notions and terminology related to the geography of tourism, the presentation of the research results of doctor's theses, and other researches unpublished so far.

The great achievement in the field of theoretical basis development of Polish tourism geography was seven habilitation theses. The first one, written by Rogalewski (1972), was devoted to the basis of special economy in tourism. The thesis by Warszńska (1974) covered new methodological approach to the research on geographical environment for tourism (the model method). Jackowski (1981) presented a functional typology of tourist places referring to mathematical methods (factor analysis). The territorial leisure system as a theoretical–methodological model was investigated by Krzymowska–Kostrowicka (1980). Wyrzykowski (1986) started his investigation of geographical conditions of holiday tourism development in Poland, while Wojciechowski (1986) started his research on the perception of landscape values. Kurek's thesis (2007) concerned the influence of tourism on social–economical changes in the rural region of the Polish Carpathians.

Research activity in the field of geography of tourism after 1990

Among the most important achievements of Polish tourism geography, there are the publishing of new academic textbooks, preparing eleven habilitation theses and organizing cyclic scientific conferences.

Among the most important academic textbooks, which were first published after 1990, there are *Geografia turystyczna świata. Część 1. Kraje europejskie* (Tourism geography of the world. Volume I. European Countries, 1994), *Geografia turystyczna świata. Część 2. Kraje pozaeuropejskie* (Geography of the world. Volume II. Non-European Countries, 1995), published by the Geographical Centre in Kraków edited by Warszńska, *Geoekologia turystyki i wypoczynku* (Geo-ecology of tourism and leisure 1997, 1999) by Krzymowska–Kostrowicka, and *Geografia turystyki* (Geography of Tourism 2000) by Kowalczyk (Warsaw authors), and a new textbook of Kraków geographers (edited by Kurek) titled *Turystyka* (Tourism 2007) and another one written by Wrocław authors (edited by Wyrzykowski and Marak) titled *Turystyka w ujęciu interdyscyplinarnym* (Tourism from the interdisciplinary perspective 2010).

Geografia turystyczna świata discusses natural and historic basis of the development of tourism, tourist regions, and tourist traffic in different countries. In

Geoekologia turystyki i wypoczynku, the author considers tourism in models and types of man's behavior in environment aspect. Kowalczyk in *Geografia turystyki* presents the newest processes and phenomena connected with tourism. In the book edited by Kurek, tourism is discussed as a scientific research object, the quantity and location of foreign tourist traffic, services and tourist development, kinds and forms of tourism, economical aspects of tourism, and land area changes under the influence of tourism. The book *Turystyka w ujęciu interdyscyplinarnym* presents biophysiological, sociological, and psychological aspects of tourism, its economical and spatial side, as well as its legal aspects. New research trends in the 1990s focused on the devotional tourism and were conducted in the geographic Krakow center under Jackowski supervision. They were first geographical researches of pilgrimage movement on an international scale. Among numerous publications, we should mention the *Zarys geografii pielgrzymek* (Outline of geography of pilgrimages by Jackowski 1991). In 1995, a new original journal "Peregrinus Cracoviensis" appeared, which presented researches on religious cult centers and the devotional tourism on a domestic and international scale.

In the center in Lodz, there an attempt was made to define the tourist space as the main subject of the research of the geography of tourism (Liszewski 1995).

Liszewski distinguished five types of tourist space—exploration, penetration, assimilation, colonization, and tourist urbanization using functional criteria (man's tourist activity).

The habilitation theses concentrated on the diagnostic research of Polish spas using multidimensional comparative analysis (Groch 1991), stimuli and barriers of tourist function development in Polish zone located on the Baltic Coast (Szwichtenberg 1991), the model of tourist traffic research (Matczak 1992), the research on multisensory landscape perception (Kowalczyk 1994), rural leisure area (Drzewiecki 1992), social-geographical tendencies for tourist development in the former USSR (Pirożnik 1992), the methodological problems concerning the assessment of natural environment for leisure purposes (Sołowiej 1993), geographical-social problems of second houses (Kowalczyk 1994), the urbanization of rural tourist areas in Poland (Dziegieć 1995), landscape studies (Pietrzak 1998), and problems connected with the development of sustainable tourism in Polish lake district (Iwicki 1998). In recent years, habilitation theses on geography of tourism have been written by Potocki (2009), Włodarczyk (2009), Wojciechowska (2009), Widawski (2011), Durydiwka (2012), Kulczyk (2013), Lamparska (2013), and Mika (2014). Potocki presented the role of tourism in shaping the trans-border mountain region of the Sudetes; Włodarczyk developed the concept of tourist space presented earlier by Liszewski; Wojciechowska defined the conditions of the development of agriculture in Poland; Widawski concentrated on using of cultural heritage of rural areas for tourist purposes on the example of Spain and Poland; Durydiwka set the development elements and differentiated the tourist function in Polish rural areas; Kulczyk described corelations of landscape and tourism; and Lamparska set the terms of postindustrial tourism development in Silesia Metropolis, whereas Mika pointed to premises and determinants of maintaining the local tourism development.

Table 8.1 The subject matter of doctoral theses in scope of tourism geography (*Source* Liszewski 2007)

The subject matter	Number of thesis
Theses focused on methodology (adaptation of methods to the researches on geography of tourism)	2
Theses focused on natural resources evaluation for tourism's needs	6
Theses focused on cultural values evaluation for tourism's needs	5
Theses focused on tourist development	10
Theses focused on tourist leisure space	11
Theses focused on identification and tourist function measurement	8
Theses constituting complex regional studies	5
Other thesis	7

The subject matter of doctoral theses in scope of tourism geography was presented by Liszewski (2007). According to him, there were 54 doctoral theses, 20 of them were written before 1990 and 34 after 1990 (Table 8.1).

8.2 Assessment of Conditions Contributing to the Tourism Development in Poland

8.2.1 *Natural Preconditions for Tourism Development*

Depending on the motivations for tourist travel, there is a range of tourist attractions within regions that serve as a “pull” factor according to Gray theory (1970). Polish scientists from within the field of geography of tourism distinguish tourist resources and tourist attractions. The former exist within the geographical space but can be transformed into attractions only after they have been both noticed and appreciated by tourists (Kowalczyk 2001). Depending on their origin, tourist attractions can be then classified as natural and man-made ones. Another classification concerns their designation that covers as follows: rest, sightseeing, and active (qualified) tourism.

Therefore, the distinction should be made between recreation areas offering the concentration of tourist natural attractions for both rest and recreation and the ones drawing the attention of sightseeing tourists.

Recreation areas in Poland have been indicated by Mileska (1963) in *Plan kierunkowy zagospodarowania turystycznego Polski* and later by Wyrzykowski (1986). The number of important recreation areas by the latter was indicated at 117 which cover circa 41 thousand km² which is around 13% of the total country area. Their distribution follows zones of natural landscapes spreading within Poland along parallels. Almost the whole coast of Baltic Sea constitutes narrow lowland zone, south of which is the zone of postglacial lakes (Fig. 8.1). The seashore is very attractive since there are mostly sandy beaches sometimes accompanied by dunes

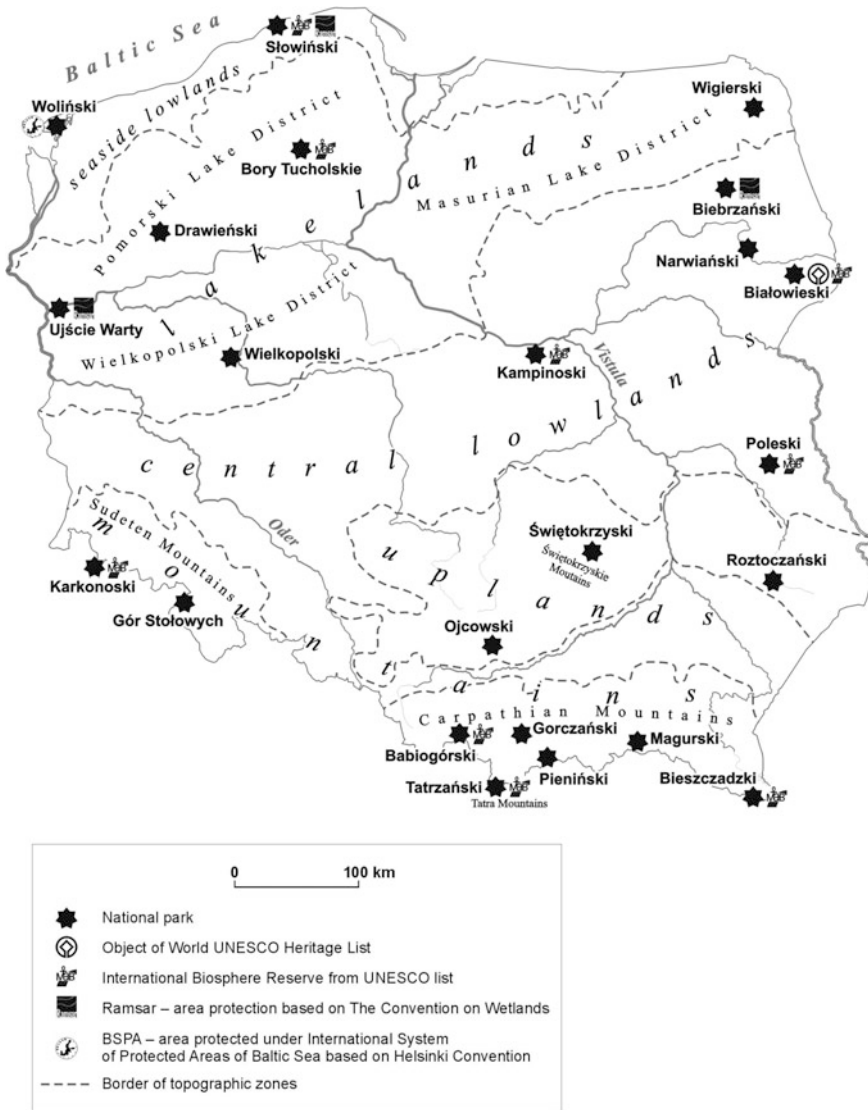


Fig. 8.1 Natural tourist attractions of Poland

sometimes by cliffs (Photograph 8.1). However, the season for swimming, both in the sea and in lakes, is short, including two summer months in average. The Pomorski (Lake District) on the northwestern part of the country is distinguished by the largest number of lakes, whereas the largest lakes can be found in the Masurian Lake District in the northeastern Poland. Both regions are attractive for tourists, not only because of the lakes, but also natural hilly landscapes, lakes, and forests.

Therefore, there is a quite dense network of recreation areas. The Wielkopolski Lake District area has been converted to a rural landscape to a high degree. Except from four cases, recreation areas concentrate in its western part close to the German border, where more woods exist. Altogether areas with lakeland type of landscape constitute more than a half of all recreation areas mentioned by Wyrzykowski (1986). Not many possibilities for recreation and qualified tourism exist in the central Poland, characterized by flat farming lands.

Nevertheless, there are some along the river valleys or within some forest lands. In the southeast Poland, the hilly zone spreads with recreation areas in the only mountain range of the Świętokrzyskie Mountains, whereas others follow the rivers, among them Vistula, or exist in more wild parts of hills or forests (Photograph 8.2). Except from the narrow valleys zone at the foot of the mountains called the Carpathian Depression, the last zone of natural landscape covers the mountain ranges of Sudeten in the West South and Carpathians in the East South of Poland. Here, almost the whole area is covered with recreation areas corresponding to the main ranges (Photograph 8.3). These are again the lands not much transformed by human economy and farming, enclosing large areas of sparsely populated forests. These mountain landscape recreation areas constitute the second largest group among all, that is one-fourth of all indicated by Wyrzykowski (1986).

In Poland, the peak season in case of both seaside and lake areas falls in the summer, whereas in the mountainous areas, the tourist traffic is present almost the whole year round.

The most precious parts of natural landscape are protected under the system of land protection (Ustawa o ochronie przyrody 2004). Among ten different forms of protection of nature, the most basic four include national parks, reserves, landscape parks, and areas of protected landscape. While the national parks and reserves are main destinations for sightseeing tourists, the latter two forms of protection areas are open to recreational tourists (Table 8.2).

Table 8.2 Forms of nature protection in Poland—state for 2014 (Source author's elaboration based on GUS, Ochrona środowiska 2015)

Form of protection	Number	Area covered (in thousands of hectares)	Percent share in total area of the country
National parks	23	314.7	1.0
Nature reserves	1481	165.7	0.5
Landscape parks	122	2525.0	8.1
Areas of protected landscape	385	7010.1	22.4
Areas Natura 2000	145 areas of special birds' protection 846 areas of special habitat protection	8417.3	27.0

National parks are the most important ones with an area at least of one thousand hectares, where the whole nature system and landscape are protected. They also constitute important destinations for sightseeing tourism since, essentially, only that type of tourism is allowed along the indicated tourist paths. There are 23 national parks in Poland, nine of which have also the status of UNESCO biosphere reserves, whereas seven belong to the RAMSAR Convention, protecting swampy areas important for birds' populations (Table 8.3). Their total area is of ca. 315,000 ha, which cover approximately 1% of the country's territory. Nine of them are placed in the mountain zone, five in lake districts, and five in lowland areas, whereas two are located both in the highlands zone and on the Baltic Coast (Fig. 8.1). The smallest one covers 2145 ha (Ojcowski NP near Krakow), and the largest one spreads over the area of 59,223 ha (Biebrzański NP in the northeastern part of Poland). Almost all of them do have a forest cover, from 26 to 96% of their area. The exceptions are "Ujście Warty" (Warta River Estuary) NP and Narwiański NP, both protecting large river valleys with canals and oxbow lakes, where forests constitute only 1–3% of their territory (http://mos.gov.pl/artykul/2236_parki_narodowe/311_parki_narodowe.html).

Nine from 23 Polish national parks are protected under international Man and Biosphere Program (MAB) as belonging to the UNESCO World Network of Biosphere Reserves which cover internationally designated protected areas that are meant to demonstrate a balanced relationship between man and nature, whereas three are under Ramsar Convention of Wetlands. Białowiecki National Park is of special character, since it has been also included on both World UNESCO Heritage List and European Heritage List (Table 8.3).

However, the most often visited are Tatrzański, Woliński, and Karkonoski national parks, attracting altogether around 50% of over 10 million visitors to national parks in the country (Table 8.3) (Ministerstwo Gospodarki i Pracy... 2005).

Nature reserves cover small areas, where either the whole natural environment within is protected or one of its elements. Therefore, there are many kinds, such as reserves of fauna, flora, forest, landscape, water, and inanimate nature. They are highly protected as sightseeing tourists are allowed, if at all, only along indicated paths. There are actually 1549 of those forms with total area of more than 166 thousand hectares (Centralny rejestr...<https://danepubliczne.gov.pl/dataset/http-crfop-gdos-gov-pl-crfop>).

Landscape parks cover areas of different size. In this case, however, the range of protection is much smaller than in two above-mentioned forms. Their aim is not only to protect but also to popularize. Therefore, they are open for tourists for sightseeing, qualified, or even mass tourism. There are over 120 landscape parks in Poland of total area 26,000 km², which constitutes circa 8% of the country territory (Lijewski et al. 2008). The largest of them covers more than 84,000 ha (Park Krajobrazowy Dolina Baryczy north from Wrocław).

Areas of protected landscape are open for tourist use of different sorts, and the level of protection is the smallest here. Their purpose is rather to create the continual spatial system with other forms of protection. They are also the least

Table 8.3 National parks in Poland—basic characteristics and visitor statistics (*Source* author elaboration based on Ministry for Environment data, http://www.parkinarodowe.edu.pl/parki_narodowe_w_liczbach/turystyka_w_parkach_narodowych_w_2008_r.htm and Poskrobek 2005, p. 42)

National Park	Establishment	Area in km ²	Forms of international protection	Nr of visitors in 2003 in thousands	Nr of visitors in 2008 in thousands
Babia Góra	1954	33.91	M&B Babia Góra	70	52
Białowieża	1932 1979 1998	105.17	M&B Białowieża Object of World UNESCO Heritage List Object of European Heritage	203	82
Biebrza	1993 1995	592.23	Ramsar	33	32
Bieszczady	1973 1993	292.01	M&B East Carpathians	62	273
Bory Tucholskie	1996 2010	47.98	M&B	20	60
Drawno	1990	113.42		12	23
Gorce	1981	70.31		45	60
Stołowe Mountains	1993	63.40		309	354
Kampinos	1959 2000	385.49	M&B Kampinos Forest	400	1000
Karkonosze	1959 1992	55.81	M&B Karkonosze	1500	2000
Magura	1995	194.39		55	50
Narew	1996	73.50		6	9
Ojców	1956	21.46		400	400
Pieniny	1932	23.46		743	756
Polesie	1990 2002	97.62	M&B West Polesie	13	15
Roztocze	1974	84.83		95	120
Słowiński	1967 1977 1995	215.74 +111.71 water areas	M&B Słowiński Ramsar	170	275
Świętokrzyski	1950	76.26		188	210
Tatra	1954 1992	211.64	M&B Tatrzański	2758	2079
Ujście Warty	2001 1984	80.38	Ramsar	18	20
Wielkopolska	1957	75.84		1200	1200

(continued)

Table 8.3 (continued)

National Park	Establishment	Area in km ²	Forms of international protection	Nr of visitors in 2003 in thousands	Nr of visitors in 2008 in thousands
Wigry	1989	149.86		100	120
Wolin	1960	109.37	BSPA	1700	1500
Together				10,100	10,690

M&B—International Biosphere Reserve from UNESCO list

Ramsar—area protection based on The Convention on Wetlands (Ramsar, Iran 1971)—intergovernmental treaty that embodies the commitments of its member countries to maintain the ecological character of their Wetlands of International Importance and to plan the “wise use” or sustainable use of all the wetlands in their territories

BSPA—area protected under International System of Protected Areas of Baltic Sea based on Helsinki Convention

marketed so tourists are not always conscious of their existence, although their purpose is to create the conditions for mass leisure and recreation based on the developed tourist infrastructure. There are 449 such areas in Poland, and they cover circa 71,400 km², which constitutes around 22.8% of the countries territory (Lijewski et al. 2008). They are distributed rather evenly throughout the country (Photograph 8.4).

Additionally, **Natura 2000** is one of the rather new forms of protected areas which have been introduced by law in 2004 (Ustawa o ochronie przyrody). The special attention here is given to wild birds. However, these areas are less significant for tourists as they can cover or contain above-mentioned traditional forms of protected areas (<http://natura2000.gdos.gov.pl/natura2000/>).

Important winter tourism areas Conditioned suited for skiing constitute only 3% of all winter recreation areas in Poland (Wyrzykowski 1986), and they are based mostly on the highest mountain ranges in the southern Poland.

Photograph. 8.1 Polish Baltic Sea coastline, Mrzezyno (Source Z. Helis)



Photograph.

8.2 Świętokrzyski National Park (Source J. Łach)



Photograph. 8.3 Dunajec river tour, view at the Trzy Korony mountain (Source J. Łach)



Photograph. 8.4 Arboretum in Wojsławice (Niemcza) (Source J. Łach)



8.2.2 *Cultural and Historical Conditions Favorable for Tourism Development*

Cultural and historical features conducive for tourism are called man-made attractions which are products of history and culture. They include numerous historic buildings, among them are palaces, castles, churches, houses, as well as museums. Old industrial buildings have become another category of attractions of that kind quite recently. Folk traditions belong here as well as archeological sites or historic spots. Cultural, sports, and religious events form yet another group within these attractions. All of them most often become the destination for sightseeing tourists or so-called cultural tourists.

However, since it would be difficult to analyze separately every one of those subcategories and also because they usually do not appear without connection with one another, we will take a different view. According to *Plan kierunkowy...* (1971), sightseeing destinations have been divided into the following categories: large hubs, centers, complexes, and isolated establishments.

There are eight **large sightseeing hubs** in Poland, which are as follows: Warsaw, Krakow, Gdansk-Sopot-Gdynia conurbation, Wroclaw, Poznan, Szczecin, Lublin, and Torun (Fig. 8.2, Photograph 8.5). They constitute the largest urban centers of the country both rich in historical monuments and in cultural events (Photograph 8.6). They are the main destinations for incoming tourists, and each requires to be visited during at least from 3 to 5 days (Wyrzykowski and Marak 2010).

The category of **sightseeing centers** comprises cities and towns having large number of precious historical buildings and architectural complexes. They can acquire the interests of incoming tourists, and each requires one–two-day visit. According to *Plan* (1971), fifty-seven of such centers have been recognized in Poland, including such cities as Swidnica, Klodzko, or Jelenia Gora in Lower Silesia or Kazimierz Dolny and Sandomierz in the upper Vistula river valley (Photographs 8.7, 8.8). According to Lijewski et al. (2008), there are circa 150 complexes and individual buildings in Poland which are of either international or high national significance for tourists.

The last category of sightseeing localities includes either **monument complexes or isolated buildings**. They are usually smaller towns, counting most often less than one thousand inhabitants. This category, however, is the most differentiated one. According to the *Plan* (1971), there have been around 510 such localities indicated in Poland. According to Lijewski et al. (2008), there are 350 complexes and individual historical buildings which do have secondary meaning for sightseeing tourists in Poland.

Although the above-mentioned approach seems reasonable, there are also international or national ways of special distinction and protection of cultural and historical attractions for tourism. One of them is UNESCO World Heritage List. There have been 13 entries from Poland, twelve of which are of cultural character (Table 8.4 <http://whc.unesco.org/en/statesparties/pl>). They include complexes of old cities of the above-mentioned large sightseeing hubs, such as Warsaw, Krakow,



Fig. 8.2 Cultural tourist attractions of Poland

Torun. There are also old renaissance city of Zamosc (Photograph 8.9) — the sightseeing center in east Poland. The isolated establishments of the highest rank like the castle of Teutonic Knights in Malbork, Centennial Hall in Wroclaw or Pilgrimage center in Kalwaria Zebrzydowska close to Krakow have also been included in the List (Photograph 8.10). The concentration camps in Auschwitz and Birkenau (Oświęcim-Brzezinka) have also been enlisted as well as the old salt mine of Wieliczka and Bochnia. Two groups of specific churches either wattle-and-daub construction as two Peace Churches in Lower Silesia or wooden ones as six

Table 8.4 UNESCO World Heritage List Sites in Poland (*Source* self-elaboration based on: <http://whc.unesco.org/en/statesparties/pl>)

Name	Elements (if there is more than one monuments)	Date of inscription
Auschwitz–Birkenau German Nazi Concentration and Extermination Camp (1940–1945)	Auschwitz I Camp Auschwitz II–Birkenau Camp	1979
Castle of the Teutonic Order in Malbork		1997
Centennial Hall in Wrocław		2006
Churches of Peace in Jawor and Świdnica	The Church of Piece in Jawor The Church of Piece in Świdnica	2001
Historic Centre of Kraków		1978
Historic Centre of Warsaw		1980
Kalwaria Zebrzydowska: the Mannerist Architectural and Park Landscape Complex and Pilgrimage Park		1999
Medieval Town of Toruń		1997
Muskauer Park/Park Mużakowski ^a		2004
Old City of Zamość		1992
Royal Salt Mines of Wieliczka and Bochnia	Wieliczka Salt Mine Bochnia Salt Mine	1978
Wooden <i>Tserkvas</i> of the Carpathian Region in Poland and Ukraine ^a	Tserkva of St. Michael the Archangel in Brunary Wyzne Tserkva of the Birth of the Blessed Virgin Mary in Chotyniec Tserkva of St. Paraskevia in Kwiaton Virgin Mary’s Care Tserkva in Owczary St. James the Less Tserkva in Powroźnik Tserkva of St. Paraskevia in Radruz St. Michael the Archangel Tserkva in Smolnik St. Michael the Archangel Tserkva in Turzańsk	2013
Wooden Churches of Southern Małopolska	St Michael the Archangel’s Church in Binarowa All Saints’ Church in Blizne St Michael the Archangel’s Church in Debno Podhalanskie The Church of the Assumption of the Virgin Mary in Haczow St Leonard’s Church in Lipnica Murowana the Church of St Philip and St James the Apostles	2003

^aTransboundary property

Photograph. 8.5 Wrocław Marketplace (Source M. Stepowicz)



Photograph. 8.6 Wawel Cathedral, Krakow (Source J. Łach)



churches in Carpathian Mountains in southeastern Poland have also been enrolled. The most recently added was the borderland group of wooden churches in both Poland and Ukraine. The Polish group includes eight temples (<http://whc.unesco.org/en/statesparties/pl>) (Table 8.4).

Another important distinction was introduced by the Polish law in 1994 (Ustawa o ochronie zabytków... 2003). The **Historic monuments** are appointed by the president of Poland as the ones with the highest significance for the Polish culture. Until now, 60 monuments have been rewarded with that status (<http://www.nid.pl/idm,81,lista-objektow-uznanych-przez-prezydenta-rp-za-pomniki-historii.html>). Among them, the largest cities are Krakow, Gdansk, Lublin, Poznan, Torun, Warsaw, and

Photograph. 8.7 Kazimierz Dolny (Source M. Stepowicz)



Photograph. 8.8 Kłodzko, the gothic St. John's Bridge (Source M. Stepowicz)



Photograph. 8.9 Zamość City Hall (Source M. Stepowicz)



Photograph.

8.10 Centennial Hall in
Wroclaw (*Source*
M. Stepowicz)



Wroclaw as well as such sightseeing centers as Zamosc, Kazimierz Dolny, or Frombork (Photograph 8.11, 8.12). However, some isolated monuments also of industrial heritage have been included such as Elblag Canal, prehistoric mine in Krzemionki Opatowskie, or salt mine in Wieliczka (Photograph 8.13). This list aims at encompassing main cultural–historical attractions of Poland; however, it is still not accomplished and has not been yet well marketed neither in abroad, nor in the country (Table 8.5).

Important historical buildings and archeological sites are protected as monuments enlisted in the official **Register of Monuments** (Photograph 8.14). In September 2010, there were more than 64 thousand of such monuments and sites in Poland (<http://www.nid.pl/idm,1164,zestawienia.html>); however, their state is in majority very bad, since one-fourth of that group requires complete renovation. Due to postwar nationalization, almost all residences lack their original functions so the necessity to undertake renovation works relates to almost every second castle and palace which are at the same time the most interesting tourist attractions (Krajowy raport o stanie zabytków 2004). Although the process of reprivatization has been taken place since 1989 and already 30% of architectural monuments are in private hands, it does not always mean they have been restored or taken a good care of. The good examples, however, can also be found as in case of group of residences in Jeleniogorska Valley which are undergoing restoration and fulfill tourist functions as hotels and exhibition centers (Duda-Seifert 2008; <http://dolinapalacow.pl>). The complex has already been enlisted as cultural park and the foundation attempt at being included on UNESCO Cultural Heritage List. From among all registered architectural monuments, second largest group is formed by churches and religious unions (24% of monuments). Since Poland used to be a Catholic country, even through the communist times the churches and monasteries have been protected and used for religious purposes. To the most important monuments of that kind belong, e.g., to gothic churches in Lower Silesia and Malopolska regions as well in

Table 8.5 Historic monuments of Poland (*Source* elaboration based on: <http://www.nid.pl/idm,81,lista-objektow-uznanych-przez-prezydenta-rp-za-pomniki-historii.html>)

No.	Place	Monument
1	Biskupin	Archeological site
2	Bochnia	Salt mine
3	Bohoniki and Kruszyń	Mosques and mizars
4	Chełmno	Old City
5	Częstochowa	Paulite Fathers' monastery at <i>Jasna Góra</i>
6	Duszniki Zdrój	Paper mill
7	Frombork	Cathedral complex
8	Gdańsk	Old City within seventeenth century walls
9	Gdańsk	Westerplatte Battlefield
10	Gdynia	Historic urban composition of midtown
11	Gniezno	St Mary Assumption' and St Adalbert Cathedral
12	Gostyń-Głogówko	Oratorians of St. Philip Neri Confederation' monastery
13	Góra Św. Anny	Composed cultural–natural landscape
14	Grunwald	Battlefield
15	Kalwaria Zembrzydzka	Landscape complex of mannerist pilgrimage park
16	Kamień Pomorski	Cathedral complex
17	Kanał Augustowski	Water Canal
18	Kanał Elbląski	Water Canal
19	Katowice	Edifice of Silesian Parliament and voivodeship Government
20	Katowice	Workers housing estate Nikiszowiec
21	Kazimierz Dolny	Town
22	Kołbacz	Architectural structure of former Cistercian Monastery
23	Kotlina Jeleniogórska	Palaces and landscape parks of Jeleniogórska Valley
24	Kozłówka	Residential complex of palace and park
25	Kórnik	Residential complex of castle and park together with a church—necropolis of owners
26	Kraków (Cracow)	Old City
27	Krzemionki Opatowskie	Neolithic mine of flint stone
28	Krzyszów	Old Cistercian monastery
29	Łąd	Old Cistercian monastery
30	Legnickie Pole	Old Benedictines' monastery
31	Leżajsk	Bernardines' monastery
32	Lubiń	Benedictines' monastery
33	Lublin	Architectural–urban complex

(continued)

Table 8.5 (continued)

No.	Place	Monument
34	Łańcut	Castle and park complex
35	Łęknica	Landscape Muskauer Park
36	Łódź	Multicultural landscape of industrial city
37	Łowicz	Cathedral basilica (former collegiate church of the Primate) of Assumption of the Blessed Virgin Mary
38	Malbork	The Castle of Teutonic Knights
39	Nysa	Parish Church of St. James Older Apostle and St. Agnes Virgin and Martyr
40	Ostrów Lednicki	Archeological site
41	Paczków	Old City together with medieval fortification system
42	Pelplin	Former Cistercian and Cathedral complex
43	Poznań	Old City
44	Raławice	Battlefield
45	Srebrna Góra	Fortress from eighteenth century
46	Stargard Szczeciński	Complex of Church of St. Mary Queen of the World together with medieval city walls
47	Strzegom	Church of St. Peter and St. Paul the Disciples
48	Sulejów	Cistercian Monastery
49	Tarnowskie Góry	Old mine of silver ore
50	Toruń	Old and New City
51	Trzebnica	Former Cistercian Monastery
52	Warszawa (Warsaw)	Old City together with Kings' Route and Wilanów Palace
53	Warszawa	Complex of Filters' Station of William Lidley
54	Warszawa	Complex of historic cemeteries of different religions in Powązki
55	Wieliczka	Salt mine
56	Wrocław	Old City
57	Wrocław	Centennial Hall
58	Zamość	Old City within nineteenth century walls
59	Żagań	Former Augustinians Monastery
60	Żyrardów	Workers housing estate from nineteenth century

Pomorskie Lake Region in the north and baroque churches and monasteries of Lower Silesia, built and embellished by Austrian artists.

Cultural Parks constitute a new form of protection of monuments that has been introduced quite recently (Ustawa o ochronie zabytków... 2003). This is an area called into existence with the purpose of protecting the cultural landscape together with buildings specific for local building art and cultural traditions. However, there are only 21 of them, and they are not yet well promoted among tourists. Among them, there are cities, archeological sites, fortresses, landscape road, calvary, and cemetery (<http://www.nid.pl/idm,219,idn,458,lista-parkow-kulturowych-stan-na-31-grudnia-2010-r.html>) (Photographs 8.12, 8.10, 8.14, and 8.13).

Photograph. 8.11 Frombork Cathedral (Source J. Łach)



Photograph. 8.12 Old City in Lublin (Source Z. Helis)



In the nineties of twentieth century, there have been a lot of changes in Polish **museums**, due to the transformations of political and economic system. Therefore, at the beginning of the new millennium, there are two opposing trends—the number of museums has grown to 916 in 2007 (<http://www.kongreskultury.pl/title,pid,140.html>), but the number of visitors has fallen down in 2004 to 75% of average visitors number from 1990 (Stasiak 2007). In 2004, there were over 17 million visitors to all Polish museums (Stasiak 2007). Still, there have been few new and modern museums built and open after 2000, e.g., The Warsaw Rising Museum in 2004 and Copernicus Centre of Science in Warsaw in 2010. The former one was visited in 2009 by circa 500,000 visitors, whereas the latter in its first year of activity received over 1 million of admissions. Therefore, these kinds of cultural attractions belong to the most often visited if we compare those numbers to the admissions in cultural attractions in 2003 (Table 8.6).

The number of visitors in attractions can legitimize their importance on the tourist market. Nevertheless, in Poland, no regular research is made on that subject; therefore, the only accessible comparative data can be taken from selected studies.

Photograph. 8.13 Kayaking on Czarna Hańcza and Augustowski Canal (Source M.Duda-Seifert)



Photograph. 8.14 Nidzica Castle (Source J. Łach)



The examples of attendance are shown in Table 8.6. Therefore, it confirms in general the above-mentioned list of largest attractions according to the specialists.

Next to the above-mentioned tourist attractions, Poland also has historic traditions that built now historic and folk values that have been revived in recent years due to growing interest in encompassing events, regional cuisines, folk art, etc. The division in five large historical regions in Poland has been maintained from the Middle Ages, such as Wielkopolska (Greater Poland), Malopolska (Lesser Poland), Pomorze (Pomerania), Slask (Silesia), and Mazowsze (Mazovia) (Fig. 8.2). Nowadays, there are also five basic ethnic regions as well based on the same structure, covering smaller distinguished ones such as Kurpie (within Mazovia region), Kashubia in Pomerania, Polish Mountains (Highlanders), and also Sieradzka, Leczynska, and Wielunska lands in the central Poland. Additionally,

Table 8.6 Number of visitors in most often visited cultural attractions in Poland in 2003 (*Source* Byszewska-Dawidek and Kulesza 2004)

Attraction	City	Number of visitors in 2003
Wawel Museum of Arts together with two departments	Krakow and Pieskowa Skała and Stryszow	896,296
Wieliczka Saltworks Museum	Wieliczka	719,507
Auschwitz–Birkenau Museum	Oświęcim—Brzezinka	474,380
Castle in Malbork Museum (together with department in Kwidzyn)	Malbork and Kwidzyn	461,885
Kings' Castle in Warsaw	Warsaw	414,763
Natural Museum of Pieniny National Park	Kroscienko over Dunajec	409,170
Castle-Museum in Lancut	Lancut	367,730
Warsaw National Museum together with 4 regional departments	Warsaw, Arkadia, Nieborow, Wilanow, Otwock	337,238
Oceanographic Museum together with Sea Aquarium	Gdynia	314,561
National Museum in Krakow (together with 10 departments)	Krakow, Zakopane	305,624

there are as well small groups of foreign ethnic minorities who settled down in Poland either before ages or more recently after the Second World War, such as Ukrainian and Lemko people in the south, Slovaks on the southern border, and Belarusians, Lithuanians, and Tatars in the northwest Poland (Fig. 8.2).

8.3 Basic and Secondary Infrastructure of Tourism

Accommodation facilities

The development of the accommodation in Poland before WWII followed the development of tourism after the regain of the independence. Tourism movement accumulated in touring center such as Warszawa, Krakow, Poznan, Wilno, or Lwow as well as at the seaside and in the mountains. The above-mentioned were the most often visited and protected by the most important associations promoting tourism development: Polskie Towarzystwo Krajoznawcze (Polish Country Lovers Society) and Polskie Towarzystwo Tatrzańskie (Polish Tatra Society). Until 1939, 145 accommodation units offering ca. 4500 beds were built in Polish mountains. During WWII, the situation of the accommodation units changed dramatically. Its present state stems both from the war damage and from political changes that resulted in the border alterations. Poland lost its east part and regains lands on the west that before the war belonged to Germany, e.g., Dolny Slask and Pomorze Zachodnie with well-preserved tourist infrastructure unlike in central and eastern Poland destroyed during the war.

After the war, the remaining infrastructure had to be secured and restored, and only after that, an intensive rebuilt of the tourist infrastructure of the country took place. Among the most important factors influencing the development of the accommodation after WWII were the trade unions. In 1949, as the outcome of the political system change, Fundusz Wczasow Pracowniczych was founded, which was a type of a trade union institution responsible for the development of social tourism. In 1950, FWP was in charge of ca. 38.200 beds which was almost 84% of the whole Polish potential at that time (Lijewski et al. 2002). During the sixties of the last century, tourism developed intensively according to the central governmental plan. These were the places of employment and the already mentioned trade unions that were generally made to set this central plan to life. The statistical data concerning this period indicate over 250,000 beds in total of which 143,000 beds belonged to recreation and rest foundation. During the next ten years, the rate of development was not that high any more, although at the beginning of the eighties, there was a record number of over 900,000 beds in Poland. It is worth remembering that it was the time of a profound crisis which resulted in gradual wear of the accommodation. In 1985, the total number of beds fell by almost 70,000, and in 1990, (the pivotal year for the central and eastern Europe) it amounted to 740,000.

The development of the accommodation after the war had also its spatial characteristic. During this period, the investments in the accommodation were concentrated mainly in the regions of WWII military operations which ranged over the field of prewar Poland. The so-called regained lands which were not so severely damaged had better preserved tourist infrastructure. It concerned mainly Lower Silesia—where there were lots of accommodation units well preserved during the war, especially at the Sudety region. As a result of such a good opinion, tourist infrastructure pauperized during the following years. The crisis in the eighties preceded political and economical changes including tourism. The fall of accommodation was stopped no sooner than in the mid-nineties.

The last twenty years also bore the stamp of change in the accommodation. At the beginning of economic transformation stemming from the free market introduction, a further fall of accommodation was observed during 1991–1994 from 7792 to 7514 units. The year 1995 is the pivotal one, and during the following five years, the number of units gradually increased, and in 1999, it amounted to 8301 which is the highest number during the whole free market period. Twenty-first century was characterized by a subsequent steep decrease with its minimum of 6694 units in 2006. The number of accommodation units increased during the following years, and in 2010, there were 7206 units in Poland. In the next years, the constant increase can be observed. One of the main causes is a large number of the investments in the infrastructure for Euro 2012—an important sports event hosted by Poland and Ukraine. For December of 2014, statistics show an important number of 9885 units. Such progress is caused mainly by an increase of the number of hotels, which also meant higher quality of accommodation in Poland. The number of hotel units increased gradually with the exception of 1994 and 1999. In 1991, there were only 515 hotel units (6.6% of the total offer). In 2010, the number of hotels—the most numerous group among other accommodation units—increased

to 1796 which is 25% of the total number of accommodation units. Year 2014 has strengthened the positions of the hotels on the market with a total number of 2250 units of this kind.

Accommodation quantity and structure

In the year 2014—as it was already mentioned—there was the total number of 9885 accommodation units which makes 694,023 beds and is a 13.7% increase compared to the year 2010. It is worth stressing here the high position of hotels: the hotels' increase as compared to 2010 equals 25% which is more than guest houses (15%) and motels, where a decrease has been noticed (−10.5%). Hotels lead also in the category of “number of beds.” In 2014, hotels offered 227,532 beds, which made nearly 33% of all accessible beds and is a 29% increase as compared to the year 2010. However, the tourist houses (*domy wycieczkowe*) are accommodation units indicating one of the highest drops as far as the number of units as well as beds are concerned. Forty-seven units offered slightly over 3400 beds, which is a drop by 18% as compared to the year 2010.

Seasonality

Seasonality concerns also Polish accommodation base and can be considered a problem especially in some regions. The 2014 statistical data referring to all-year units and season units show an important share of the all-year units among the total number of beds. Among 9885 accommodation units in Poland, 6770 are accessible during the whole year (which equals to 68% of all accommodation units). Out of 694,023 beds, 478,979 (almost 70%) are accessible all year long. The highest number of all-year beds is the hotels' offer: 99% of beds are offered to tourists along the whole year. Hotels' share in the all-year units is also the highest and amounts to 42% of their general number. Among the remaining accommodation units, those used only during a particular season are resorts (*osrodki wczasowe*), chalet complexes (*zespoly domkow turystycznych*), or campsites (*osrodki kolonijne*). All the above-mentioned units are open usually in the summer. Holiday resorts constitute only 37% of 1199 all-year units offering 34% of all beds referring to all units belonging to that particular category. It is similar in case of chalet complexes—only 15% are whole-year units offering only 11% of the general number of beds. Only every five campsite is available all year long, and their capacity amounts to 11% of general number of long-term accommodation units. An extreme example is camping sites offering 21,373 beds—all connected only with summer season.

Taking into consideration regional division, it becomes clear that the highest number of accommodation units is in Pomeranian voivodeship—in 2014, there were 1450 objects. There are two more voivodeship where there are over 1000 accommodation units in West Pomeranian—1322 and Lesser Poland with 1418 units both seen as tourist regions. Behind those, three there is Lower Silesia voivodeship with 903 units. The remaining regions offer much fewer units. Taking into consideration the number of beds—the first place undoubtedly belongs to West Pomeranian voivodeship—with 121,617 beds. The following places are occupied by Pomeranian voivodeship with almost 25,000 beds fewer and Lesser Poland with over 87,000 beds. The situation is slightly different if the number of whole-year

Table 8.7 Accommodation resources in the year 2009—general data according to voivodeship (Source GUS; elaborated: Instytut Turystyki)

Voivodeship	Number of units	Number of all-year units	Number of hotel rooms	Number of beds	Number of all-year beds
Poland	6992	4989	109,534	606,501	393,920
Lower Silesia	723	665	11,544	51,135	46,118
Kuyavian-Pomeranian	296	192	4238	26,023	16,415
Lubusz	285	171	3132	18,909	11,306
Lubuskie	306	191	4185	23,328	11,787
Łódź	241	201	5251	18,094	13,975
Lesser Poland	894	803	14,554	68,813	60,363
Masovian	376	341	15,480	40,740	36,950
Opole	110	86	1161	7830	5164
Podkarpackie	369	284	3639	22,238	17,401
Podlasie	168	115	1937	11,424	6754
Pomeranian	832	402	9097	81,444	33,610
Silesian	473	425	9809	39,266	35,401
Swietokrzyskie	143	120	2790	10,937	8665
Warmian-Masurian	390	215	5850	38,366	19,508
Great Poland	547	399	9445	38,448	26,510
West Pomerania	839	379	7422	109,506	43,993

beds is considered: The best results are achieved by Lesser Poland voivodeship (ca. 60,000 beds), and Lower Silesia is second best with 46,000 beds and the leader of season beds. West Pomeranian voivodeship is on the third place with almost 44,000 beds (Table 8.7).

Among all accommodation units offered by the Polish market, the situation of hotels should be analyzed as their role in creating of the tourist movement in Poland is very important (Table 8.8).

During the last ten years, the average usage ranges from 36% (in 2002–2003) to 47.1% (in 2007). It is difficult to point at one tendency then. The beginning of the new century starts with a decrease which is overcome five years later, and after that, a further increase can be observed with a peak in 2007. In the subsequent years, there is a drop comparable with the beginning of the century. There is also a clear

Table 8.8 Hotels according to category: the rate of beds usage (%) (Source GUS)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2014
Total	40.6	38.5	36.0	36.0	39.8	43.1	44.9	47.1	46.0	41.2	37.0
*****	58.9	55.9	51.3	49.5	50.6	52.1	63.9	63.7	60.3	55.4	54.3
****	52.0	48.9	44.8	43.3	48.0	52.4	53.7	56.0	52.0	45.8	42.2
***	42.5	40.0	37.9	38.7	41.3	44.0	44.6	46.2	44.9	39.7	34.2
**	36.9	34.7	34.3	32.8	36.3	39.3	41.1	43.7	43.2	38.4	31.3
*	29.9	29.4	29.1	31.1	37.1	39.1	41.7	43.9	44.6	41.0	36.6

* stars stand for the hotel category from 1 to 5 stars

link between the hotel category and the rate of beds usage. The higher the category, the higher the usage. The five-star hotels almost during all that time managed to achieve over 50% of usage with the maximum in 2006 with 63.9%. However, in 2009, it was only 55.4% and even less in 2014 just 54.3%. The situation of four-star hotels is not that prosperous as their usage in 2014 was not higher than 43% which is less than the average of the five years exceeding 50%. Units with three stars in 2014 were used in almost 34% two-star hotels—slightly over 31% and one-star hotels with their percentage of usage being almost the same as the average for all hotels' average.

Analyzing the distribution of hotels in the main Polish towns, it is mainly similar to the development of their tourist functions. The highest number of hotels can be found in the most important touring center of Poland, i.e., Krakow. Among 130 hotels (data from 2014), seven are classified with the highest category. However, the three-star hotels are most numerous: In 2014, there were 69 of them. The historical capital of Poland has also the highest number of the highest category hotels—10 units which constitutes 28% of all five-star hotels in Poland. The second place belongs to Warsaw with 70 hotels which constitute half of the potential of Krakow. The most numerous group are units categorized as three-star hotels—28. The third place belongs to Poznan with 55 units but just three of them are the highest category hotel. Almost 50% of cities' potential are three stars' hotels. Other cities with important potential are Wroclaw with 48 units (including six five-star hotels) and Gdansk with 38 units (including four hotels of the highest category) (Table 8.9).

Table 8.9 Beds in hotels according to category in voivodeship towns in 2014 (Source GUS, Turystyka w 2014 r.)

	Hotels in total	*****	****	***	**	*
Wroclaw	8045	1166	2673	2613	820	773
Bydgoszcz	2240	41	753	599	847	–
Lublin	1801	31	279	1223	174	94
Zielona Gora	756	–	245	173	111	227
Lodz	4965	–	1816	1629	1219	301
Krakow	18,993	2015	5598	6964	3415	942
Warsaw	21,378	4186	5311	6626	3207	1996
Opole	662	–	–	593	42	27
Rzeszow	2125	142	758	756	229	91
Bialystok	1643	–	557	444	580	62
Gdansk	5469	708	1483	2562	587	–
Katowice	3141	192	1701	132	636	252
Kielce	2087	–	760	405	765	157
Olsztyn	1247	–	101	716	366	–
Poznan	6731	480	2396	2601	952	36
Szczecin	3105	–	1080	674	428	923
Torun	2229	–	964	519	580	166

* stars stand for the hotel category from 1 to 5 stars

The situation looks different if the capacity of accommodation in Polish cities is concerned. Warsaw with its 21,378 beds keeps the first position. An important share of beds in the capital accommodation is in five-star hotels (19.5%). What is more, all beds in this category of the hotels of Warsaw amount to as much as 47% of all accommodation in five stars' hotels in whole Poland. The second place is occupied by Krakow with 18,993 of beds. The following places tally with the number of units. So, Wrocław comes the third with over 8000 beds in hotels and then Poznan offering over 6700 beds in hotels. Gdansk is the fifth with 5400 beds in hotels leaving behind Lodz offering nearly 5000 of beds.

8.4 Tourist Movement in Poland

Arrivals of foreign tourists during the last decade show ups and downs. In 2001, there were 15 million of visitors, and after that, a two-year drop occurred with 13.7 million of visitors in 2003. In the following three years, the number of tourists increased up to the maximum (15.7 million of tourists) of the decade in 2006. The next three years characterizes a significant decrease to 11.9 million of tourists which is the lowest point of the decade. The year 2010 brought another increase (by 600,000 of tourists) despite the world crisis. The year 2014 presented a significant increase up to 16 million of tourists visiting the country.

Incoming tourists according to groups of countries

The tourists visiting Poland are usually from one of the four main groups representing the most important directions of migration. The countries from behind our east border: Russia, Belarus, and Ukraine constitute the first group. The fifteen countries from the old European Union (excluding Germany as it is considered the third group) are the second group and the fourth group are the USA and other important overseas countries.

The most important trend observed in the last decade is substantial drop of the number of tourists from the eastern border and rise of German tourists. In 2001, tourists from Russia, Ukraine, and Belarus constituted 41% of tourists and from Germany—29%. The next year the number of both groups of tourists decreased, but the relation remained the same. In the following years, a reverse tendency is seen: The number of German tourists increases, but the number of tourists from the east decreases. There were 5.2 million Germans and 4.7 million Russians, Ukrainians, and Belarusians. This trend is becoming clearer and clearer and was especially well seen in 2009 when almost 39% of tourists (4.6 million) were Germans and 21% (2.5 million) were our eastern neighbors. In the year 2014, the trend has been maintained. Poland hosted about 5.7 million of tourist form Germany—36% of total number of tourists while just 18% of them were the inhabitants of Russia, Ukraine, and Belarus.

The share of the remaining three groups ranges from 30% in 2001 to 42% in 2008 and 2010, and the trend continues in 2014. The *others* are the most important group, although their number changes depending on the year from 2.2 million in 2009 to 2.6 million in 2006–2008. The number of tourists from the old European Union excluding Germany ranges from 1.6 million in 2002 to 2.5 million in 2007 and more than 3.2 million in 2014.

The least numerous group during the last decade were overseas tourists. There were from 0.3 million of people in 2001–2003 to 0.6 million in 2006–2007. The decade finishes with 0.5 million of tourists.

Trends

Income from the foreign tourists' arrivals: Income from the foreign tourists' arrivals in 2001–2006 was relatively stable reaching the level of 2.7 billion dollars in 2003 up to \$3.4 billion in 2006. Then, a significant increase could be noticed of ca. 5 billion dollars from 4.8 billion dollars in 2007 to 5.5 billion dollars in 2008. In the first half of the decade, more than half of the foreign arrivals were connected with the tourist arrivals. The second half of the decade is linked with the prevalence of one-day visits except for 2009. The second decade of the century observes the systematic increase of the income. Year 2014 was closed in the amount of 6.5 milliard dollars.

The foreigners and accommodation: The number of tourists using group accommodation increases steadily throughout the whole decade with a fall in 2008–2009 and increase again in 2010. The peak value was reached in 2014 (5.4 million) and the lowest in 2002 (3.1 million). In the structure of the accommodation use, the leading position belongs to hotels, i.e., from 75 to 82% of the total accommodation base used by the foreign tourists.

Poles in the accommodation: The number of Poles using group accommodation units during the last decade constantly increases value with the exception of the year 2009 when the value from the previous year was reached again. In absolute numbers, it is an increase from 11.1 million in 2001 to 16.3 million in 2010. The usage of hotels increases proportionally although the share in the accommodation is significantly lower, if compared to foreign tourists which oscillate from 33% in 2001 to 51% at the end of the described period.

The Poles' home travels: In the first decade of twenty-first century, a clear downward tendency is seen especially if data concerning the number of short-term trips of the Poles are concerned. The number of 36 million was reached only at the beginning of the twenty-first century. However, during the following five years, the number of trips dropped seriously down to the level of 19.1 million. In 2008, an increase by 1.5 million of trips was noted, and during the next year, a record drop was noted again reaching the level of 17.5 million of trips. An important change started in the next decade. A dynamic increase finished with the number of 38.4 million of trips in the year 2014 shows the tendency of coming back to the numbers from the beginning of the century (Table 8.10).

Table 8.10 Visitors in collective accommodation facilities in Poland 2004–2014 (*Source* own elaboration based on: www.intur.com.pl)

Year	Number of visitors		Number of overnight stays	
	Total	Foreigners	Total	Foreigners
2004	15,745,691	3,934,064	46,657,127	9,312,939
2005	16,597,202	4,310,401	48,618,414	10,542,368
2006	17,512,115	4,313,578	51,234,965	10,555,119
2007	18,947,160	4,387,404	54,953,722	10,918,100
2008	19,556,102	4,046,312	56,645,518	10,173,237
2009	19,353,712	3,861,942	55,020,067	9,609,447
2014	25,083,978	5,470,335	66,579,589	12,992,241

8.4.1 Arrivals to Poland

In the end of the decade in 2010, over 58 million of people arrived to Poland and almost 12.5 million of them were tourists. The most numerous group were citizens of the European Union countries (over 80% of all arrivals and 68% of all tourists). Within that group, the most numerous are tourists from the old EU (6,875,000 which makes 55% of the total number). The most numerous group among foreigners were Germans (4.5 millions) which constituted one-third of all tourists. Among the remaining fifteen other distinguishing countries are Great Britain (almost half a million of tourists) and Holland and Austria (both over 300,000 tourists). And as far as new members of the European Union are concerned, this is Lithuania at the top position although in numbers these are only 620,000 of people. Surprisingly, low position is that of another neighboring country—Czech with 175,000 of tourists which is only 2% of the total number of people order in 2010.

Among countries outside of the Schengen zone, the most important is Ukraine with 1,350,000 of tourists per year which means that every fourth inhabitant of Ukraine crossing the border arrives to Poland for tourist purposes. From the overseas and other countries, the most important for the Polish market are the USA citizens (240,000 of tourists) accounting for nearly 20% of the whole tourist movement from both directions.

The year 2014 shows some other trends. The number of tourist is around 16 million. The biggest group is Germans with 5.7 million of visitors. Another country from old EU that plays an important role on the Polish tourist market is Great Britain that doubled the number of tourists reaching 1.1 million. In the same time, the tourist movement from Austria is 60% bigger and reaches almost half of million. The decrease of number of tourists from Holland is accompanied by the increase of the number of tourists from France. Around 0.5 million of French visited Poland in 2014. Among new members of EU, the leading position with the same number like in 2010 belongs to Lithuania. Second place was occupied by Hungary with 0.3 million of tourists. Non-Schengen area leaders are Ukraine and

Russia with almost the same score around one million of tourists. The most important source of overseas tourist is still USA with 645,000 of them.

Purposes of arrivals

The most important purpose of arrivals in the second half of the first decade of the twenty-first century is business trips. Usually, these are visits to represent companies (28%) or private businesses (27%). In 2010, one-fourth of all arrivals was of this type. Tourist aims come as second (23% of arrivals) and next family or friends' visits (18%), transit (10%), shopping (10%), and also other aims (14%). Among the surveyed groups of tourists (the leading one, which is German's and the other countries from the old EU, new members of the EU, neighbors outside of the Schengen zone, overseas countries, and the rest of the world), only the Germans visit Poland for the tourist purposes (34%) more often than business (19%). As for the rest, the ratio is diverted, i.e., the neighbours outside of the Schengen zone arrive for business purposes four times more (29%) than for tourist purposes (7%). However, the most important goal of those trips is shopping (30%). Similar ratios concern the EU new countries as here the prevailing goal of visits is transit (29%). As far as the old EU countries are concerned, the number is nearly the same with a slight tendency for the business, while shopping and transit remain at the statistic error level.

In the year 2014, situation has changed. The main reason for traveling to Poland was visiting friends and relatives—it was in numbers more than 6 million of tourists (38.8%). The second reason that attracted 4.4 million of foreign tourists is holiday, leisure, and recreation. On the third place is the business purpose that brought to Poland around 3 million of tourists which is almost 19% of the total number of foreign tourist.

Accommodation usage

During 2010, there were 4,103,900 foreigners using accommodation, which was an increase comparing to the previous crisis year by 6.3%. Almost 10 million accommodation places were provided, which was an increase by ca. 4% in comparison with 2009. The most important group were Germans (27% of all using accommodation and 38% of accommodation provided). In both cases, this situation is almost the same as in the previous year. The remaining 34% of users and 30% of accommodation provided was for tourists from other countries of the EU mainly Great Britain, Italy, and France.

As far as new members of EU are concerned, those values are much lower. The number of users amounted to 10% and accommodation provided to 8%. Statistically, these are the Lithuanians and the Czechs to use the Polish accommodation offer most often (99,600 and 79,100 tourists respectively). Outside of the Schengen zone, these are the Russians to use the accommodation most often (213,300 of people), tourists from the USA (164,500), Ukraine (131,600), and Norway (101,900).

In the year 2014, around 5.5 million of foreign tourists used the accommodation units in Poland and almost 13 million of accommodation was provided which again means an increase around 30% facing the last year of the previous decade.

Place of accommodation

The most popular type of accommodation used by foreigners visiting Poland in 2010 are hotels and motels (41% of the total number of visitors). Only 31% of visitors from the neighboring countries outside of the Schengen zone stay at the hotels, and 35% of them stay with family and friends. Hotels are the basic accommodation unit for the Europeans outside of the EU (61%). On average, 27% of all visitors stay with family and friends—this is the second most popular type of accommodation. Usually, these are the tourists from the main overseas countries such as USA, Canada, or Australia that use this offer. Ten percent of tourists chose guest houses, 7% private rooms, and 11% other accommodation types. Camping sites are least popular as only 2% of people go for this offer. In 2014, hotels and similar establishments such as motels or boarding houses were temporal home for almost 90% of total number of foreign tourists. Hotels are most popular among tourists from old EU countries. Around 75% of Germans prefer this kind of accommodation unit. In case of UK, the share is even higher—almost 90% of their tourists like to stay at hotel. Overseas countries maintain the tendency from first decade. Tourists from USA or Japan in more than 90% are clients of hotels.

Length of stay and number of visits per year

The average length of stay in Poland during the last decade is ca. four days. In 2010, the most popular stay was of one to three nights (chosen by 61% of visitors). Slightly below 30% stayed in Poland for four to seven nights, from eight to 28 days below 10%, and only one percent of tourists stayed for over four weeks (it concerns tourists from the main overseas countries such as USA or Canada who stay in Poland on average for almost 13 days).

During the last years, almost 30% of tourists visit Poland once per year. In 2010, it was exactly 30%. There is a clear tendency seen recently that number of tourist visits per year increases. At the second place (18%) are people who visit Poland twice a year. And 17% of tourists visit Poland from 5 to 10 times per year. The same value refers to eleven and more visits per year.

Sex and age

Men visit Poland more often than women, e.g., in 2010, there were 62% of them. The balanced proportion concerns only the Germans (52% are men and 48% are women). The biggest disproportion refers to the new members of EU (76% are men).

The age-group who visits our country most often are people between 35 and 44 years (38% of the total number of visitors). One-fourth of all guests are between 45 and 54 years. Those two groups constitute in total 63% of the tourist movement. Low ratio of young people is also striking as only 4% of tourists are younger than 24 years. And similarly low ratio concerns older people—only 3% of all tourists are 65 and more.

8.4.2 The Expenses of Foreign Tourists in Poland Per Person in Dollars

During the last decade, there is an increase of the level of expenses from 137 dollars at the beginning of the decade to 409 dollars in 2009 and 410 dollars in 2014. The last two years of the first decade mark a substantial increase over 400 dollars, while two years earlier, this sum achieved 170 dollars. The highest expenses are spent by tourists from the overseas countries such as the USA, Canada, Japan, Australia, or the South Korea. At the beginning of the twenty-first century, the average sum spent in Poland was 350 dollars and increased three times to 1075 dollars. The French and Italians spent over 600 (627) dollars and the Britons (605 dollars). Those countries were leaders also at the beginning of this century. The German tourists spend just as much as the average, i.e., 403 dollars. Recently, the expenses of tourists–neighbors increase three times as far as Belarus and Ukraine are concerned, and expenses of the Russians increase twice exceeding the sum of 260 dollars.

Tourists' expenses per day per person also increased substantially. During the first decade of the twenty-first century, it increased three times. In the year 2000, the expenses were 25 dollars, and in 2009, it amounted to 74 dollars. Taking expenses into consideration, the first place belongs to two neighboring countries, i.e., Belarus (111 dollars) and Ukraine (104 dollars). At the following places, there are old EU countries: France (95 dollars), Austria (90 dollars), Italy (88 dollars), and UK (85 dollars). The inhabitants of the main overseas countries spend slightly over 80 dollars.

Expenses of one-day tourists look different although recently here as well the rising tendency is obvious. In 2000, the mean expenses amounted to 44 dollars, and ten years later, it was 103 dollars although this is not as high as in the record year 2008 which was 135 dollars. This time again the highest sums were spent by our neighbors, i.e., Ukrainians (136 dollars) and Belarusians (198 dollars). Within ten years, the expenses of visitors coming from the east increased five times, while the Russia which was the leader at the beginning of the decade and at the end of the decade had expenses 10% lower.

Income in foreign currency from tourism and same-day visitors

During the last decade, the incomes show a dropping tendency, i.e., from 6.1 billion dollars to 4.1 billion dollars in 2004 which was a crisis year in Poland. The following years bring an increase up to 11.4 billion dollars in 2008. The ratio of tourism income to one-day visitors' income also changed. In 2000–2003, the bigger share in income had tourism reaching the maximum in 2003 when the tourists' expenses were almost twice as high as of the same-day visitors. In 2004, both groups supported the budget of the same sum of money, i.e., 2.9 billion dollars. During the subsequent years, the share of same-day visitors increased as compared to tourists. In 2008, 5.9 billion dollars came from the first group and 5.5 billion dollars from the second one. The situation changes starting from the new decade.

The income increases constantly till more than 12.2 milliard dollars in 2014. The share between tourism and one-day visitors' income is rather balanced: 53% from tourism to 47% obtained from same-day visitors.

Tourist movement of poles

The end of the last decade shows a drop of the number of the national travels of Poles from 35 million in year 2008 to 30.8 million a year later. The drop refers both to the long and short trips. In the year 2009, 57% of trips are the departures up to for 4 days and 43% are longer trips. The main purpose of long trips in more than 50% is tourism and rest, and the 30% of the trips are to visit relatives and friends. The opposite trend is in case of short trips—around half of them are the family or friends' visits and 30% belongs to the tourism and rest departures. The third place in both cases is the business trips—around 10%.

The way of organizing the trip had not changed since years no matter whether it lasts up to four days or above five days. More than 80% are the departures organized independently. The most common accommodation is at the relative's place, more often the town and then countryside—in case of short trips around 50% and for the longer trips—slightly below 40% of the cases. Next place belongs to the hotels and guest houses—around 10%.

The situation changes in next years—year 2014 is closed with the number of 38.4 million of travels, but still the trend with the short-term travels is maintained. Almost 61% are the trips up to 4 days. For the long-term trips, the most important purpose is holidays, leisure, and recreation—57% facing 33% of trips to friends and relatives and still the opposite trend for short-term travels in present.

National long and short tourist trips seasonality

In the last decade, the most popular season for the long trip departure was the summer season. The leading months are, what is not a surprise, the holiday time. The most popular is July followed by August. Other months are considerably less popular for the tourist travels. A slight increase can be observed in December—Christmas time—and May—a month which begins with the accumulation of the free days dedicated to the worker's day and national Constitution day. The short trips are similarly distributed with a slight variation for March or April—the months of the short Easter holidays.

In the period 1997–2000, tourist activity of Poles remained on a relatively high level—more than 60% of Poland inhabitants over 15 years old have participated in the tourist trips in or outside the country. Since 2001, this index has been decreasing. In the year 2014, the number of traveling Poles reached 17.2 million what gives 46% of the country population.

The most common reason for resigning from the tourist trip in the last decade was the financial conditions. Financial problems were an important reason to stay at home for more than 40% of the respondents. A record year in the last decade was the year 2001—54% of the respondents stayed at home. Other reasons for resigning pointed in the survey were reluctance to traveling or the family duties. In both cases, such an excuse was chosen by around 10% of the respondents.

8.4.3 Spatial Distribution of the Tourist Movement in Poland

In the 2009, four voivodeships out of sixteen were visited by more than million of foreign tourists. The most popular voivodeship—Masovian—was visited by 2.1 million tourists and the second was Lesser Poland (1.5 million of tourists) and then West Pomerania with 1.4 million of tourists and Lower Silesia (1.2 million of tourists). During the last decade, these were the most often visited regions of Poland with an exception of the West Pomerania region which was behind Greater Poland voivodeship for the major part of the decade. This agrees with the distribution of the most important holiday regions in Poland, i.e., one seaside and two mountains, and with the most important sightseeing as well as administrative centers. The Masovian voivodeship reached its position mostly because of high position of the capital. In Lesser Poland and Lower Silesia voivodeship big sightseeing centers are important administrative centers too, i.e., Krakow and Wroclaw.

Traditionally, the least often visited regions are Swietokrzyskie, Kuyavian-Pomeranian, and Opole as the size of the tourist movement there depends on the decade and does not exceed 400,000 of people.

In case of long trips, Polish tourist movement in the year 2009 concentrated in the sea voivodeships reaching 2 million of trips each: West Pomerania voivodeship—1.9 million and Pomerania 2.1 million. It is caused by the summer rest season. Other regions are less popular: Lesser Poland, Masovian, and Lower Silesia face the 1.2 million, 1.1 million, and 1 million trips, respectively. The less popular regions are Opole, Lodz, and Swietokrzyskie voivodeships—each 0.3 million of trips, while Lubusz and Podlasie regions, 0.4 million of trips. In the year 2014, the most popular regions for the long-term trips were the sea voivodeships: Pomerania with 2.6 million of trips and West Pomerania with 2.4. The less visited regions were Opolskie and Lubusz with a number below 0.3 million of trips.

Different spatial distribution is the characteristic for the short trips. The regions with bigger urban centers and with the tourist potential within the reach of the weekend tourism are more popular. The first place belongs to the Masovian voivodeship with 2.4 million of trips. Next are two regions: Greater Poland and Lower Silesia with 1.8 million of trips each. The third place belongs to the sea voivodeships: West Pomerania and Pomerania—1.6 million of trips each. There is no change on the fourth place—short and long trips belong to Lesser Poland with the number 1.2 million. The weakest position is held once again by the regions: Opole and Podlasie with 0.4 million and Lubusz with 0.5 million of trips.

In 2014, the tendency was the same with a change in numbers. Masovian region has reached a number of 3.2 million of trips, and the second place belonged to Lesser Poland with 2.7 million and surprisingly to West Pomerania with 2.2 million.

To sum up, the most popular regions—concerning the number of trips—are the coast voivodeships: Pomeranian with 4.5 million in 2014 and West Pomeranian with 4.6 million of trips which shares the place with Masovian and Lesser Poland

voivodeship. The next place belongs to Lower Silesia with 2.7 million. More than 2 million of trips is registered in Lubusz, Lesser Poland and Greater Poland regions, and Warmian-Masurian voivodeship. The least popular are Lubusz and Swietokrzyskie with 0.9 million and Opole with only 0.5 million of trips.

8.5 Main Forms and Types of Tourism

Main types of tourism having the best opportunities for growth in Poland have been defined according to planning documents of national rank as five brands (Strategia rozwoju krajowego produktu... 1997; Ministerstwo Gospodarki i Pracy... 2005; Kierunki rozwoju turystyki... 2008):

- business tourism (MICE),
- urban and cultural tourism (including stay in cities, sightseeing round trips, cultural events, visiting museums and monuments, pilgrimages),
- rural tourism (encompassing agrotourism, folk festivals and events, folk art, ecotourism, visiting national parks, and reserves),
- recreation, active tourism, and qualified tourism based on natural environment resources (including stays in seaside resorts, in lake districts, in the mountains, spa, and health tourism),
- cross-border and transit tourism (including one-day visitors, shopping tourism), the former within 50 km zone along the borders.

These forms will be analyzed in the following subsections.

Urban and cultural tourism

Urban and cultural tourism includes stays in cities, sightseeing round trips, cultural events, visiting museums, and monuments and pilgrimages.

Cities used to be important destinations in Poland for both national and incoming tourists. After 1989, their role as developing modern centers of economic, social, and administrative functions has been constantly growing. Since 2004, the changes in the air travel market including the politics of joining the European Common Airspace and entrance of low-cost carriers have resulted in the sudden and dynamic increase in traffic into the largest Polish cities. Following sudden influx of foreigners, the foreign capital has appeared on a large scale being invested in the development of large international hotels in the largest cities as well. At the same time, the development of entertainment and shopping centers has attracted also growing numbers of domestic tourists.

In 2003, about 33.3% of whole tourist traffic (ca 4.9 million people) visited and used the accommodation services in the 17 largest Polish cities, while one-fourth of that traffic was attracted by the six largest ones (six first in the Table 8.11). In the whole Poland, the participation of foreign tourists made up 22.8% of all tourists, while in the described six cities, it was almost twice as much (40%) (Klementowski and Werner 2005).

Table 8.11 Tourist traffic in the largest urban destinations in Poland (*Source* Bartoszewicz and Skalska 2011)

City	Number of foreign and domestic tourists spending the night in officially registered accommodation in thousands in 2009	Number of domestic tourists spending the night in officially registered accommodation in thousands in 2009	Number of foreign tourists spending the night in officially registered accommodation in thousands in 2009	Number of foreign tourists spending the night in officially registered accommodation in thousands in 2010 ^b	Number of visits of foreigners in millions in 2010 ^a
Warsaw	2,110,795	1,358,251	752,544	833.3	1.7
Krakow	1,340,420	651,549	688,871	770.2	1.6
Gdansk, Gdynia, Sopot	720,384	521,805	198,579	141.8	0.5
Wroclaw	620,892	620,710	182,257	226.0	0.7
Poznan	496,286	342,802	153,484	163.3	0.6
Szczecin	354,234	214,306	139,928	126.5	0.5
Lublin	191,800	187,124	41,724	49.5	0.5

^aBased on poll research conducted on borders by Instytut Turystyki together with accommodation data gathered from GUS (Main Polish Statistics Department)

^bNumbers of foreign tourists are different because of undervalued number of tourists spending the night in officially registered accommodation

Polish tourists preferred urban destinations during short trips in 2010 (lasting 2–4 days), while, at the same time, the cities were chosen only as the third important destination after seaside and mountain areas in case of long-lasting holiday trips taking more than 5 days. So, in 2010, one-third of the former type and one-fifth of the latter group of domestic tourists went to the urban destinations (Krajowe i zagraniczne wyjazdy... 2011).

In the 2010, the most often visited administration units by foreigners included Warsaw, Krakow, Wroclaw, Poznan, Gdansk, and Szczecin that means the large sightseeing centers. The volume of traffic counted in officially registered lodgings within these cities in 2009 and 2010 is presented in the Table 8.11 (Bartoszewicz and Skalska 2011).

Other important urban destinations include Lodz, Katowice, Swinoujscie, Torun, Czestochowa, Bialystok, Rzeszow, Jelenia Gora, Olsztyn, Bielsko-Biala, Zabrze, Bydgoszcz, Gliwice, and Legnica.

Rural tourism and agrotourism

Rural tourism, according to majority of authors, means tourist phenomena taking place on rural areas which encompasses agrotourism as well. However, some authors stress the need to make the definition more precise, e.g., Lane (1994) following proposals of OECD defines additional features such as adjustment toward the rural environment (small-scale enterprises, closeness to nature and local

traditions), small-scale buildings and settlements, and sustainable use of resources. Agrotourism is understood in a much narrower sense as it requires lodging and activities within the working agricultural farm (Drzewiecki 2001). Although in Poland it is much more differentiated accommodation being offered under this name, the demand is growing constantly for the real agrotourist offer including local food and recreation possibilities. In the country, the dynamic growth of that sector has taken place since the 1990s of the twentieth century. The Polish Federation of Rural Tourism “Hospitable Farms” has been a nonprofit organization in existence since 1996. It has as its members over 600 farms which have been standardized, with three stars representing the highest standard (<http://www.agroturystyka.pl>). The federation concentrates its efforts especially on the implementation of the system for categorizing the agrotourist accommodation resources along with training, promotion, and distribution development. There are 67 regional associations integrated within its structures (http://www.agroturystyka.pl/stowarzyszenia_id_647.html).

According to the Institute of Tourism, there were around 7,000 agrotourist farms on rural areas in Poland in 2007, which disposed of circa 71,000 beds. The largest development has already taken place in the most attractive natural areas of northern east and southern east parts of the country. In both Carpathian Mountains and Mazurian Lake regions, there are around 40% of all lodgings of that kind. However, agrotourist farms exist within the whole country, including not only typical tourist regions (Agroturystyka i rolnictwo...).

There has also been an ECEAT¹ association with its Polish branch since 1993 which has initiated the idea of ecotourism development of agro-ecotourist farms. Their number grew to around 100 in 2003 (Hasinski et al. 2008).

Business tourism

Poland is an interesting market for business tourism due to both its central location in Europe and growing accessibility of its regional airports. Political and economic changes that started in 1989 have resulted in constant growth of also business tourist numbers to the country, accelerated by its accession to the European Union in 2004. The business motivation was found to be the most important of all since it has brought one-fourth of all incoming tourists in 2007. For Polish tourists, business motivation is only on the third reason after both rest and visiting friends and relatives. It is of the same rank in both domestic and international tourism; however, the exact share is different (7% for domestic longer than 5-day-lasting trips, 15% for short-lasting domestic, and 17% for international in 2009) (www.intur.pl). Therefore, Polish and foreign tourists form together more than six million business trips annually which seems quite an important part of tourist demand in Poland (Duda-Seifert 2010). A network of organizations supporting the development of business tourism in Poland has been developed quite recently. The most important are the “Association Conferences and Congresses—Poland” created in 1998 and

¹ECEAT—European Centre for Ecological and Agricultural Tourism <http://www.eceat.org/>, Polish branch website is <http://www.eceat.pl/>.

Convention Bureau of Poland appointed in 2003 within the structures of Polish Tourist Organization which has divisions in main cities such as Warsaw, Krakow, Gdansk, Wroclaw, Poznan, Szczecin, Bydgoszcz, and Katowice (<http://www.poland-convention.pl/en>).

Business tourism covers different phenomena, included in the term of MICE tourism which encompasses meetings, incentives, conferences, and exhibitions (Davidson and Cope 2003, pp. 3–4).

The number of congresses and conferences organized let international organizations to locate Poland among first 30 countries of the world.² The country is numbered among so-called emerging markets, which means a new attractive destination for international business meetings market. Between 2000 and 2009, the number of international organizations locating their meetings in Poland has been changing in a different way according to two main sources of information; however, both associations (ICCA and UIA)³ indicate it at a level of circa 100 meetings per year in that period (Raport. Przemysł spotkań... 2010). This market was highly seasonal with peak in three autumn months of September, October, and November (together 35% of all meetings in 2009). Over one million, three hundred thousand participants took part in those meetings, almost half of them taking part in trade fairs and exhibitions, one-third in congresses and conferences.⁴ However, even though the numbers are very high, the share of Polish participants was overwhelming that is taking 95% of all.

Business tourism in Poland concentrates in six largest cities which are Warsaw, Krakow, Lodz, Wroclaw, and Gdansk, still 50% of tourists of that kind come to the capital. According to international organizations reports, main cities attracting international business meetings were Warsaw with 49th position taken with 32 meetings in 2009 according to ICCA report and Cracow, Poznan, and Gdansk (53th, 183rd, and 231st positions accordingly).⁵ However, according to the Polish Convention Bureau, the largest numbers of business meetings took place in the following cities: Warsaw, Wroclaw, Poznan, Gdansk, Katowice, Szczecin, and Torun.⁶

²26th rank in 2005 according to Union of International Associations and 20th according to International Congress and Convention Association; (Turystyka biznesowa w Polsce 2008); in 2009 with 103 meetings held compared to 458 in Germany and 595 in the USA (Raport. Przemysł spotkań... 2010).

³According to ICCA, it has grown from 67 to 103 per year, but acc. To UIA, it has fallen down from 156 to 113.

⁴46% of participants took part in trade fairs and exhibitions and 35% in congresses and conferences, whereas 10% arrived for corporate events and 9% for incentive events (Raport. Przemysł spotkań... 2010).

⁵As compared to 160 meetings organized in Vienna and 135 in Barcelona (Raport. Przemysł spotkań... 2010).

⁶The numbers of business meeting taking place in following cities according to the Polish Convention Bureau: 1,268 in Warsaw, 933 in Wroclaw, 750 in Poznan, 621 in Gdansk, 202 in Katowice, 133 in Szczecin, and 93 in Torun (Raport. Przemysł spotkań... 2010).

Active and qualified tourism

Winter recreation and tourism. In Poland, winter tourism is not so common as the summer one. According to the data, only 17% of Polish citizens took long-term holiday in winter in 2010, whereas it rose to 22% in case of short-term holidays counting from 2 to 4 days (Krajowe i zagraniczne wyjazdy... 2011, p. 2). Winter tourism depends on the snow cover. In Poland, time of snow cover appearance counts from 40 to 50 days in average in the west part of the country up to more than 100 in northeastern part and even 150 to 200 in the mountains (Wyrzykowski 1986, p. 106). However, skiing requires infrastructure as well; therefore, the largest numbers of winter tourists tend to concentrate in well-organized ski resorts. In the Polish Carpathian Mountains in 2000, there were 90 resorts with 406 ski lifts; one-fourth of slopes with lifts had artificial snow, whereas more than a half had lighting (Kurek 2004, p. 78–79). The largest numbers of resorts were found in three mountain ranges which were Zywiecki Beskid (e.g., Korbielow, Zawoja), Slaski Beskid (e.g., Wisla, Szczyrk), and Bieszczady (e.g., Ustrzyki Dolne), whereas to the most popular belonged the ones in the Tatra Mountains and Podtatrze (e.g., Zakopane, Bialka Tatrzańska, and Bukowina). The last-mentioned region had also the longest joint length of ski lifts of all the mountains in the southeastern part of Poland and the largest share in their total capacity in the Carpathian Mountains (one-third of it). Other ski resort concentration is found in the Sudety Mountains in the southwestern Poland. Altogether, there were 25 ski resorts with 136 ski lifts in 2006. Here, Karpacz and Szklarska Poreba at the foot of Karkonosze Mountains (the highest range within the area) constitute the most important resorts as well as Zieleniec and Czarna Góra in the Klodzko Valley. Many smaller resorts are to be found in smaller ranges within the Sudety Mountains as well. In 2006, there were also 5 resorts with 8 ski lifts in Swietokrzyskie Mountains in central Poland and 13 ski resorts with 24 ski lifts altogether in east, central, and northern Poland (Lijewski et al. 2008, p. 222). The infrastructure has been constantly developing in recent years since there were new ski resorts opened after 1990 such as Palenica in Szczawnica in Pieniny (1991), Jaworzyna in Krynica in Sadecki Beskid (1997), Szymbark in Zakopane (1994–2000), or Bialka Tatrzańska and Jurgów close to Zakopane (2001 and 2007 accordingly).

Summer water recreation and tourism. Summer season is the most popular time to take long-term holidays among Polish citizens, since 57% of them do it in the period from June till August. Short-term vacation in summer is preferred by only 33% of all (Krajowe i zagraniczne wyjazdy... 2011, p. 3). The swimming season lasts from 46 to 73 days on the Baltic seaside while it is from 67 to 102 on the lakes within the inner parts of the land (Wyrzykowski 1986, p. 107). The seaside attracts Polish tourists from the whole country in that period since 37% of Polish people taking long-term holidays prefer sea as the main destination and one-third from over 13 million long-term tourists have spent it in two seaside voivodeships in 2010 (Krajowe i zagraniczne wyjazdy... 2011, p. 6).

Poland possesses a well-developed network of inland waterways which have become a reason for water recreation development in the country. The largest Polish tourist organization that is Polish Tourist–Sightseeing Organization has even

recently introduced program “Polish Waterways” aimed at building integrated system of tourist product of water tourism in Poland including kayaking, yachting, motor boating, water sports, and recreation (http://www.ktz.pttk.pl/old/rtw_i_inne_inicjatywy_pttk.html).

The total length of 159 more important rivers is circa 19 thousand km, the ones in the south are more rapid, whereas the ones in the northern Poland flow through the most natural landscapes in the country as it has already been mentioned in the earlier chapter. Ninety-eight kayak trails have been indicated including ten of the international importance (Lijewski, Mikułowski, Wyrzykowski 2008, p. 161). In the mountains, they were Poprad and Dunajec flowing through Sadecki Beskid in Karpaty Mountains. Among the others lying in the North, the most popular belong to Krutynia in Great Lakes Region and Czarna Hancza together with Kanał Augustowski in the Northern—east part of Poland. Others include Pasleka flowing to Wislany Bay, and Brodnickie Lakes both in Masurski Region. Furthermore, there are Radunia, flowing to the Baltic Sea, Brda, and Wda—tributaries of Wisła River and Drawa—tributary of Notec—then flowing to Odra River in the Northern—West Poland. There are, however, much more kayak trails, and although it is a rather niche tourism, it seems to be quite popular. However, one of important barriers for its further growth is lack of infrastructure since Czarna Hancza is the only kayak trail in Poland that offers so-called riverside hotels all along the way build yet in the seventies of the twentieth century. There are only five such lodgings in Mazury Lakes Region and three along Brda trail in Pomorze (Stan bazy... 2007). According to some evaluations, there are more than 2 million people practicing kayaking in Poland (Czerny 2007).

There are 30 yacht trails in Poland, including five of international importance (Lijewskiet al. 2008 p. 161–162). The most important area covers Great Lakes Region within the Mazury Lakes Region and there are two main trails—of 110 and 20 km long. It is evaluated that yachting is practiced by circa 2 million people in Poland, both within associations and individually (http://www.ktz.pttk.pl/old/rtw_i_inne_inicjatywy_pttk.html). Another one is Augustowski Canal in northerneast Poland 70 km long. And two last are Iława Lakes and Elbląg—Ostroda Canal in western part of Mazury Lakes Region (46 and 77 km accordingly). There are altogether more than 9 thousand lakes concentrated mostly in northern parts of Poland in the zone of postglacial landscape where there are 81% of all Polish lakes surface. Majority, however, constitute long narrow and small lakes. The largest ones of more than 5 thousand hectare area are five: two in Great Lakes Region in Mazury Lakes Region (Sniardwy and Mamry) and two in seaside zone (Lebsko and Dabie). Different forms of water recreation are practiced there. For tourist wandering reasons, however, the most important is continuity of waterways, mentioned above.

Spa and health tourism

In Poland, conditions for the settlement to gain the status of the spa have been described by the law (Ustawa o lecznictwie uzdrowiskowym... 2005). The area is required to possess either natural spa deposits or climate with the official medical confirmation, fulfill specifications toward the environment protection, and have

adequate technical infrastructure. There are 45 settlements with a spa status in Poland (Kraś 2011, p. 153). They are located in majority in mountain areas of south Poland. Almost half of them lies in two voivodeships which are Lower Silesia and Lesser Poland (11 and 9 accordingly). The third area is that of northern Poland (seaside and Kuyavian-Pomeranian voivodeship). The oldest spas have a long tradition going back to the Middle Ages; however, the largest development took place in the nineteenth century, and majority of establishments originate from that time. Most of spas fulfill at the same the role of tourist resorts. All seaside spas become the summer tourist mass resorts, whereas Krynica or Szczawnica in Karpaty Mountains or Duszniki in Sudety Mountains are being turned into skiing resorts in winter. In 2001 in Karpaty Mountains, spa health tourists constituted only 40% of all visitors to the area (Kraś 2011, p. 155). After 1989, health tourism has divided, and now, there are non-commercial clients, sent by the National Health Fund which covers their basic expenses of stay in the spa and commercial customers paying on their own. The structure is, however, 80% of the former versus 20% of the latter. Moreover, some of spa enterprises have been privatized and their owners now invest in new facilities and improvements. Therefore, in Poland, the ownership structure is different than in other European countries, which means that only 4% of spas are private, while 30% are state-owned and circa 40% belong to both the employing establishments and labor unions.

The number of health tourists in Polish spas in 2004 was 399,800, out of which 64,598 came from abroad (16%) mainly from Germany (Kraś 2011, p. 156). In 2009, it was already 632,951 which means the trend is positive.

8.6 Tourist Regions of Poland

The most comprehensive assessment of Poland's geographical environment suitability for tourism has been included in "Directional Plan of Tourist Development in Poland" (1971). It points to, among others, more important holiday areas and more significant sightseeing areas and sites in Poland.

The best documented attempt to work out tourist regionalization of Poland has been prepared by Mileska (1963). Criteria of such regionalization have been described in the subchapter concerning the academic output of the Polish geography of tourism.

Currently, it seems that the proposal of distinguishing regions and tourist districts included in "Geography of Tourism in Poland" (Lijewski et al. 2008) has been most popular. Using mostly the criteria for distinguishing tourist regions put forward by Mileska, the authors introduced a two-layer tourist regionalization. They called larger areas of similar geographical environment regions and within their limits they isolated smaller units called tourist districts. The latter ones do not take the whole surface of larger regions, but they solely encompass areas of significant concentration of tourist movement. 7 large tourist regions have been distinguished: the Baltic Coast, 3 Lake Districts (Pomeranian, Masurian, and Greater Poland Lake

Table 8.12 Regions and tourist districts of Poland (*Source* Lijewski et al. 2008)

Tourist region	Tourist district
The Baltic Coast	The Szczecin Coast The Słowińskie Coast The Gdańsk Coast
The Pomeranian Lake District	The Drawsko Lake District The Kashubian Lake District The Tuchola Forest
The Masurian Lake District	The Brodnica Lake District The Iława Lake District The Olsztyn Lake District The Mrągowo Lake District The Great Lakes District The Elk Lake District The Suwałki Lake District
The Greater Poland Lake District	The Lubuskie Lake District The Międzychód-Sieraków Lake District The Leszno Lake District Poznan and surroundings The Gniezno Lake District The Włocławek-Gostynin Lake District
The Lesser Poland Upland	The Kraków-Częstochowa Upland The Świętokrzyskie Mountains The Staropolskie Basin
The Sudetes	The Izerskie Mountains The Karkonosze Mountains with the Jelenia Góra Basin The Kamienne and Wałbrzych Mountains The Sowie Mountains The Klodzko Basin The Opawa Mountains
The Carpathians	The Silesian Beskid The Beskid Żywiecki, Little and Makowski The Podhale, Orawa, Spisz, and the Pieniny Mountains The Tatra Mountains The Gorce and the Beskid Wyspowy The Beskid Sądecki The Low Beskid The Bieszczady Mountains The Carpathian Foothills
Others	Warsaw and surroundings Łódź and surroundings Upper Silesian Agglomeration surroundings Wrocław and surroundings Lublin and surroundings The Łęczna-Włodawa Lake District The Roztocze

Districts), Upland (Lesser Poland Upland), and 2 mountainous ones (the Sudetes and the Carpathians). Within these, 44 smaller tourist districts have been distinguished. Moreover, a few further districts of smaller size or lesser concentration of

tourist movement have been distinguished beyond the limits of tourist regions (Table 8.12).

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Chapter 9

Geography of Tourism in Romania

Alexandru Ilieș, Dorina Camelia Ilieș, Corina Tătar and Marin Ilieș

Abstract The “Carpathic-Danubian-Pontic” geography of Romania is completed and defined by the personality of the Carpathian Mountains, the Danube Delta and Valley and the Black Sea, all these units in a nearly symmetrical combination with the hills and plains, determined by the steplike arrangement of the relief. A situation marked by originality and specificity is the tourist system formed of the Black Sea and the Danube Delta. On the backdrop of an exceptional natural environment human resources consisting of archaeological sites, historical buildings, architectural and art establishments, museums and memorial houses, testimonies of civilization and popular culture through elements of ethnography, the villages and tourist resorts boost the tourist valences of these areas facilitating the outline and development of a wide range of forms of tourism: leisure and health, hunting, rural, cultural, scientific, mountain etc. The tourist infrastructures are elements which support the tourist phenomena in reception areas and include hotels and motels, tourist villas and bungalows, touristic and agro-touristic boarding houses, ships and accommodation space. To these are added roads, railways, airports and waterways to connect important touristic regions and the main types of tourism: rural, mountain, leisure, health, cruise of the Danube, hunting and fishing, etc. The tourist regionalization of the Romanian territory, using as landmarks the value of the tourist potential and tourism infrastructure, outlined 32 regions which involve the

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capitalization and promotion of the natural and human heritage as an essential resource for tourism development in Romania.

9.1 Introduction

Romania's integration into the EU political space involves also the capitalization and promotion of the natural and human heritage as an essential resource for tourism development in Romania. Identifying, assessing, quantifying, mapping, integrating and promoting the authentic and traditional natural and anthropic heritage within a sustainable development strategy with an international character (Timothy and Boyd 2003) represent absolutely necessary steps in this new favourable context of "cultural levelling" specific to globalization (Ilieş et al. 2011a). On the backdrop of the European integration, the Romanian space, where the genuine cultural heritage features include priceless values, difficult to quantify, therefore their inventory, the qualitative re-assessment and the set-up of in situ conservation models emerge as necessary measures to prevent them from the danger of extinction or a conversion into the trendy-imported "kitsch" (Ilieş et al. 2009). The Romanian space is still full of authenticity and tradition in rural areas (Ilieş et al. 2008), and on the backdrop of an appropriate natural setting, the people must be accountable and motivated to maintain the customs and the specificity that characterizes it. A scientific approach focused on such a direction may materialize through quantitative and qualitative knowledge of what is authentic, traditional and representative of the Romanian space and especially for those areas devoted to preserving ethnographic traditions and authentic values such as the "lands" (Cocean 1997a; Ilieş 1999a, b; Ilieş et al. 1998; Cocean and Ciangă 2000; Cocean 2011; Fig. 9.1) in the regions of Maramureş, Crişana, Transylvania, sub-Carpathian Hills, etc.

The "Carpathic-Danubian-Pontic" geography of Romania is completed and defined by the personality of the Carpathian Mountains, the Danube Delta and Valley and the Black Sea, all these units in a nearly symmetrical combination with the hills and plains, determined by the steplike arrangement of the relief. The mountains, hills and plains blend harmoniously in fairly equal proportions (about 33% each) on an area of 238,391 km². Taken individually on one hand, and by association on the other hand, they generate a landscape variety and complexity caused by the presence of the structural relief and its petrography, whose genetic typology identifies with the existence of the volcanic, glacial, karst, wind, river and sea type. In the south-east of the country, the Danube Delta, Europe's newest territory, stands out by its unique attributes related to the landscape, morphohydrology and fauna coming to the forefront through diversity and wealth. Together with the Black Sea, the Danube Delta forms a territorial system with a leading eco-tourism function and a unique character. The position of the Carpathian Mountains in the central part of the country conditions the hydrographical component through an extensive river network directly or indirectly tributary to the

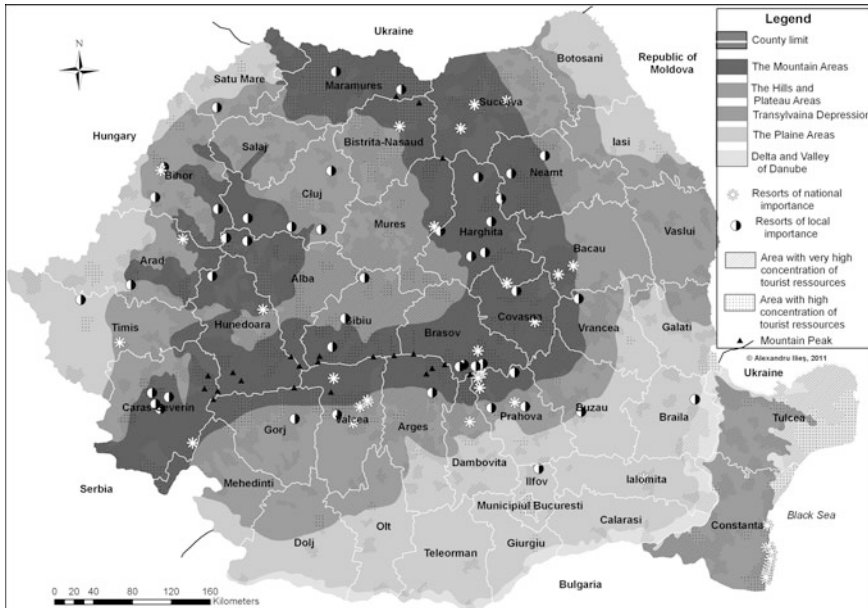


Fig. 9.1 Romania. Natural landscape, tourist resorts and principal areas with concentration of tourist resources (Source Law 190/2009—Planul de Amenajare a Teritoriului Național (PATN)—Secțiunea a VIII-a, Zone turistice; www.mdrl.ro; Romanian National Institute of Statistics, 2015; www.insee.ro, 2015)

Danube, “directing them” like a water castle across the entire territory. To these are added an impressive number and a genetic variety of natural and man-made lakes, completed by a large number of mineral and thermal springs.

Romania in the European context is situated at the confluence and interference of great European cultures and civilizations, in the contact zone between the two great branches of the Christian Church, i.e. the Orthodox and Catholic one, in this context giving Europe a wooden and stone architecture of exceptional value. The hilly and depression areas, the meadows, the river valleys and the mountain area up to over 1000 m altitude have always offered favourable conditions for the human activity and the set-up of new settlements. The archaeological excavations and accidental discoveries have brought to light the traces of culture and civilization of ancient times. The models of political and military organization across time have given birth to the “lands” (Fig. 9.1), genuine “oases” of cultural and ethnographic identity which, at present, stand out as the most important areas preserving the tangible and intangible man-made heritage (Cocean 2011). However, in a complex and diversified natural background, all these represent a substantial category of man-made tourist resources belonging to the material civilization such as historical sites, monuments of art and architecture, and historic and sociocultural sites, filled with the spiritual ones such as customs, folklore, religion, organization and settlement habits with a local specificity.

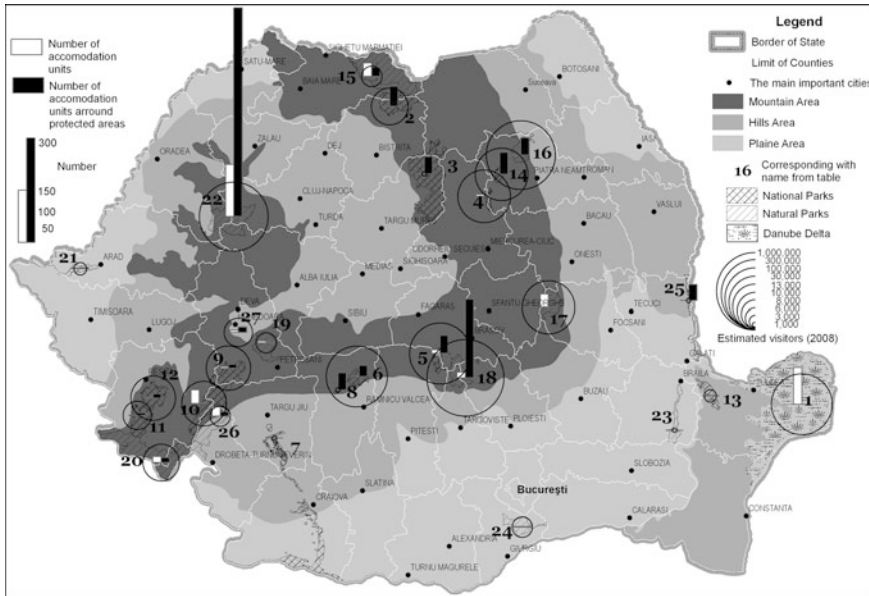


Fig. 9.2 Romania. Protected areas: biosphere reserves and national and natural parks with the concentration of accommodation units and estimated number of visitors (2008) (*Source* National Agency for Environment Protection; Law 5/2000—Planul de Amenajare a Teritoriului Național (PATN)—Secțiunea a III-a, Zone protejate; www.mdrl.ro, 2008; Romanian National Institute of Statistics; www.insee.ro, 2015)

9.2 Natural and Cultural Tourist Resources

The spatial distribution of tourism resources, the quantitative and qualitative differences, the capitalization degree and tourist planning (Hall 2008) under the shape of some functional tourist territorial systems in Romania (Ianoş 2000; Cocean 2005; Ilieş et al. 2012) have led to a differentiated process of touristification (Cazelaş et al. 2000), materialized by a tourist zoning (Cocean 1997b; Căndea et al. 2000; Cocean et al. 2002; Dinu 2002; Căndea et al. 2003; Muntele and Iaşu 2003; Ciangă 2006; Surd 2008; etc.) very useful for the practice of tourist planning (Hall 2008; Haughton et al. 2010) and organization of the geographical tourist space (Williams 1998; Erdeli and Gheorghilaş 2006; Ciangă and Dezsi 2007; Ilieş 2007c; Timothy and Nyaupane 2009; Ilieş et al. 2014). The literature on tourism zoning of the Romanian space abounds in examples and methods used in this sense (Ciangă 1998; Cocean et al. 2002; Căndea et al. 2003; Ciangă 2006; Hall 2008; etc.) and whose basis relies on the quantitative and qualitative characteristics of the tourism potential (resources and infrastructure). An important document for the development of Romanian tourism is the Master Plan for Romania’s National Tourism 2007–2026 prepared under the auspices of the World Tourism Organization, proposed and implemented by the Government of Romania with an immediate

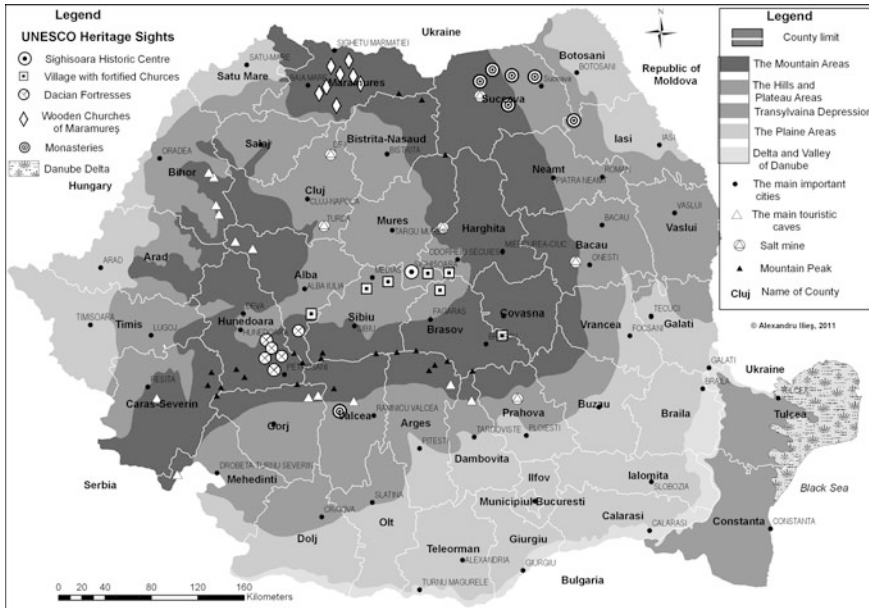


Fig. 9.3 Romania. The main cultural and natural tourist resources (Source Master Planul 2007–2026, pp. 18, 19, 23; www.mdrl.ro; Romanian National Institute of Statistics, 2015; www.cimec.ro/Monumente/UNESCO/UNESCOen/indexRealiz.htm, 2015)

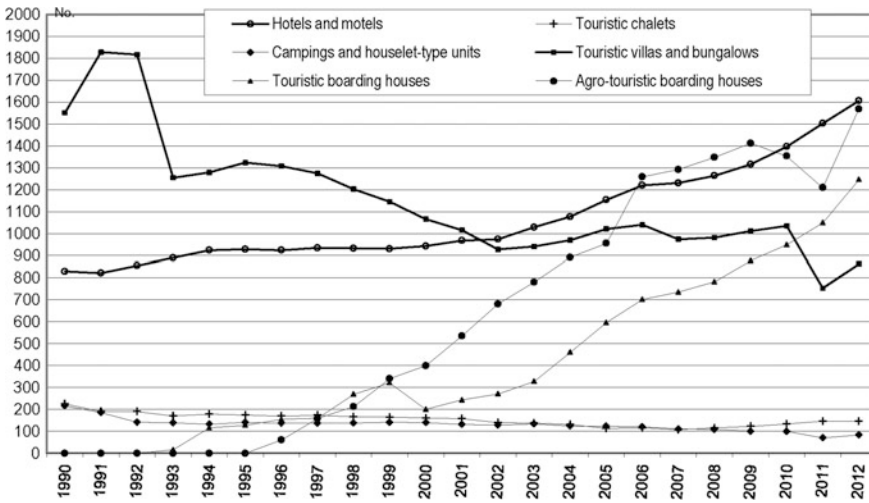


Fig. 9.4 Romania. Evolution of tourist accommodation establishments by types (1990–2012) (Source Romanian National Institute of Statistics, 2012; www.insee.ro, 2014)

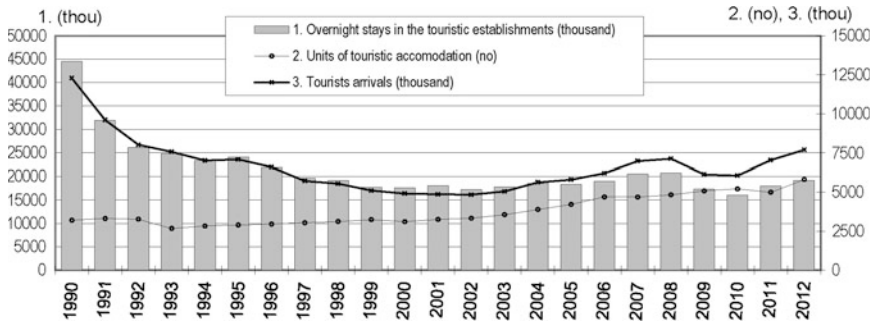


Fig. 9.5 Romania. Characteristics of touristic accommodation establishments by number of units, tourists and overnight stays (1990–2012) (Source Romanian National Institute of Statistics, 2014; www.insee.ro, 2014)

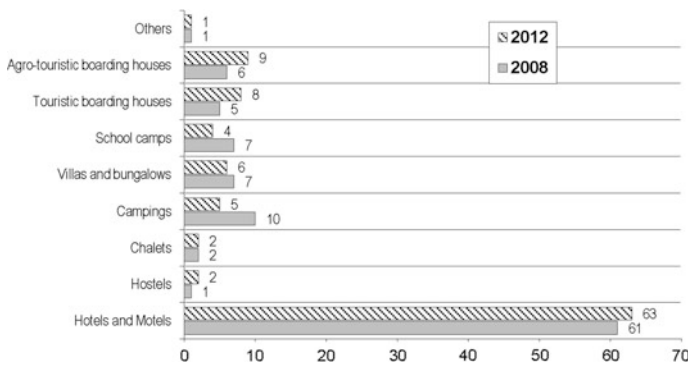


Fig. 9.6 Romania. Touristic accommodation capacity by types of establishments in 2008 and 2012 (Source www.insee.ro, 2008, 2012)

objective aimed at the “formulation of a generic framework for the sustainable development and management policies of the tourism industry in terms of natural and cultural resources for the long-term tourism development (2007–2026)” (Master Plan 2007, p. 2).

The general architecture of the Romanian landscape through the placing of the Carpathian arch in the centre of the country, bordered sideways by relief forms whose altitude reduces gradually results in a plurality of spatial relationships that facilitate the tourist flow and thus enhances the tourism phenomenon throughout its complexity. The further development of tourism and the introduction of new areas within its sphere of operation by the multiplication and diversification of the supply, amid a political opening of the Central and Eastern Europe, makes Romania join the category of countries with large perspectives in this direction. The structure of Romanian tourism stock stands out by the extremely diverse structural component,

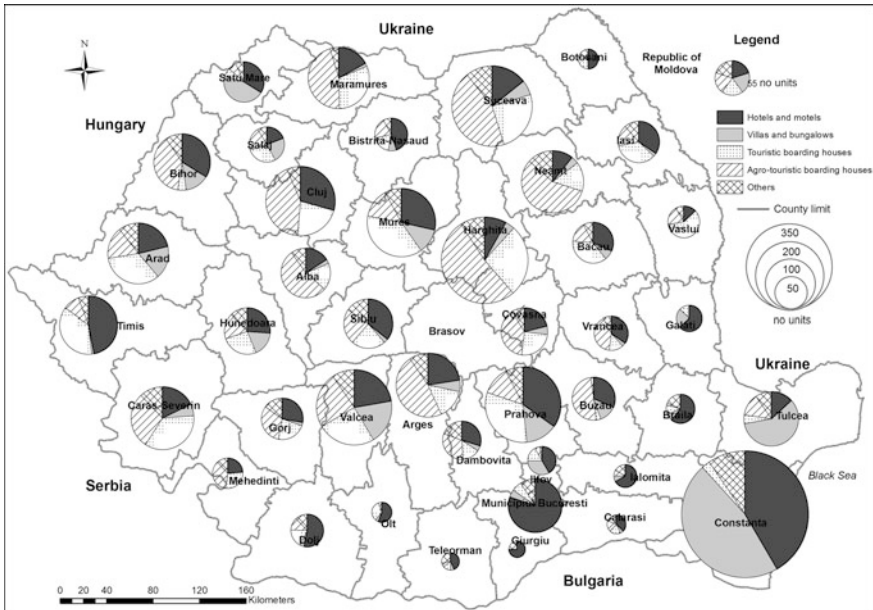


Fig. 9.7 Romania. Establishments of tourist reception with functions of tourist accommodation by counties, on 2012 (Source Romanian National Institute of Statistics; www.insee.ro)

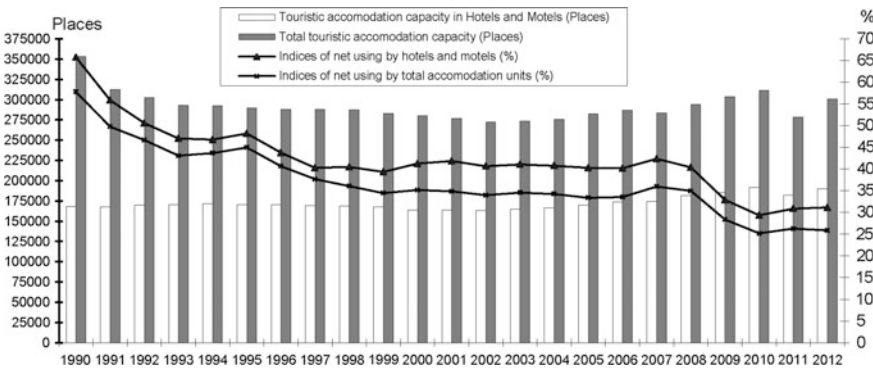


Fig. 9.8 Romania. Evolution of tourist accommodation capacity and indices of net using (by total and by hotels and motels) in the period 1990–2012 (Source Romanian National Institute of Statistics, 2014; www.insee.ro, 2014)

by the territorial identification of most elements generating motivation for the emergence, planning and development of tourism activities.

The mountainous potential results from its extension (about 30% of the country’s territory), the morphological diversity and the lithological complexity, with altitudes over 2000 m (23 representative peaks; Table 9.1; Fig. 9.1). The longest

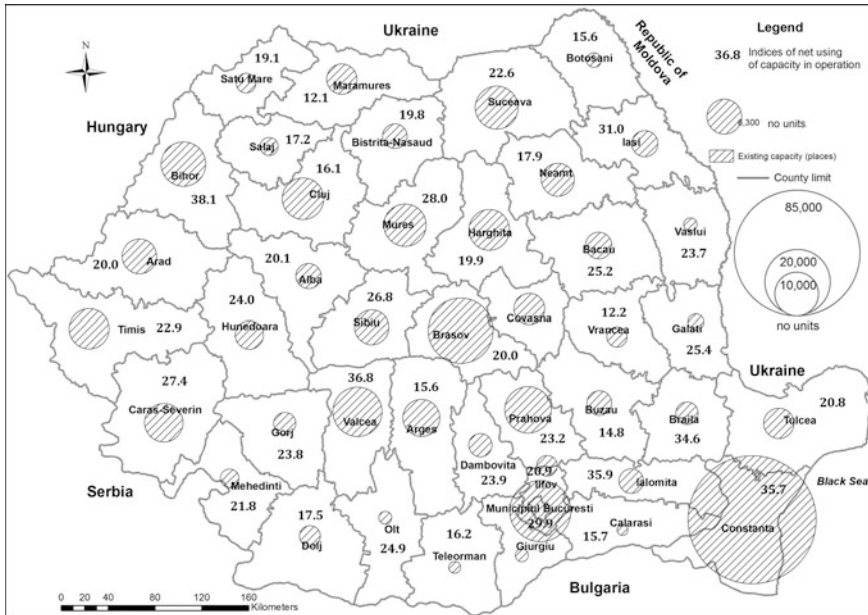


Fig. 9.9 Romania. Tourist accommodation capacity and indices of net using of capacity operation by counties, in 2012 (Source Romanian National Institute of Statistics, 2012; www.insee.ro)

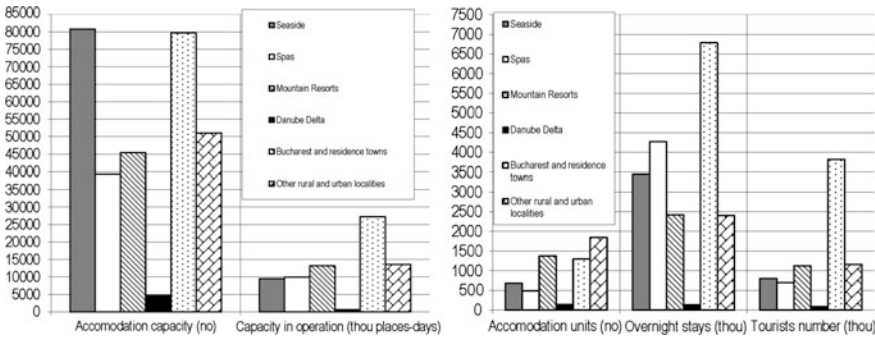


Fig. 9.10 Tourist accommodation capacity, capacity in operation, accommodation units, overnight stays and tourists’ number in 2012 by tourist destination in 2012 by tourist (Source Romanian National Institute of Statistics, 2012; www.insee.ro)

volcanic chain of Europe is located on Romania’s territory, in the Eastern Carpathians and formed by the Oaş-Gutâi-Țibleş Mountains in the north and the Călimani Mountains (Pietrosu Peak 2100 m)-Gurghiu-Hargita in the centre, with altitudes ranging between 1400 and 2100 m. The grandeur of the Romanian mountain space is given by the frequency of crystalline structures that stand in the Southern Carpathians (Table 9.1): the Făgăraş Mountains (Moldoveanu 2544 m

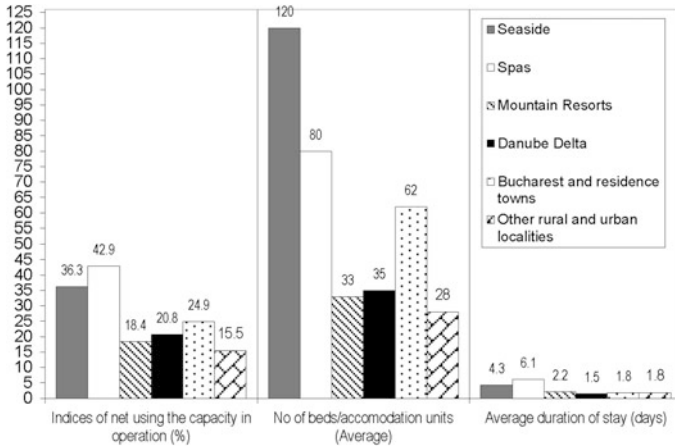


Fig. 9.11 Characteristics of tourist accommodation establishments, in 2012 by tourist destination (Source Romanian National Institute of Statistics, 2012; www.insee.ro)

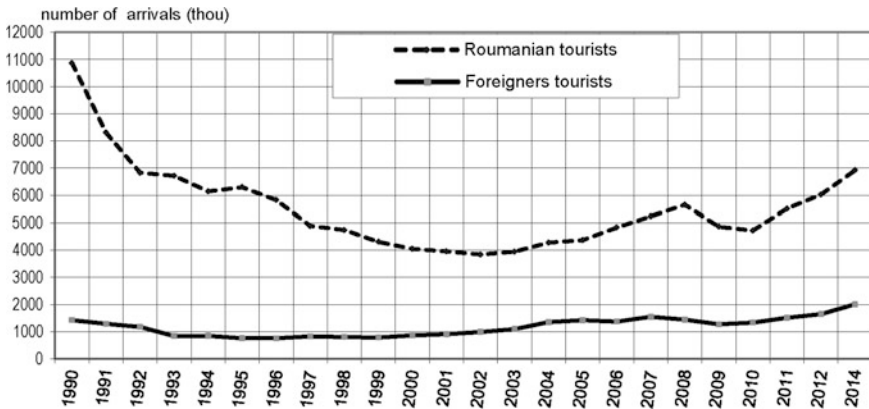


Fig. 9.12 Romania. The tourist movement considering the number of arrivals (Romanians and foreigners) in tourist accommodation in the period 1990–2014 (Data sources: Romanian National Institute of Statistics, 2014; www.insee.ro)

and Negoiu 2535 m peaks;), the Bucegi (Omu Peak 2505 m;), the Parâng (Parângul Mare Peak 2519 m), the Retezat (Peleaga Peak 2509 m; Retezat 2482 m); the Iezer (Iezeru Mare 2462 m) and the Rodnei Mountains (Pietrosu Peak 2303 m) in the Eastern Carpathians. All these underlie a diversified mountain relief and completed by the sedimentary structures composed of limestone, conglomerate, sandstone, marl, etc., modelled by the polyvalent action of morphogenetic agents which have generated a wide range of macro- and microforms with remarkable tourist valences, despite their unremarkable altitudes. The sedimentary structures stand through the territorial extension of the limestone massifs form the Piatra Craiului Mountains

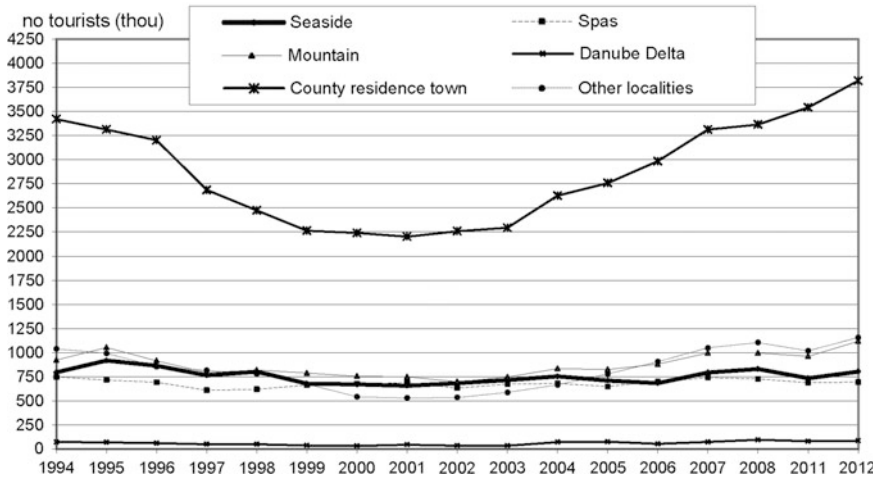
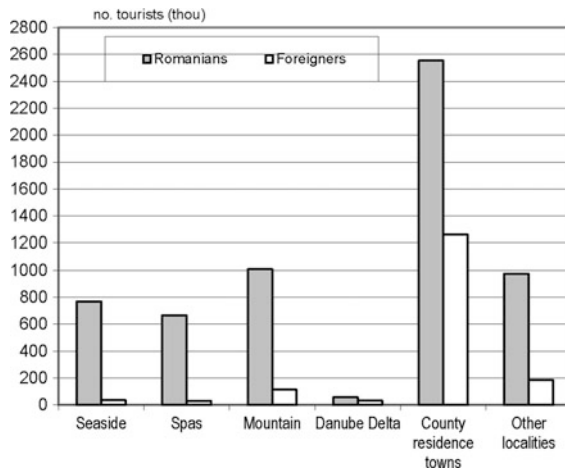


Fig. 9.13 Romania. The main tourist destinations according to the number of arrivals in 1994–2012 (Sources Romanian National Institute of Statistics, 2012; www.insee.ro)

Fig. 9.14 Romania. The main tourist destinations according to the number of foreigners and Romanian arrivals in 2012 (Source Romanian National Institute of Statistics, 2012; www.insee.ro)



(La Om Peak 2238 m) and other soluble rocks (salt and gypsum) that favoured the inventory of over 12,500 caves, of which 145 have an exceptionally attractive value by their underground assets (Cocan 1997b, p. 22) which consists of speleothems, cavernament size and special physiognomy (the Bears’ Cave, Muierii, Vântului, Cloşani, Pietra Altarului, etc.), palaeontological and archaeological remains (Ciuculat), underground climate with curative properties, rivers, lakes and waterfalls and fossil glaciers (Scărişoara, Focul Viu (Live Fire), Vârtop, etc.). Of these, 14 may be considered touristic by adjusting them to the visitors’ access and where 300,000 visits were recorded annually (Master Plan 2007, p. 17). The Bears’ Cave

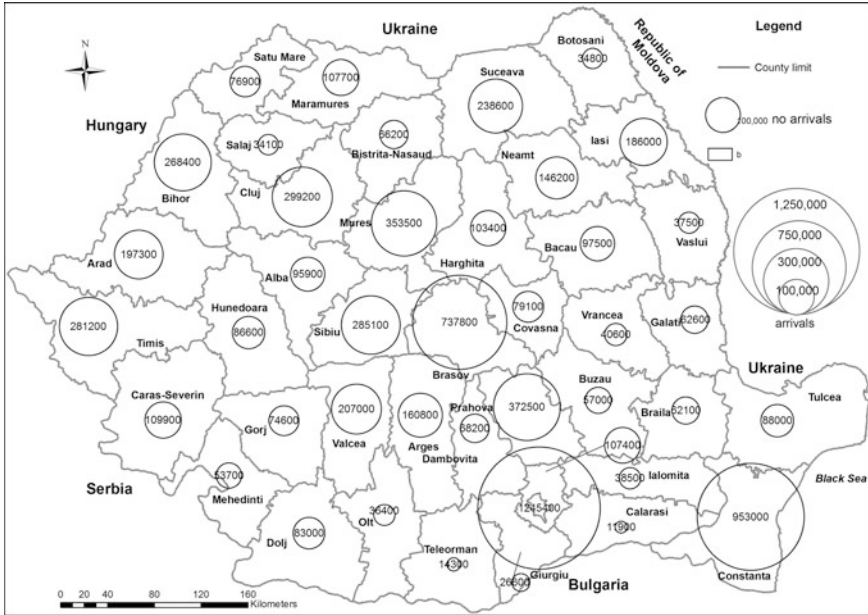
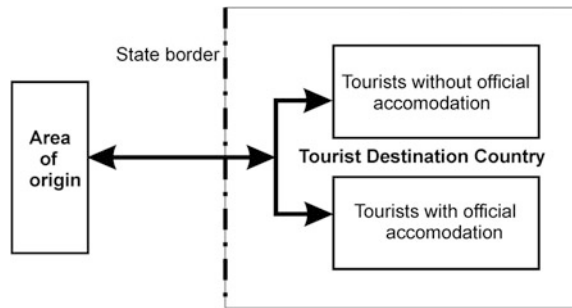


Fig. 9.15 Romania. The main tourist destinations according to the number of arrivals by counties in 2012 (Source Romanian National Institute of Statistics, 2012; www.insee.ro)

Fig. 9.16 Tourist movement according to official registration at tourist destination areas (Source Ilies et al. 2011b, p. 239)



and the Dâmbovicioara Cave receive about 50,000–70,000 visitors annually, the two being the best in terms of equipment (Master Plan 2007, p. 17). The attractive value of nature is complemented by the presence of fossil outcrops and special geological structures: limestone klipp (Mount Vulcan), basalt columns (Detunatele), mud volcanoes (Policiori, Pâcelele Mari și Mici), etc.

Romania’s position in the temperate zone at equal distances from the North Pole and the Equator (lat 45°N parallel crosses Central Romania) ratios correlated with the altitude from the Black Sea level up to the alpine zone above 2000 m, generated an amount of factors which determine the phenomenon of tourism considerably. Thus, the climatic component is determined by a limited gap in the amplitude

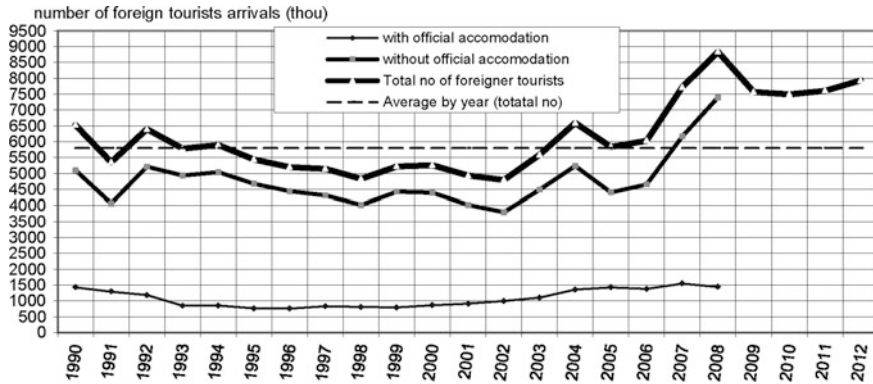


Fig. 9.17 Romania. The tourist movement considering the number of arrivals of foreign tourists: total number, with and without official tourist accomodation in the period 1990–2012 (Source Romanian National Institute of Statistics, 2012; www.insee.ro)

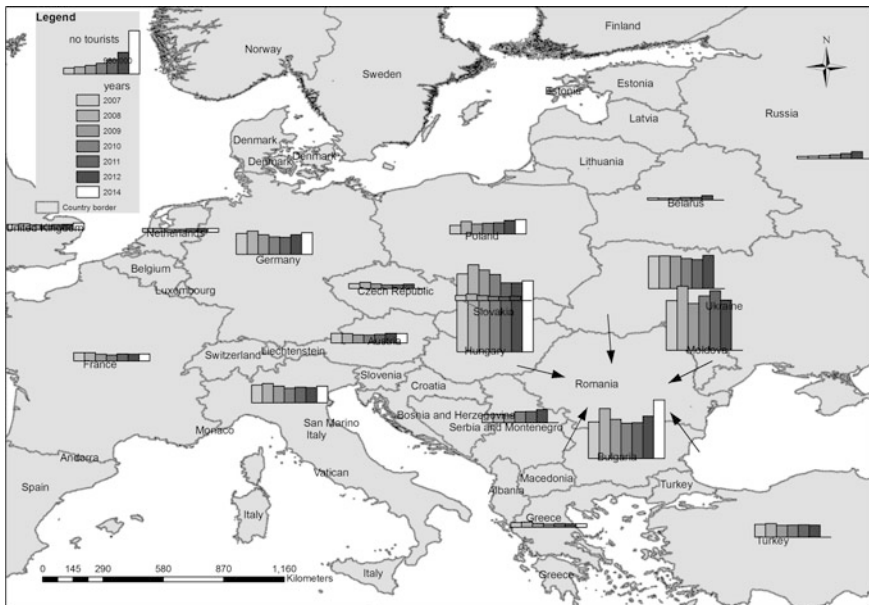


Fig. 9.18 Arrivals of foreign visitors in Romania, by main origin countries (2007–2012) (Source Romanian National Institute of Statistics, 2007–2012; www.insee.ro)

manifestations of the main elements (temperature, precipitation, wind, etc.) and reflects positively on the general tourist movement. The regular sequence of the four seasons lies at the origin of the landscape metamorphosis, impressing the leisure activities with versatility and diversification. For example, during the winter season, the mountain area of Romania offers winter sports’ conditions similar to those

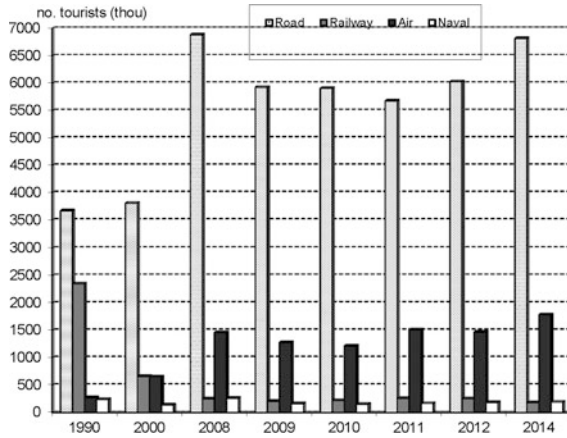


Fig. 9.19 Total arrivals of foreign visitors in Romania, by means of transport used in 1990, 2000, 2008 and 2014 (Source Romanian National Institute of Statistics, 2010–2014; www.insee.ro)



Fig. 9.20 Romanian borders and cross-border points typology and territorial distribution (2014) (Source Romanian Police Guard; www.politiadefrontiera.ro, 2015; www.insee.ro, 2015)

existing in the Alps, while during summer, the heliomarine cure of the Black Sea coastal area is close to the Mediterranean. The tourism climatic index has elevated values in most regions of the country, except for some intra-Carpathian depressions where the rigours of climate are more pronounced and are manifested by thermal inversions with consequences on the landscape. Although generating seasonality,

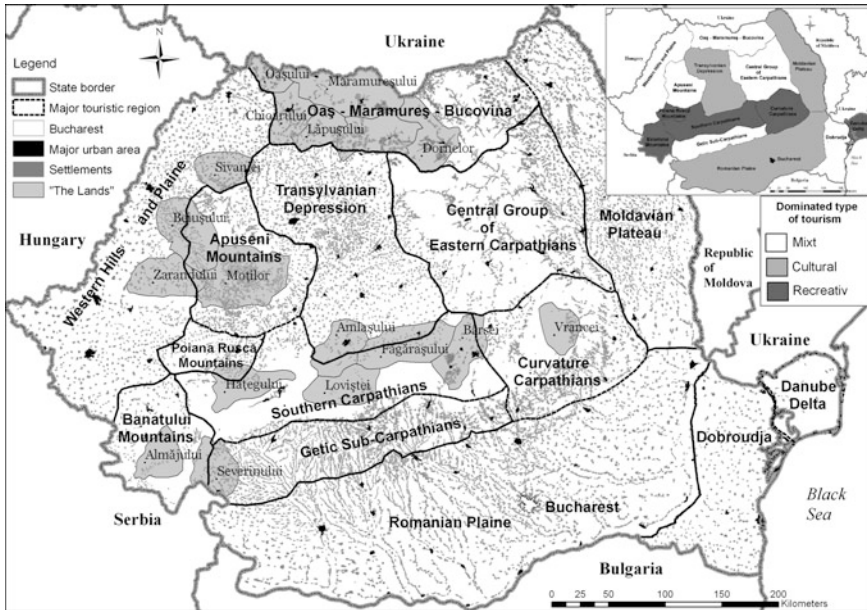


Fig. 9.21 Romania. Major tourist regions, “the lands” and major type of tourism by region (Source Ilieş 1999; Cocean et al. 2002, p. 297)

climate leads to complementarities by the appearance of two dominant subtypes of leisure tourism (summer and winter), which overlap regularly and seasonally.

Bioclimates’ typology on Romania’s territory highlights the diversity of the tourism potential determined by the morphological component of the relief, including (Ciangă 2006, p. 71) the exciting bioclimate of plain steppe; the exciting-requesting coastal marine bioclimate; the sedative indifferent bioclimate specific to hills and submountainous depressions; the stimulating tonic mountain bioclimate with many variations: the high medium and small mountains, the positive and negative forms of relief and the saline and caves’ microclimate highly capitalized in 6 salinas (salt mine): Slănic-Prahova, Târgu Ocna, Turda, Ocna Dej, Cacica, etc. At Ocna Sibiului, Ocna Şugatag and Ocnele Mari, they collapsed causing saltwater lake surfaces, which in turn facilitated the development of spas and resorts. In 2006, salt mines have recorded over 300,000 visitors (60% for treatment) versus 190,000 in 2003 (73% treatment). The most visited for tourist and treatment purposes were Turda, Praid (160,242 tourists) and Slănic-Prahova with 84,000 tourists (Master Plan 2007, p. 24).

Joined to the relief, closely related to architecture and its position, another determining element of the natural milieu is the hydrography. The central location of the Carpathian arch caused the creation of a radial divergent drainage system, thus covering the whole country with permanent networks such as Someş, Mureş, Crişuri, Jiu, Olt, Siret, and Prut, which are in turn collected directly or indirectly

Table 9.1 Romania. Major mountain peaks (over 2000 m altitudes) in Carpathian Mountains (Source Geografia României, vol. I, 1983; www.insee.ro)

Name of peak	Name of massif	County	Height (m)
Moldoveanu	Făgăraș	Argeș	2544
Negoiu	Făgăraș	Argeș, Brașov, Sibiu	2535
Parângu Mare	Parâng	Gorj, Hunedoara	2519
Peleaga	Retezat	Hunedoara	2509
Omu	Bucegi	Prahova, Brașov, Dâmbovița	2505
Retezat	Retezat	Hunedoara	2482
Iezerul Mare	Iezer	Argeș	2462
Păpușa	Iezer	Argeș	2391
Pietrosu	Rodna	Maramureș	2303
Gugu	Godeanu	Caraș-Severin, Hunedoara	2291
Suru	Făgăraș	Sibiu, Vâlcea	2283
Ineu	Rodna	Bistrița-Năsăud	2279
Cindrel	Cindrel	Sibiu	2244
Șteflești	Lotru	Sibiu, Vâlcea	2242
La Om	Piatra Craiului	Brașov	2238
Godeanu	Godeanu	Caraș-Severin, Gorj	2229
Căleanu	Țarcu	Caraș-Severin	2190
Țarcu	Țarcu	Caraș-Severin	2190
Leaota	Leaota	Dâmbovița, Argeș	2133
Vârful lui Pătru	Șureanu	Hunedoara	2130
Ursu	Căpățâna	Vâlcea	2124
Pietrosu	Căliman	Suceava, Mureș	2100
Șureanu	Șureanu	Hunedoara	2059

from the Danube whose length exceeds 1000 km in Romania. Considering the route, the river flow and the density of the hydrographical component, we can assert that pleasure boating, water sports, fishing, tourism transportation complete, diversify and multiply the tourist supply of the Romanian space.

Another form of expression and localization of water as a resource with multiple meanings is represented by the lakes (4040 in total) including those in the mountain area with origins ranging from the glacial cirques' lakes: Capra, Iezer, Bâlea (4.7 ha; Photograph 9.1), Călcescu (3 ha), Bucura (10.5 ha), Zănoaga (9 ha), etc.; the volcanic crater lakes: Sfânta Ana (22 ha) in Mount Ciomatu; karst depressions lakes: Zăton (20 ha) and Iezerul Ighiu (5.3 ha); clastokarst lakes: Ianca (322 ha); Movila Miresii (180 ha); Lacul Sarat (39 ha); the natural barrage lakes: Lacul Rosu (12.6 ha) or over 40 anthropic lakes: Porțile de Fier (Iron Gate) on the Danube (70,000 ha), Stânca-Costesti (5900 ha) on the Prut river, Vidraru on the Arges River, Vidra (950 ha) on the Lotru River, Izvoru Muntelui (3100 ha) on the Bistrita River, Siriu on the Buzau River, on the Someșul Mic River, on the Crișul Repede River; Oașa on the Sebeș River etc., complete the landscaping and leisure function.

Photograph 9.1 Glacial
Bâlea Lake in Făgăraș
Mountains (2000 m altitude)



At lower altitudes, from the sub-Carpathian Hills and the Transylvanian Depression and to the Black Sea coastal area, the natural dissolution and accumulation of water in old abandoned mines: Turda, Ocna Șugatag etc.; the rise of salt water to the surface or the silting of some gulfs or outflow mouths have generated sweet river banks: Oltina (2509 ha); Mostiștea (1860 ha), Balta Albă (1012 ha), Snagov (575 ha) etc., Amara (600 ha) etc.; river-maritime banks: Tașăul (2335 ha), Techirghiol (1161 ha), Mangalia (261 ha) etc.; sea lagoons: Razim (41,500 ha), Sinoe (17,150 ha), Zmeica (5460 ha), Siutghiol 1900 ha); river or salted meadow lakes: Ocna Sibiului, Lacul Ursu Sovata (Photograph 9.10), etc. strongly exploited for therapy or leisure. To these are added a large number of lakes in the Danube Delta with an outstanding vegetation and fauna as: Dranov (2170 ha), Red Lake (1445 ha), etc. (Photograph 9.2).

The wealth of mineral and thermal springs with over 3,000 springs, the variety of the chemical composition, and the territorial distribution especially in mountain and

Photograph 9.2 Bâlea
glacial valley and
Transfăgărășan pass road
(2000 m) in Făgăraș
Mountains



hilly areas are first-rank tourist resources of the Romanian space. While the thermal waters can be mainly found in the western part of Romania, most mineral springs are located in the volcanic mountainous area (dominantly in the Eastern Carpathians), where they frequently emerge under the shape of mofettes and sulphations. These resources, some capitalized since Roman times, led to the emergence of spas and internationally renowned resorts such as Băile Felix (Photograph 9.8), Băile 1 Mai, Băile Herculane, Călimănești-Căciulata, Băile Olanesti, Borsec, Băile Tușnad, Vatra Dornei and Covasna a.s.o.

The Black Sea neighbourhood stretching over 245 km diversifies the potential and the tourism supply of Romania by the possibility of the sea heliotherapy and leisure and an organized tourism within many tourist resorts which stand out such as Mamaia, Neptun-Olimp, Eforie, Costinești and Mangalia.

The vegetal cover of the Carpathian Mountains, completed by the sub-Carpathians, the hills and the plains brings their substantial contribution to the enrichment of tourist attractions' fund. Associations of forest and grass, endemic and relict plants, plants whose cycles combined with the succession of the seasons dress the natural substrate with a wide colour variety, participate actively in the diversification and multiplication of the specific tourist supply. The territorial arrangement led to the establishment of forest flora and landscaping reserves that can be found from the Danube Delta to the highest altitudes of the Carpathians (Apuseni Nature Park, Rodna National Park, Maramures Mountains, Bucegi, etc.).

Closely correlated with the vegetation characteristics and those of the relief, the climate and the degree of human intervention, is fauna involved in tourism through certain particular aspects. In the coniferous and deciduous forests of the Carpathian Mountains, we can identify a wide variety of hunting animals (bear, deer, wild boar, wolf, fox, etc.). The fauna density and the quality of trophies recommend Romania for the profile tourism, of great economic efficiency. The Alpine area and the Southern and Eastern Carpathians, populated with chamois, as well as vast regions with rabbits, pheasants or quails, fall in the same category of hunting and recreation by hunting. Another activity is sport fishing with many ideal places to practise, from the Danube Delta where we can find sturgeons to inland rivers and lakes.

The protected areas (Tables 9.2 and 9.3; Fig. 9.2) include nine categories of which there are 13 national parks extended on 316,872 ha, 661 natural reserves, 14 natural parks, 5 wetlands of international importance, 77 scientific reserves, 230 natural monuments and 3 biosphere reserves: the Danube Delta (580,000 ha), Rodna (46,399 ha) and Retezat (38,047 ha). The activities that could be carried out related to protected areas include climbing, biking, caving, hiking, fishing, water sports, skiing, cultural attractions, ornithology, animal observation and equestrianism (Master Plan 2007, p. 13; Table 9.3).

In the Romanian space, stemming from the Celtic-Dacian origin, buildings were directly related to the natural resources which lie at the basis of building materials (stone, earth and wood), the economic development level, climate, relief steps, etc., and its morphology. The anthropogenic component, grafted on an exceptionally natural basis, is multiplied and diversified by the creative contribution of the population. Old settlements are materialized by the presence of numerous artefacts,

Table 9.2 Romania. Protected Areas (2014) (*Source* National Agency for Environment Protection; www.insee.ro, 2014)

Categories of protected areas	Number	Area (ha)
Scientific reserves	44	24,654
National parks	13	316,872
Natural monuments	206	15,413
Natural reserves	699	347,320
Natural parks	15	772,810
Biosphere reserves	3	664,446
Wetlands of international importance	12	804,497
Special avifaunistic protection areas	148	3,698,732
Sites of community interest	383	4,147,368
Total	1523	10,792,112

which have gradually become great interest sights for tourists. Tourist sites' map with historical resonance includes numerous fortresses and Dacian Daves (fortress) discovered and undiscovered in the Orăştie Mountains, among which the capital of Kingdom of Dacia, Sarmizegetusa Regia, is located. In the Dobrogea region, the ruins of the following antique Greek towns are famous: Tomis (Constanţa), Histria, Callatis (Mangalia), Noviodunum, Aegysus, etc. Moreover, there are cities and feudal castles from Transilvania (Bran, Hunedoara—Photograph 9.3), Wallachia (Poienari) and Moldova (Neamt, Suceava, etc.), the former royal palaces of the former capital cities such as Iaşi, Târgovişte, Curtea de Argeş and Peleş-Sinaia (Photograph 9.4, 9.5 and 9.6).

Another category of tourist attractions with a large territorial spread are the cultural and religious buildings from the Sarmizegetusa Regia Dacian sanctuaries, as well as the wood or stone churches in Transilvania, Banat, Crişana and Maramureş, unique by the building novelty, adorned with frescoes, and icons on glass, wood or canvas. Many of the existing cathedrals in the Romanian area, as a consequence of the multicultural political context determined by historical times, are identified with the Romanesque, Gothic and especially the Neogothic style (Cocean 1997). Other famous sites are renowned monasteries in Bucovina, monuments of the world art, which stand out because of the exterior frescoes from the churches of Voroneţ (Photograph 9.7), Humor, Suceviţa, Moldoviţa, Arbore, etc. The monasteries are located in a continuous belt in the sub-Carpathian area, from Moldavia up to Oltenia, with monumental buildings such as Agapia, Văratec, Curtea de Argeş, Cozia, Bistriţa, Hurez, Polovragi and Tismana.

Among the above-mentioned sites, seven are included in the UNESCO world heritage (Fig. 9.3; Master Plan 2007, p. 19): the Danube Delta (since 1991); 7 monasteries of Bucovina and Moldova: Arbore, Humor, Moldoviţa, Pătrăuţi, Probota, Suceviţa and Voroneţ (since 1993); Horezu Monastery (since 1993); 7 villages with fortified churches in Transylvania: Biertan, Călnic, Dârjiu, Saschiz, Prejmer, Valea Viilor and Viscri (since 1993 and 1997); Dacian fortresses of the Orăştie Mountains: Baniţa, Căpâlna, Costeşti, etc. (since 1999 with 6 points of

Table 9.3 Romania. Protected areas and prevailing forms of tourism (*Source* Romsilva; National Agency of Tourism; Master Plan pentru Dezvoltarea Turismului Național 2007–2026, 2007, pp. 14–16)

Name of area X = existent P = proposal	Estimation of number of visitors i	Number of accommodation units	Number of accommodation units around protected areas	Climbing	Biking	Caving	Hiking	Fishing	Water sports
Biosphere reserves	66,740								
Delta Dunarii	66,740	106			X		X	X	X
National Parks	300,000								
Munții Rodna	10,000	1	58	X		P	X		
Călimani	1000	1	50	X			X		
Cheile Bicaz-Hâșmaș	30,000	5	1	X			X	X	
Piatra Craiului	80,000	10	52	X		X	X		
Cozia	100,000	3	32	X	P		X		
Valea Jiului	1,000	2	0	X	P		P		X
Buila-Vânturarița	1000	0	50	X	P	X	X		
Retzat	12,000	5	12	X		X	X	X	
Valea Domogled-Cerna	12,000	39	3	P		P	X		
Semenic-Cheile Carasului	13,000	3	13	P	P	X	X		P
Cheile Nera-Beușnița	7000	1	8			X	X		P
Munții Măcinului	3000	0	1				X		
Ceahlău	30,000	0	64				X		
Natural Parks	1,567,000								
Munții Maramureșului	6000	39	27		P		P	P	P
Vânători-Neamț	200,000	2	50		P			X	
Putna-Vrancea	24,000	37	0	X				X	P
Bucegi	1,000,000	17	225	X	P	X	X	X	P
	6000	5	3	X		X	X	X	X

(continued)

Table 9.3 (continued)

Name of area P = proposal	Estimation of number of visitors	Number of accommodation units	Number of accommodation units around protected areas	Climbing	Biking	Caving	Hiking	Fishing	Water sports	
Grădiștea Muncelului-Cioclovina										
Portile de Fier	10,000	18	15		X	X	X	X	P	
Lunca Muresului	2500	2	3				X	X	X	
Munții Apuseni	300,000	150	600			X	X	X	X	
Balta Mica a Brăilei	1000	1	0		P			X	P	
Comana	5000	1	1		P		X	X	P	
Lunca Joasa a Prutului Inferior	300	0	45		P			X	P	
Geoparcul Platoului Mehedinți	5000	6	12	X			X			
Tara Hațegului. Geoparcul Dinozaunilor	8000	27	15							
Name of area P = proposal				Cultural attractions	Mountain biking			Ornithology	Animal observation	Equestrianism
Biosphere reserves										
Delta Dunarii				X				X	X	
National Parks										
Munții Rodna		X						P	P	
Călimani		P						X	X	
Cheile Bicaz-Hâșmaș		P			X			X	X	
Piatra Craiului		X			P			X	X	
Cozia					P				P	
Valea Jiului					P				P	

(continued)

Table 9.3 (continued)

Name of area X = existent P = proposal	Skiing	Ski fond	Scientific	Mountain biking	Cultural attractions	Ornithology	Animal observation	Equestrianism
Buila-Vânturarița			X		X	P	P	
Retezat	X	X	X	P		P	P	
Valea Domogled-Cerna			P	P	P	P	P	
Semic-Chiile Carasului	X	P	P	X	P	P	P	
Cheile Nera-Beusnița			X					
Munții Măcinului			X	P	X	X	P	
Ceahlău			X					
Natural Parks								
Munții Maramureșului		P	P	P	X	P	P	
Vânători-Neamț			X		X	X	X	P
Putna-Vrancea	X	P	X	X	X	X	X	X
Bucegi	X	P	P		X	P	P	P
Grăditea Muncelului-Cioclovina			X	P	X	P	P	P
Portile de Fier			P	P	X	P	P	P
Lunca Muresului			X	X	X	X	X	
Munții Apuseni		X	P	X	X	P	X	X
Balta Mica a Brăilei			P			P	P	P
Comana			X		X	X	X	P
Lunca Joasa a Prutului Inferior			X		X	X	P	P
Geoparcul Platoului Mehedinți	P	P	X	P	X	P	P	P
Tara Hațegului. Geoparcul Dinozaurilor			X		X			

Photograph 9.3 The Corvin's Castle (XV century) from Hunedoara (Hunedoara County)



Photograph 9.4 Peleş Castle (XIX century; Royal residence) from Sinaia (Prahova County)



Photograph 9.5 Wooden monastic complex in Bârsana Village (Maramureş County)



Photograph 9.6 Old Stone Church (XIII century) in Densuș Village (Hunedoara County)



Photograph 9.7 Voroneț Monastery (XV century; Suceava County; UNESCO Patrimony)



interest); the historic centre of Sighisoara since 1999; and 8 wooden churches of Maramureș: Bârsana, Budești, Desești, Ieud Deal, Poienile Izei, Rogoz, Șurdești and Plopiș (since 1999). Joined to them, there are about 30,000 items of heritage, of which 6.614 are international and national-interest objectives, such as archaeological sites, buildings of historical and architectural interest, monuments and statues. There are 288 buildings included in the memorial houses' category, from the Peleș Castle (Photograph 9.4) to some small-scale houses in the rural area. The most numerous are concentrated in the counties of Transylvania (Mureș, Sibiu, Cluj, Brașov, Covasna, Hunedoara), the Central Wallachia (Dâmbovița, Prahova, Argeș) and Dobrogea (Constanța), hence their importance in terms of cultural heritage (Master Plan 2007, p. 19). To these are added the 675 authorized museums

and 220 art galleries that have attracted over 10.5 million visitors in 2005, a substantial increase compared to 1990 with 1.7 million visitors (Master Plan 2007, p. 20). The most visited were the cultural history museums, followed by those of art, ethnography and history. Of these, 28 museums are of national importance, 14 of regional importance and 41 of county importance, noting that about 50% of museums are located in Bucharest. For a higher capitalization of this resource, the National Network of Museums in Romania was established in 2006.

The authenticity and specificity for the Romanian space results from a wide range of tourist sites and ethnographic events. The ethnographic tourist resources of Romania can be considered unusual and unique, and the Romanian countryside is a living museum with tourist valences which are difficult to quantify. The popular architecture stands out by the woodworking craft, the gates being famous in this sense, the houses and the annexes of Maramureș, Bucovina or the Apuseni Mountains. In this context, households bear a landmark of a place, differed by the combination of some specific features of the natural and cultural-spiritual values. The customs, costumes, songs and games differ from one ethnographic area to another, in turn numerous and varied.

A wide variety of the physical and geographical conditions, the multitude of depressionary areas situated on the outskirts of the mountains and in inland valleys and the important treasures of the soil and underground soil have particularized within these units the “lands” (Cocean 1997a; Ilieș et al. 1998; Cocean and Filip 2008), similar to natural fortresses which have offered the most favourable conditions of settlement and population stability since the ancient times. Genuine living museums, each with its specificity, are located in the 19 geographical land-type regions on the Romanian territory, such as Maramureș (Ilieș 2007a), Oaș (Ilieș 2007c), Lăpuș (Dezsi 2007), Năsăud (Ilovan 2009), Silvania (Josan 2009), Chioar (Pușcaș 2010), Moșilor (Boțan 2010), Zărand (David 2010), Almăj (Ianăș 2011), Beiuș, Făgăraș, Amlaș, Dorna and Hațeg. They represent sacred spaces where the popular creators’ imagination seems borderless, as they constantly express their permanent tendency towards originality; they are “living organisms” with a tangible contemporary reality.

Both space and time, the geographical position and the historical background, underlie the genesis of significant tourism potential based on the association of the mountainous scenery of the Carpathians and the Black Sea Riviera, as tourist areas of high potential, with numerous geosites and geolandscapes (Ilieș and Josan 2009). Among numerous qualities which may attract tourists, there are the mineral thermal and thermomineral waters with qualities rarely encountered across Europe, a remarkable caving potential, the density and morphology of the components, the climate which is conducive to a year-round tourist traffic, a great and wealthy anthropic tourist fund, variety and originality, and finally, the hospitality and generosity of the Romanian people.

9.3 The Accommodation Infrastructure

The establishments of tourist reception with functions of tourist accommodation are infrastructure elements which support the tourist phenomena in reception areas and include, according to Romanian National Institute of Statistics (www.insee.ro; Fig. 9.4), hotels and motels, hotels for youth, hostels, tourist inns, tourist chalets, camping and house-let-type units, tourist villas and bungalows, school camps, touristic boarding houses, agro-touristic boarding houses, tourist halting places, holiday villages and ships accommodation space. The diversification of reception units from 6 to 13 types in the period 1985–2010 is also highlighted by the formers' official registration: touristic boarding houses in 1993, holiday villages in 1994, agro-touristic boarding houses and accommodation on ships in 1996, and first youth hotels, hostels and tourist halts in 2000. Following an evolving trend (Fig. 9.5), after a decline from 3330 units in 1985 to 3213 existing structures in 1990, their number gradually increased to 4840 structures in 2008, 5222 in 2010 and 5821 in 2012. In the meantime, in 1993, following the reclassification of these units as well as the change of ownership status (transfer from public to private), their number dropped to 2682, so that in 2001 (within a 10-year time lapse), their number (3266 units) reaches the figure recorded in 1992 (3227 units). Amid restructuring or closure of units, decreases were also registered during 1999–2000 (–129 units), 2006/2007 (–16 units) and 2010–2011 (–219 units).

From the structural point of view, in 1985 (according to www.insse.ro), the 3330 units consisted of the following (Fig. 9.5): 784 hotels and motels (23.5%), 1464 villas (43.9%), 215 chalets (6.4%), 213 campsites (6, 3%), 174 school camps (5.2%) and 115 inns (3.4%) accounting for some 410,575 beds and reaching a total of 418,944 beds in 1989, followed by a downward trend. In 2000 (first year of registration of all 13 types) of the 3121 units, the largest share was held by the tourist villas and bungalows (1066; 34.1%), hotels and motels (943 units; 30.2%) and agro-touristic boarding houses (400; 12.8%).

Compared with 2000, in ten years (2010; Fig. 9.6), due to an increase of 67.3%, and in the year 2012 (5222 units), due to an increase of 86.5% in the number of units (namely 5821 units; Fig. 9.6), structural changes occurred that brought on the first positions the agro-touristic boarding houses (1384–1569; 27.8–26.9%), hotels and motels (1264–1606; 26.1–27.6%), villas and bungalows (982–863; 20.3–14.8%) and touristic boarding houses (783–1247; 16.2–21.4%). The growing number of hotels is due to private initiatives and an increased demand within cities for business tourism. Furthermore, the number of guesthouses and holiday villages is increasing mainly due to rural tourism development, a type of tourism that had not existed before 1990.

Many households have been adapted, or new ones were built with a purpose of turning them into agro-touristic boarding houses prevailing in areas such as Rucăr-Bran Culoar, Bucovina, Maramureş, the Apuseni Mountains, the sub-Carpathian range and the Transylvanian submountainous depression area. There is an obvious drop in the number of villas and bungalows (–84 units) due to

the doubling or tripling of other categories. The accommodation structures which have witnessed a decrease during 1990–2008 refer to the tourist inns, tourist chalets, camping sites and school camps, while the other categories (generally having emerged after 2000) showed moderate increase.

At regional level (Fig. 9.7), there are considerable differences between the administrative-territorial units (NUTS 3) according to their geographical position in the whole Carpathian-Danubian-Pontic area. Of the 5821 existing accommodation units in Romania (in 2012), most are located within the counties: Constanța (738), Brașov (646), Harghita (344), Suceava (296), Prahova (262), Vâlcea (260), Cluj (234), Mureș (214), Argeș (187), Caraș-Severin (181), Neamț (177), Maramureș (171), Arad (170), Timiș (153), Bihor (145), Tulcea (136), București (131), Alba (113), Sibiu (109), Covasna (100), etc.

In terms of attractiveness, of the 13 types of accommodation units, the most attractive from the tourist resorts and the urban milieu are hotels, motels, villas and touristic boarding houses, namely agro-touristic boarding houses in the rural milieu. To these, the villas especially from within tourist resorts can be added. At the regional level, most hotels and motels are located in Constanta County (304), whose position on the Black Sea coast accounts for the presence of 27% of the hotel network in Romania. The second position is held by the capital of Bucharest (105 units) as a particularly polarizing centre for business and cultural tourism. There are also counties that include on their territory famous resorts as: Brașov (102) and Prahova (91), which have on their territory Poiana Brașov Resort and Prahova Valley; Vâlcea (58) with three resorts, Timiș (72), Cluj (64), Mureș (61) and Bihor (49) as urban polarizing business and university centres as well as of Transylvania, Crișana and Banat, respectively. And for urban villas and touristic boarding houses, a similar distribution with the previous one can be noted especially in the case of the counties with tourist resorts. *Tourist chalets* (146 units) prevail by presence in counties with mountain areas such as Brasov (21), Prahova (14), Harghita (12), Suceava (13) and Sibiu (10). There is an increasing trend in the case of *agro-touristic boarding houses* (1569 units), especially in areas with a cultural and historical potential as in the case of the counties: Brasov (260), Harghita (179), Suceava (130), Neamț (100), Cluj (92), Argeș (88), Maramureș (78), Vâlcea (62) and Alba (61). The four counties located in remarkable tourist areas concentrate 58% (925 units) of all the units of its type in Romania, being in the meantime the promoters of a genuine rural tourism in regions such as Maramureș, Bucovina, Rucăr-Bran and Giurgeu-Ciuc.

The accommodation capacity at the national level (Fig. 9.8), based on official statistics recorded for 2008, reveals two categories: the existing one¹ with a total of 294,210 beds and the one in operation with 59,188,000 beds-days. The existing accommodation capacity (after 2000) increased in two periods: in 2005–2010 (with

¹Represents the number of touristic accommodation places recorded in the last reception, homologation or classification documents of the establishment of touristic reception with functions of touristic accommodation.

+29,037 beds) and 2011–2014 (+32,725 beds), with a regress in 2010–2011 (–33,195 beds). The values in 2010 (311,698) and 2014 (311,288) are under values registered in 1990 (353,236 beds) with 42,000 beds and then in 1985 with over 99,000 beds (410,575 beds). These situations are due to the type of the ownership's change, the modernization of some structures and the limitation of the beds' number in favour of a higher classification, as well as due to the closure of some structures belonging to the public system (state). The most relevant example is that of hotels and motels which recorded from 1990 (830 units) an increment of 567 units in 2010 (68.3%) and 776 units (93.5%) in 2012. The entire accommodation capacity increased lightly with 31,021 places (+11.0%) in 2010 (maximum value after 1990) and 20,432 places (+7.3%) in 2012. By reporting the total number of beds to the accommodation structures, there is a decrease in the number of large-scale structures in favour of the ones of a lower capacity, from 202 beds/unit in 1990 to 143 beds/unit in 2008 and 52 beds/unit in 2012. In terms of structure type, the highest values regarding the accommodation capacity of 2012 were attributable to campsites and house-lets (179), hotels (118 beds/unit), school and preschool camps (156 beds/unit), hostels (42), chalets (35), villas have an average of 20 beds/unit, agro-touristic boarding houses 17 beds/unit and touristic boarding houses 20 beds/unit.

The tourist accommodation capacity by type of ownership included 5 types in 1994: public, mixed, private, cooperative and community/state-based. In the reference years 2008 and 2012, the situation has greatly simplified, being recorded only two types: state majority (public) and private majority. There were 2840 accommodation units in 1994 among which 76.0% state-owned and merely 10.0% private-owned; the situation has changed radically in 2008 and 2012. Amid the doubling of the number of structures to 4,840 (2008) and 5,821 (2012), the private domain's share was of 87.2% (3516 units) in 2008 and 95.8% (5577 units) in 2012. The existing capacity registers relatively identical values in the three reference years, namely 292,479 beds in 1990, 294,210 beds in 2008 and 301,109 beds in 2012, but in this case with substantial changes by type of ownership: 83.9% (245,343 beds) in 1990 in the public domain, namely 80.0% (235,374 beds) in 2008 and 90.2% (271,735 beds) in 2012 in the private domain.

Indices of the net using the touristic accommodation capacity in operation between 1990 and 2012 have seen a dominant downward trend from 57.8% dominant in 1990 to 36.0% in 2007 with a minimum of 25.2% in 2010 and 25.9% in 2012, a fact which reflects the lowering number of tourists in post-socialist Romania (Fig. 9.8). The most important drops per categories of units can be encountered for hotels and motels (from 65.8% in 1990 to 31.2% in 2012), touristic inns (from 46.6 to 10.6%), school and preschool camps from 73.2 to 12.3%, touristic boarding house from 19 to 14.8%, etc. In the category of those structures which registered increases, we can refer to the emerging agro-touristic boarding houses from 12.3 to 13.2%, youth hotels from 15 to 17.7% and particularly on-ship accommodation spaces from 8.6% in 1996 to 65.4% in 2012. The lowest use indices in 2012 are in case of touristic inns and touristic halting places with 10.6%, touristic chalets with 11.1% and school and preschool camps with 12.3%, a

situation due to strong seasonality that characterizes these accommodation structures. According to the comfort category, a higher value is held by the two-star (37.6%) and five-star (35.9%) establishments.

The regional distribution of the existing accommodation capacity (2012) is in line with Romania's main tourist areas as follows (Fig. 9.9): Constanța 120,944 beds (2008) to 84,690 beds (2012), Bucharest 16,882 beds to 19,327 beds, Brasov 15,729 beds to 21,699 beds, Vâlcea 10,596 beds to 12,540 beds, Bihor 9984 beds to 10,284 beds, Prahova 9918 beds to 11,114 beds, etc. In terms of the accommodation capacity in operation (2012), we can notice that besides the "tourist counties", the following counties have a significant value: Cluj, Suceava, Timiș, Maramureș, Mureș, Sibiu, Neamț, Argeș, Arad and Caraș-Severin.

Relevant evidence for this is rendered by the *indices of net using of capacity in operation (%)* which outlines the main tourists' receiving areas. If this value was nationally at 25.9%, the highest rates of room occupancy in operation were recorded (in 2012) in the counties of (Fig. 9.9): Bihor 38.1% (10,284 beds), Vâlcea 36.8% (12,540 beds), Giurgiu 36.1% (864 beds), Covasna 36% (4836 beds), Ialomița 35.9% (3106 beds), Constanța 35.7% (84,690 beds), Brăila 34.6% (2589 beds), Iași 31.0% (3530 beds), București 29.9% (19,327 beds), Mureș 28.0% (9,137 beds), Caraș-Severin 27.4% (7566 beds), Sibiu 26.8% (6125 beds), Galați 25.4% (1324 beds) and Bacău 25.2% (3,613 beds). Except for Constanța, Covasna, Vâlcea and Bihor, the other "tourist counties" as Maramureș 12.1% (4730 beds), Prahova 23.2% (11,114 beds) and Suceava 22.6% (9447 beds) record moderate values.

According to the *comfort level*, the most numerous accommodation establishments (in 2012) were the two-star (1899 units; 32.6%), three-star (2603 units; 44.7%), four-star (572 units; 9.8%), one-star (504 units; 8.6%) and five-star (115 units; 2%) establishments. The ones of a higher category recorded low values such as 8.6% for one-star and 2% for five-star establishments. The most diversified are hotels, villas, and urban and rural guesthouses, whereas the range of 1–3 stars is mainly the characteristic of motels, lodges, hostels, bungalows, etc. The high accommodation capacity is attributable to three-star 36.4% (109,717 beds) and two-star establishments 33.8% (101,970 beds), and a similar situation to that of the accommodation capacity in operation is 40.7% (3*) and 30.8% (2*). The most representative establishments in this category are hotels (63.8%). In case of guesthouses, touristic and agro-touristic boarding houses, motels and villas, the most occupied are the two-star establishments. The 4- and 5-star establishments represent 16.5% of the existing accommodation capacity, mainly distributed in hotels (60.3%). Within these categories also fall the agro-touristic boarding house (9.1%), touristic boarding houses (8.3%), villas and bungalows (5.8%), school and preschool camps (4.4%), etc.

The number of establishments and the accommodation capacity of the main tourist areas (in 2012)

The main tourist areas according to statistical national institute are mountain resorts; the Black Sea Coast; Bucharest and other 40 county residence towns; spas resorts; Danube Delta; and other urban and rural localities (Figs. 9.10 and 9.11).

The mountain resorts (in 2012) concentrate 23.6% of the accommodation establishments (1376), including all 16 types among which the hotels are 175 (12.7%), numerous agro-touristic boarding houses (39.7%), boarding houses (18.9%), villas (14.8%), hotels (10.8%) and touristic chalets (7.1%). In that area, there are 45,427 places (15.0% of total per country), distributed dominated within hotels 35.8% (16,297 places). The mountain resort area concentrates a large number of low-capacity establishments, the value of 33.0 places/establishment being relevant in this regard. Furthermore, the accommodation capacity in operation was 13,195 million places-days (17.7% of total) of which 38.6% (5.102 million places-days) in hotels. Also, the indices of net using of capacity in operation increased from 18.4% in 2012 to 19.8 in 2014. The average duration of stay is 2.2 days (in 2012).

The Black Sea Coast (in 2012) is the second area of concentration with 676 accommodation establishments (11.6% from total), but with a lower range (10 types) of establishments and the prevalence of hotels (38.0%), villas and bungalows. By the accommodation capacity (80,840 places), the coast is by far the most important tourist area, concentrating 26.8% of all accommodation places in Romania, dominantly distributed within hotels (74.7%), campsites, school and preschool camps and villas. The average value of accommodation establishment is 119.5 places/establishment. Of the 9.483 million places-days (12.8% from total) characterizing the accommodation capacity in operation in the seaside area, by their structure, size and running duration, hotels record the highest value (7.744 million places-days; 81.7% from total). The indices of net using of capacity in operation decreased from 36.3% in 2012 to 23.2% in 2014. The average duration of stay was 4.3 days (in 2012).

Bucharest and other 40 county residence towns (in 2012) concentrate 22.2% of the hospitality establishments of the country (1295 units) and 26.4% of the accommodation capacity (79,715 places). With an average of 61.5 places/establishment, hotels (598) are also best represented with 46.1% in this area, followed by touristic boarding house and villas. The number of places is mainly higher in hotels (61,406 places; 77%). The accommodation capacity in operation was the most important in Romania by the 27.3 million places-days (36.7% of all country), over 80.0% (21.7 million places-days) belonging to hotels. The indices of net using of capacity in operation increased from 24.9% in 2012 to 29.6% in 2014. The average duration of stay was 1.8 days (in 2012).

Spas resorts (in 2012) concentrate 8.4% (488 units) of the accommodation establishments of Romania, 13.0% of the number of places (about 39,279), with an average of 80.5 places/establishments, and 13.4% of the accommodation capacity in use (9.95 million places-days). Most of the hospitality establishments relate to hotels 28.0% (137) and villas, a relatively similar situation to that of the

accommodation capacity: 70.7% in hotels (average value of 93 places/hotel) followed by touristic boarding house and villas. In terms of the accommodation capacity in operation from 9.95 million places-days (13.4% from total), the hotels are most demanded with 77.5% (7.71 million places-days), followed by touristic boarding houses. The indices of net using of capacity in operation decreased from 42.9% in 2012 to 38.8 in 2014. The average duration of stay was 6.1 days (in 2012).

The Danube Delta (in 2012), an area where protected areas dominate, holds 8 types in a total of 136 accommodation establishments (2.34% of total), with an accommodation capacity of 4767 beds (1.6% of total). The accommodation capacity in operation is of 0.64 million places-days (0.9% of total). The prevailing types of establishments are medium and small size (an average of 35 beds/establishment) such as the villas and bungalows, agro-touristic boarding houses and hotels (102 places/unit). The highest rate of the accommodation capacity is the characteristic of hotels with 38.6% (1843 places), campsites, school and preschool touristic camps and villas. The accommodation capacity in operation (0.64 million places-days; 0.87% from total) reflects the situation of the places' distribution where the number of hotels 76.7% (0.493 million places-days) dominates the landscape, followed by villas. The indices of net using of capacity in operation decreased from 20.8% in 2012 to 19.5 in 2014. The average duration of stay was 1.5 days (in 2012).

Other urban and rural areas (in 2012) in Romania cluster 31.8% (1,850 units) of the total number of hospitality establishments, with a total of 51,081 places (16.9% of total) and an average of 28 places/establishment. The most numerous are agro-touristic boarding houses, followed by touristic boarding houses and hotels (11.6% and 215 units). Instead, most places are within hotels (27.3%; 13,941 places) with an average of 65 places/establishment, agro-touristic boarding houses and school and preschool touristic camps. The accommodation capacity in operation (13.5 million places-days; 18.3% from total) holds high values for hotels 33.1% (4.5 million places-days), agro-touristic boarding houses, touristic boarding houses and school camps. The indices of net using of capacity in operation increased from 15.5% in 2012 to 18.1 in 2014. The average duration of stay was 1.8 days (in 2012).

9.4 The Tourist Movement

The tourist movement by the number of arrivals within accommodation establishments

The economic efficiency of the tourism and hospitality industry is also given by the quality and diversity of the tourist supply which in turn determines the size, orientation and structure of tourist movement. In Romania's case, the changes in this respect were quantitatively and structurally deeper, with values which have

generally reflected the political and economic situation of the country. Twenty years after the fall of socialism, the Romanian tourism is still below the values recorded in the last years of the respective period. Thus, if in the time lapse 1985–1989 (Fig. 9.12), considered the last “five-year plan of the socialist planned economy”, there was a slow increase in the number of tourists registered within accommodation establishments from 11.959 million to 12.971 million people (Romanian tourism peak year), the following period has decreased continuously with a minimum of 4.847 million people in 2002. The fall of the socialist system, the opening of borders and the free movement of people and Romania’s integration into the EU and NATO should be considerable enough incentives to reorganize and resize Romanian tourism quantitatively and qualitatively. If the year with the lowest number of tourists was 2002 (three times less than during the socialist system), the growth that followed was not as expected barely reaching 7125 million people in 2008, 7687 million in 2012 (only half over the value of 1989) and 8942 million in 2014.

Some of the causes that have triggered this situation include restricting social subsidies granted to the population under socialism (Cocean 1995, p. 105); the decreasing standard of living; restricting leisure time by subsistence activities; the unfavourable image and the political unsteadiness of Romania at an international scale; the rising prices of tourist services on the backdrop of lower incomes; inadequate infrastructure and unadjusted to the modern requirements in terms of quality and quantity; and the increase in foreign tourist movement.

After the *area of origin* in 2014 (Fig. 9.17), due to a decrease of the total number of accommodated tourists, 6.926 million (77.4%) are domestic, well below the value registered in 1990 of 10.8 million (88.4%). The minimum value was reached in 2002 with a total of 3.848 million tourists (79.4% domestic). The number of *foreign tourists* who visited Romania, compared to other Central and Eastern European countries, is low, the maximum values being recorded in 1990 (1.432 million), in 2012 (1.656 million) and 2.015 million in 2014, while the minimum value belongs to the years 1995 and 1996 with 0.76 million people. As a share of the total number of tourists, foreigners reached 24.6% in 2005, the minimum being 10.8% in 1995.

After *tourist destinations* (Fig. 9.13, 9.14, 9.15), in 2012, Bucharest and the county residence town have attracted 49.7% of the accommodated tourists (3.81 million), followed by far by the urban and rural localities of Romania 15.1% (1.16 million), mountain resorts 14.6% (1.121 million), spas resorts 9.1% (0.70 million), seaside resorts 10.5% (0.805 million) and the Danube Delta with 1.1% (0.088 million). After the origin areas, by destination, the spas record 95.7%, seaside resorts 95.5%, mountain resorts 89.9% and 84% other localities reflect the dominance of Romanian tourists, while foreign tourists’ share represents 33.1% in Bucharest and in the county seats and 35.2% in the Danube Delta. Romanian tourists prefer Bucharest and the county seats 42.4% and only 0.9% the Danube Delta as domestic destinations. Mountain resorts are preferred by 16.7%, 16.2% tourists prefer other localities, 11% prefer spas, and seaside resorts are chosen by 12.8% of visitors. In case of foreign tourists, Bucharest and the county seats attract

76.2% of the total, followed by far by other localities 11.1%, mountain resorts 7%, seaside resorts 6.8% and spas 2.2%, while the Danube Delta held 1.9% of the accommodated foreign tourists in 2012.

Arrivals of foreign visitors in Romania

The tourist attractiveness of the Romanian area of the specific tourist product and supply is reflected in the number of foreign tourists and their area of origin (Fig. 9.16). According to the statistics in the period 1990–2014, the number of foreign tourists witnessed a decline from 6.532 million in 1990 to 5.898 million in 1994 and 4.794 million in 2002 (the lowest value recorded), with slight upward trends in 1999 and 2000, followed by an upward trend reaching 8.862 million in 2008, 7.937 million in 2012 and 8.975 million foreign tourists in 2014 (maximum value after post-socialist period; Fig. 9.16). The majority of foreign tourists (94.1%) come from the European political space (especially the EU), 2.72% from Asia, 2.6% from America, etc.

Across Europe (including Russia and Turkey), the origin area of tourists who visited Romania in 1994 included countries such as Bulgaria 1.022 million (17.3%), Moldova 0.803 million (13.6%), Serbia and Montenegro 0.634 million (10.7%), Hungary 0.628 million (10.6%), Ukraine 0.593 million (10.0%), Turkey 0.535 million (9.1%), Russia 0.443 million (7.5%), Germany 0.203 million (3.44%), the Czech Republic 0.121 million (2.05%), Italy 0.093 million (1.6%), Slovakia, Poland, the Netherlands, the UK, Belarus, Macedonia, France, and Austria. We can note that the dominant area of tourists who visited Romania overlapped with that of neighbouring countries and represented 62% (3.680 million) of total foreign tourists (Fig. 9.17).

In 2008, a year after Romania's integration into the EU, the number of foreign tourists increased to 8.862 million, by 14.76% in comparison with 2007, the year of the integration. The main origin area has remained the entire European area, representing 95% of the total, with recorded changes at a state scale. Foreign tourists who visited Romania in 2008 consisted of 22.0% Hungarians (1.950 million), 16.1% Moldavians (1.429 million), 12.5% Bulgarians (1.114 million), 8.2% Ukrainians (0.730 million), Germans 5.9% (0.522 million), Italians 4.9% (0.433 million), Turks 3.4% (0.303 million), Poles 3.1% (0.277 million), 2.36% Austrians (0.210 million), 2.1% Serbs (0.184), 2.06% French (0.183 million), Slovaks 1.67% (0.148 million), 1.52% Czech (0.135 million), 1.44% English (0.128 million), Greeks 1.33% (0.118 million), etc. Compared to 1994, in 2008, we find a similar area of origin of the 5.407 million tourists, but with a different distribution by states. In 2009 compared with 2008, the number of foreign tourists decreased to 7.57 million (−1.287 million).

In the period 2009–2014, the number of foreign tourists slowly increased to 8.975 million in 2014 (Fig. 9.18). Arrivals of foreign visitors in Romania, by main origin countries in 2014 are from Hungary (1.6 million; 17.7%), Bulgaria (1.307 million; 14.5%), the Republic of Moldova (1.120 million; 12.4%), Ukraine (0.740 million; 8.2%), Germany (0.49 million; 5.4%), Italy (0.370 million; 4.1%), Poland (0.32 million; 3.6%), Serbia (0.289 million), Turkey (0.267 million), Austria (0.211

million), Russia (0.159 million), France (0.154 million), the UK (0.146 million), Slovakia (0.100 million), etc.

When comparing 2008 with 2014, in the category of tourist-emitting states, the countries that stand out are Hungary (−0.356 million), Italy (−0.056 million), Germany (−0.031 million), France (−0.029 million), etc. By contrast, massive drops are recorded in case of Bulgaria (+0.193), Poland (+0.046), the UK (+0.018 million), etc., which send a greater number of tourists.

In both Americas, in the same period, a slight increase from 0.049 million tourists in 1994 to 0.137 million visitors in 2008 and 0.268 in 2014 was recorded. We also need to mention visitors from Asia, 0.304 million (3.4%) in 2014 (0.224 million in 2008), etc. It should be noted that most tourists come for the purpose of a holiday and to visit friends and relatives (in the case of the neighbouring states) and for business trips in case of states which do not bordered with Romania (especially Italy, Turkey, Germany, etc.).

Departures of Romanian visitors abroad

The change of the political regime by the fall of the socialist system, the elimination of visas for Romanian citizens, revenues' increase for certain professional categories and the national and international political and economic circumstances are some of the arguments underlying the increase or decrease of the number of Romanian tourists who visited tourist destinations other than Romania. At the same time, the same type of arguments is true for the numerical fluctuations during 1990–2012. In 1990, the first year of post-communist freedom, the number of Romanian tourists going abroad was one of the highest of all the time lapse, i.e. 11.275 million visitors, being exceeded only in 2008 by the 13.072 million visitors and 2014 with 13.348 million visitors. Gradual reduction in the number was due to the required visa for Romanian tourists, which triggered a minimum of 5.737 million in 1995, a value similar to the one from 1996 (5.748 million) and 2002 (5.757 million). The elimination of visa requirements for Romanians in 2004 is reflected in the almost doubling of the number of tourists from 6.9 million to 13.07 million in 2008 and 13.348 million in 2014. For example, in 2012, according to the official statistics of Romania, Romanians have made 826,692 trips abroad of which 56% are for holiday, 37.1% are to visit friends and relatives and 6.9% are for business. The main destination countries were as follows: Italy 20.4%, Greece 12.2%, Spain 7.6%, Germany 6.6%, Hungary 12.4%, Austria 9.9%, Turkey 4.6%, France 4.1%, Bulgaria 12.9%, the USA 0.5%, Moldavia (1.16%), Switzerland, Croatia, Canada, Israel, Poland, Belgium, the UK, etc.

The overall tourist balance registered in Romania is determined by a net unfavourable higher number of outgoing tourists in relation to incoming tourists. The largest differences were recorded in 1990 (4.743 million), 1993 (4.971 million), 1993 (4.504 million) and 2008 (4.210 million), while the lowest values were recorded in 1995 (−0.292 million) and 2004 (−0.372 million). Between 2004 and 2014, this gap has widened considerably over 10 times, from −0.372 million visitors to −4.210 million visitors in 2008, −3.212 million visitors in 2012 and −4.372 million visitors in 2014 in favour of Romanian outgoing tourists.

The means of transport

Among the means of transport used by foreign visitors who have visited Romania during 1990–2014 (Fig. 9.19), we can note the prevalence of *the road* transport whose proportion has increased from 56% in 1990 to 76% in 2014. The annual average is 4.3 million visitors/year with extreme values of 3.5 million visitors in 1998 and 6.8 million visitors in 2014. The railway transport came after the road ones in 1990 with a share of 36% and about 2.3 million tourists. Gradually, their share has fallen dramatically, with a sharp decline after 2000, at a minimum of 2.0% in 2014 and only 0.182 million visitors. In parallel, air transport, by increasing flights and increasing the number of airlines operating on lines for Romania, has increased from 0.271 million visitors (4.1% of total) in 1990 to 1.78 million visitors (19.9% total) in 2014. The use of ships is distinguished by the constant number of visitors (about 0.173 million/year) and its share (3.0% annually). The largest number of visitors came to Romania by water in 1990 (0.242 million) and 2014 (0.191 million). The trend in 2014 (8.97 million visitors) compared to 2008 (8.862 million visitors) consisted in the growth of air transport (+0.323 million) and a reduction for road transport (−0.068 million), railway (−0.071 million) and naval (−0.071 million).

The vehicles used by Romanian tourists reveal a similar situation with that of arrivals, i.e. dominance of road and air transport and reduction in the case of railway and water transports. In case of *road transport*, if between 1990 and 2014 there were increases reaching 76.2% of the total, the aftermath registers a 79.4% decline all due to the increase in visitor's numbers from 6 million to 10.183 million in the same time lapse. *Rail transport* follows the same descending line from a share of 22.2% (2.5 million visitors) in 1990 to 1.3% (0.169 million visitors) in 2014, the decline becoming more acute after 2001. A considerable increase was recorded for visitors transported by *air transport* with 0.265 million (2.4%) in 1990 to a maximum of 2.97 million tourists in 2014 (22.2%). *Water transportation*, although with a reduced number of visitors (about 100,000 annually), shows a regressive trend from 0.113 million in 1990 (1%) to 24,000 in 2014 (0.3%). Analysing data from the years 2004 to 2014, the range of the number of tourists increased upward trend transported stands for air transport (+2.70 million) and road (+4.18 million) and regressive for the rail (−0.055 million) and the ship (−0.026 million).

Air transport in Romania was served by a network of 16 national and international airports for tourism in 2006 and 18 airports in 2014 (Fig. 9.20). The number of passengers in 2014 reached 11.6 million, versus 2 million in 1999 and 9.1 million in 2008. While scheduled flights in 1999 held 95% of all charter passengers in 2004, charter flights rose to 15% with a total of 0.5 million passengers. The most transited airports in 2014 were *Henri Coandă* from Bucharest with 8.3 million passengers, *Avram Iancu* from Cluj-Napoca with 1.182 million passengers and *Traian Vuia* from Timisoara with 0.736 million and (Table 9.4).

The concept of rail travel is a niche product like the Orient Express.

Internal access by railroad is provided to large urban centres and a large number of tourist resorts. The only narrow-gauge railway line of 60 km operates in the Maramureş Mountains on one of the most scenic mountain tourist trail. So it is Oraviţa-Anina route, where there is the oldest railway in Romania.

Table 9.4 Romania. The international airports and passengers traffic (*Source* www.romanianairports.ro, 2014; www.aviatia.ro; Master Planul pentru Dezvoltarea Turismului Național 2007–2026, 2007, p. 14–16

Airports	No passengers			
	2005 (*2006)	2008	2010	2014
Arad	1,758	78,047	8359	28,280
Bacău	114,323	116,657	240,735	313,376
Baia Mare	6309	22,462	19,020	20,465
Bucuresti	385,759	1,724,000	1,881,509	6036
Bucuresti	3,035,511	5,064,230	4,802,510	8,317,168
Caransebeș	73	0	0	0
Cluj-Napoca	*244,366	752,181	1,028,907	1,182,000
Constanța	111,142	60,477	74,587	37,939
Craiova	1557	12,988	23,629	138,886
Iasi	41,959	146,000	159,615	273,047
Oradea	37,891	38,843	36,477	36,501
Satu Mare	9276	7298	18,859	12,644
Sibiu	60,475	141,012	198,753	215,941
Suceava	*12,766	23,398	34,437	219
Târgu Mureș	4,215	69,945	74,353	20,054
Timisoara	*608,212	890,137	1,136,133	736,191
Tulcea	29,054	788	427	1887
Tuzla	–	–	–	15,855
		9,142,110	9,738,241	11,661,696

9.5 Resorts and Tourist Destinations

The combination of natural features specific to natural milieu with the infrastructural ones has triggered tourist resort-type territorial systems. Depending on the curative or recreational needs within Romania, approved by the Ministry of Tourism, there are *spas* (built on the basis of mineral thermal waters and curative mud), *climatic resorts* (which turn into good account the particular curative valences of mountain areas) and *mixed (curative-recreational/leisure) resorts* (Fig. 9.20). Many of the resorts in Romania have a considerable experience, particularly those that exploit and capitalize thermal waters. Since ancient times, these have been known as concentration areas for tourists due to mineral and thermal waters such as GERMISARA/Geoagiu Băi, HERCULANUM/Băile Herculane, AQuAE/Băile CăLAN, and Băile Felix (Photograph 9.8). In the eighteenth and nineteenth centuries, mineral springs are highly capitalized giving rise to resorts such as Sovata, Vatra Dornei, Borsec and Slanic Moldova, mainly located in the mountain and sub-Carpathian area. Most health resorts, addressing curative tourism, hold natural therapeutic factors and are mainly located in the mountain area (Moneasa, Geoagiu-Băi, Băile Herculane, Călimănești, Covasna, Borsec in the sub-Carpathian

Photograph 9.8 Băile Felix Spa with thermal water (Bihor County)



Photograph 9.9 Borșa. Local Ski Resort in Maramureș (Rodna Mountains)



area (Băile Olănești, Slănic, Govora, Pucioasa, Târgu Ocna), Plateau of Transylvania (Ocna Sibiului, Bazna, Turda, Sovata (Fig. 9.31) the Western Hills (Băile Felix and 1 Mai (Photograph 9.8), Buziaș and Eastern Romanian Plain (Amara, Lacul Sărat, etc.) (Photographs 9.9 and 9.10).

Climatic resorts ensure a long-term stay, turn to good account the bioclimatic milieu and other natural factors, being the latest, besides health tourism, winter sports also intermingle. These are usually located in the mountain areas such as Poiana Brașov, Pârîul Rece, Cheia, Băișoara, Beliș-Fântânele, Lacul Roșu, Izvoare, Mogoșa, Semenic, Sinaia, Predeal, Bușteni, Semenic, Stâna de Vale, Poiana Țapului and Râncea and the sub-Carpathian region. This type of resorts also exists in the coastal area: 2 Mai, Costinești, Năvodari, Venus, Neptun-Olimp, Aurora, Jupiter, Saturn, etc. With reference to spas, characterized as polyvalent by specialization, with a wide range of facilities, services and supply, and high

Photograph 9.10 Sovata
Spa and salt Lake Ursu (Bear)
(Mureş County)



accommodation capacity and with a wide territorial distribution, we can refer to Băile Herculane, Călimănești-Căciulata, Vatra Dornei, Borșa (Fig. 9.30), Băile Tușnad, Sângerz-Băi, Moneasa, etc., in the mountains or Mangalia, Eforie, Năvodari, Techirghiol, etc., on the coast. Most of the resorts along the Prahova Valley and the coast were developed in the second half of the twentieth century.

In Romania, there are about 160 resorts and tourist localities, and within some of them, especially within spas, there are treatments with original Romanian medicines as Gerovital Pell-Amar, etc., or by diversification of the medical supply such as acupuncture, apitherapy, beauty care and Reiki technique (Câdea et al. 2003, p. 176).

The accommodation component differs from one resort to another, from the mountains to the plains and to the coast. Most hotels are located in major cities on the coast and in some resorts such as Poiana Brasov, on the Prahova Valley, on the Olt Valley, Baile Herculane. The villas prevail within the climatic resorts and spas as Vatra Dornei, Borsec, Sinaia, Predeal, Bușteni, etc., and chalets prevail in the alpine and subalpine areas. Camping sites are concentrated within resorts and big cities, while in the rural milieu of the Carpathian range prevail large-scale tourist and agro-touristic boarding houses, especially in tourist localities.

In the year 2002, the Ministry of Tourism has reviewed the tourist resorts of Romania, identifying two categories: national and local levels. In 2015, the list with attested resorts included the following (Fig. 9.1; Table 9.5): Forty-one resorts of national interest distributed within 18 counties including 11 in Constanța coastal area, Prahova (4), Vâlcea (4), Brașov (3) and Suceava (3). Of the 41 resorts, 11 are in the plain and hilly areas and only 4 in the high mountain areas (Bușteni, Predeal, Sinaia and Voineasa). Other 48 local-interest resorts are mainly distributed in 22 counties (Fig. 9.1; Table 9.5), the largest being in Harghita (6), Brașov (4), Caras-Severin (4), Cluj (4), Vâlcea (4), Bihor (3), Prahova (3), etc.

Table 9.5 Romania. Resort types in 2015 (Source Law 432/2003; Law 1222/2002; Romanian Official Monitor no 770/23.10.2002, www.mdpr.ro, 2015)

Resort of national level	Geographical area	County	Resort of local level	Geographical area	County
Amara	Plain	Ialomița	I Mai	Hilly	Bihor
Azuga	Mountain	Prahova	Albac	Mountain	Alba
Bușteni	Mountain	Prahova	Albeștii de Muscel	Hilly	Argeș
Buziaș	Plain	Timiș	Arieșeni	Mountain	Alba
Băile Felix	Hilly	Bihor	Balványos	Mountain	Covasna
Băile Govora	Mountain	Vâlcea	Bazna	Hilly	Sibiu
Băile Herculane	Mountain	Caras-Severin	Băltătești	Hilly	Neamț
Băile Olănești	Hilly	Vâlcea	Băile Homorod	Mountain	Harghita
Băile Tușnad	Mountain	Harghita	Băile Turda	Hilly	Cluj
Câmpulung-Moldovenesc	Mountain	Suceava	Băile Băița	Hilly	Cluj
Cap-Aurora	Sea coast	Constanța	Baia Sprie	Mountain	Maramureș
Călimănești-Căciulata	Mountain	Vâlcea	Borsec	Mountain	Harghita
Costinești	Sea coast	Constanța	Boșa	Mountain	Maramureș
Covasna	Mountain	Covasna	Bran	Mountain	Brașov
Eforie Nord	Sea coast	Constanța	Breaza	Mountain	Prahova
Eforie Sud	Sea coast	Constanța	Călacea	Plain	Timiș
Geoagiu-Băi	Mountain	Hunedoara	Cheia	Mountain	Prahova
Gura Humorului	Mountain	Suceava	Crivaia	Mountain	Caras-Severin
Jupiter	Sea coast	Constanța	Durău	Mountain	Neamț
Mamaia	Sea coast	Constanța	Harghita-Băi	Mountain	Harghita
Mangalia	Sea coast	Constanța	Horezu	Hilly	Vâlcea
Moneasa	Mountain	Arad	Izvoru-Muresului	Mountain	Harghita
Neptun-Olimp	Sea coast	Constanța	Lacu Roșu	Mountain	Harghita
Petroșani-Parâng	Mountain	Hunedoara	Lacu Sărat	Plain	Braïla

(continued)

Table 9.5 (continued)

Resort of national level	Geographical area	County	Resort of local level	Geographical area	County
Piatra Neamț	Hilly	Neamț	Lipova	Hilly	Arad
Poiana Brașov	Mountain	Brașov	Moieciu	Mountain	Brașov
Predeal	Mountain	Brașov	Oena Sibului	Hilly	Sibiu
Pucioasa	Hilly	Dâmbovița	Oena Șugagat	Mountain	Maramureș
Râșnov	Mountain	Brașov	Păltiniș	Mountain	Sibiu
Slănic	Hilly	Prahova	Pârâul Rece	Mountain	Brașov
Saturn	Sea coast	Constanța	Praid	Hilly	Harghita
Sinaia	Mountain	Prahova	Săcelu	Hilly	Gorj
Sângeroz-Băi	Mountain	Bistrița-Năsăud	Sărata Monteoru	Hilly	Buzău
Slănic-Moldova	Hilly	Bacău	Secu	Mountain	Carăș-Severin
Sovata	Hilly	Mureș	Semenic	Mountain	Carăș-Severin
Târgu Neamț	Hilly	Neamț	Snagov	Plain	Ilfov
Târgu Ocna	Hilly	Bacău	Stăna de Vale	Mountain	Bihor
Techirghiol	Sea coast	Constanța	Straja	Mountain	Hunedoara
Vatra Dornei	Mountain	Suceava	Soveja	Mountain	Vrancea
Venus	Sea coast	Constanța	Tășnad	Hilly	Satu Mare
Voineasa	Mountain	Vâlcea	Timișu de Sus	Mountain	Brașov
			Tinca	Hilly	Bihor
			Trei Ape	Mountain	Carăș-Severin
			Vălenii de Munte	Hilly	Prahova
			Vața de Jos	Mountain	Hunedoara
			Vișeu de Sus	Mountain	Maramureș
			Zona Fântânele	Mountain	Cluj
			Zona Muntele Băișorii	Mountain	Cluj

9.6 Main Types of Tourism

Rural tourism

After the fall of the socialist system and under the impulse of financial support programmes from Western Europe, rural tourism has increasingly become a chance to revitalize rural areas and to promote and capitalize cultural and ethnographic heritage with a unique character. Generally, localities that develop in this direction enjoy a picturesque and unpolluted natural environment hold great ethnographic values and maintain the local architecture and traditions. The Carpathian region is now concentrating the largest number of agro-touristic boarding houses scattered in over 110 localities (Ciangă 2006, p. 156) in regions such as Maramureş, Bucovina, Neamţ, Rucăr-Bran, the Apuseni Mountains and Sibiu. These establishments appear in the lowlands with attractive tourist resources especially in the coastal area and the Danube Delta. At county level, the most representative in terms of polarizing accommodation units are the agro-touristic boarding houses type (Ciangă 2006, p. 156) in regions such as Maramureş (78 units in 2012) with 25 localities (Botiza, Vadu Izei, Ieud, Breb, etc.) and over 800 beds; Braşov (260 units in 2012) with 10 localities (Moeciu, Bran, Şirnea) and over 1100 beds; Suceava (130 units in 2014) with 11 localities (Vama, Iacobeni, Moldovita, Voroneţ, etc.) and more than 350 beds; Bistriţa-Năsăud (55 units in 2012) with 9 localities (Lunca Ilvei, Prundu Bârgăului, etc.) and over 200 beds; Covasna (39 units in 2012) with 10 localities (Balvanyoş, Cernat) and more than 100 beds; and Vrancea (Lepşa, Soveja), Sibiu (Sibiel). A high concentration is in Harghita (179 units in 2012) where two localities (Praid, Lăzarea) have over 240 beds and Alba (61 units in 2012) with three localities (Arieşeni, Gârda, Albac) and over 230 beds, Cluj (92 units in 2012) (Sâncrai-Poieni, Bologa), Neamţ (100 units in 2012), and Argeş (88 units in 2012). Most households provide generally between 6 and 10 beds; nonetheless, there are many situations in which they host groups of up to 20 people.

Mountain tourism

Mountain tourism in Romania holds about 30% of the country surface occupied by mountain units with a wide genetic, petrographic, morphological variety and with altitudes reaching 2500 m. The natural environment provides optimal conditions for treatment, hiking and winter sports within ski resorts or areas. At the same time, a large number of spas and climatic resorts are concentrated in the mountains. Active tourism for winter sports is based on climatic resorts in the mountain area where there are about 27 authorized ski areas with about 80 approved ski slopes (Master Plan 2007, p. 29) and equipped with specific infrastructure. The length of the season is between 3 and 5 months, also supported by artificial snow. Prevailing demand is on weekends, and the most attractive tourist destination for foreign tourists is Poiana Braşov and Prahova Valley. For hiking, there are about 300 authorized hiking trails whose length ranges from 1-h walk to a 20-h walk. Within parks and mountain reserves, there are over 340 marked trails, the most numerous being in Bucegi (40), Apuseni (32); Domogled-Cerna Valley (35), Piatra Craiului (31), etc.

(Master Plan, 2007, p. 31), as well as the horse riding centres in the counties of Cluj, Mureş, Sibiu, Suceava, Braşov and Bistriţa-Năsăud (Master Plan 2007, p. 32).

Leisure tourism

Leisure tourism can develop in a picturesque and diversified milieu with a specific bioclimate and a refreshing microclimate, with opportunities to practise year-round recreational activities. A diversity of tourist forms ranges from leisure tourism in the mountainous and hilly regions to weekend tourism and health tourism.

Health tourism

It is based on thermal and mineral springs, mud and mud pits which have triggered the set-up of 117 localities with natural therapeutic factors of which 41 are national-interest ranked spas and 48 local (Table 9.5). In 2012, there were 488 accommodation establishments (8.3% from total in Romania) in the spas touristic destination, 13% of the accommodation places (39,279) and 13.4% (9.9 million places-days) of the capacity in operation of which only 3% are for foreign tourists and 9% in 3–5-star units. An important aspect is determined by the income of spas from sources in the form of social support from the state.

Seaside tourism

Seaside tourism with a potential determined by the 245 km of coastline on the Black Sea is currently the most important area of concentration of the accommodation establishments (676 in 2012; 11.6%), with about 26.8% of the accommodation places in 2012, especially within hotels, villas and bungalows. Most of them have a reduced period of operation of 3–4 months during the summer season and are concentrated in traditional resorts and in Constanţa.

Cruises on the Danube

It is a recent alternative, and their frequency increased after 1995, in 2007, with over a thousand cruises, lasting up to 4 days. A proof in this sense is the number of beds and tourists who have appealed to this type of tourism.

Conferences and trade fairs (tourism)

A fast-growing trend can be encountered in case of *conferences and trade fairs (tourism)*, by the increasing number of places and conference rooms. Of the 835 existing rooms in 2006 about 35% (290) were concentrated in Bucharest (Master Plan 2007, p. 36).

The itinerant tourism with cultural valences

It is determined by the value of cultural sights of interest, their density on the ground and their accession by the existing ways. It is proposed to include these localities on routes and tours to allow a better knowledge of the historical monuments, the archaeological sites and the ethnographic values and to highlight the specific cultural landscape of each area, stretching from the mountains to plains (area with high hills and mountains with rural settlements that have preserved the original matrix, the hills with vineyards, orchards and monasteries, the urban areas situated at the foot of the hills, plains with large mansions and boyar estates and princely residences, etc.). Among the thematic routes, we refer to *the road of wine*,

the road of salt, the road of Cantacuziene family mansions and the road of the voivodes. There is a national government programme called *Romania—the country of wines* which aims to attract an increased number of tourists from Romania and also from abroad. Other routes target the *road of fruit* which, similar to the *road of wine*, aim at capitalizing the Carpathian region and other areas covered with orchards. *Wine tourism* in Romania is suitable because of a situation caused by seven major wine regions with 9 famous vineyards such as Murfatlar, Jidvei, Panciu, Bucium, Receaş etc., and 7 museums of wine, each offering itineraries and wine tasting for visitors. *The road of wine* is an ambitious project supported by the government which was implemented first in Alba County, Transylvania.

Hunting and fishing tourism

Hunting and fishing tourism is based on the planning of hunting and fishing areas with an increased potential and represents one of the priority directions of the development of regional tourism. It is proposed for this purpose to set up/upgrade some small-scale accommodation establishments (forest chalets) and create a network of technical assistance tailored to the hunting and fishing tourism. This type of tourism must take place under a strict control meant to ensure the preservation of the hunting and fishing stock. The total area of hunting plots in 2005 was of about 21 million ha (Master Plan 2007, p. 33) distributed predominantly in the lowlands (42%), followed by the hilly areas (37.2%) and the mountain areas (20.8%). The main game species in Romania are the chamois, the deer, the red stag, the hare, the wolf, the lynx, the wild boar, the wildcat, the bear, the fox and bird species (ducks and pheasants). In 2005, the number of foreign hunters was 8000. There are also 645 officially identified sport fishing locations, and the number of foreign tourists in 2005 was 1000 for angling, especially in the Danube Delta.

9.7 The Major Tourist Regions of Romania

The specialized literature shows numerous geographical works that addressed the tourist regionalization of the Romanian territory. Among these, we mention Ciangă (1998) for the Eastern Carpathians and Romania (Ciangă 2006; Cocean 1997, Cocean et al. 2002) with 14 regions, Căndea et al. using as landmarks the value of the tourist potential and the tourism infrastructure outlining 32 regions; Surd (2008) for the Romanian Carpathians, etc. To these, we can add the *Lands* (Cocean 2011), genuine oasis for the preservation of the traditional folk architecture and customs. Most of them have a common element that “tends to overlap the tourist establishments over the physical and geographical units” (Cocean et al. 2002, p. 297). Following the same authors (Cocean et al. 2002), based on the extension, the attractive potential, the profile infrastructure and the degree of specialization, Romania is divided into 14 tourist regions (Fig. 9.21):

- The Western Plain and Hills—defined mixed tourism, health and cultural tourism and leisure as auxiliary,

- Oaş-Maramureş-Bucovina, with a prevailing attractive natural potential attraction but supplemented with specific man-made elements,
- The Apuseni Mountains by the geographical individualization, the spatial extension, the diversity of natural attractions and the existence of some exceptional human resources are framed within the sphere of leisure tourism, the health and cultural tourism, where agro-tourism has considerable prospects,
- The Transylvanian Depression as a functional unit clearly inscribed within the Carpathian range stands out by the predominantly cultural tourism supplemented by the leisure one,
- The Poiana Ruscă Mountains clearly individualized boast a dominant cultural tourism completed at leisure,
- The predominantly recreational feature of the Banat Mountains (mountain hiking, canoeing, swimming, fishing, hunting, speleology, climbing) completed by rural tourism (with ethnographic resources) in the area of rural settlements,
- The central group of the Eastern Carpathians and sub-Carpathians of Moldova is characterized by the intermingling of the three types of tourism: leisure, cultural and health which trigger vast territories' composite and versatile one,
- Moldavian Plateau reveals almost an exclusive dependence on cultural tourism, to which curative and transit tourism can be added,
- The Curvature Carpathians emerge through leisure, cultural and health tourism,
- The Southern Carpathians represent the highest Carpathian sector, being predestined to a diversified leisure tourism and secondly by health and transit tourism,
- The Getic sub-Carpathians with a tourist function divided between cultural and health resources,
- The Romanian Plain with leisure tourism and health in the area of the heath but where Bucharest remains a polarizing tourist area,
- The plateau of Dobroudja with mixed tourism, health and leisure and summer entertainment in the area, an important role being given by the Black Sea Coast and Constanta city,
- The Danube Delta is the first-ranked tourist region, reserve of the biosphere being a typical region for leisure tourism, scientific based on entertainment, fishing, hunting and nautical activities.

In conclusion, each element of the natural environment is basic for the emergence, development and diversification of the anthropogenic component, leading to a tourist potential whose value increases from plains to hills and mountains. A situation marked by originality and specificity is the tourist system formed of the Black Sea and the Danube Delta. On the backdrop of an exceptional natural environmental human resources consisting of archaeological sites, historical buildings, architectural and art establishments, museums and memorial houses, testimonies of civilization and popular culture through elements of ethnography, the villages and the tourist resorts boost the tourist valences of these areas facilitating the outline and development of a wide range of forms of tourism: leisure and health, hunting, rural, cultural, scientific, mountain, etc.

Based on the SWOT analysis elaborated at the Master Plan, the strengths of Romania as a tourist destination are: the Carpathian Mountains with a petrographic morphological and landscape variety; the Danube River and the Danube Delta Biosphere Reserve, the diversity of national parks and protected areas representing 7% of the country's territory; the Black Sea Coast; the tourist caving potential, the diversity of flora and fauna, the diversity and large number of mineral and thermal springs; the temperate continental climate; the natural environment conducive to tourism activities like skiing, hiking, horse riding, cycling, water sports etc.; diversity of heritage tourist sights (UNESCO); the Dacian and medieval cities; rural settlements with their traditional style; diversified museums; traditions and folklore festivals, the legend of Dracula, Sibiu—the cultural capital of Europe in 2007, Cluj-Napoca – youth capital of Europe in 2014 etc. The main tourist regions are the Black Sea coast, the Danube Delta, Bucharest, Transylvania, Bucovina and Maramureș. The main current tourist development has four main directions: tourism on the Black Sea Coast, spa tourism in many regions of the country with mineral springs, cultural/heritage tourism based on Saxon and medieval buildings in Transylvania and in the north of the county (Maramureș and Bucovina), and business tourism in Bucharest and other urban centres. In addition, there are a number of small and medium enterprises which activate the production market for ecotourism and geotourism, mainly in rural and agricultural communities.

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Chapter 10

Geography of Tourism of the European Part of Russia

Victoria Pogodina and Anna Matveevskaya

Abstract The development of geography of tourism started in the 1970s with prof. Preobrazhensky. The Soviet school of recreational geography determines human recreational activities as an integral part of social and spiritual life and inextricably connects it to the labor force. Those days the basis of the Russian recreational geography was the doctrine of territorial recreation systems (TRS)—characterized by functional and territorial integrity. At present, Russian geography of tourism can be regarded as the science of spatial regularities and features of functioning of regional systems in the organization of tourist activity. The chapter in brief shows the history of tourism development in Russia treating this part as a kind of introduction to the contemporary state of tourism. The statistical data regarding domestic and international tourist movement, as well as its size and structure is analyzed. An important part of the chapter is dedicated to a detailed presentation of the most popular types of tourism practiced in Russia. As the most important ones, the authors recognize cultural and educational tourism, stressing the importance of the most popular tourist route—“The Golden ring of Russia,” ethnic tourism—rather important part of the tourist potential in multicultural society, religious tourism, military-patriotic tourism, ecotourism, or event tourism. The next part of the chapter focuses on the tourist division of the regions in the European part of Russia. The prospects for the development of tourism in the country summarize the chapter.

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10.1 The History of Formation and Development Research of Tourist Areas in the Russian Geographical Science

In the present system of Russian Geographical Science Geography of tourism has taken a special place. Professor V.S. Preobrazhensky is the first Russian geographer, who called Geography of tourism a special industry of social and economic Geography in the seventies of last century (Kosolapov 2008). This well-known Soviet scientist is called the father of Russian recreational Geography. The Soviet school of recreational Geography determines human recreational activities as an integral part of social and spiritual life and inextricably connects it to the labor force.

For a long time in Russia's Geographical science has not been significant divisions between recreational Geography and Geography of tourism. Twenty years ago, tourism is often called "entertainment industry." However, as we know, tourism activity is not always recreational activity and conversely.

Basis of the Russian recreational Geography has been the doctrine of territorial recreation systems (TRS)—social geography systems consisting of interconnected elements: a group of vacationers, natural and cultural complexes, industrial facilities, staffs, and governing body. TRS is characterized by functional and territorial integrity. In the 1990s, Geography of tourism was formed in the Russian system of geographical science as a discipline with its own object and subject of study. This was due to the fact that the world has embraced the tourist boom. Tourism mobility has become a massive character in number of participants and global reach the territory.

At present, Russian Geography of tourism can be regarded as the science of spatial regularities and features of functioning regional systems in organization of tourist activity (Pogodina 2005). The Russian Geography considers tourism as a rapidly evolving sector of the economy. Russian scientists are divided actual Geography of tourism's problems on the epistemological (cognitive) and design (converting). The great attention is paid to the suitability of areas for tourism activities, in view of its forms and seasonality, the impact of tourism on the territory and the formation of its economic complex, the study of spatially differentiated tourism demand and supply of tourism products.

Russian geographers are actively involved in the strategies for sustainable development tourist areas (destinations), the working-out of set-governmental geographically organized systems of tourism, the forecast their development. Geography of tourism in Russia was formed and is now developing by scholars such as V. Preobrazhensky, L. Mukhina, I. Pirozhnik, U. Vedenin, B. Rodoman, S. Erdavletov, N. Mironenko, I. Tverdokhlebov, Y. Dmitrevsky, A. Alexandrova, and many others (Pogodina 2009b). Geography of tourism's schools are actively working on the geography departments in Moscow State University and St. Petersburg State University.

Tourism research is characterized by a multifactorial, complex approach. The methods previously used in recreational Geography, now are applied in Geography of tourism for regional tourism planning systems. This is necessary to optimize the spatial organization of tourism which is based on the unity of nature, population, and economic. Consequently, Geography of tourism has a strong integration potential, being an important link between socioeconomic (human) and physical (natural) Geography. An important function of Geography of tourism is to inform the public about the tourist potential of the territories (the types and forms of tourism, the relevant objects of nature, culture, history, and tourism industry enterprises located in Russia and abroad). Geography of tourism is one of the required disciplines in Russian universities, which training staff for the tourism industry.

10.2 Russian Federation Is the Member of the World Touristic Process

The history of travels in Russia, as in many European countries, is calculated for centuries. For example, in the XII–XIV centuries “passing beggars” made long journeys to Constantinople, Jerusalem. In those days, travels were primarily religious or commercial nature. Secular travels were beginning to take place by inhabitants of Russia since the XVIII century. We know, for instance, Peter I traveled to European countries. A tradition of sending young noblemen abroad for education began since that same time. The first Russian guides in St. Petersburg and Moscow were published in the XVIII century (in contrast to earlier, those publications which were religious in nature, these publications were secular) (Pogodina 2009b). Russians were particularly active in travel across Europe in the second half of the XIX century. Since that time, they were often to be found among vacationers in Baden-Baden, Nice, and other European resorts.

End of the XIX—early XX centuries was a time of rapid development in domestic tourism. Then, on the territory of the Russian Empire, there were many associations of travelers and mountain climbing (“Society of friends the Caucasus and the Alpine Club,” “Circle of nature lovers, mountain sports, and the Crimean Mountains,” Russian Touring Club, which was renamed later in Russian society of tourists, etc.) (Pogodin et al. 2012).

During the period of Soviet Union development of tourism, the country has received considerable attention by the government. Throughout the twentieth century, amateur tourism was popular. In 1929 were founded the Society of proletarian tourism and the All-Union Joint-Stock Company “Intourist” for serve foreign tourists and organization tourist trips for Soviet citizens abroad. A distribution system of tourist trips to the concessional trade union organizations was in the Soviet Union. Tourism subsidized from the budget of the trade unions, the state social insurance and assets of the sociocultural activities. Each year more

than 200 million tourists and sightseers was held through the state agencies involved in the organization of tourism and tours. However, international tourism in Soviet times was streamlined and limited by government. International tourist exchange was property with the socialist countries on a reciprocal nonprofit basis. Different forms of international tourism have developed, as border tourism, young tourism, specialized tourism, and a few others (Sokolov 2002).

In the 1990s, Russian tourism has undergone fundamental changes. State monopoly in the domestic and international tourism was abolished. Budget funding and centralized distribution of tourism trips were stopped. Tourism has become a separate business, which is against the background of deep political and economic crisis in the country continued to dynamically develop. Changes in the state, economic, and political structure of the Russian Federation, strengthening the priorities of the inalienable rights and freedoms of human rights, including the right to free movement, the liberalization, and facilitation touristic formalities—all contributed to the revitalization of tourist flows.

In 2005, the Federal State Statistics Service recorded 22.2 million arrivals of foreign nationals, twice more than in 1995. Exit flow from Russia amounted to 28.5 million trips in 2005 (Kosolapov 2008). The geography of tourist expands. The most intensive touristic exchange is with Kazakhstan and Ukraine. The most popular destinations in far abroad for Russian tourists are China, Finland, Egypt, and Turkey. In total, the Russians travel to more than 160 countries. After the 1998 crisis, Russia began to revive domestic tourism. Since 2002, in Russia there is booming demand in the market of tourist services. This is connected with overcoming the crisis in the economy and as a consequence of the growth and quality of life (Figs. 10.1 and 10.2).

Foreign trade turnover of tourist services grew, the rise in prices has slowed, and levels of domestic and abroad flows are increasing. In 2010, the number of tourist trips abroad, volume of sales in the market increased from 7.6 to 7.9 billion US dollars.¹ On the domestic tourism, market recorded growth of 4,5–5% (Yakhimovich and Krokhin 2010). At present, the share of tourism in the GDP of Russian Federation is 2.5%, in view of the multiplicative effect—6.3%. In the domestic tourism industry employs over 1 million people. That is 2.3% of the employed population (The project site...) (Figs. 10.3 and 10.4).

At present, in Russia, there is no single methodology tourism sector statistics, which allows obtaining and compiling data sets on the tourist market. There is particularly acute absence of thorough methodological issues by comparison of official Russian statistics and international tourism organizations, primarily the World Council of Travel and Tourism (WTTC) and the World Tourist Organization (UNWTO). Developed and constantly updating system of satellite accounts of the tourism industry (Tourism Satellite Account—TSA) allows obtaining in the current

¹From editor: According to UNWTO data in 2013 a number of visitors to Russia reached 30.8 million and the income was 20.2 mld dollars. Foreign outbound tourism of Russians reached 54.1 mil of persons and tourists expenses were around 59.5 mld dollars.

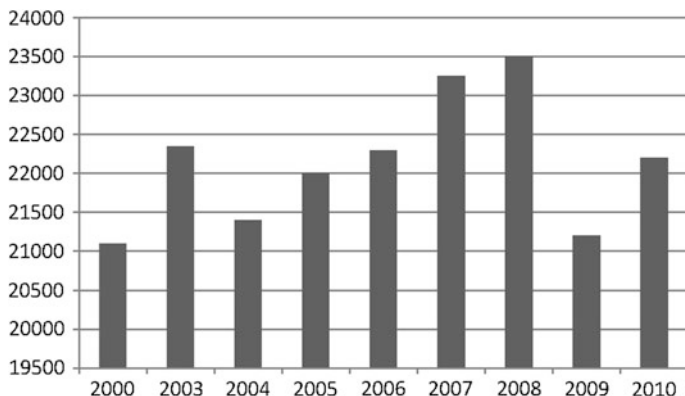


Fig. 10.1 The number of tourist who arrived in Russia (thousand people)

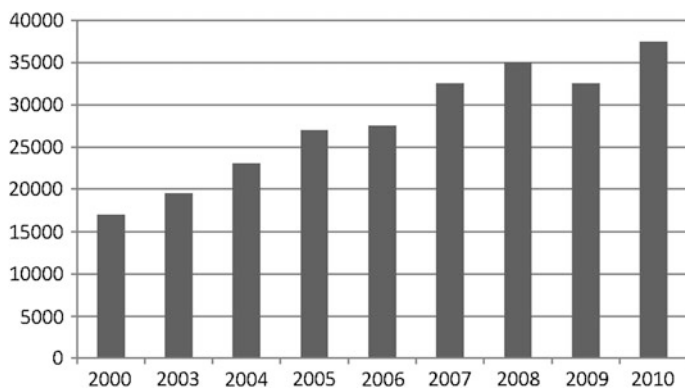


Fig. 10.2 The number of tourist came from Russia (thousand people)

Fig. 10.3 The structure of the register of tour operators depending on the amount of financial security

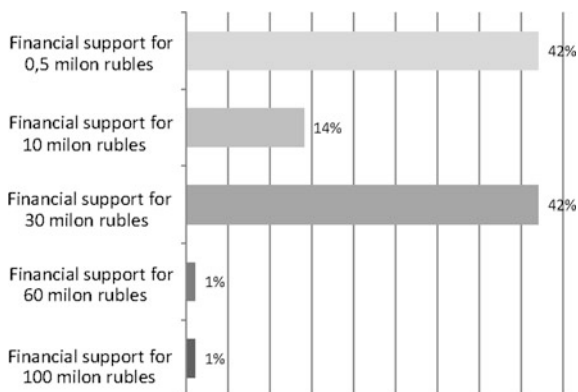
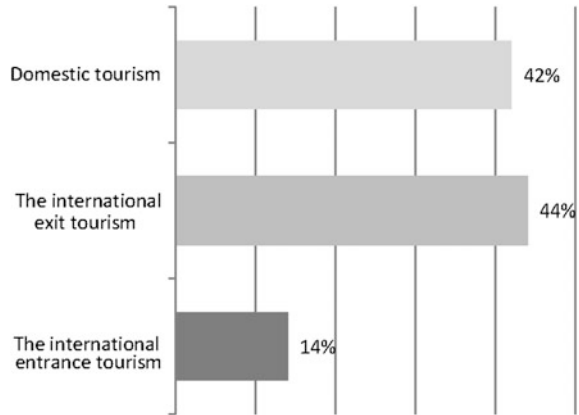


Fig. 10.4 The structure of the register of tour operators depending on the purpose of the activity



and predictive models for various parameters of tourist complex (capital investment, state investment, employment, etc.). Most of these indicators are not calculated by the Federal State Statistics Service. The reliability of these statistical data on the indicators in determining the tourist activity, we must recognize the conditional and inadequate. The Federal State Statistics Service summarizes the information of the Federal Border Service, which refers to the tourists those foreign nationals who are passing on the boundary control points, as the purpose of travel tourism. In fact, many entering foreigners to Russia, as well as traveling abroad Russian citizens pursue other goals (“border shopping,” “coming to earn,” some business for travel in order to simplify and expedite the procedures out make out tourist visas, etc.) (Rostourunion.ru).

As the tourist market in Russia is divided on the international market (entry and exit) and domestic tourism, all the tourist flows are divided into international tourism (including the entry of foreign citizens in Russia and Russian travel citizens abroad) and domestic tourism (tourist flows across Russia).

10.2.1 Entry and Exit Tourist Flows

The statistics of international tourist arrivals the first place belongs to a private travel (trip to friends, relatives, and day trips for different purposes). The share of entry flows associated with tourism only in the total number of trips is 12 and 25% of exit flows. If we consider business trip as a kind of business tourism, then the above percentage increases to 24% for the entry tourism and to 36% for exit tourism. If the range amount of entry flows, including touristic flows, can be estimated as relatively stable, then exit flows have a pronounced growth. During the period 2000–2010, the number of trips has increased by 114%. The share of visits to Russia and tourist purposes in 2009 amounted to only 2,100,601 people. That is not more than 10% of the total number of arriving foreigners. As compared to 2008

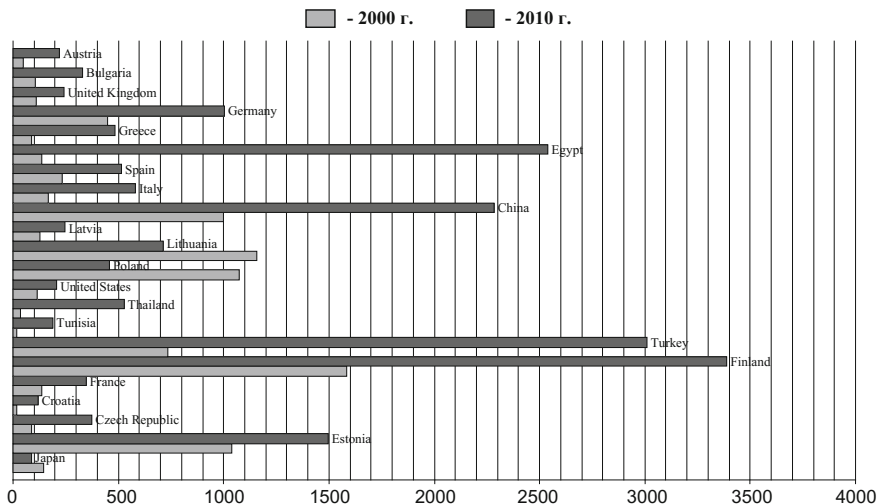


Fig. 10.5 The departure of Russian citizens in the countries of the far abroad (thousand visits)

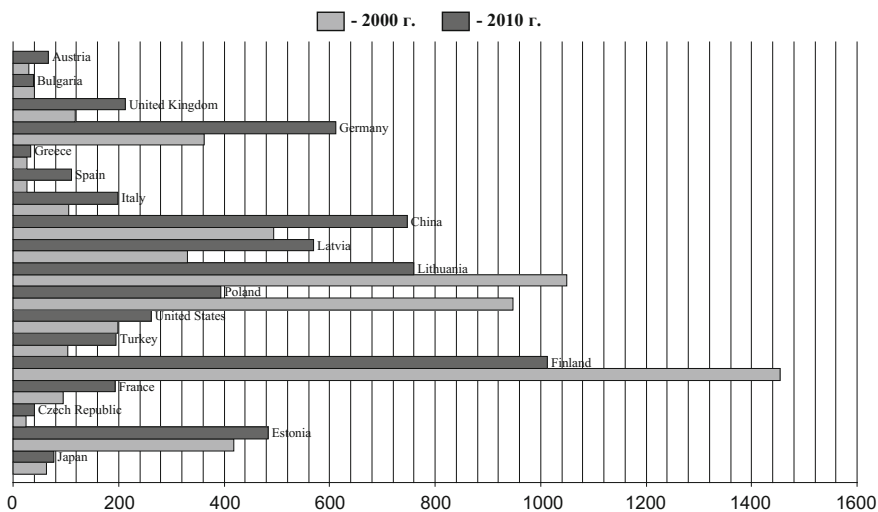


Fig. 10.6 Entry into Russia off foreign tourists (thousand visits)

(2,295,074 people), it has declined by 8% (The Federal Tourism Agency). Excess exit tourist flows from Russia over entry flows is obvious. This is due to increasing the attractiveness for foreign tours of Russian tourists and lack of popularity among the foreigners traveling to Russia (Figs. 10.5 and 10.6).

Relatively minor figures of entry tourism can be attributed, for example, by comparing the value of tourist product in Russia with similar value proposition

similar proposals in other countries. One day of stay in Russia in full board with excursions program and stay in a hotel category of “three-four stars” today is not cheaper than 200–250 Euros (that is week-long tour will cost around 1.5 thousand Euros, excluding the cost of air or train tickets) (Tourism: Practice, Problems...). Such a price level comparable with the suggestions of famous European resorts, which have won fame comfortable range indicators of tourist centers. Because of the low quality of services, underdeveloped regional infrastructure (poor roads, lack of a sufficient number of hotels required class), as well as geographically distant Russian tourist centers, many international flows are guided by non-Russian destination. Simultaneously, the internal flows reoriented to the foreign market. Russians’ demand for services is determined by the exit tourism, including increasing the share of Russian tourists going on holiday abroad twice, three times, or more a year. Relatively cheap holiday focuses on the inhabitants of Russia visits to recreation in Turkey, Egypt, and Ukraine. Among Russia’s youth is especially popular overseas tourism (for recreation, education, and treatment) (Butko et al. 2007).

According to the National Academy of Tourism, at the present time tourism is developed less than 20% of Russian territory. Many areas of cultural, historic, and natural value, remain unclaimed by Russian and foreign tourists. Most foreign tourists visit St. Petersburg, Moscow, and the city “Golden Ring of Russia.” A very small part goes to cruise on the Volga. Competitive advantage for tourism of Russia should recognize the diversity of its tourism resources, natural and cultural history contrasts. The geographical variety of the country, the richness of culture, architecture, and ethnic traditions make it the most important tourist attractions are promising region. It may develop as cultural, educational, and environmental types of tourism.

As familiar friendships and developing diplomatic, scientific, technical, educational, and other forms of interaction of Russian and foreign citizens influence on the development of tourism in the Russian. Russian recreation is popular primarily for citizens from Ukraine, Lithuania, France, Poland, and Finland. The greatest inflow of foreign tourists (apart from Moscow and St. Petersburg) is traditionally observed in the border regions (due to one-day visits), as well as the Maritime and Krasnodar regions, Moscow, Leningrad, and the Kaliningrad regions. In these regions, foreign tourists arrive by a longer period. The bulk of tourists coming to Russia sent to the Central Federal District (the center of Moscow) and the Northwestern Federal District (the center of St. Petersburg). More than half of them arrange their entry individually (without documenting the tour) and prefer to stay at the hotel for a period of 8–14 days (Tourism in Figures 2007).

Progressing over the past 20 years departure from Russia, in many foreign countries connected with the realization people’s dream of traveling abroad, impossible in Soviet times. During this period, geography and motivation of the international trips of Russians has undergone significant changes. Since the beginning of the 1990s dominated by the so-called shuttle trip (in order to gain most in China, Poland, Finland, Turkey, the goods and resell them further). From

Germany and Netherlands mainly distilled in Russia for sale cars. According to specialists in international tourism, shuttle was employed for more than 4 million people. Since the 1990s, beach foreign tours have developed. First, countries of arrival became Turkey, Egypt, Spain, and then more distant from Russia, Thailand, Canary Islands, the Maldives, and more than 50 states (Yakhimovich and Krokhin 2010). Currently, the dynamics of growth in travel has somewhat stabilized, but there is a shift of tourist preferences of Russians toward the elite, combined, and adventure tourism. Beach holiday remains the most popular (over 50% of the total tourist flows). The index of departure from Russia to the ski resorts of Europe has increased over the past 10 years. Number of trips with sightseeing, pilgrimage, recreational purposes has hardly changed over the past decade. Gradually, event (carnival, sports) and MICE (Meeting-Incentive travel-Conventions-Exhibitions) tourism increase.

10.2.2 Domestic Tourist Flows

According to the methodological recommendations of the UNWTO passenger-transport in international, intercity, and suburban traffic are tourism-related. However, in Russia inclusion of the suburban transportation to the total domestic flows is not appropriate, because in Russia the greater share of transportation in the suburban community refers to population commuting daily to work. In this regard, the number served by the Russian transport tourists (both citizens of Russia, as well as foreign nationals) in 2005 was estimated by Federal State Statistics Service in about 90 million people, including tourists, traveling in the territory of Russia—80 million people (The development of tourism in Russia 2002). There is another statistic. Domestic tourist flows in 2006 were estimated at 25 million people, that 2 million people more than in 2005 (Federal Law... 1996). The discrepancy in figures is explained by the lack of a unified methodology for the analysis volumes of tourist flows, as well as the imperfection of technology acquisition and data processing.

Indirectly, dynamics of domestic tourism is characterized by data carriage of passengers by type of transport. We note a steady tendency to reduce transport function in the suburban transport. During the period 2000–2006, average annual decline of passenger traffic on all types of carriage was 324.8 million or 8.3% (primarily due to reduction in demand for bus transport). This is due to the regular growth of tariffs for local and suburban transport, as well as poor quality of service for passengers and the monopolization of the rail market JSC “Russian Railways” (Transport in Russia 2007). It should be noted the trend of significant growth in the number of personal transport of Russian citizens, which partially redistributes the internal structure of tourist flows.

Since 2001, the Federal State Statistics Service organized statistical monitoring of traffic tourist sightseeing buses, which allows conclusions about the nature of tourist activity in the domestic market of the cognitive and excursion tourism.

Analysis of statistical data shows an unfavorable situation in this area that reflects not only the problems of transport infrastructure, but also to reduce the cognitive interest of Russian citizens to their cultural and historical heritage. For example, in 2002, tourist sightseeing buses transported 6.98 million and in 2006, 2.22 million. Especially sharply reduced traffic on domestic tourist routes over the last five years is seen in the number of tourists which declined 6.6 times (from 2848.7 thousand people in 2002 to 432.7 thousand people in 2006). This indicates a loss of interest of Russian citizens to history and culture of the places where they live and work (Results of social... 2010).

However, in the period 2000–2005, tourist activity in the field of water transport increased that can be considered as some compensation to low demand for domestic tourist bus routes. Particularly fast demand for recreational motor vessels increased. The share of passengers in tourist sightseeing routes had 21.7% of all passenger transportation in this kind of transport, and 67.4% of its passenger turnover. However, in 2006, traffic volumes on the tourist sightseeing routes declined from 2005 to 16.8%. In 2006, the average distance of the route was 663.5 km, and on tourist sightseeing routes was 31.4 km (Osipova 2007). For Russia, which has a high water resources development of this type of tourism as river cruises is the actual. In 2002, the Federal State Statistics Service was inspected 94 passenger vessel, carrying tourist routes (The development of tourism in Russia 2002).

Today, the cruise market is becoming a big business, especially all of primarily for sea cruises. This especially concerns St. Petersburg, which by relevance is the second largest Baltic port (after Copenhagen) considering the number of passengers and number of vessels. According to estimates of the northwest Regional Branch of the Russian Union of Travel Industry in 2005, growth in the number of passengers and arrivals of ships (ship calls) to the port compared with 2004 was 25.1 and 22.5%, respectively (Tourism in Figures 2006). Cruise travels through St. Petersburg are popular among tourists from different countries such as the USA, Germany, Great Britain, and Finland. Cruise tours in St. Petersburg are in greatest demand among the US citizens. In 2005, more than 300 thousand foreign passengers (27.1%, or 82.1 thousand people) were from the United States (Maslichenko 2006).

The low popularity of Russian recreational areas is due to lack of full recovery of the modern structure rehabilitation and entertainment, the seasonality of Russian tourism products, and a lack of awareness of potential tourists of the various tourism programs. The level of prices for many services in domestic tourism and recreation exceeded the level of prices for similar proposals on exit tourism. This impedes the development of domestic tourism, because of variety of international tourist offers high quality service in foreign resorts making it uncompetitive.

Particularly, acute lack of development. the Russian tourism is manifested by comparing the economic indicators of Russia and other countries. Thus, in accordance with the rating of the World Economic Forum (WEF):

- the annual domestic tourist flow exceeds 30 million people;
- more than 21 million foreign nationals enter to Russia for the year;

- departure of Russian tourists abroad has reached 10 million people a year.

The amount of paid tourist services provided by tour operators and travel agents in Russia is 71 billion rubles, hotels and other accommodation 101 billion rubles (The Federal Tourism Agency...).

According to Federal Tourism Agency of the Uniform Federal Register of Russian tour operators included 4593 companies, including:

- 1858 tour operators work in the domestic tourism (40%),
- 566 companies are involved in entry tourism (12%),
- 2169 companies work in exit outbound tourism (48%) (Ryabov 2007).

International competitiveness ranking of countries in the tourism sector published by the WEF in March 2009 reports that Russia ranked only 59th out of 133 countries. However, the resources of the country are estimated to 5th place and objects of cultural heritage to 9 (Ryauzov 1980). According to such estimates, Russia ranked 127 on the “priority of the tourism sector for the state” and 83 on the “state spending on tourism.” (Ryabov 2007).

10.3 Terms of Tourist and Recreational Development of European Russian Territory

In the 1990s, regulatory and legal framework of the Russian tourism was found. Federal Law “About bases of tourist activity in the Russian Federation” was adopted in 1996. However, responsibility of the State is tracking the implementation of laws affecting the tourist activity. In 2007, changes in tourist legislation came into force to regulate the market tour operator and a system of insurance of tourist risk (Federal Law... 1996). Since 2005, Federal Law “On special economic zones in the Russian Federation” has been adopted. On this basis, it was decided to set up seven special economic zones for tourism and recreation (Rostourunion.ru).

Reforming the country’s economy in the post-Soviet period had devastating effects for the tourism industry. Sanatorium-resort complex had undergone a particularly acute reforming. Recuperation and preventive clinics became two times less: in 1990, there were 2256 units, and by the end of 2000 remained 1196 items. The total number of sanatorium-resort and recreation for ten years has decreased by 34.4% (1990–7431 units, 2000–4876 units). In 1990, a Russian health resorts and rest houses were taken 32.7 million people, then in 2000–8.9 million people. Russian tourist complex in the mid-1990s reached the level of 1970 in many respects (Ovcharov 2009). In terms of increased public demand for recreation, sanatorium-resort organizations have to shift from sanatorium for entertainment profile. This resulted in the conversion of sanatoriums, rest homes, boarding houses in enterprise hotel style with elements of the spa treatment (Amirkhanov et al. 2006).

The low percentage of the highest category of rooms (for hotels—less than 15%) attests to the fact that Russian accommodation facilities do not meet international standards of servicing tourists. More than a third of hotel rooms of higher category located in Moscow, St. Petersburg, and Krasnodar region (on the Black Sea coast of Caucasus). Lack of middle-class hotels aimed at mass tourism is a major problem hampering the development of a hotel complex (especially capital). At present in Moscow at an average of 10 hotel rooms have a thousand people (for St. Petersburg, the figure is 7.2), which is 2–3 times lower than in Europe. Demolition of the old Soviet-era hotels has exacerbated the situation. Today in the capital about 30 hotels with 300 rooms are not enough (including hotels under construction now) (Bordyug 2007). In St. Petersburg there are 21 thousand hotel rooms. Priorities are given to the construction of a new two-and three-star hotels. An increase in the share of boatels is projected (Fig. 10.7).

An important element of the infrastructure of the tourist complex is the children's health institutions. Fifty-two thousand, or 70%, represents the organization for students with day stay. Sanatoriums were only 1.2% from the total number of children's recreational facilities (Papiryan 2007). The material base of children's health camps in recent years, practically not updated or improved most of the buildings and structures, has been ruined. There is practically no construction of new children's health camps. At the present time, low popularity in the Russian holiday recreational facilities due to a developed system of children's recreation and medical treatment abroad, actively promoted by the Russian market.

Part of the hotel and resort infrastructure is catering facilities. Despite strong growth in the market catering (open new cafes, fast food, pub), the number of tourist objects directly supplied for such a big country like Russia is not enough. If we compare the number of hotels with a number of food items in them, it turns out that at one hotel catering accounts for 0.36% (Papiryan 2007). Development of catering is most pronounced in Moscow, St. Petersburg, big cities, and tourist centers.

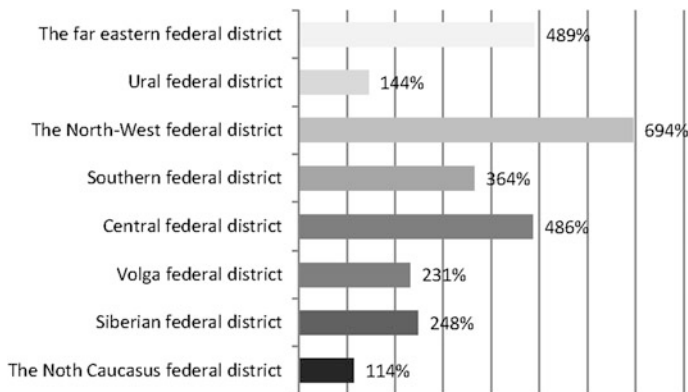


Fig. 10.7 The number of overnight stays in hotels on federal districts on 1000 inhabitants in 2010

Transport infrastructure is one of the most important components of the tourist complex. Transport infrastructure not only provides tourist travel to the destination of the trip and back, but also in some cases acts as an independent subject of tourist activities, providing the tourist-excursion services (cruises and cruises, bus tours). In Soviet times, tourist trips (routes in the Baltic States, “Golden Ring”) were very popular. Now, there are no such routes. Folk saying: “Russian called road this direction in which going to go” has received international acclaim. The quality of roads in Russia is a difficult task state. Examples of private road construction and maintenance so far isolated. State of Russian roads is not responsible world standards. The length of the most comfortable federal roads in the last ten years has not changed and is 47 thousand kilometers. The length of highways is not enough (just 29 km²) (Vikulova 2008).

In a large area, air transport plays a special significance. Its share is great in the promotion of international tourism. Now, there are more than 70 international airports; however, the demand for air transport is extremely low. According to experts, in Russia, only 5% of the population uses the services of airlines (Ryabov 2007).

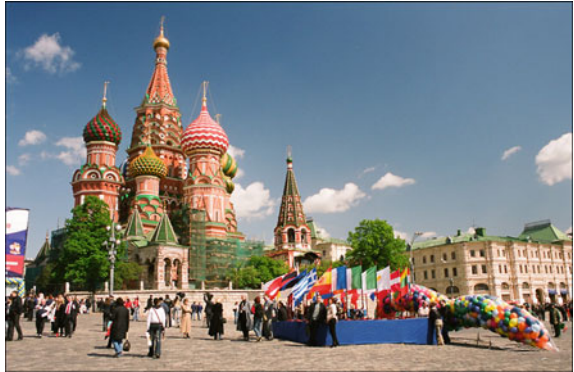
In many developed countries, the attraction sector has a special place in the tourist infrastructure. Attraction sector is a theme park, which combine entertainment and information and cognitive side, making them centers of family and youth recreation. In Russia today the entertainment industry of relevant international standards is still emerging. According to some estimates, the largest amount of recreational facilities is more than 650 units (Birzhakov 2007). The attractiveness of this business lies in the untapped market, low payback periods (two to three years), and high returns. However, investments in infrastructure construction of attraction are not comparable with American and European counterparts. Thus, for construction of one the most expensive entertainment park “Divooostrov” (St. Petersburg) was spent 50 million dollars, while construction EuroDisneyland (France) was 3.2 billion dollars, Port Aventura (Spain)—458 million dollars, Legoland (UK)—130 million dollars (Alexandrova 2002).

Russia is located in the northeastern part of the largest continent of the globe—Eurasia and takes about a third of its territory (31.5%). The northern and eastern points of the mainland are both extreme points of Russia.

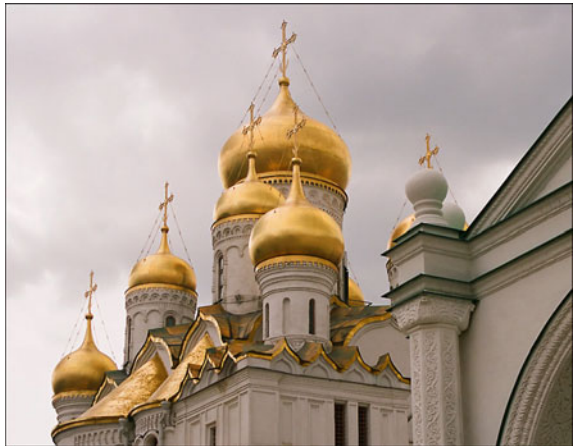
While in the two parts of the world—Europe and Asia—Russia occupies the eastern part of Europe and the northern expanses of Asia. The boundary between these parts of the world is held in the Urals, where in some places near railroads and highways crossing the mountains, there are old stone obelisks or modern light-weight memorials “Europe–Asia.” Accordingly, just over one fifth of the country (about 22%) belongs to Europe, but more often, in speaking of European Russia, is meant by it all territory lying to the west of the Urals (about 23% of area) (Pogodin et al. 2012).

In accordance with Federal law “About bases of tourist activity in the Russian Federation,” tourist resources refer to the natural, historical, social, cultural, and other facilities that can satisfy spiritual and other needs of tourists help to maintain their livelihoods, reconstruction, and development of physical strength (Federal

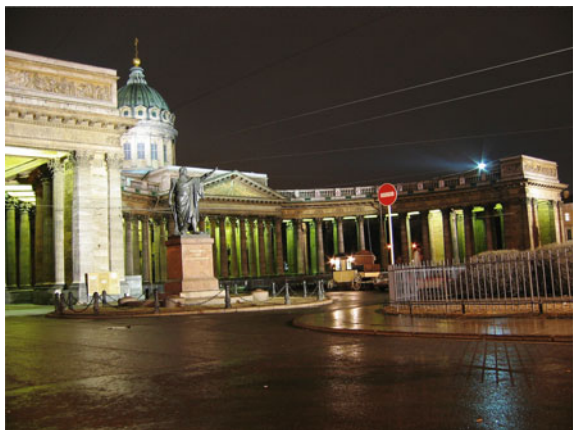
Photograph 10.1 Red Square, Saint Basil's Cathedral, Moscow (*Source M. Stepowicz*)



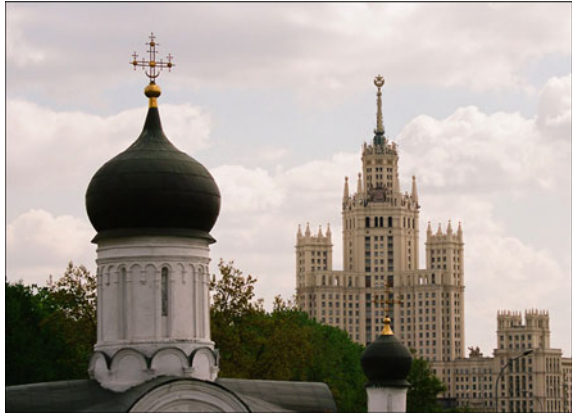
Photograph 10.2 Kremlin, Moscow (*Source M. Stepowicz*)



Photograph 10.3 Kazan Cathedral, St. Petersburg (*Source W. Maciejewski*)



Photograph 10.4 Church of Anna's Conceiving in Ugol, block of flats (Source M. Stepowicz)



Photograph 10.5 Peterhof, St. Petersburg (Source M. Stepowicz)



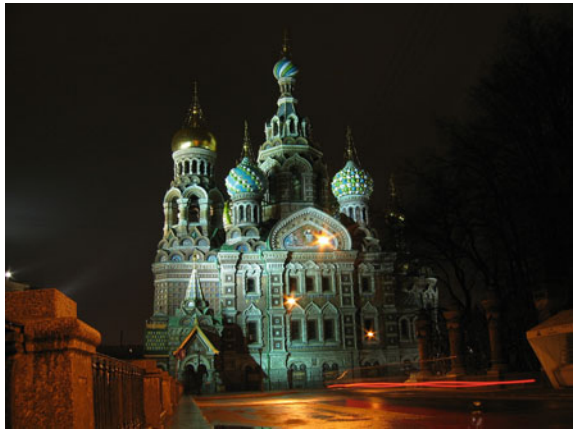
Photograph 10.6 The State Hermitage Museum, St. Petersburg (Source W. Maciejewski)



Photograph 10.7 Tsarskoe Selo—Pushkin St Petersburg area (Source W. Maciejewski)



Photograph 10.8 The Church of the Resurrection of Jesus Christ, St Petersburg (Source W. Maciejewski)



Photograph 10.9 Aurora ship St Petersburg (Source W. Maciejewski)



Photograph 10.10 The Monument of Mother Russia, Volgograd (Source W. Maciejewski)



Law... 1996). This definition interprets the term “tourist resources” in its broadest sense as the totality of natural and man-made objects that represent tourist interest. Russian geographers distinguish two types of tourist resources: natural and cultural resources.

10.4 Popular Types of Tourism

Russia has far-reaching potential for the development of domestic tourism, and for the reception of foreign tourists. To do this, it has everything you need—a large area, providing a diverse mix of tourist environment, rich cultural and historical heritage, and in some regions—the wilderness (Fig. 10.8).

10.4.1 Cultural and Educational Tourism

The greatest development of this type of tourism is in Central Russia and the northwest region, where there are the main attractions. One kind of tourism is auto tourism, expanding opportunities for exploring the country. The main sightseeing centers of Russia are Moscow with a majestic architectural ensemble of the Kremlin Palace, St. Petersburg, and Golden Ring of ancient cities—known throughout the world.

According to the survey of managers (owners), travel companies assessing the attractiveness of the tourist zones in Russia for domestic and foreign tourists, St. Petersburg confidently took the first place—49% for domestic tourists and 39% for foreign. Moscow has, respectively, 37 and 38%. Third place, well ahead of other regions of Russia, the Golden Ring of Russia took. It is 32% for domestic tourists and 30% for foreign tourists. Moreover, most of those wishing to visit the “Golden Ring” prefer to combine this trip with a visit to Moscow or river cruises (Results of

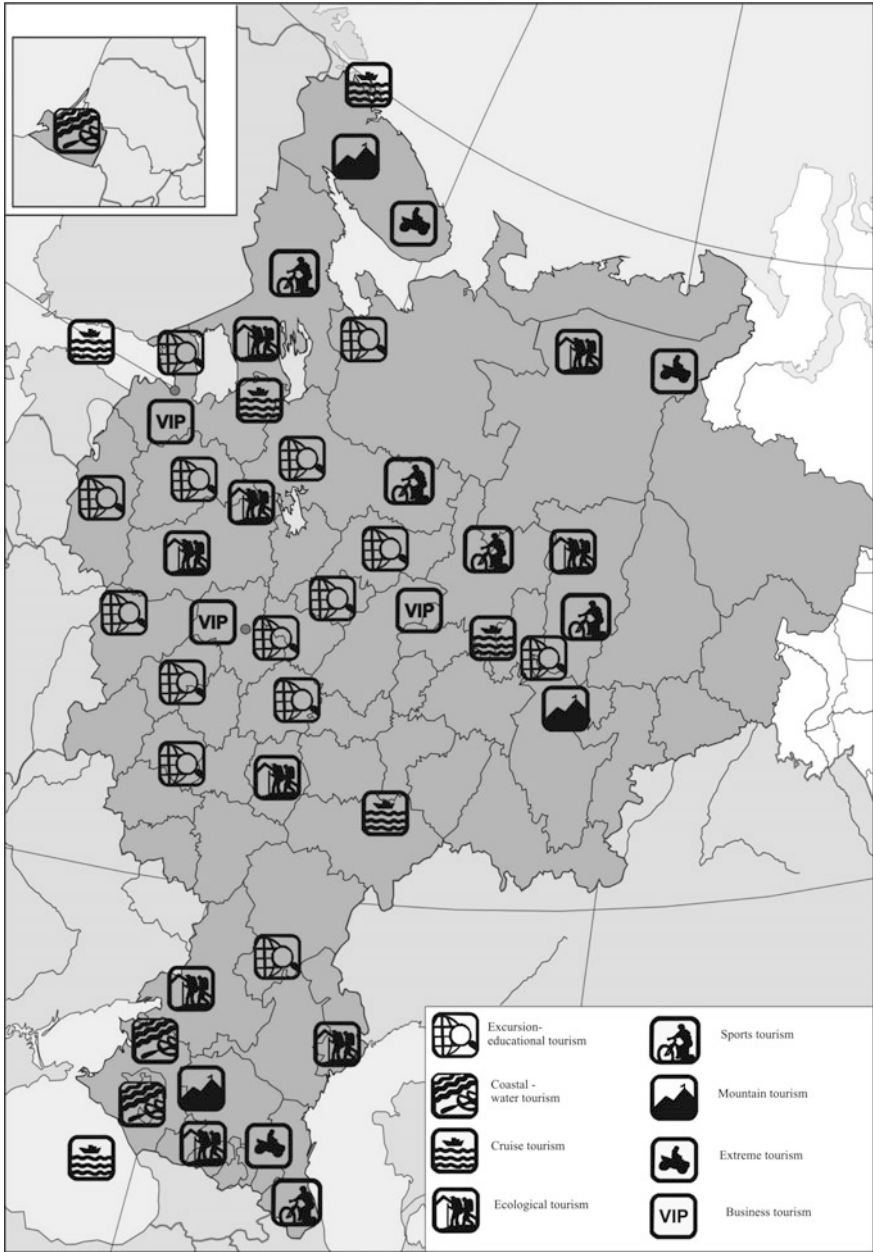


Fig. 10.8 Tourism specialization of the regions of the European part of Russia

social... 2010) (Photographs 10.1, 10.2, 10.3, 10.4, 10.5, 10.6, 10.7, 10.8, 10.9 and 10.10).

Moscow is the heart of Russia, its capital, business, scientific, and cultural center of Russia. The favorable geographical position at the crossroads of major trade routes in the area between the Oka and Volga, contributed to the rapid development and growth of the city, which is now the largest city in Europe. Thanks to the talent of many local and foreign architects, Moscow is one of the most beautiful cities in the world. Its appearance is inseparable from the Moscow Kremlin, multicolored cupolas of St. Vasil's Cathedral, the majestic Cathedral of Christ the Savior, Novodevichy, Donskoy, Danilov Monastery, the palace and park ensembles of Kolomna, Kuskovo, Ostankino, as well as the Vorobyovy Hills and Poklonnaya Hill. Moscow is a business center, which hosts the most representative congresses, forums, festivals, industrial exhibitions, and fairs. There are Moscow International Film Festival and the International Tourism Exhibition MITT (Gracheva et al. 2010).

Approximately 2.2 thousand cultural, historical, and natural monuments are protected in the Moscow region. For their sake, tourists try to get to the ancient city of Sergiev Posad near Moscow, Zvenigorod, Serpukhov, Kolomna and picturesque manor Arkhangelskoe, Marfino, Abramtsevo. Especially tourists are attracted to Moscow monasteries, long considered the center of Russian Orthodox Spirituality. There are the unique beauty of architectural complexes of the Trinity Sergius Lavra, the New Jerusalem, and Joseph Volokolamsk monasteries.

Numerous monuments of world significance are located in the ancient cities of the "Golden Ring of Russia." More than thirty years, the "Golden Ring of Russia" has been one of the most popular tourist destinations. Travel on it includes a group of ancient cities, occupying a special place in the history of the Russian land: Moscow, Alexandrov, Vladimir, Gorokhovets, Gus Khrustalny, Ivanovo, Kostroma, Murom, Pereslavl-Zalessky, Ples, Rostov, Rybinsk, Sergiev Posad, Suzdal, Tutaev, Uglich, Yuryev-Polsky, and Yaroslavl. All of them, connecting roads, build a symbolic circle in which each city is resplendent with its rich history and attractions. Together they constitute the treasury of Russian culture. The idea to form and equip a tourist route that goes through all these towns emerged in the 1960s of last century. It was opened in 1971.

Trip on the "Golden Ring" usually begins and ends in Moscow. The route of the "Golden Ring of Russia" held in 10 cities and several settlements in the Central region of Russia to the north and northeast of Moscow. The length of the route varies from 130 to 700 km depending on the option selected trip. This may be a short 2- or 3-day tours or full (from 7 to 10 days) depending on how much time the visitors have. The main centers are Sergiev Posad, Vladimir, Suzdal, Yaroslavl, Pereslavl, Uglich, and Kostroma. The season lasts from mid-May to October and almost to the end of December to late March (Alexandrova 2009).

Taking part in journey, the "Golden Ring" tourists have a unique opportunity to learn more about the history of the Russian state. Amazing stories from the history of ancient Russian architecture and unique works of ancient Russian art (icons, interiors of churches, paintings, sculpture), open for travelers. Numerous churches and other monuments in XII–XVII affect fantasies of their creators and are a

nothing, as etched in stone and wood symphony eras. The skill of ancient artists, associated primarily with the iconography, handed down from generation to generation, which saved the canonical rules of the images of Christ, the Virgin Mary, saints, biblical stories, and New Testament stories. Personalities of painters Rublev, Alimpiev, Dionysius are interesting.

Mineral water and mud-bath spas are available in Ivanovo, Kostroma, Moscow, and Yaroslavl regions. Landscapes of Central Russia are created from the many rivers and lakes, mysterious swamps, high hills of glacial origin, and wide valleys. These landscapes are glorified in folk tales, imprinted on the canvases of famous Russian artists Vasnetsov, Levitan, Savrasov, Vrubel, Nesterov, etc. The amazing forest of the famous Russian poetry and folklore of white birch has long been a symbol of the nature of Russia (Fig. 10.9).

St. Petersburg is the most romantic city in Russia. The old embankments and raising bridges during white nights (from June 11 to July 5) gives it a mystique and charm. No wonder this city is poetically called the Venice of the North. The high attractiveness of St. Petersburg as a tourist center due to the fact that the

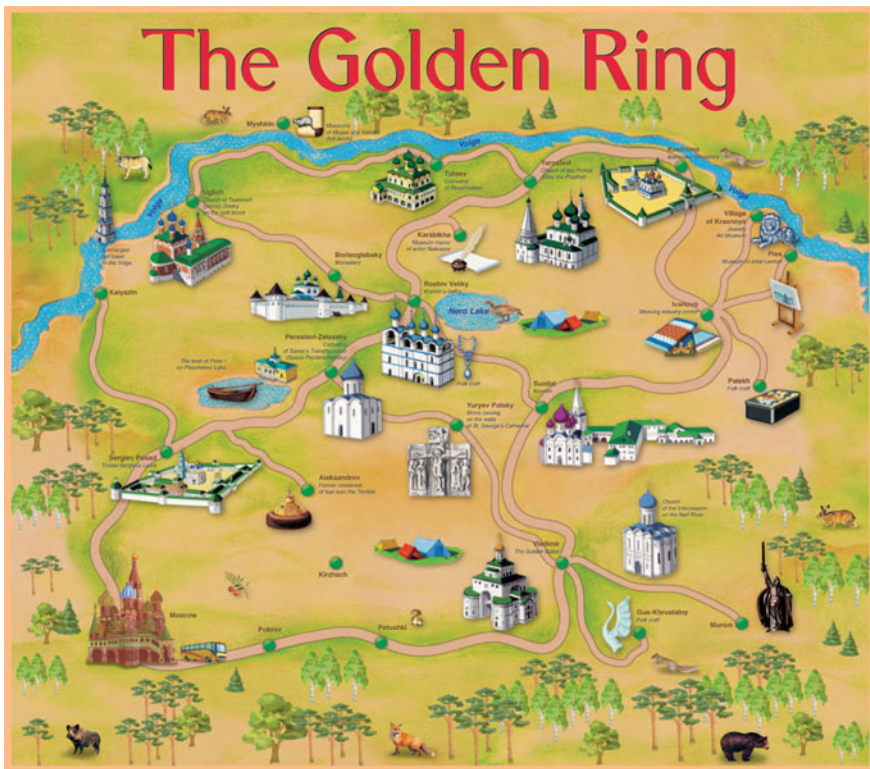


Fig. 10.9 The scheme of tourist route “the Golden ring of Russia”

architectural ensemble of the city and its environs XVIII–XIX centuries survived in almost unaltered. Architects and sculptors from different countries came to St. Petersburg and created unique masterpieces of architecture. The image of the city is created not only masterpieces of architecture, but also an integrated architectural and spatial environment. The high degree of integrity and authenticity of historic areas formed the basis for inclusion in the UNESCO World Heritage List of the historical center of St. Petersburg, together with groups of monuments of suburbs (The development of tourism in Russia 2006).

All samples of European landscape art—from chamber hanging gardens to public parks—are in the garden and park complex. Green spaces (gardens, parks, boulevards, parks downtown, palace, and park ensembles suburbs) are an integral part of the historic landscape. Together with the waterways, they form a complex area of historic environment and are an important characteristic of St. Petersburg as a World Heritage Site. Currently in St. Petersburg, 7783 cultural heritage sites, (almost 10% of all sites protected by the state on the territory of Russian Federation) are under state protection (Maslichenko 2006).

Solovki islands are called pearl of the White Sea and the pride of the Russian North. During its long history, Vologda, Arkhangelsk, and Kargopol, as well as the famous Kirillo-Belozersky monastery with the most valuable collection of icons XV–XVIII centuries have become the most interesting sightseeing points in northern Russia.

Another tourist-guided tour “Silver Ring of Russia” passes in the northwest of the country. It covers the ancient Russian city of Novgorod with famous Kremlin XI–XV centuries, Pskov with museum-preserve “Pushkin Hills” as well as the town of Ivangorod, Gdov, and Porkhov with their ancient fortresses. Tourists travel thousands of miles to see the churchyard Kizhi in Karelia with a unique 22-chapter wooden church and Valaam Monastery, which is one of the spiritual centers of Russia arising in the XIV century.

A detailed “Concept of organizing international historical and recreational areas, Silver Ring of Russia on the basis of the revival of the historic cities of the northwest of Russia” was developed in 2005. The concept takes into account available resources in the region, tourist, historical, architectural, landscape, transportation, and other features of the northwest of Russia. This region is the cradle of Russian origin ancient Russian state. He keeps a huge potential for development of cultural, ethnographic, and pilgrimage tourism through greater use of historical and cultural heritage.

More than 3900 historical and cultural monuments, nearly 680 archeological sites, about 100 works of art, 7 fortresses, 19 monasteries remained in the territory of Leningrad region. In Arkhangelsk region, 159 monuments of historical and cultural centers, including the 3034 building, are on the state protection. In the Republic of Karelia there are 4000 historical and cultural objects. There are thousands of historical monuments in the territory of the Pskov and Novgorod regions. Many of them have the status of federal facilities, and a number of unique monuments listed as World Heritage by UNESCO (Maslichenko 2006).

Another excursion-cognitive direction of the northwest Russia is the “Royal Road,” a fragment of the popular in Northern Europe tourist route, running along the old post road. Starting from the XIV century, the road connecting the western and eastern territories of the Swedish state went from Bergen on the Atlantic coast in Oslo and Stockholm to Marianhaminy through marine archipelago of Turku. From there through southern Finland, it goes to Vyborg city and at the point of the Gulf (the location of St. Petersburg). The original road is partially used than the present. Estates, taverns, coaching inns, and living accommodation and meals, traveling along the road, were built. In the castles, manors of powerful noble families, the Swedish kings and Russian tsars were stopped. The unique weave of cultures born as a result of this meeting of East and West. Medieval churches, beautiful mansions, picturesque village craftsmen, idyllic port towns, and charming villages tell of a rich past of the King’s Road. Currently, King’s Road is a network of tourist services in Sweden, Finland, and Russia.

Such as the Volga cities of Nizhny Novgorod, Kazan, Volgograd, and Astrakhan are major tourist centers, located on the banks of the Volga River, which often guides for tourists called “the soul of Russia.” Nizhny Novgorod city based on the confluence of Volga and Oka rivers, known as the largest commercial, scientific, and cultural center. There is a famous fair here. Kazan is the capital of Tatarstan, where the Christian monuments (Kazan Kremlin) coexist with the Muslim in centuries, and the national tradition of Russian and Tatar people interlace into a fanciful pattern. In the middle flow of Volga river embankment of Samara, Saratov, and Ulyanovsk cities attract tourist sight. In the lower flow of Volga, “centers of attractions” of curious tourists become Volgograd (formerly Stalingrad) and the ancient hospitable Astrakhan city. The historic city center is situated on Volga Island, which is crowned by the white-stone Kremlin early XVII century.

About 20% of domestic tourist traffic has to travel with cultural and cognitive purposes. Central and Northwestern Federal District is the center of cultural tourism. In 2009, the number of tourists who traveled with cultural and cognitive purposes amounted to nearly 5.64 million people (Ryauzov 1980).

Ethnic Tourism

In Russia, ethnic tourism is under active development. The ethnic tourism includes trips to the preserved (or specially reconstructed) ethnic features of the local population.

Almost all tourists arriving in a foreign country seek to become acquainted with the peculiarities of **national dishes**. Folk culinary is very diverse, although there are dishes that are characteristic for almost all people. Consequently, it is fashionable to talk about **gastronomic tourism**. Gastronomic tours aim to study the characteristics of a country culinary. In Russia, this kind of tourism is still in its infancy and similar tours in the pure form yet, so the elements of gastronomic tours include the main program. Introduction to Russian culinary happens during a visit to the best national restaurants of the country where Russian traditions are strictly observed drinking, cooking and serving of meals. In some regions, particularly in Yaroslavl, Kostroma, Tula programs such as “Dinner in a Russian house” are offered. They are

organized in this country house, owners of which welcome guests in accordance with Russian tradition hospitable. A valuable benefit of this gastronomic tour is ecological purity of the products used. Visits to wineries and tasting vodka production are popular among tourists. Excursions to wineries are particularly prevalent in the Krasnodar region, where grapes are grown for both local and European varieties.

Verhnie Mandrogi village located on the left bank of Svir river (Leningrad region) is the largest center for ethnic tourism in the northwest Russia. The village was destroyed during the Second World War. But twenty years ago, entrepreneur C. Guttsay decided to revive the settlement as a tourist center. Was made the main thing—built a pier for plying on popular tourist routes of water vessels. The Museum of Modern Wooden Architecture in the open air, to revive a culture of wooden house-building, typical for living here together Russian and Veps appeared on the shore. Wonderful country holiday, the ability to recover energy, strength, and good humor provide for tourists, who staying in during the commission of Boat cruise (full day!). Suggested lunch consists of traditional Russian dishes: Russian pancakes, pig on a spit, sbiten, kvass, cakes with berries—raspberries, cranberries, blueberries, cranberries— mushrooms, veps' kalitki with millet porridge and potatoes, Russian cabbage soup, fish soup, crawfish, trout, whitefish, salmon, and other dishes cooked according to old recipes. Tourists are performances by singers, buffoons, tasting of Russian vodka, trade some souvenirs that travelers can do with their hands.

Lesson for kids of all ages is particularly fascinating and interesting. In Crafts Sloboda, they can always try the forces in painting wooden boards in modeling clay toys with wizards. Those who are older can sit down for a real potter's wheel or loom (recreated according to old technology). In the workshops, the artistic treatment of wood, artistic painting, producing traditional authoring dolls, weaving, lace, gold pottery, painting on fabric (batik), tourists get acquainted with the true artists of the business, acquire and take away the memory Mandrogi's copyrighted works of masters. The Museum of Russian Matryoshka is organized in the premises Crafts Sloboda. Lively trade in shops and stores similar to the annual Trinity Fair held at the walls, near Svirsky Monastery. The positive experience of the tourist center of ethnological Verhnie Mandrogi widely used in other areas of tourist interest.

Products of Russian folk crafts are examples of popular Russian souvenir purchased by tourists. The most popular are: Dymkovo toy (ritual clay figurines of Dymkovo settlement, located in the Kirov region); mythological characters (bird-maiden of Sirin, two-headed horse, etc.), fantastic animals in colorful costumes (goats, turkeys, horses, deer, pigs, sheep, bears of all kinds, figurines of people); gzhel (pottery, produced in 50 km from Moscow, catchy white-blue-green-yellow elegant tableware: kvasniki, kumgans, jugs, rukomoi, cups—crackers, dishes, plates and others); hohloma (painted woodwork from Volga, usually dishes having on the surface of the golden-red and black patterns on a colored background, cast a soft metallic sheen), a Russian Matryoshka (in one version, at the end of the XIX century the Mamontov family—the famous Russian

Country life of that period is well described in the works of Russian classics such as Chekhov and Gorky. Therefore, we can say that the history of countryside tourism in Russia has over 150 years. However, in modern time, suburban tourism is not always identical to the rural and has its own characteristics.

Countryside tourism in Russia—it is rather a form of relaxation, which involves a temporary stay in the countryside recreants for rest. Residents of the Russian regions prefer to feel calm and countryside life. They want to silence and comfortable living conditions. Youth demand for rent a day—three cottages for the holidays is no exception. Thus, countryside tourism is a young tourist destination in Russia. Currently, this type of holiday has not yet as widespread as abroad, where countryside tourism is very popular. But countryside tourism is increasingly in demand in Kaliningrad, Leningrad, Pskov, and Krasnodar regions. Experts predict an unprecedented scale tourist industry of countryside tourism development, for which Russia has enormous resources. In Yaroslavl region, there are whole villages where everyone can get a master class on various handicrafts. In Pskov region, there is a village, where the great bathhouse accommodates 30 people. This village is very popular. Foreign tour groups come here on their way from St. Petersburg to Moscow. The hostess floats guests with birch switches, and then treats with village's milk and cheese. The process of creating various private museums is actively going on in parallel with the creation of settlements of countryside tourism. For example, in Uglich city (Yaroslavl region) people have created more than 30 different private museums (museums of dolls, vodka, teapots, etc.) (Ryauzov 1980).

Religious Tourism

The term of religious tourism combines activities associated with the provision of services and needs of tourists traveling to the holy places and religious centers that exist outside their usual environment.

Travel for religious purposes is an ancient form of tourism, which has deep historical roots. Religion plays an important role in life of nations and is an integral part of most cultures. Consequently, the tourist will not be able to learn cultural specifics of the country (region), without familiarity with religious traditions. In many cases, cult constructions are remarkable monuments. Religious tourism has two basic varieties. There are pilgrimage tourism and sightseeing tourism with religious themes.

Pilgrimage as an independent form of mass tourism gradually revives in Russia. Pilgrims recognize the history of the Russian Orthodox Church, the spiritual life of the visited sites, monuments, architecture, and art in Russia. Typically, companies and secular and religious pilgrimage services can act as organizers of such tours. Conditions for tourists-pilgrims will be approximately similar and fairly difficult.

Russia is a multinational and a lot of confessional country. However, the vast majority of spirituals are Christian Orthodox. Therefore, the principal streams of pilgrims flock to the temple and monastic shrines of Orthodoxy. The most popular destinations of pilgrimage are fairly traditional. Here are some examples (Fig. 10.11).

Saint Sophia Cathedral in Novgorod is an outstanding monument of ancient architecture, which was built in 1050 at the behest of Knyaz Vladimir Yaroslav. He became the main temple and a symbol of Novgorod republic. Saint Sophia Cathedral is an example of stone architecture of Northern Russia.

Perhaps, the main pilgrimage center of Russia should recognize the Trinity-Sergius Lavra. It is located in Sergiev Posad, 70 km northeast of Moscow. Monastery was founded by St. Sergius of Radonezh in 1337. Today, it is one of the most revered all-Russian relics. Pilgrims can visit Lavra's territory. There is the oldest Holy Trinity Cathedral, built in 1425. This is where the holy relics of the Russian land Abbot St. Sergius found. The iconostasis of the church is famous for icons painted by Andrei Rublev (Pieces 2008).

Monastery of Optina Pusyn is an object as of religious, as secular pilgrimage. This is one of the most important Russian monasteries, located in 3 km from the Kozelsk—city in Kaluga region. The monastery was founded in the XV century, boomed from the end of the XVIII century. After 1821, there was John the Baptist's monastery for monks have been arranged. It was a kind of religious, philosophical, and cultural center. Here, many buildings, including houses, where stayed Gogol and Dostoevsky survived.

St. Petersburg offers the possibility of organizing religious pilgrimage tourism. Here, the monasteries revived. Previously, there were the largest religious centers of Russia. Pilgrims come to St. Petersburg for the worship of miraculous, the locally icons and relics of saints, canonized by the Russian Orthodox Church in the Alexander Nevsky Lavra, women's Voskresensk-Novodevichy monastery, and in monastery of St. John of Kronstadt. Tikhvin city is located 200 km on the east of St. Petersburg. It became popular in 1383 as Predtechensky Tikhvin churchyard. In XV—early XVI centuries—Tikhvin was an important religious center in the northwest of Russia. In 1560, Great Uspensky and Small Vvedensky female



Fig. 10.11 Scheme of the location of the monasteries of the Russian North

monasteries were built here. The Christian relic—monument of ancient art, an icon of Our Lady of Tikhvin—stored in Tikhvin.

One of the most interesting monasteries is located on the islands of Valaam archipelago of Lake Ladoga (the territory of the Republic of Karelia). Archipelago consists of Valaam Island and more than 50 smaller islands. Ensemble of Valaam Spaso-Preobrazhensky Monastery was founded in the XIV century. Since 1979, the historical, architectural, and natural museum is located here. Active monastery is one of the main centers of religious pilgrimage in the northwest.

Solovki archipelago is famous islands of the Russian North, which are the center of religious and secular pilgrimage. Solovki monastery, which located here, is the first outpost of the Christian and Russian culture in the North, the richest owner and marketer of the Russian North, a military guard of Russian coasts, the memory keeper of a tragic period of political repression and the heroism of Soviet people during the Great Patriotic War. The archipelago is located at the entrance to Onega Bay of the White Sea (Arkhangelsk region).

Pechora monastery (Pskov region) occupies the western position within the territory of Russia. The base of the Pskov-Pechora monastery was at the end of the XV century. The greatest range of construction work at the monastery belongs to the middle of the XVI century to the days of Ivan the Terrible. Then the powerful fortifications were built. On the big Christian holidays, thousands of people come here. Spirituals visit the cave temples in which they can worship the ashes buried here by monks.

Seraphim-Diveevsky monastery became the most important Orthodox pilgrimage center on Volga river. Village Diveevo is located in 180 km on the south of Nizhny Novgorod city. It was founded in the middle of the XVI century. In 1991, the reliquary of St. Seraphim was installed in Holy Trinity Cathedral. Now an active monastery is one of the main centers of religious orthodox in this part of Russia (The development of tourism in Russia 2006).

Objects of Muslim pilgrimage are in the European territory of Russia too. Among the main, we note the mosque “Kul-Sharif” in Kazan (Tatarstan). The cathedral mosque Kul Sharif was re-established almost five hundred years after the destruction. Kul-Sharif is the name of the chief priest of the Kazan khanate, a Muslim theologian and educator, who died in 1552 during the capture of Kazan by Ivan the Terrible. The modern church is located on the territory of Kazan’s Kremlin. It became one of the main attractions of the capital. This is not only religious, but also a cultural and educational complex, and research center.

Sacral Tourism

At this time in the tourist market in Russia, every year new types of tourist offers appear. Sacral tourism is such an innovative type of travel. However, there are still discrepancies treatments of this type of travel. It is necessary to clarify the content of the concept of “sacral journey.” Sacral (from the English «sacral» and Latin «sacrum»—sacred, dedicated to the gods) is called that has to do with the divine (religious) and (or) otherworldly (mystical), which differs from the ordinary, reality. Supernatural phenomena and religious practices, aimed at communication

with the afterlife and the supernatural, are meant by the mystical (from the Greek “hidden”).

The term “sacral” have used in relation to the subjects, areas, events, and processes. It considered that the sacral objects are not only the material dimension, but spiritual that associated with a higher (or otherworldly) world. The term “sacred space” is also used. In this case, it refers to human communication environment to higher education (other world) world. In such a way, in the most general sense of the sacral, all that is opposed to worldly routine. Religious orientation makes it possible to include travel (hiking), made for religious purposes, the category of the sacral. However, many concepts can be used with the definition of “sacral.” For example, a person assigns a status of “sacral,” mountains and rivers, caves, rocks, groves, roads, places, the lives of great men and the graveyards, ruins of ancient buildings, books, churches, and other monuments of cultural, historical, and natural heritage (sanctuary, a place of unusual natural phenomena, memorable battles, etc.). These sacred objects are the basis of the historical identity of people, their self-esteem, and national pride.

Often in today’s practice, it can be detected suggestions for the commission of esoteric journeys. The term “esoteric” is used here, as a philosophical doctrine, available only to “internal” to the public. We estimate such as tourism offers elitist, narrowly specialized tourism (“for select,” “to the initiated”).

Over the past twenty years, an interest in mysticism, various ancient beliefs has considerably grown in Russia. This can be seen for an increase in visitors in the temples, pilgrimage tourism in the activation to monasteries. Astrologers, magicians, and sorcerers are becoming more popular in society. The “magic” is one of the oldest forms of religiosity. Elements of magic found in most religious people’s traditions of the world.

The Russian Federation has a number of regions with significant potential for development in their territory sacral tourism. In the redistribution of the country, huge number of nations and nationalities live. Each of these ethnic units has a significant range of sacral tourism resources. Nowadays trips to visit Santa Claus (Vologda region), or the Snow Maiden (Kostroma region) are very popular. Almost a real “war” for the right to be called “homeland” of Baba-Yaga, Koshchei-Bessmetrny, Leshiy, and other heroes of the Russian, and Karelian and other folklore was between the regions and republics of Russia.

Northern European region often called as the Hyperboreans is one of the mysterious regions of Russia. It attracted attention of potential tourists. There are many sacred places for the Russian people—the springs, stone labyrinths, forests, etc. Tourist routes are developed and implemented here. Sacral objects and areas that may become objects of tourist destinations are available on the territory of the Caucasus, the Urals.

Secular Pilgrimage Tourism

Secular pilgrimage tourism is one of the most common subtypes of cultural and educational tourism. The objects of tourist's interest may be, for example memorial museums, apartment complexes and estates, which was connected with life and work of prominent public figures (politicians, scientists, artists, etc.). In Russian market, tourist trips to the museum complex built on the site of the estates of outstanding writers, places, one way or another influenced the work of outstanding figures of Russian literature (Mikhailovskoe, Yasnaya Polyana, Melikhovo Spassko-Lutovinovo, etc.) are especially popular.

Many places in the North European part of Russia are connected with great people. There is a place, leading to the possibility of organization secular tourist here. It is Pushkin reserve in Pushkin's mountains (112 km southeast of Pskov) created in 1922 in Pskov region. The reserve, located in the Svyatogorskiy Monastery, includes a number of separate museum complexes, united by fact that they are all connected with the life of great Russian poet—Alexander Pushkin. Since 1936, the whole territory of Svyatogorskiy monastery, namely the Mikhailovskoye, Trigorskoye, Peterovskoe estates, and Savkino, is included in this reserve. The total area of reserve is more than 700 hectares. Such lines of Pushkin's works as "Boris Godunov," "Eugene Onegin," "I remember a wonderful moment" (more than one hundred poems) were born in these places. Tomb of Alexander Pushkin and his family resides at the altar wall of the main cathedral of Svyatogorskiy monastery (Pogodina 2005).

At 14 km from Tula estate, Yasnaya Polyana is located. Since 1921, it is a museum of Leo Tolstoy. Future great Russian writer was born at Yasnaya Polyana. Here, he spent his childhood and adolescence. The writer lived the manor about 60 years in total. It was created about 200 works, including "War and Peace," "Anna Karenina," "The Living Corpse." Now the State Museum of Leo Tolstoy is located in estate.

The former estate of Anton Chekhov is located in the Moscow region. Chekhov bought Melikhovo in 1892 and lived there for seven years. Here he wrote "The Seagull," "Chamber number 6," "The Black Monk," "My Life," "Three Years," "About Love," and many other works. In 1940, the museum of Anton Chekhov opens in Melikhovo. Now State Literary and Memorial Museum of Chekhov are located here.

In Orel region, in Mtsensk district village Spasskoe-Lutovinovo is located. There is a museum-reserve of Turgenev since 1921. Turgenevo village is in Snezhed River, located in twelve miles from Spasskoe-Lutovinovo ancestral domain of Turgenev family. In 1841–1847 Turgenev was repeatedly visited Lutovinovo. Here he hunted alot, visited numerous other estates of his mother, which are in Orel, Tula, and Kursk provinces. Turgenev found creative inspiration in these multiday walks.

Military-Patriotic Tourism

Battlefields are known in the history of cultural heritage. The complexity of the composition and diversity within their borders are characteristic for these monuments battlefields. Organizers of educational tours traditionally use the battlefields

as excursion objects. Each battlefield is unique in the historical as well as in natural terms. The territory of tens of square kilometers, with a particular relation with open and closed spaces, heights and depressions was required to participate in the battles of hundreds of thousands people, cavalry, and later of military equipment. All battlefields were located near roads or rivers, often in locations of their intersections. Degree of preservation of primary landscape of the battlefield defines terrain recognition as a field of battle. This potential is primary landscape most obviously expressed in those cases when the area becomes a battlefield many times (in Russia it was, for example, at Borodino in 1812 and 1941).

Material traces of battle, which can be demonstrated by excursionists, generally consist of ruined fortifications, converted elements of primary landscape used ammunition, fragments of weapons, burials. All this is material evidence of battle. Cultural–historical value is expressed in transformation of battlefields’ territories in sites which are designed to explore tourists. At the same time on some of them, museums with displays are created.

Monuments of military defense profile have high tourist attraction. There are, for example, *fortress and castles*. A lot of them are in Russia. The spirit of patriotism, sometimes romance is enhanced here by legends and tales. Only fragments of walls remained in place of many existing fortress. Sometimes, just ground hills indicate place of the real location of fortress. However, there are in Russia happy exceptions. They are mainly focused on former borders and located in the northwest and Central regions of European Russia. Many of castles are or may become centers of tourism. Here are some examples.

Koporie—defensive ensemble is located in 40 km on the west of St. Petersburg. This is one of the best preserved monuments of medieval fortification architecture in the northwest of Russia. It stands on a hill, surrounded on all sides by ravine. The earliest mention of Koporie refers to 1240. Koporskie’s castle is monument, which have concentrated many stages of history. It attracts attention of tourists.

Izborsk is another unique monument of military defensive architecture. It is in 30 km on the west of Pskov. Izborsk mentioned in the “Tale of Bygone Years,” in about 862, as the place where Truvor lived, one of legendary Varangian knyaz aimed at Russia. The city became a center of crafts and an important trading way in water, leading to Estonians ground.

At the point where Neva River follows from Lake Ladoga, there is a small island. On this island, there is a unique complex of fortress, known as “Nut.” The history of an ancient fortress on Neva origins began in 1323, when Novgorod laid here citadel to protect its northwestern borders and signed the first peace treaty with the Swedes (it became known as the Orekhovsky peace). Raised to fortress in islands served not only defensive functions, but also played the role of good economic center, passing through its harbor ships with goods of Russian and overseas traders. “Nut” can be proud of the glorious victory of the Great Northern War in 1702 and in World War II (period of siege lasted from September 1942 until January 1943).

Recreational (health) Tourism

Recreational tour is the kind of tourism, which, depending on the means of influence is divided into climatic, balneological, the sea- and soil-treatment. Beach vacation is also included in this category of tourism. The potential of Russia's natural resources for treatment and recreation are unlimited. Unique resorts of Caucasian Mineral Waters, the Black Sea coast have global significance. The country's first resort "Marcial waters" in Karelia was founded by Peter the Great in 1719. Development of sanatorium-resort complex has been created in the country during the Soviet period, but now it is fully updated. The spa industry in Russia combines unique folk knowledge and old methods of unconventional treatments with the latest achievements of medicine. One of the latest trends is the combination of treatment with active recreational rest and sports (Fig. 10.12).

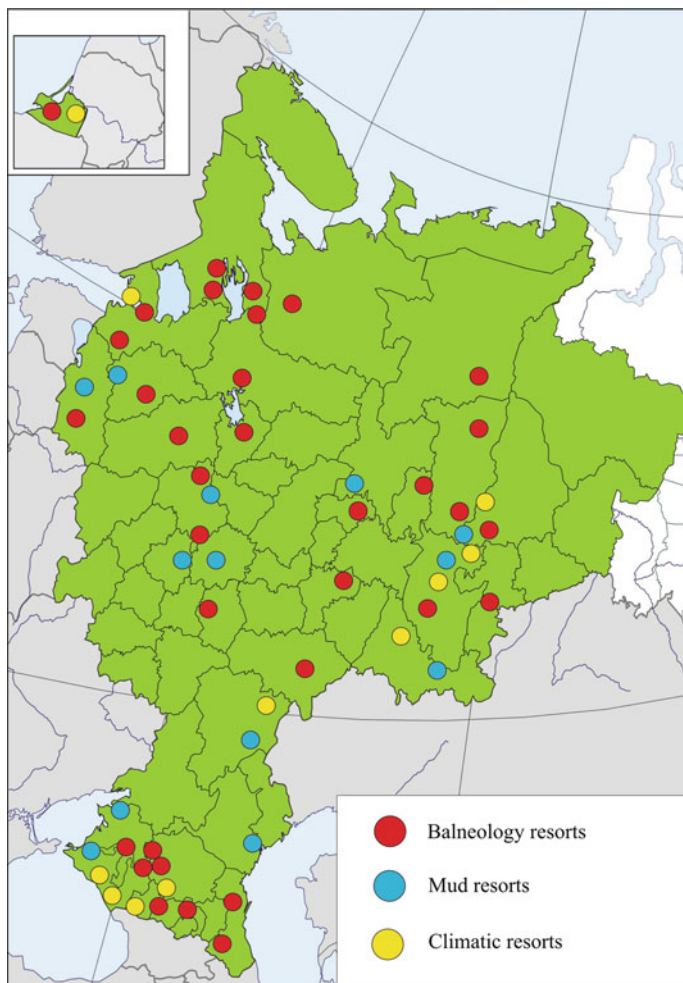


Fig. 10.12 Resorts of the European part of Russia

Depending on the profile of medical health agencies, you can choose a trip to the south, on the Azov-Black Sea coast of Krasnodar region in the Caucasus—the sources of the Caucasian Mineral Waters, a birch, or pine forests near Moscow, on Baltic coast—in Kaliningrad and the Leningrad regions. A network of health centers, which are used for treatment of local natural factors—the forest air, mineral springs, lakes, and rivers exist in Moscow region. Resorts nationwide values are in Dorohovo Tishkovo, where natural calcium and sodium chloride mineral water are suitable for drinking and bathing. Medical treatment resorts of Moscow region is one of the best in country, and treatment can be combined with visits trips, classes in health clubs, horse trekking, etc.

Area of the Caucasian Mineral Waters (Stavropol Territory) is unique in health tourism resources. This is a specially protected eco-resort region of Russia. Year-round resort is solo in country, and it does not have the analogs in the Euro-Asian region. There are more than hundred sources of mineral water (13 different types). Cardiovascular diseases are treated by health path (walking outdoors). Local therapeutic soil treatments of Tambukansky Lake apply here. Kislovodsk—it is the largest and most developed resort area. More than 200 years gastrointestinal diseases, respiratory diseases and circulatory system, nervous system are cured by Narzan here. Essentuki is a nearby resort. It is one of the largest soil treatments, which specializes in diseases of the musculoskeletal and nervous systems, the effects of trauma (Gracheva et al. 2010). Pyatigorsk is the oldest resort in this region. It uses water for nearly 40 mineral springs. Another resort is Zheleznovodsk. It is known for such waters as “Slavyanovskaya” and “Smimovskaya” medicinal for the digestive system, pancreas, kidney, and contributing to the restoration of normal metabolism.

Recreational (beach) tourism is one of the most popular forms of rest among Russians. Experts estimate that 38% of Russian tourists prefer holiday on Black Sea and Sea of Azov coasts, as well as on the Baltic coast.

Only third part of more than 2000 km of warm sea coasts in Russia improved and is suitable for beach holiday at present moment. In 2009, about 10.7 million tourists rested on Russian beach resorts. (Results of social... 2010) Resorts of Russian Federation will be able to take on beach holiday in addition more than 12 million tourists in the corresponding development of infrastructure.

The most popular resort area of Russia is Black Sea coast. Sochi, Anapa, Gelendzhik are resting places of Russians from all over the country during from early summer to autumn. Millions of Russians come here for sun, fruits, natural beauty, subtropical climate, and salubrious air of the foothills of the Caucasus.

Russian Black Sea coast is a narrow coastal strip between the Black Sea and the Great Caucasus mountain ranges. A distinctive feature of the Black Sea coast is the presence of a short (400 km) section of several types of beaches: shallow sandy, hard major shingle, bay and rocky beaches with quartz sand. The holiday season in the Black Sea lasts from May to October. The most popular resorts and development of this region are in Sochi, Anapa, Tuapse, Gelendzhik. Leaders in number of tourists are Anapa and Sochi. Russian Black Sea coast offers to visitors the opportunity not only beach holiday, but also a variety of sports activities, including

extreme: mountaineering, rock climbing, swimming, diving, windsurfing, sailing, paragliding, jet skiing, kite surfing, jet ski, parachute flights over the sea, driving to a variety of water attractions. Over the past 15 years, a large number of water parks are built, and summer camps are renovated here. Diving in the Black Sea resorts of Russia is not yet widespread. However, this area holds promise for the sport: the transparency of water (up to 25 m), water temperature, and the presence of interesting objects for divers.

Sochi informally referred to as the summer capital of Russia. The famous resort stretches along the Black Sea coast for 118 km. Of 161 equipped beaches in Sochi city, 120 of it belong to sanatoriums and hotels, 35 to private entrepreneurs, with fee entrance to it. The remaining free beaches are urban recreational areas where the municipality engaged in furnishing and service. All beaches in Sochi are mainly shingle, sometimes with a small sandy inserts. The city is famous not just for beach holiday, but also due to such medical factors as Matsesta water saturated with hydrogen sulfide. New hotels, wellness and fitness centers, water parks, open and attract tourists every year in Sochi (Papiryay 2007).

Families with children choose Anapa city because of soft beaches with medical quartz sand and shallow water. There are several pebble beaches in the vicinity of Anapa. The total area of beaches is more than 40 km². A third of health resorts are designed for children. In addition to the latest advances in medicine, there are an abundance of sunny days per year (about 280), beautiful sandy beaches, precious mud, springs of mineral water, and therapeutic kind of grapes. The purest and popular in the city beaches are the Sukko, Greater and Lesser Utrish that are 20 km far from the city. Beaches Dzhemete, Vityazevo, and Blagoveschansky are the most famous, due to healing properties of sand.

Tuapse resort area stretches for 100 km and includes resort areas Dzhugba, Novomikhailovsky, Nebug, Agria, Olginka, Giselle-Dere, and Shepsi. The beaches are pebble and partly sandy. Their width can vary from one to 50 m. Seabed, gradually deepening and the most convenient for swimming is located in the resorts of Giselle Dere and Shepsi.

Beaches in Gelendzhik and surrounding area are mainly graveled. Beaches and bays are in Kabardinka. This place is very well suited for families with children. Gelendzhik in recent years has become a resort town, where any events always take part. During the whole holiday season there are carnivals, festivals, air shows, and other colorful events that attract visitors to the city. Sanatoria and rest houses were built on the front line along entire coast of the Gelendzhik bay, overgrown by relic pine pitsundsky.

Sea of Azov is northeast side of the Black Sea basin. It is ideal place for rest with children. The sea is shallow and warm; the temperature of water in it during the summer season is above then in the Black Sea. Because of impurities silt Sea of Azov is not as clear as Black Sea, but these impurities do swimming curative. Wide, long beaches covered with fine quartz sand and shell rock. Cities and holiday resorts on the Sea of Azov are not much, so there are a lot of places for those who prefer rest with tents. The most popular resorts of the Sea of Azov are Eisk, village Golubitskaya, Dolzhanskaya kosa, Taman, and Taganrog.

Five hundred and thirty kilometers of sandy beaches of the Caspian Sea are on the opposite, eastern border of the Caucasus Mountains. About 160 lodges, guest houses, resorts, children's summer camp are located on the coast. Baltic coast (in the Kaliningrad region) extends over 60 km. There is a resort area from Baltiyisk city to Zelenogradsk city. Another 50 km of beaches are within a natural national park Curshskaya Kosa. Pine forest, dunes, and the sea combine well here. Gently slope sandy bottom is suitable for swimming. The swimming season lasts from June to mid-September. The average water temperature varies from 17 to 19 °C during this period. The main tourist center of the district is Svetlogorsk city (Butko et al. 2007).

Seaside recreational infrastructure on the northern coast of Finnish Gulf (resort area of St. Petersburg) is developed now. A large number of sanatoriums, boarding houses, and holiday homes creativity in demand inhabitants of city five millionth.

Ecotourism

The concept of "ecotourism" was used extensively since the early 1980s in the last century. The Russian law on tourism for ecotourism understands travel, committed to environmental education. It specifies that ecotourism must consider account the protection of the local sociocultural sphere, be cost effective and contribute to the development of the regions in which it is organized.

Ecotourism is a journey, which takes place on the basis of natural (environmental) resources. The properties of the natural balance of the environment's components (topography, climate, soils, vegetation, wildlife, etc.) can be attributed to environmental resources. These resources are formed as without human influence, and as the influence of active human activities for nature. In the modern Russian practice, tour operators often offer tours to potential clients within protected areas (nature reserves, game reserves, wildlife parks, etc.).

In accordance with the Russian law (Federal Law "On Specially Protected Natural Areas" was adopted in 1995), within the nature reserves and sanctuaries the organization can be in the following types of ecological tourism: research (part in scientific meetings, accompanied by demonstrations of natural features of the local scientific landfill, which conducted the study); educational (holding practices for pupils, students in the natural environment); cognitive (familiarity with natural attractions, visit the protected areas); pilgrimage (the desire for a unique natural objects to natural areas, which are associated with remarkable historical and cultural events or stages in the life of prominent people, traveling to places that are revered by spirituals, for example, in the mountain monasteries, or in the forest); and environmental (garbage collection in the field for a long time frequented by tourists) (Federal Law... 1995).

Most of the reserves in Russia are involved in ecotourism activities. Environmental pathways and routes highlighted on its territory or in adjacent territories. More than half of reserves have experience organizing environmental summer camps for school children at the present time. Reserve staff should create museum exhibits, mobile photo exhibitions, movies about the reserve. Such funds and materials have not only scientific value, but also can be used for visiting the

reserve by tourists. Scientific and educational tourism in many reserves carried out the creation of conditions for the field practice of biological, geographical, forestry, and huntsman's students. Traditionally, it is possible for students in preparation of projects and dissertations, theses and training, graduate students and staff of research institutes and universities based on research carried out in the reserves. In such a way, in territory of state reserves is possible only highly specialized environmental education or scientific tourism.

Great opportunities are opening up for ecotourism in the northwest Russia—Karelia. Karelia is often called the “lungs of Europe.” Forests cover more than half of its territory, and lake and river occupy about one quarter of this territory. In the national park “Vodlozersky”—the biggest in Europe—not just Ecotourists try to get, but also fans of water, hiking, scientific, educational, and adventure tourism. In the “edge of a thousand lakes,” as is often called Karelia, most of the rivers is a lake–river system. For example, Ohta—it is 15 lakes, connected by short rapids channels. Europe's largest flat waterfall Kivach height of about 10 m is located in southern Karelia.

In Central Russia, there are a lot of places that attract ecotourists. This is, for example, the Central Forest State Biosphere Reserve, located in the west of Tver region—in the Valdai Hills. It is unique in spruce forests, there is no similar in Europe (they are 500 years). There are many wilderness areas preserved. There are bear, wolf, moose, hare, Beaver River, and pine marten inhabit. In these places, you can make unique pictures of wild animals.

Lake Seliger is a popular ecotourism area in the central part of Russia. There are about 30 species of fish, particularly perch, some specimens of which reach 7–8 kg. The terrain in the lower reaches of the Oka, called Meschera, a unique flora's combination. It is combination of four geographical zones—the taiga, deciduous forests, forest steppe, and steppe in the same area. In these protected areas, people preserve bison and bred in the world's single nursery white cranes, Siberian Cranes. In Pereslavl'sky Park (Yaroslavl region) there is an arboretum, where in addition to 700 local species of plants all over the world grow (Sevastyanov 2008).

The Kaliningrad Region is the most western part of Russia. There is a wonderful place—the National Park of the Curonian Kosa. It is a narrow strip of land separating the lagoon from the Baltic Sea. Its dunes reach sometimes 60 m high. Migration route of about 150 species of birds pass over this territory.

Ecotourists like South of Russia. In the Astrakhan Biosphere Nature Reserve about 20 species of rare and endangered plants are protected. Among these plants, there are wild irises and tulips, lotus, as well as 23 species of birds out of 270 distributed in this area. Here, you can watch several species of fur-bearing animals—fox, raccoon dog, weasel, muskrat, mink, steppe polecat, etc. Hunting is permitted in a timely manner on a wild boar, red deer, saiga antelope, as well as some species of waterfowl.

The natural resources of the North Caucasus are unique. There are four reserves and two national parks, preserving hundreds of sky-blue glacial lakes and mountain rivers with tinkling waterfalls, flowering alpine meadows, picturesque canyons. The most popular of these is Teberdinsk Reserve, where there is a famous tourist and ski

center Dombai. On the Black Sea coast of the North Caucasus, wet subtropics are in the mountains and valleys, there are a lot of plants, animals, and birds, which are not found anywhere else in the world (that is endemic). Krasnodar region is known for its beautiful Guam's canyon, several hundreds of waterfalls, particularly in the Tuapse region, etc.

The rich natural heritages, the diversity of flora and fauna have unique opportunities for development of ecological tourism in Russia. At present, its share of the overall structure of the Russian tourist market is small (about 1%). Serious limitations to the development of this type of tourism are a high sensitivity of many Russian ecosystems to anthropogenic influences.

Sport Tourism

Sport tourism, which is called active tourism in Russia, includes hiking routes certain categories of technology and competition in tourism. It aims at improving the skills of tourist routes improvement, testing different methods of insurance, and the development of new equipment. Hiking, skiing, water, cycling, mountaineering, horse, car, motorcycle, and speleological are active forms of tourism. The most massive of them are hiking, water, mountain, and ski. Mountain and water sports are developing most rapidly.

Sport tourism is primarily a means of improving touristic skills and serious exercise. If it becomes secondary, and test reserves rights, the thrill of new experiences and discoveries, sports tourism turns into extreme tourism to the fore (that is sport tourism to the highest category of complexity). In this case, the elements of risk, real danger are appearing here. Absolutely extreme kinds of tourism are heli-skiing, hang gliding, and paragliding.

Speleological tourism involves visiting natural or man-made caves and labyrinths. It is interesting in variety of terrain, creating obstacles to the passage (wells, obstructions, narrow slit, underground rivers, etc.), as well as extreme, adverse physical conditions (high humidity and lack of natural light). All this adds an element of adventure in speleological tourism and makes it extremely popular among young people.

In total, more than 5000 caves are discovered and examined in the Caucasus, the Urals. The most interesting of them are tourist objects. This is, in particular, the cave (mine) Caucasus—Snezhnaya, Mezhenogo, Pantuhina, etc. In Perm region, there are unique Kungurskiy caves, among them Ledyanaya is popular. In Chelyabinsk region there are caves, such as Kurguzak, Sikiyaz-Tamaksky cave complex, and in Penza region there are multilevel maze of ancient monks' cells (Vikulova 2008).

Water tourism is hiking on rivers, lakes, seas, and reservoirs for inflatable boats (rafts), collapsible kayaks, catamarans, rafts, etc. It combines the elements of learning, leisure, recreation, and sport accessible to all healthy people. Water tourism is well developed in large lowland rivers (Volga, Oka, etc.) and traversed the mountain rivers of the Urals, the Caucasus (Katun, White, Mzymta, etc.). Especially water trips on canoes and rafts are amazing, where they pass through the lake–river systems, in particular, in Karelia—the rivers Ohta and South Shuya.

“Around the World,” water tours that begin and end in the same place is also popular. For example, Zhigulevskaya boat circumnavigation (from Samara on Volga down, dragged to river Usa and then down Volga to Samara) and others.

Cycle tourism is travel and sports hiking biking across the plains, ravines, sand, mountain trails, rivers (ford) on the road, and mountain sports (that are mountain bikes), bicycles. This type of transport is most ecological. Cycling is developing in Russia since the end of XIX century. In the early 1890s, fans of cycling trips organized runs from Moscow to Paris, through St. Petersburg. Cyclists are suitable asphalt or sand and gravel local roads in central region of Volga, as well as forest mountain roads of the Urals (Middle and South) and foothills of the Caucasus. Groups of 4–6 people are sent to multiday hikes. In the Krasnodar Territory—Krasnaya Polyana (Caucasus)—Russian championship in mountain biking is held annually. Here, athletes, and travelers compete in the trial, rally, overcoming an obstacle course, etc. (Pogodina 2009a).

Traveling by horse—horse riding—has a curative effect. Areas, where the population traditionally bred horses—in Karachaevo-Cherkessia, Chuvashia, Central Russia (Orel)—this type of tourism has been developing for over 30 years. It is becoming increasingly popular. The new routes are added to the old in Moscow, Murmansk and Samara regions, in the foothills of the Krasnodar Territory. Most horse routes passes through forest and mountain trails, prairies, meadows, fields, ravines, along banks of rivers, and lakes. On the route provides self-service (cooking and caring for a horse), residing in the field during the summer or on camps in the winter.

One of the most popular forms of active tourism is skiing tourism, because in most of Russian Federation, snow lies for several months a year. This is not only multiday trips to the forests, hills, and fields, but also in the taiga, tundra, ice of the archipelago (including Antarctica), and mountains.

Mountain tourism is a journey into the mountains on the slopes, ridges, glaciers, through mountain passes and mountain streams. Most often, mountain tourism mean only climbing, and it is treated as geotourism and mineralogical tourism yet. In Russia, the most popular mountain tourism is in North Ossetia, Kabardino-Balkaria, Ingushetia, Krasnodar and Stavropol territories, in the Murmansk region (Khibiny) and other mountains, where hundreds of climbing routes are developed, all the conditions for participants are in this type of tourism. In summer time, in the mountains you can see geotourists and mineralogists (in the Khibiny and the Urals) or hang-gliders (the Black Sea coast). Major ski resorts are located in the Caucasus—Elbrus (Kabardino-Balkaria) and Karachay-Cherkess Republic. On Mount Elbrus and Cheget athletes, tourists and snowboarders come for over 40 years.

Krasnaya Polyana near Sochi in the Adler is a rapidly developing ski resort in the western Caucasus. The microclimate of an isolated high mountains area has a mild winter with no severe frosts and heavy snowfalls. Routs are varied in Krasnaya Polyana. The total length of public roads ski resort is 25 km. Special programs are organized on the wooded slopes. There are ski slopes from the top of the elevation of helicopter (heli-skiing), climb to the ski jumps and slopes (ski tour). One-day

ski-tour programs are held on the nearest slopes of the ridge Aibga. Organizers offer tourists climb to the top of the Black Pyramid, Student Peak, Stone Pillar (2509 m) providing for the campaign on virgin snow at an altitude above 2000 m. The program provides heli-skiing and hoardings on slopes with delivery to the next top, with helicopter.

City and mountain resort Teberda (105 km south of Cherkessk) is located at the Sukhumi Military Road on the northern slopes of the Greater Caucasus, at altitudes of 1280–1420 m in the valley Teberda in Teberda Reserve. In 1925, the first sanatorium for pulmonary tuberculosis patients was opened in the former private summer residences. Subsequently, numerous buildings of sanatorium were constructed, resort area was improved. In the 1970th sanatorium “Mountain Valley”, “Kluhori” tourist hotel, “Teberda” and “Azgek” were built. Tourists have the opportunity to visit a museum and territory of Reserve Teberda. One of the sections of the reserve is Arhyz. The name was given to the village Arkhyz, which is located in the center of the climatic health resort areas, as well as a center of tourism, mountaineering, and skiing. The most interesting ski runs are downhill from the glacier to an array of Sofia (3637 m).

Dombai valley is located in the most southern part of Karachaevo-Cherkessia. This valley is surrounded by a dense ring of mountains, where evergreen forests are combined with glaciers, waterfalls, mountain rivers, has been recognized as one of the most beautiful in the world. Mountaineering, skiing, paragliding, rafting on mountain rivers, and hiking are a list of touristic opportunities in this region. Tourists, climbers, skiers, athletes well acquainted Dombai—small town, the climate and the ski resort area center is in 26 km south of Teberda. The area is very picturesque. Mountain ranges up to 4046 m (Mount Dombai-Ulgen) rise above Dombay glade. Coniferous forests grow on mountain slopes to an altitude of 2400 m. There are mineral waters, which are brought to surface of the earth by drilling. The mountains, surrounding Dombay glade, served as basis for creating one of the most popular ski resort of the Caucasus, located at an altitude of 1620–1650 m at confluence of Amanauz, Dombay-Ulgen and Alibek. The best time for skiing is in February–March, when there is so-called “mountain-beach season” in Dombay (Gracheva et al. 2010).

Elbrus ski area is considered the main tourist area of Kabardino-Balkaria. It occupies an area in the vicinity of the Main Caucasus Ridge. Indigenous people call Elbrus “Mengitau”—“eternal hill”. Elbrus is one of the largest ski resorts of the Caucasus. Snow skiing at an altitude of 3500–3800 m retained almost all year round. Skiers have long loved the slopes of Elbrus and Cheget. Nearby Elbrus Valley, Adylsu, Shkhelda, Adyrsu, Donguzoruna and Ushba arrays are popular among mountain climbers and tourists. In recent years, fans of off-piste drew attention to them. Combined tours, including the ascent are organized for these types of tourists.

The center of Elbrus as ski resort is the village Terskol, which is located in the Baksan valley at an altitude of 2100 m, in 200 km from the airport and Mineral Waters, and in 140 km from Nalchik city. The distance from the village to the lower lift station on the slopes of Elbrus and Cheget is 1–3 km. Special programs: getting

to the helicopter and downhill from the top of the Main Caucasian Range, and free ride trails on the slopes of Elbrus and Cheget organized for fans of extreme skiing and beginner riders. Heli skiboard program provides an opportunity to try their force at pristine slopes in the most exotic corners of Elbrus—Adylsu, Yusengi canyons, etc. Paragliding are organized for visitors.

In Elbrus region it can accommodate as large, modern hotel complex with swimming pools, as cozy mini-hotel in a few rooms, with home decor and kitchen “Krasnaya Polyana”. These cottages are located in one hour from the Black Sea. There are all conditions for travelers’ rest who can stay at the Radisson international chain, or in original wooden cottages. Not without reason Russia positioned this area as a perspective for the Winter Olympics. In 2014, most of the competitions will take place during the Olympics namely in Krasnaya Polyana (The development of tourism in Russia 2006).

The main center of ski resorts in the north of European Russia is part of Kirovsk city (in 135 km on the south of Murmansk). The Khibiny Mountains is on the Kola Peninsula. They are as good as long ski season, which lasts for almost 5 months here—from early December to early May. In April, the snow allows to conduct annual ski competition and the championship of Russia on a snowboard. The Khibiny have particular value for those who like off-piste. Most of the hotel infrastructure is preserved since the Soviet period, when the Khibiny was one of the main centers of mountain skiing, especially for tourists from St. Petersburg and Moscow. Tourist infrastructure of Kirovsk city, which is located at the bottom of the Khibiny, is still developing, so this place is more suited to domestic tourism.

The Ural Mountains are low, but because of stable snow cover, they are ideally suited for public skating. The largest resorts are in the federal territory of the Chelyabinsk region. These are “Zavyalikha”, “Adzhigardak”, “Sun Valley”, and “Abzakovo” Beloretsk district of the republic of Bashkortostan. Facilities and quality of routes are renowned outside the region.

Russian ski resorts are actively developing. Austrian and Italian lifts are installed here, new hotels are opened, and tracks appear. Interest in a new kind of ski resorts—ski tours appeared not so long ago. This is “hybrid” between a ski and mounting ski tourism. It provides rise of the mountain without a lift, and then descend. These tours are offered in the Caucasus, Khibiny and suitable for those who are already bored with the groomed slopes and who wants to expand its ski features.

Fishing and hunting tours. We consider them as part of sport tourism.

In Russia, hunting and fishing are the traditional occupations of population. Having long roots, they are popular both among locals and foreign tourists. The lower reaches of Volga and its delta is one of the most fertile places for fishing in Russia. More than a hundred species of fish (chub, carp, pike, etc.) are here. Fishing of valuable species of fish (sturgeon, stellate sturgeon, beluga, Russian sturgeon) are strictly limited. A fishing and hunting in national parks or nature reserves, including the Astrakhan Biosphere Reserve, is prohibited. A large number of tourists come in Astrakhan region in the autumn, when season of hunting for wild boars starts.

Valuable species of fish is salmon, pike, lake trout, etc. They are found in abundance in Karelia waters, where fishing for practically no restrictions. There are

cottages with all amenities, catering to every taste. Tour companies organize transfer from Petrozavodsk city. In Murmansk region thousand fishers annually come here. Among them there are tourists from Scandinavia, Europe, USA, which are delivered to site by helicopter into forest hinterland, which is not accessible by car. How Murmansk citizens consider, the fishing in Varzuga and Ponoï rivers is the best in the world.

Event Tourism

Event tourism began to develop in Russia not so long ago. Respectively, those events would attract tourists to Russia until it's not too much. Among the events that attract tourists to country, it is possible to note the major international sporting events (the Kremlin Cup tennis, hockey tournaments and football matches, sports events of the North in Murmansk region), cultural events—the Moscow International Film Festival, ethnic holidays (week of culture and art of different countries or people) and religious and traditional festivals (the Russian Maslenitsa, Sabantuy, Christmas, etc.).

The attractive for Russians events take place in the southern cities of the country in summer period. These are carnivals—the opening of the holiday season in Gelendzhik and Anapa, music and film festivals, etc. These tours are becoming increasingly popular. Exhibition equipment, sporting events, concerts by famous artists, shows and musicals, festivals and fairs—all of these events is the center and basis of event tourism.

For example, the formation of event tourism in Leningrad region already has good results. Most of the district centers were able to interest potential visitors by cultural and sporting events, passing by a considerable number of spectators. There are international film festivals in Vyborg and Gatchina, international waters festivals “Vuoksi” in the village Losevo in Priozersky district, “Sails of Vyborg” in Vyborg city, Folk Festival “The Wreath of Fame Alexander Nevsky” in Staraya Ladoga, evenings of chamber music in historical and architectural and natural Museum-Reserve “Park Mon Repos” (Vyborg city), folk festivals and holidays in Staraya Ladoga, Vinnitsa, Tikhvin and much more (Pogodina 2005).

The main advantages of event tourism are its multi-grade and high profitability. Russian cities in recent years have gained good experience in implementing large-scale fashion event-projects in the celebration of various anniversaries and holiday dates. These are the 300th anniversary of St. Petersburg, 1000 anniversary of Kazan 1150th anniversary of Novgorod the Great. Cities received funds to upgrade infrastructure, historic centers with these events.

Congress Tourism (Business Tourism)

The volumes of international contacts, which connect Russia with foreign countries, are increasing. Therefore, the construction of comfortable and conveniently located hotel congress (usually four star category and above) is a priority in the development of hotel business in Russia. The number of hotels increased in many large industrial and cultural centers, such as Moscow, St. Petersburg, Murmansk, Arkhangelsk, Samara, Togliatti, Sochi, Yekaterinburg and other cities each year. They are equipped for business and congress tourism, and the old ones are

upgraded for demand-driven business. Approximately half of all foreign guests have arrived on a business trip.

Many major international exhibitions on different sectors and spheres of production, as well as academic conferences and fairs for a wide range of visitors conducted in Russia today. They collect a lot of experts from Russia and abroad. At the same time, hundreds of branches and representative offices of foreign trade companies, airlines, banks, telecommunications companies, which new employees or partners come from other cities, are in the country.

According to experts' exhibition and congress market, conducted in 2009 research exhibition and congress building the largest cities in Russia, the conclusion was reached. The most promising in this kind of tourism cities are Moscow, St. Petersburg and Nizhny Novgorod (Results of social... 2010). The development of congress tourism is of particular interest to Russia. At present about 70% of total trips for business purposes falls on the Central and North-West Federal District. At the same time, economic activity is steadily increasing in other federal districts.

Cruise Tourism

Cruise is a type of boating and one of the leading areas of domestic and inbound tourism in Russia. More than 100 ships with a capacity of 150–300 people ply the water areas of the country. The market volume of sea cruises in Russia is about 20 million dollars (Kleiman 2011) Cruise tourism is more developed in the Central, Northwestern, Volga and Southern Federal Districts.

Cruise Market is inextricably linked to cultural tourism. By common practice, ships Moscow—St. Petersburg, where the majority of Russians traveling, go to the ancient Uglich city, Cyril-Belozersky monastery-fortress, the museum of wooden architecture Kizhi, an island in the holy rock-shaft. There are about 20 boat parking places in the Volga-Baltic Way in Vologda region.

So-called “Around the World” circular routes are popular. They pass along rivers and lakes connected by canals or ducts. For example, the Moscow boat “Around the World” (Moscow Canal—Volga—Oka—Moscow Canal) organized for the navigation on average 2 times a month and takes 8–10 days (with stopovers in Yaroslavl, Uglich, Nizhny Novgorod). There are more long cruises—the Volga (9–13 days from Moscow to Astrakhan) (Fig. 10.13).

Most foreign tourists (90%) prefer to cruise Moscow—St. Petersburg lasted 3–4 days each way. Boat trips on Volga occupy the second position of the foreign cruise tourism (Ryabov 2007). According to expert estimates, in 2010, cruise ships on Russian rivers transferred 400 thousand tourists, including 70 thousand foreigners. In 2010, 41% of travelers took a cruise on Volga, 24%—a weekend cruise, 16%—a cruise on Moscow—St. Petersburg and St. Petersburg—Moscow (Kleiman 2011).

Kaliningrad region is attractive for the development of cruise tourism. The network of navigable rivers and canals enables sail from the Baltic Sea to Niemen. Availability the through passage from Vistula to Kurshsky lagoon allows travel on yachts from Germany to the Black Sea. In fact, this is the way “from the Varangians to the Greeks”.



Fig. 10.13 The scheme of cruise routes “On the Volga”

St. Petersburg is a positive example of cooperation with neighboring countries in the development of cruise tourism. Here, by attracting of foreign ships regularly cruise routes to all major ports of the Baltic Sea are carried out. St. Petersburg is a leader in the development of cruise tourism. Since 2009, foreign tourists arriving in Russia by ferry, have the right to be on our Russian territory 72 h without a visa. One of Europe’s largest passenger terminal clock navigation “Marine Facade” was created on Vasilevsky Island. It is able to accept modern marine ships. In 2008, St. Petersburg, headed by the five ports of the Baltic, which over 200 cruise ships come in a year. Since 2011, 7 berths work in the passenger sea port (5 for cruise ships and 2 for ferries) and 4 stations (3 cruise and 1 ferry) (Delinform.ru). St. Petersburg is the center of attraction for tourists, including navigating the yachts on the Baltic Sea. It is expected that each year about 10 thousand yachts with 40–50 thousand sailors on board will be visiting the city. The number of small vessels is more than 60 thousand (Tourism: practice, problems...). According to specialists in the long

term development cruise tourism will attract an additional 1 million Russian and foreign travelers.

In recent years, cruise tourism in resort Sochi city demonstrates a positive confident dynamics. Development of sea cruising in Sochi has a special significance in connection with the preparation city for the Olympics in 2014. For this radical reconstruction of the existing ferry terminals is conducted, a network of 15 moorings from Sochi coast to Lazarevskoe is built. This will allow tourists, who coming to the Olympics make a comfortable travel between various ports on the Black Sea at a distance of 60–70 km. All dredging, construction of the mooring piers, the work of organizing security system will be completed by 2014 (Marine business...).

Cruises are organized in Murmansk, Arkhangelsk, where they pass along the coasts of the Barents and White Seas. Sometimes, tourists are invited to accept participation in catching fish, shrimp, and squid. In Russia there is icebreaking tourism. There are cruises on icebreakers around the islands of the Arctic Ocean (Franz Josef Land, Novaya Zemlya, and Svalbard Islands).

Children and Youth Tourism

In Russia, children's and youth rest tours represented by excursion, educational, recreational forms of tourism. Youth and children's groups are the most frequent customers and buyers of tours to Russia (as in train and bus). They make up 80% of all clients on domestic tourism.

In some regions (Middle and Lower Volga Region, Chelyabinsk and Moscow regions) tourism develops mainly due to students. Sports and recreation camps near the sea, rivers, lakes or woods offer recreation for children and young people. There are various hiking—walking, water, horse, bicycle, combined tours. A separate category of young people prefer informal tourism on the Black Sea—campsites and camping. Children resort in Anapa (Krasnodar Territory) welcomes children all year round; there are many children's summer camps and sanatoriums. Sightseeing tours to the Golden Ring, Moscow and St. Petersburg introduce students to the history and culture of Russia.

Educational, including international educational tourism are developing in Russia. Currently, international educational tourism is one of the fastest growing industries in the area of educational and tourist services. Humanization of education contributes to this. It implies training not only good professionals, but also all-round education, cultural and erudite person, who will be able to take an active life position. From the standpoint of educational content that makes it possible to diversify the curriculum and learning more fun, interesting, international (Baydenko 2006).

At the end XX—early XXI centuries the processes of integration and internationalization of education intensified by the need to create a unified educational space. The result of this trend towards integration in the field of education was the signing of the Bologna Declaration April 17, 2001 by 29 European countries. The meaning of this statement reduces to that Europe is seen as a unified educational space, providing equal educational opportunities for citizens, without distinction of

national, linguistic and religious differences. Bologna and Lisbon Convention agreement presupposes mutual recognition of diplomas for the member countries of these processes. Accreditation of universities and training programs carried out by them are important in this process. At the same accrediting organizations can explore educational programs, to assess the competency level of teachers, as well as the infrastructure of the institution. Conclusion about conformity of European educational standards of the University makes on the basis of a comprehensive study. Russia signed the Bologna Declaration, has become an active participant in the process of forming a unified educational space of Europe (Pogodin and Solomin 2008).

In Russian universities young people coming from other countries continue to receive education. Over the last fifteen years the proportion of students coming from European countries has fallen. Candidates of the former “socialist camp”, made up on the Soviet time the bulk of the visitors in order to obtain higher education, now is seeking to universities in France, England, Germany and the United States. In Russia, the bulk of the foreign students are from countries—former republics of the Soviet Union and the so-called “Third World” (among them representatives of Asian countries dominate; there is the percentage of visitors from Africa). At present, more than 30 thousand foreign citizens are educated in Russian institutions. A 25 thousand Russians get their education in foreign colleges and universities.

To further promote the educational market in Europe Russia needs the specialists in the field of educational tourism, with expertise in the integration features of the modern university education.

10.5 Tourist Regions European Territory of Russia

Six tourist regions stand out in the redistribution of this territory. These are North European, Central European, South European, Volga, Urals and Caucasus. Here is a brief description of them.

10.5.1 North European Tourist Region

Huge territory, conventionally located above 60° north latitude refers to North European tourist region. These are the territory of St. Petersburg, Leningrad, Novgorod, Pskov, Kaliningrad, Murmansk, Vologda and Arkhangelsk regions, the Nenets Autonomous Okrug and the Republic of Komi and Karelia.

The region contains a variety of relief. This is an extensive plain, along the coasts of the White and Barents seas; they are interspersed with mountain ranges. The main tourist centers of the Russian North are St. Petersburg, Murmansk, Vologda, and Arkhangelsk. Each of these cities has a developed infrastructure and

good transport links (rail, aviation, highways, and communication lines). St. Petersburg, Murmansk, Arkhangelsk, Kaliningrad are important seaports of the country. We can distinguish two major tourist areas: the North (in Komi and Karelia republics, Murmansk and Vologda regions, Arkhangelsk region, the Nenets Autonomous District) and the North-West (in St. Petersburg, Leningrad, Pskov, Novgorod and Kaliningrad regions) (Pieces et al. 2005).

The Northern region. Low mountain ranges are located in the Northern District, on the Kola Peninsula. They reach a height of more than 1000 m. The region is well waterlogged by rivers and lakes. The largest navigable rivers are Northern Dvina, Pechora, Onega, Mezen, Pinega. It is important the transport and route for tourism. This is White Sea-Baltic waterway. River area is in the main rapids, with a stepped profile of the bed are very interesting in terms of boating. The most important rivers are Kem, Vyg, Vodla, Suap, Shuya. There are many waterfalls in Karelia and the Kola Peninsula. Kivach is best known. It is located not far from Petrozavodsk on the Suna River. There are many lakes. More than 2.5 thousand lakes are located in Astrakhan region. The largest lake reservoirs are Ladoga, Onega, Imandra, White, Kubenskoe, Laga, Kenozero, Kozhozero (the first two—the largest lake in Europe) (Birzhakov 2007).

The territory is washed by the seas of the Arctic Ocean. The White Sea cuts deeply into the land, is distinguished by high rugged coastline, as well as a large number of islands. Most of the territory is covered with pine forests with an admixture of birch and aspen. Large areas are swampy. Many animals found in the woods. There are a lot of birds, rivers and lakes rich in fish. The district has several nature reserves: Kandalaksha, Lapland, Kivach and others (Alexandrova 2009). Ski touring opportunities are substantially limited to the polar winter night in the north and the short daylight hours in the south district. The district has reserves of hydro resources, which contributes to the development of therapeutic recreation. These are different types of mineral water. Sulfate-chloride and calcium-sodium water is used most widely.

Cultural and historical potential of Karelia and the Kola Peninsula is negligible. Museums and monuments of XVII–XIX centuries presented in Petrozavodsk city, which is the most important cultural, administrative and economic center of the area. Arkhangelsk and Vologda regions have unique ethnographic villages. World-known examples of northern wooden architecture presented in Kizhi, and Small Korely. Old Russian towns, such as Kargopol, Tot'ma Solvychegodsk, Great Ustyug attract the attention of tourists (Pieces 2008).

There are monuments and historical sites in Vologda and Arkhangelsk. The Russian North is famous for its handicrafts, arts and crafts: carved bone and wood carving, weaving birch bark, art-metal, embroidery, weaving, lace making. Vologda attracts tourists as a center for handicrafts (“Severnaya Chern”, “Shemogodskaya carving on birch bark,” “Frost on the tin”, “Vologda lace”, “Veliky enamel”).

Many Orthodox shrines preserved in this area. They attract both pilgrims and tourists. It is widely known: Holy Transfiguration Monastery (XIV century) on the island of Valaam in Lake Ladoga, Preobrazhensky Monastery (XV century), on Solovki islands and on the Cross monastery (XVII century), on Kyi island in the

White Sea, the Ferapontov Monastery (XIV century) and Kirillo-Belozersky monastery (XV century) in Vologda (Astashkina et al. 2008).

The North-western region is mainly flat. It has rich water resources. The largest rivers are Neva, Svir and Volkhov. The ancient trade routes that are included in textbooks as a way “from the Varangians to the Arabs” (from the Baltic Sea to the Caspian), and “from the Varangians to the Greeks” (from the Greek colonies of Scandinavians, located on the Black Sea), ran over them in the middle ages. The presence of rivers and lakes promotes boating. Boat cruises are popular on Ladoga and Onega lakes. The entire site is located within the taiga. A lot of birds and animals found in forests, rivers and lakes have a lot of fish, which favors the development of hunting and fishing. On the hill near St. Petersburg, many ski areas (Korobitsino, Eagle Mountain and others) were created.

Cultural and historical potential of the region is considerable and diverse, that promotes tourism. St. Petersburg is the cultural center of world importance (Pogodina 2009a). 16% of the total number of tourist facilities is concentrated in St. Petersburg, Novgorod and Pskov regions (Bordyug 2007).

The most extensive recreational network is in Leningrad region. It consists of Sestroretsk resort and recreational facilities, which located in the vicinity of St. Petersburg and Luga, Gatchina. Kaliningrad, Pskov and Novgorod regions are the North-West district. Recreation in the Kaliningrad region are mostly located on the Baltic Sea (the most famous resort centers—Svetlogorsk, Zelenogradsk, Otradnoe, Pioneer, Amber, the National Park “Curonian Kosa”). The main rivers of the Kaliningrad region are Neman with the influx of Shyashupe and Pregel, they are united by a system of canals. There are over 100 lakes.

The landscape of the Pskov-Novgorod part of this area in the west of the district represented flat and undulating plains in the east—the Valdai Hills, about one third of this area is covered with marshes, about 1/2—mixed forests. Most favorable to the recreation area is located on the west and south-east. Valdai National Park is located in the East. The area is well waterlogged by numerous rivers; the main ones are Volkhov, Meta, Shelon, Lovat, Paul, Western Dvina rivers. There are over 1500 lakes. The largest are Chudskoe, Ilmen, Valdai, Pirov lakes. The abundance of lakes and rivers favors of development of water tourism.

The bulk of the facilities that are of cultural property is located in regional centers. The ancient city—Pskov and Novgorod are of a great interest. Here there are samples of ancient Russian architecture, such as churches, monasteries, Kremlin, individual buildings. Sightseeing in these cities is included in the UNESCO list. Staraya Russa, Valdai, Izborsk Pechora are also famous for its architectural monuments. There is a lot of places associated with the life of such great figures of history and culture, as Pushkin, Dostoevsky, Alexander Suvorov, Mussorgsky, Rimsky-Korsakov and others. Many historical and cultural values are also in Kaliningrad (former city of Königsberg), which was created by German knights in the XIII century. The city was badly damaged during World War II. Amber plant in Kaliningrad region is widely known, and of handicrafts—krestetskaya line in the Novgorod region (Alexandrova 2009).

Farm (rural) tourism, considered as an alternative to rural development, water and adventure-military (Military History) tourism in areas where previously housed the military units distributed are in Kaliningrad region. Ecotourism at the National Park “Curonian Kosa”, “Vodlozersky park” are developing. Nostalgic tourism from Germany to Kaliningrad region, from Finland to Leningrad region and Karelia are namely popular (Kosolapov 2008).

Cultural and educational, event, business and active tourism are traditional for the north-west of Russian Federation forms of tourism, which provide most of the domestic and inbound tourism flows. However, the richness and diversity of climatic resources are necessary and sufficient potential for the development of recreational, ecological, agricultural and cruise tourism.

10.5.2 Central European Tourist Region

The region covers the most urbanized regions of Russia. It is composed of Moscow, Tver, Smolensk, Kaluga, Tula, Vladimir, and Ryazan regions. Here there are the most major metropolitan areas and much of the country’s economic potential, which in turn led to a high level of recreational network. Center of Russia has the richest cultural and historical heritage, which contributes to the development of tourism.

The landscape is hilly area is characterized by alternating ridges and ridge-reliefs of the Smolensk-Moscow and the Central Russian hills to the plains of medium-Upper Volga and Meshchersk lowlands. The area is located in the zone of coniferous and deciduous forests. The territory is waterlogged of medium and small rivers (Oka, Klyazma, Western Dvina, Moscow, Ruza, Istra, Nara, etc.), as well as lakes. The reservoir (Mozhaiskoe, Ruza, Ozerinsky, Istra, Uchinskoe) and Moscow Canal play an important role of. In terms of recreation, Moscow Region’s rivers and lakes are good for boating and beach recreation (swimming season lasts nearly all summer). Wealth of flora and fauna suburbs contribute to development of active forms of recreation such as hunting, fishing, picking mushrooms and berries, forest walks, etc. (Astashkina et al. 2008).

The presence of natural recreational resources contributed to development in the area of a wide network of recreational facilities. There are more than 300 health centers, over 500 camp sites, guest houses and holiday homes. Particular attention should be cultural and historical potential. Moscow is the main center of business tourism in Russia (Pogodin et al. 2012).

Central Russia has a high tourist and recreational potential, representing a center of cultural, cruise, business and medical and health tourism. Central Federal District occupies a place in the country by the number of incoming tourists and sightseers—more than 9 million people per year (more than 27% of the total tourist traffic of the country).

10.5.3 Southern European Tourist Region

In the division of all-Russian labor, the South-European region is specialized in mining, metallurgical, machine building, chemical industry, food industry and the manufacture of certain types of building materials, as well as on agricultural production. These industries are the sectors of market specialization area. Tourism is underdeveloped.

By Southern European tourist region are Bryansk, Orel, Belgorod, Voronezh, Kursk, Lipetsk, Tambov and Rostov regions. Bryansk, Orel, Belgorod, Voronezh, Kursk, Lipetsk, Tambov and Rostov regions belong to the Southern European tourist region.

A large part of the territory is located in the steppe and steppe zones. The forest area is only 10% of the district. Predatory logging and excessive plowing resulted in growth of ravines and gullies, soil erosion and shall owe of the rivers. However, there are fruit and vegetable crops, grapes are cultivated actively (Amirkhanov et al. 2006).

Azov tourist district stands out in the region. It is located on the Russian coast of Rostov and Krasnodar regions and along the Taganrog Temryuk bays. The district has favorable climate, warm sea, hydro resources, which contributes to improving its expertise. Cultural and historical potential of the region is negligible and is mainly concentrated in Rostov-on-Don and Taganrog. The area is considered promising for the development of children's activities, but overall recreational network of Azov region is poorly developed. One mud-bath resort of national importance—Eisk, a few holiday homes and camp sites are located here (Alexandrova 2009).

Cognitive resources of the region are represented by the architectural, archaeological, historical and commemorative monuments. The ancient settlement—Holkovskoe on the bank of Oskol river (Belgorod region), Lipetsk preserved here. In recent years, dozens of churches, bell towers, chapels and monasteries were restored, renovated and constructed. They became objects of religious tourism. Pskov's Cathedral (XVII), Nicholas and Smolensk Cathedrals in Bryansk (XVIII) in Belgorod, Assumption Church (XVII) in Voronezh and others are particularly valuable. The third most important spiritual center of Russia, becoming the new center of pilgrimage is the Monastery of the Kursk Root Pustyn (Kursk).

The memorial complex „Partisan glade” near Bryansk, museum-diorama “Fire arc” in memory of the largest tank battle on the Prokhorovka field in Belgorod, Military History Museum, “The Battle of Kursk” in Kursk, a set of “Line of the glory,” stretching under Voronezh a 50 mile are memorial sites related to World War II. All these objects are military-patriotic tourism (Drozdov 2005).

10.5.4 Volga Tourist Region

In Volga region there are Kostroma, Yaroslavl, Ivanovo, Nizhny Novgorod, Kirov, Penza, Saratov, Ulyanovsk, Samara, Volgograd and Astrakhan regions and

territories of the republics of Mari El, Mordovia, Chuvashia, Tatarstan, Kalmykia (Helmng-Tangch) (Amirkhanov et al. 2006).

Area of this territory is well waterlogged. Volga River is the main water artery here. It takes a lot of tributaries, of which the largest are the Mologa, Kostroma, Unzha, Vetluga, Vyatka, Oka, Sura. Almost all the rivers are suitable for boating and recreation. Along the Volga, Oka and Vyatka Boat routes pass. In the western part of the area there are many lakes, the largest of which is Seliger. Reservoir created on Volga (Ivankovskoe, Konakovo, Rybinsk, Gorky, Kuibyshev, Saratov and Volgograd) contribute to the development in the area of recreation and tourism.

Forests cover about half of the northern and central parts of the region. They are rich in mushrooms and berries. Resources for hunting and fishing are abundant. Southern region is located within the steppe and semi-desert landscapes. It should be noted that this area is rich in natural resources, but they are not sufficiently utilized. The importance of the coast for recreation is the middle course of Volga, where the national park Samara's Luka.

The tourist zone is a specialization of cognitive and health tourism. Administrative centers, which are located on Volga at the same time, are the most significant objects of tourism. These are Kostroma (Ipatiev monastery in XIV), Nizhny Novgorod (Nizhny Novgorod Kremlin), Kazan (museum-reserve „Kazan Kremlin”), Ulyanovsk (memorial and museum complex “Homeland of Lenin”), Volgograd (museum-panorama “Battle of Stalingrad”, a monument-ensemble “Mamaev Kurgan”) and other. Small historical towns: Toropets, Torzhok Ostashkov, Staritsa, Kashin, Uglich, Tutaev, Rybinsk, and others are objects of tourism. Cities have museums of different types (local history, art, ethnography, etc.). Many Orthodox shrines and religious sites: Nil Desert Monasteries in Ostashkov, the Assumption in Staritsa, Boris and Gleb in Torzhok Orshin in Tver, Kostroma Ipatyevsky Trinity Seraphim-Diveevo Convent in Nizhniy Novgorod region and others are located here (Astashkina et al. 2008).

Aristocrats' mansions, museums, available in Yaroslavl, Kostroma, and Nizhny Novgorod regions are of great interest. Volga land is the birthplace of many great men whose names have become the pride of the Fatherland. The most visited place these are estate Karabikha of Nekrasov (Yaroslavl region) and the house-museum of Lermontov in Tarkhany (Penza region), the museum of Gorky (Nizhny Novgorod), and the museum-house of Levitan (Pless Ivanovo region).

A large number of ancient Russian cities are located here. Simbirsk, Samara, Saratov, Volgograd, Astrakhan are the ancient Russian cities, built over a hundred kilometers from each other as fortresses—the outposts of passes on the Volga.

Volga region is famous for its handicrafts, which are developed in the Kirov region (kappa processing, weaving of the roots of coniferous trees, willow twigs and straw, lace, pottery Dymkovo toy) and in the Nizhny Novgorod region (artistic treatment of wood: Khokhloma painting, Gorodetsky products, etc.).

Recreational network in the region can be described as moderately developed. Distribution of enterprises therapeutic recreation for their close location of regional centers is an important feature here. The major resorts are “Green city” in Nizhny Novgorod region and the “Lower Ivkino” in Kirov. Tourism companies in this area

are quite uneven. Most of them are in Kostroma, Yaroslavl, Nizhny Novgorod and Kirov regions. Tourist centers are all regional centers. Local tourist centers include Ostashkov, Torzhok, Uglich, Rybinsk, Staricu, and others. Most cities have a business hotel and restaurant chain, designed to accommodate tourists.

The tourist area “Big Volga” is very promising. It attracts annually more than 5.2 million people or 16.2% of the total tourist traffic of the country. Historical and cultural and national characteristics of the largest cities along Volga and Kama rivers (Nizhny Novgorod, Kazan, Izhevsk, Samara, Ulyanovsk, Saratov, Volgograd, Astrakhan and others), in combination with a large number of recreational areas help to attract both Russian and foreign tourists.

10.5.5 Caucasian Tourist Region

Caucasian tourist region is unique in the variety and mix of tourist resources and environment. The region consists of Krasnodar, Stavropol territories, the republics of Adygea, Dagestan, North Ossetia—Alania, Kabardino-Balkaria, Ingushetia, Karachaevo-Cherkessia, Chechnya.

Extensive Caucasian tourist region can be divided into areas: the Caucasus and Black Sea (developed), North-Caucasian and Caucasian Mountain (medium level of development), the Caspian and Azov (low level of development). All areas were targeted to receive tourists from other regions and specialize in therapeutic recreation and sport tourism. It is important that the territory of this region as a recreation has been mastered for a long time, and in some areas, tourism is a key sector of the economy.

Caucasus-Black Sea tourist area is located on the Black Sea coast of Krasnodar region. In the landscape of the steppe there is Anapa portion, within which the coast are extensive (60–400 m wide and 35 km in length), sandy beaches. Anapa is considered the children’s recreation center on the Black Sea coast of Russia. To the south the rest of the pebble beaches are located; their area is limited to the mountains, close to the sea. In the foothills of the vineyards are cultivated. South of Gelendzhik on the coast dominated by subtropical vegetation. On the slopes of the Greater Caucasus is natural Sochi National Park (Alexandrova 2002).

Climatic conditions vary from region moderately humid seaside-steppe in the north (near Anapa), seaside, and mountain (near Gelendzhik) to humid subtropical (near Sochi). The area is characterized by a significant duration of sunshine (2400 h per year) (Pogodin et al. 2012). The sea here is the function of the main natural recreation resources. The swimming season lasts about four months, from mid-May to late October. Water temperature ranges from +18 to +24 °C, and in particularly hot days the water can warm up to +30 °C. Region’s rivers (Makopse, Shah, Hosta, Sochi, Matsesta and others) are short and dry (Amirkhanov et al. 2006).

Caucasus-Black Sea region has a fairly well-developed network of recreation. Along the coast resort towns and villages are located. There are four resorts that have formed around Anapa, Gelendzhik, Tuapse and Sochi towns. Each of these

cities is a tourist center. The resort area of Big Sochi, which extends for 145 km along the coast, is the most popular among tourists. Includes resorts like Lazarevskoe, Dagomys, Sochi, Matsesta, Hosta, Adler. Recreation Area Network consists of over 220 resorts and leisure facilities.

North-Caucasian tourist area is located in the foothills and low hills of the North Caucasus. Area of rivers is waterlogged. It flows down from the slopes of the Greater Caucasus. These are Psekups, White, Laba, Urup, Kuban, Baksan, Kura, Chegem, Terek, and others. Rivers are turbulent, rapids, shallow, with cold water. Most of the rivers are unsuitable for swimming. In Krasnodar and Mineral Waters there are reservoirs that can be used for bathing.

The area has extremely rich in hydro resources. The highest concentration of mineral springs developed (130) recorded at the resort, "Caucasian Mineral Waters". Pyatigorsk has a leading place in the number of sources. These are carbonated hydrogen sulfide, carbon and iron radon cold and warm water of various chemical composition of both drinking and spa destination.

Cultural and historical potential of this region are scope for developing tourism. The old fortifications of the North Caucasus remained here. There are plenty of memorable places connected with the presence of prominent cultural figures: Mikhail Glinka, Alexander Griboyedov, Pushkin, Lermontov, Tolstoy, F. Chaliapin and others. Architectural ensembles of resort facilities, the construction of which started in the first quarter XIX century have particular interest.

Mountain-Caucasian tourist area consists of mountain system of the Greater Caucasus in the Russian borders. The district occupies middle and high part of the Greater Caucasus. The mountains range from 2000 to 5500 m above sea level. A number of peaks above 5000 meters (Dykhtau, Shkhara, Koshtantantau, Dzhangitau, Kazbek), as well as the highest peak Mount Elbrus (5642 m) there are in Russia. Alpine mountains, with sharp peaks, covered with snow. Some mountains are cut riverbeds, which are often canyon-shape. The mountains attract those who enjoy mountain hiking and climbing.

Terek (Sulak and its tributaries, and the Andean Koisu Avar), Samur, Kuban (Elbe and its tributaries, Urup, White) rivers are shallow, but very rapid, rapids, with cold water. Lakes of the Greater Caucasus are mainly of glacial origin. They are distinguished by clear, blue-green water. Especially there are a numerous lakes in the area of Teberda, Arkhyz, Caucasian Reserve, Chhaltinskogo and Kodori ranges. Romantic mountain lakes complement the beauty of its landscape.

Recreation area is characterized by a network of absolute domination of sports and tourist facilities. These include dozens of hostels, hotels and mountaineering camps. Water tourism is developed. Every year championship of Russia on water tourism "Interralli White" is held on the White River (near the village Guzeripl, Republic of Adygea). There are hiking trails of various difficulties, cycling routes. Horseback riding (in Adygea operates one of the oldest horse riding trails in the country) is developed.

Unique natural attractions play a major role. There are mountain peaks, gorges and waterfalls. The district has several nature reserves: Greater Caucasus (Zubrov Park), Teberdinsky, Kabardino-Balkaria and North Ossetia.

In the Caspian region of Dagestan tourist coast of the Caspian Sea is located on the Sulak to the southern borders of the republic. This area is located on a narrow strip along the coast at elevations of 100 m above sea level, which is limited to the foothills of the mountains Tabasaran in the Greater Caucasus. The transport network in the region developed sufficiently. The main recreational resource can truly be considered as a warm sea and sandy beaches that stretch for tens of kilometers. The sea here is shallow, well heated, so the bathing season lasts more than 4 months. Its territory has rivers, starting on the slopes of the Greater Caucasus. This is—Sulak, Ulluchay, Rubas and others.

In the Caspian region supplies hydro resources are found. On the coast and the foothills are hydrogen sulfide, carbon dioxide type water “Borjomi”, and hydrogen sulfide bicarbonate-sodium thermal waters, as well as sodium chloride brines containing iodine and bromine. Sulfide deposits of the coastal sludge with healing properties found in Big and Small Turali lakes.

The area has a diverse cultural and historical potential. The ancient city of Derbent, where are monuments of architecture VIII–XIX centuries as religious, as secular character of great interest among tourists. In Dagestan, crafts: carpet weaving, art metal processing, manufacture of pottery is widely distributed.

Recreational network in the Caspian region is poorly developed. On the coast there is sanatorium “Caspian Sea”, several departmental guest houses and hostels. In the foothills sanatorium “Talgi” and “Kayakent” are located. Dagestan and Makhachkala cities are tourist centers. There are a tourist hotel and camping, as well as airport and seaport. Another is a sea port of Derbent.

Crimean district as recreational region began to develop in Russia even in the nineteenth century. Nature of Crimea is very diverse. It is in the same latitudinal zone as Northern Italy and Southern France. Active recreation period lasts 6 months (May–October), including bathing—from June to September. Treatment and rehabilitation activities continue throughout the year.

The main medical health resources in the Crimea, along with a Mediterranean climate, a coastline. It is 974 km in length, of which beaches are 472 km away. Wonderful sandy beaches of Evpatoria invited here hundreds of thousands of children. In Russia the most famous recreation camp for children “Artek” is located in Gurzuf.

Crimea has three types of natural spa resources: climate, sea and spas. Southern coast of Crimea is the most valuable on the climatic conditions. In the Mediterranean region, only the French Riviera - Côte d’Azur and the Croatian Adriatic exceed Crimea (the winter is softer and swimming season is slightly longer there). Mineral waters and mud are the most important recreational resources in the Crimea. Geological reserves of medicinal mud are about 30 million. Cubic meters. Saki Lake is the largest mud deposits. Siwash Bay is a nature reserve balneological, which has considerable reserves of brine and mud. Exotic landscapes and numerous monuments of nature are very attractive.

The history of Crimea is full of a variety of events. Ancient monuments preserve the history of many peoples living in different periods in this territory. Chersonesos is the most popular tourist monument of antiquity (the ancient city was built in the

fifth century. BC and lasted until the fourteenth century AD.). Baptism of Rus in 988 is the most important event of this city. Many historical monuments reflect the history of Russia's military action for the protection of the Crimea during the Crimean and Great Patriotic War.

In Crimea, a lot of places that are associated with the life and work of the world-famous Russian artists: painter I. Aivazovsky, writers A. Pushkin, L. Tolstoy, A. Chekhov, A. Green. Beauty Crimea described in Tsvetaeva's poems, Adam Mickiewicz and many others.

History has left in the Crimea, many cultural monuments. Alupkinsky and Livadia palaces are famous worldwide. Crimean Conference of Heads of Government of the three powers of anti-Hitler coalition took place in Yalta in February 1945. The many villas, built during the eighteenth–nineteenth centuries, attract tourists, for the rest of the royal family, the Russian nobility.

Enotourism (wine tourism) can be developed in the Crimea. Such trips may involve a stay in the vineyards and wineries to explore production technologies, storage and use of the traditions of wine tasting, consumption, buying wine, visits to famous restaurants, wine festivals. The Russians began to show great interest in food and wine tours. However, due to the large number of wine tours in the destinations of Europe, interest in the Russian guilt hardly manifested. The history of the Crimean peninsula is inextricably linked to viticulture and winemaking. Almost all the wineries of the Crimea and the surrounding areas are a cultural and historical monuments and inexhaustible resource for designing different tours. The return of the Crimea to Russia influenced the revival of viticulture and wine making here, which were in stagnation for almost twenty years. Such a wine variety in the Crimea is not on the territory of Russia. The most famous sherry and madeira.

“Massandra” is best known now for the production of wine. Here, tourists are offered a tour with a visit to enoteca, galleries for aging vintage wines, wine-9 samples of vintage wines. “Massandra” produces more than 60 wine brands: strong wines (sherries, madeira, marsala, ports, etc.), Dessert, sweet (Kokur, muscat, muscatel, Tokay, Pinot Gris, Cabernet, Cahors, etc), sweet liqueur, tablespoons semisweet and dry. The best wineries of the Crimea connected with the name of Prince Golitsyn. Visiting the factory “Sun Valley” visitors have a unique opportunity to see Golitsin wine cellars and taste the legendary brands (“Black Doctor”, “Black Colonel”, “Sun Valley”, “Meganom”).

Outdated recreational infrastructure, intense environmental conditions in some areas (degradation of beaches, landslides), lack of freshwater are major challenges for the further development of tourism here. Additional investments of long-term nature are necessary to modernize infrastructure in the Crimea.

By 2018, the bridge with the railway and road passages (more than 19 km long) will connect the Crimean peninsula and mainland Russia. The crossing will be part of the motorway between the cities of Kerch and Novorossiysk. This will optimize the tourist movement.

10.5.6 Ural Tourist Region

The region consists of Kurgan, Orenburg, Sverdlovsk and Chelyabinsk Region, Bashkortostan and Udmurtia and Perm. The Ural Mountains region is a tourist Urals, Predural'e and Trans-Urals. Ural is the most important industrial region of Russia with high population density. The region has a developed transport infrastructure, which is caused by high levels of urbanization territories, as well as its geographical position.

In the landscape of the region can be divided into the Ural Mountains and piedmont plains. The mountains are covered with spruce-fir forest. Tops of the Northern and Southern Urals are rocky and treeless. The mountainous relief is a stimulus to development of various forms of active tourism, especially the mountain (mountain climbing) and downhill. Amateur hikes of various are difficulty, rafting on the river. Zilim, Sakmara, Inzer (Bashkortostan), Ai and Juruzan (Chelyabinsk region), Usva, Vishera, Chusovaya (Perm Region), the Big Ick, Sakmara (Orenburg region) are so popular among tourists (Alexandrova 2009). The area has many unique natural attractions; special attention should be karst caves. Ilmen Mineralogical Reserve is world fame.

Cultural and historical potential of the region is extremely diverse, which promotes tourism. There are unique archaeological monuments, including Kapova cave with ancient cave paintings, examples of religious Orthodox and Muslim buildings, museums of local lore. In all the old (from the XVIII century) Urals cities there are many architectural sights, different in style and purpose. Ural is famous for its handicrafts and trades. For example, the Castle is a cast iron foundry, in Nizhny Tagil—lacquered trays, in Tavołga—ceramics, in Kungur—stone carving, etc. Important resources for tourism in the Urals are the objects associated with the history of mining in the region: from the old quarries and mines (“Gumeshki”, “talc stone” in the Sverdlovsk region, etc.), mining and metallurgical historical and architectural complex (plant-Museum Nevyansk, Sverdlovsk region, etc.) to modern industrial giants. The place of execution of the royal family near Yekaterinburg became the object of pilgrimage (Alexandrova 2002).

The main tourist centers of the district are Yekaterinburg, Chelyabinsk, Perm, Ufa, Nizhny Tagil, Nevyansk. In the Ural region nature-oriented tourism in ecologically clean areas of national (natural) parks, reserves of Bashkortostan, Sverdlovsk, Chelyabinsk and Orenburg regions is promising. There are opportunities to engage in hunting tours, especially appealing to foreign tourists.

10.6 Prospects for the Development of Tourism in Russia

Major trends in the tourist market in Russia are:

- strengthening of regional development and the emergence of new centers in the tourist market of the country;
- reduction in tourist trips,

- development of Internet sales,
- increased demand for quality health services.

The greatest Russian projects in the tourism sector in early 2012 should be recognized:

- Winter Olympics 2014 in Sochi,
- the summit countries—participants of the Asia-Pacific Economic Cooperation (APEC) in 2012 in Vladivostok, Russian on the island,
- World Summer Universiade in 2013 in Kazan.

Approximately 1% of global tourist traffic accounted for by visitors to Russia tourists. This is an extremely low figure, given that the cultural–historical and natural potential of Russia, which is much higher than in many other countries with traditionally high tourist attendance. In 2009 21.3 million foreigners, of whom about 15% of the profits from tourist purposes, visited Russian Federation. However, according to forecasts by the World Tourism Organization, a specialized agency of the United Nations, Russian Federation at the appropriate level of development of tourist infrastructure is able to take a year to 40 million foreign tourists (Fig. 10.14) (Tourism in Figures 2007) Table 10.1.

One of the priorities of tourism development in Russia is the creation of a modern tourist infrastructure. Throughout the country, material base of tourism—mainly tourist accommodation facilities—is characterized by a high degree of moral and physical deterioration, 75–80% of tourist accommodation facilities in need of modernization and repair. Hospitality country features a sharp break between on the one hand, Moscow, St Petersburg and Krasnodar region, where the infrastructure of tourist accommodation is in relatively good condition, and the rest of the country—on the other.

The main factors hindering the growth of competitiveness of Russian Federation on the international market of tourist services and, as a result, hindering the implementation of its tourism potential, are:

- poorly developed, and in some regions provides the missing infrastructure of tourist facilities, which is an obstacle to attracting private investment in the tourism sector,
- low level of development of tourism infrastructure (lack of, and in some regions, lack of tourist-class accommodation and leisure facilities, poor state of many tourist sites of the show, lack of quality road infrastructure in almost all the highways of the country),
- lack of affordable long-term debt instruments to investors with interest rates that allow recoup investments in the facilities of tourist and recreational complex in terms acceptable to investors,
- poor quality of services in all sectors of the tourism industry due to the lack of professional personnel,
- lack of promotion of tourist product of the Russian Federation on the international and domestic tourist markets.

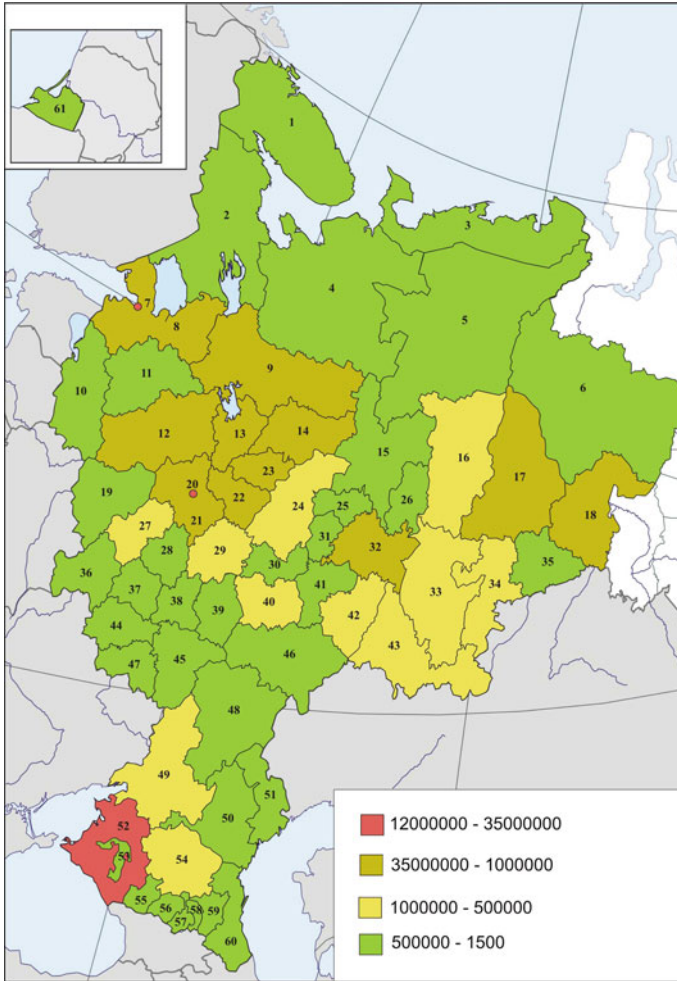


Fig. 10.14 The number of tourists visiting the administrative districts of the European part of Russia in 2011

Key measures for the development of tourism in Russia, the Russian Union of Travel Industry proposed steel:

- protecting the rights and interests of tourists as consumers,
- financial support from the state,
- improvement tax,
- customs regulations,
- tariff regulation,
- the reduction of tourist formalities,
- staffing and scientific support.

Table 10.1 Digital designations on the map

1	Мурманская область	Murmansk region
2	Республика Карелия	The Republic of Karelia
3	Ямало-Ненецкий автономный округ	Yamalo-Nenets autonomous okrug
4	Архангельская область	Arkhangelsk region
5	Республика Коми	The Republic of Komi
6	Ханты-Мансийский автономный округ	Khanty-Mansiysky autonomous okrug
7	Санкт-Петербург	Saint-Petersburg
8	Ленинградская область	Leningrad region
9	Волгоградская область	Volgograd region
10	Псковская область	Pskov region
11	Новгородская область	Novgorod region
12	Тверская область	Tver region
13	Ярославская область	Yaroslavl region
14	Костромская область	Kostroma region
15	Кировская область	Kirov region
16	Пермский край	Perm region
17	Свердловская область	Sverdlovsk region
18	Тюменская область	Tyumen region
19	Смоленская область	Smolensk region
20	Москва	Moscow
21	Московская область	Moscow region
22	Владимирская область	Vladimir region
23	Ивановская область	Ivanovo region
24	Нижегородская область	Nizhny novgorod region
25	Марий Эл	Mari El
26	Удмуртская республика	Udmurt republic
27	Калужская область	Kaluga region
28	Тульская область	Tula region
29	Рязанская область	Ryazan region
30	Республика Мордовия	Republic of Mordovia
31	Чувашская республика	Chuvash republic
32	Республика Татарстан	The Republic of Tatarstan
33	Республика Башкортостан	Republic of Bashkortostan
34	Челябинская область	Chelyabinsk region
35	Курганская область	Kurgan region
36	Брянская область	Bryansk region
37	Орловская область	Orel region
38	Липецкая область	Lipetsk region
39	Тамбовская область	Tambov region
40	Пензенская область	Penza region
41	Ульяновская область	Ulyanovsk region

(continued)

Table 10.1 (continued)

1	Мурманская область	Murmansk region
42	Самарская область	Samara region
43	Оренбургская область	Orenburg region
44	Курская область	Kursk region
45	Воронежская область	Voronezh region
46	Саратовская область	Saratov region
47	Белгородская область	Belgorod region
48	Вологодская область	Vologda oblast
49	Ростовская область	Rostov region
50	Республика Калмыкия	Republic of Kalmykia
51	Астраханская область	Astrakhan region
52	Краснодарский край	Krasnodar region
53	Республика Адыгея	Republic of Adygea
54	Ставропольский край	Stavropol territory
55	Карачаево-Черкесская Республика	The Karachayev-Cherkessian Republic
56	Кабардино-Балкарская Республика	Kabardino-Balkarian Republic
57	Республика Северная Осетия—Алания	The Republic of North Ossetia—Alania
58	Республика Ингушетия	Republic of Ingushetia
59	Чеченская Республика	The Chechen Republic
60	Республика Дагестан	Republic of Dagestan
61	Калининградская область	Kaliningrad region

To optimize the tourism industry at a meeting of the Presidium of Russian Federation Government, which took place on July 28, 2011, was approved by the federal target program “Development of domestic tourism in the Russian Federation (2011–2018)” (The Federal Target Program 2011). The Program aims to improve the competitiveness of the domestic tourist market, create conditions for development of tourist infrastructure, attracting investment into the industry. Program activities are also aimed at improving the efficiency promoting national tourism product in the domestic and international markets, and improved training.

The expected outcomes of the Program are:

- creation in different regions of Russian Federation, a network of competitive and recreational tourism, which become points of regional development and inter-regional relations, intensifying around the development of small and medium business (the growth of investment in fixed assets of accommodation (hotels and temporary accommodation) to 1.9-fold compared to 2010),
- satisfy of different Russian citizens categories in active and meaningful vacation, health promotion, introduction to cultural values (increase in the number of Russian citizens, placed in collective accommodation facilities, 1.5-fold compared to 2010),

- increase in employment by creating jobs in the tourism sector (an increase of the number of employees in collective accommodation facilities by 41% and working in the tourism firms by 51% compared with a baseline of 2010),
- increase in budget revenues of the budget system of Russian Federation through increased production of services in the industry (increase the volume of paid tourist services rendered to population by 4.7 times and the volume of paid services of hotels and similar accommodation facilities by 4.3 times compared with 2010),
- gross domestic product growth and improved balance of payments (increase in the number of foreign nationals housed in collective accommodation facilities, a 6.4-fold compared to 2010).

Throughout the program, noted that the development of domestic tourism has become an urgent task and a tool for healing the nation. Tourism plays an important role in solving social problems by providing more jobs, increase employment and improve the welfare of the population. At present, tourism is one of the important areas that affect the growth of the economy, including the development of such areas of economic activity, as the services of tourist companies, collective accommodation, transport, communications, trade, production of souvenirs and other products, food, agriculture construction and other industries, thereby acting as a catalyst of socio-economic development of the Russian Federation.

The extensive range of tourist and recreational resources of the country can develop almost all types of tourism, including recreational (beach), cultural, educational, business, active, recreation and ecotourism, as well as sea and river cruises, rural tourism, etc.

One of the important directions of development of tourism infrastructure is to create a civilized environment for the sleeper. Russian car fleet in recent years is growing at 2.2–2.8 million vehicles per year, with roadside infrastructure developed with a significant lag. The development of road infrastructure of tourist areas (such as hotels, campgrounds, parking lots) will attract an additional 4 million tourists, including from abroad.

When addressing key industry issues and create favorable conditions for its development potential by 2020, the Russian Federation may enter the top ten countries—the most popular areas of tourism.

Adoption of the International Olympic Committee decision to hold in Sochi XXII Winter Olympic Games has become one of the most notable events in 2007, which has not only an important political, cultural and sporting significance, but also affects the development of tourism in the region and across the country. Job Bid Committee to promote Sochi as a city—candidate to conduct the 2014 Winter Olympics has provoked interest from state and society to the problems and prospects of the Russian tourism industry. However, this solution is exacerbated existing problems of the Russian tourism, required a detailed analysis of the situation and to find effective mechanisms for the development of recreation and tourism industry.

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Chapter 11

Geography of Tourism of Slovakia

Peter Čuka

Abstract Tourist aspect of geography first appeared in Slovakian research in 1960s. The most significant is the Geography of Tourism monograph from 1983 by Mariot. Since then, different approaches, such as regional or material and technical preconditions, appeared. This century in the literature focuses on the models of products in tourism industry. An important part of the chapter is the presentation of natural preconditions of tourism development starting from the landscape through the natural parks to the point values. Values gathered from thematic routes, urban preserves or folk architecture reserves are examples of cultural and historical preconditions of tourism development. There are also mentioned the most important cultural events as well as values combining both types: the cultural and natural sites inscribed in the UNESCO list of the world heritage. The part dedicated to the tourist infrastructure presents the contemporary state of the accommodation facilities such as its capacity, category and other statistic data. Sports and recreation infrastructure, as an important issue for tourism development in a country, is described briefly. Macroeconomic statistics of tourism in Slovakia serve as a kind of summary of the infrastructure presentation. The last part is dedicated to the main types of tourism such as urban or rural tourism, alpine and classical skiing, spa and wellness tourism, or even not expected in this region of Europe—wine tourism.

The original version of this chapter was revised: The author's name has been removed, the author's affiliation has been changed, and the belated corrections have been carried out. The erratum to this chapter is available at [10.1007/978-3-319-42205-3_14](https://doi.org/10.1007/978-3-319-42205-3_14)

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11.1 Geographical Research of Tourism in Slovakia, Its Main Research Problems and Topics

The first geographical mention of tourism in Slovakia had been studies of particular regions, descriptions of the countryside and an analysis of natural potential of the area. Bel (1735), in his *Motitia Hungariae Novae Historico-Geographica*, describes the natural potential of the region of Liptov as well as the effects and composition of the thermal springs in the town of Liptovský Ján. In 1881, Alexander F. Heksch wrote *Illustrierte Führer durch die Karpaten und Oberungarischen Badeorte*. His work is probably the oldest well-known guidebook describing the area of Slovakia. Then, various books of travels written in literary style followed, e.g. the book *50 Years of Slovak Life* written by Gustáv Kazimír Zechenter Laskomerský in the years 1911–1915 and published in 1956. The work by Ladislav Kvietok *Geography of the Region of Horehronie* written in 1943 is an example of sophisticated study of potential of the region for tourist industry.

Peter Mariot became the leading scientist who covered the whole area of Slovakia. He worked as a scientist at the Institute of Geography at the Slovak Academy of Science and published his works since 1963. From the point of view of the language and as a professional, he inclined towards the German environment and proceeded in the trends of Poser, Jülg, Ruppert, Maier and others. He was a member of the section at the Slovak Academy of Science which explored the high mountain ranges and, together with a famous Slovak traveller František Kele, RNDr. took part in many travels and research expeditions. In a research expedition to Mount Everest in 1984, the Slovak mountaineers successfully reached Mount Everest for the first time. It was the most important sports and research expedition. Peter Mariot was a coauthor of the book about the expedition *The National Park of Sagarmatha*. His theoretical and methodological model of geography of tourism published in the monograph *Geography of Tourism* in 1983 prefers functional and chronological approach. This approach determined the works by Mariot's contemporaries and followers, e.g. Ema Mišúnová and Gabriela Škvarčeková and the works of his students, e.g. Alfred Krogmann. Some authors preferred regional approach and focused on natural preconditions, e.g. the work of Vladimír Baran, or on material and technical preconditions, as Erika Otrubová did. Some physical geographers, such as Hrnčiarová and Altmanová (1984), Hilbert (1982) and O'ahel' (1980), dealt with partial problems of tourism, e.g. the impact of tourism on the environment, and also wrote about the attractions of the countryside (Mariot 1963; Mariot and Kelle 1987; Lacika et al. 2009; Hronček 2004).

After the year 1989, some geographers concentrated on the popularization of tourism, especially by publishing guidebooks and commercial publications, e.g. Kollár Daniel, Székely Vladimír. The book by Matlovič et al. *The Tours of getting to Know Slovakia* (1998) is considered to be the most complex guidebook on tourism in Slovakia. The research of tourism economy and management was not an unknown notion for geographers—Pavol Plesník a Kvetoslava Matlovičová worked on it.

Peter Čuka began to publish his works in 1991. He was Vladimír Baran's follower. He continued in the empiricism of the Austrian School of Geography of

Friedrich M. Zimmermann (he attended a trainee course in science at the Universities in Klagenfurt and Graz). Peter Čuka was the second Slovak geographer who successfully defended his thesis at the University in Lodz in Poland in 1998. In 2008, Peter Čuka was mentioned as a geographer in the monograph *The History of Geography of Poland*, as a representative of the Lodz School of Geography, which was founded by Professor Ludwig Straszewicz, and as a direct follower of Professor Ludwig Straszewicz (Jackowski et al. 2008, p. 536). His followers—postgraduate students Gregorová Bohuslava and Bubelíny Patrik—pursue the aspects of tourism in the Low Tatras, work on mental maps and tourism pilgrimage (Čuka and Gregorová 2007; Čuka et al. 2009).

Newer approaches in developing models, the models of products in tourism industry and behavioural aspects that reflected paradigms, especially drawn up by Polish and Anglo-Saxon geography, appeared in the works of Matlovič and Matlovičová (1997), Pompurová (2011), Krogmann (2008) and Čuka (2007, 2010, 2011), Chorvát (2007), Oriška (2007) (Table 11.1).

Table 11.1 Chronology of selected geographical research in Slovakia

Chronology of researches	Selected researchers	Orientation of research
Eighteenth century	Bel	Descriptive
1940s	Kvietok	Descriptive
1970s	Mariot	Functional and chronological concept
		Theoretical and methodological models
1980s	Otrubová Mišúnová	Economics and geographical concept
	Baran	Quantitative models
	Škvarčeková	
	O’ahel’	Environmental concept
	Altmanová	
	Hrnčiarová	
	Hilbert	
1990s	Čuka	Regional, developmental and behavioural concept
		Theoretical and methodological models
	Gregorová	Behavioural, cultural and religious concept
	Bubelíny	
	Matlovič	Regional and guide concept
	Kandráčová	
	Michaeli	
	Kollár	
	Székelly	
After 2000	Plesník	Regional models
	Krogmann	
	Matlovičová	Regional models, new forms of tourism, marketing concept
	Pompurová	

11.2 Assessment of Conditions and Factors for Tourism Development

Tourism in Slovakia has extraordinary favourable geographical, natural, cultural and historical potential. The state of transport infrastructure and infrastructure of tourism industry are of a lower level. Besides that, Slovakia does not have a direct access to the sea.

11.2.1 *Localization Preconditions and Factors for Tourism Development*

The first precondition for tourism development, especially foreign tourism, is its localization. In the centre of European political, economic and cultural environment, especially in the past, as a part of Great Moravia, Hungary, Austria and Czechoslovakia, an interesting and unique character of a cultural landscape was created. The culture of the country and its social environment were influenced by colonization according to the Valachian law (immigration of the Valach's in the fourteenth–seventeenth centuries), and later according to the German law (immigration of the Saxons in the eighteenth century, the Polish influence (the region of Spiš had been a part of Poland from 1412 to 1772). There was also a Hungarian influence and, up to the year 1939, Jewish influence. At present, the country experiences the Romany national and ethnical influences (according to Matlovič 2005, p. 332, there are 787 Romany settlements in Slovakia; many of them, e.g. Žehra, Letanovce, Poráč, Veľká Ida, Richnava and some others, are located in the areas attractive for tourism.

Beneficial, transit localization of the region during Middle Ages on the so-called Czech route, Via Magna and Halič trade route created varied national character of the main Slovak towns. In 1910, Bratislava had 15% of Slovaks, 40% of Hungarians, 42% of Germans and 11% of Jewish people. In Košice, there were 15% of Slovaks, 75% of Hungarians, 7% of Germans and 16% of Jewish people. Nitra had 30% of Slovaks, 59% of Hungarians, 10% of Germans and 23% of Jews; Prešov had 40% of Slovaks, 49% of Hungarians, 9% of Germans and 18% of inhabitants of Jewish nationality. The inhabitants of Spišská Nová Ves were made up of 48% of Slovaks, 33% of Hungarians, 17% of Germans and 7% of Jews; Komárno had 4% of Slovaks, 89% of Hungarians, 6% of Germans and 3% of Jewish people (Matoušek 1922, p. 223). This multicultural character of the Slovak towns, to a large extent, disappeared after the year 1945.

The present location of Slovakia is determined by the political position at the edge of the Shengen territory (98 km border with Ukraine), the territory of the EU and the territory of the European monetary union at 107 km border with Austria. Motorways are the key transport lines, whereby the motorway D1 from Bratislava leads to Vienna A4 in the south-west, to Prague D2 in the west, to Žilina

D1/E75 in the north-east. The motorway D1 is connected with the expressway R1, which leads to the route E71 via Nitra, D1/E via Poprad, Prešov and D1/E50 to Košice. Almost the whole route from Bratislava to Banská Bystrica is connected by the motorway D1/E75/E78, R1. The motorway sections, whose total length amounts to approximately 550 km (including 4 tunnels, the longest one Branisko—4820 m, the largest city tunnel is Sitina in Bratislava on the motorway D2 which is about 1440 m long). Motorways R1/R2/E58 run via South Slovak Basin and connect Bratislava with Košice by the southern route.

The airports in Bratislava, Piešťany, Sliač, Žilina, Poprad and Košice have the status of international airports. However, only Bratislava and Košice airports have regular airline connections, besides season charter flights (ČSA via Praha).

The main railway route is Košice–Bohumín railroad which connects Prague and Košice. Bratislava joins this route via Považie region.

Slovakia possesses extraordinary attractive natural beauties from the point of view of tourism. Every next 30 km of the countryside skyline is varied. Lowlands (from 94 m above sea level to 300 m above sea level) make up approximately 41% of the relief. The Podunajská lowland is the largest one, and it is a part of the Pannonian basin. The Podunajská lowland is strongly utilized both agriculturally and industrially. A unique ecosystem can be found on Žitný Island (Žitný ostrov). The island closes the largest European river: the Danube and Malý Dunaj (the Small Danube). The highlands in Slovakia—from 301 m above sea level to 2655 m above sea level—are of a very varied character geologically and geomorphologically. This variety is made up of innumerable number of shapes, forms, breathtaking experiences and extraordinary panoramas. A stunningly attractive views are those of the panorama of the Kriváň peak (2494 m.a.s.l.) in the High Tatra Mountains, the Prašivá Massif (1651 m.a.s.l.) in the Low Tatras, the Rozsutec Massif (1609 m.a.s.l.) in the Kriváň Small Fatra (Krivánska Malá Fatra) and also panoramas of the canyons in Kvačianska Valley (Kvačianska dolina) and Prosiecka Valley (Prosiecka dolina) in Chočské Hills (Chočské vrchy), the canyons of Spiš and Gemer Karst, including numerous waterfalls in the Suchá Belá, Geravy, in the Big and Small Sokol and many more (Photograph 11.1).



Photograph 11.1 Kráľický waterfall in Kráľická mountain pass (Photo Peter Čuka)

Granite ranges, which are partly covered by limestone wrapping, the so-called granite mountain ranges, **dominate Central Slovakia**, and they are as follows: the Small Carpathian Mountains in the west and in the east, the Považský Inovec, Tříbeč, Žiar, Strážovské Hills, the Small and Large Fatras, Chočské Hills, the High Tatra Mountains, a part of the Low Tatras, Branisko, the Suľov Hills, the Muránska Plateau, the Slovak Paradise and the Slovak Karst. On the edge of the grain of mountain range appears a rocky chain. It divides the inner and outer Carpathians. It stretches from the Myjava Hill Country, the White Carpathians and the Vršatec Rocks, and then, it goes along the Váh Valley, through the Žilina Basin and the Orava Basin. It turns back from Poland at the Dunajec River through the Pieniny Hills, the town of Humenné, and continues in Ukraine. The outer Western Carpathians—Myjavská Hill Country, the White Carpathians, the Javorníky, The Kysucká Highland, the Oravská Magura, the Oravská Highland, the Kysuce Highlands, the Podtatranská groove, the Pieniny Hills, the Spišská Magura, the Levčské Hills, the Šariš Highlands, the Spišské and Šarišské Interhills and the Bachureň make the flush zone. The ranges of volcanic origin found in Slovakia—the Kremnické Hill Country, the Pohronský Inovec, the Poľana, the Javorie, the Krupinská Plateau, the Cerova Highlands, the Slanské Hills, the Vihorlat Mountain and the Štiavnické Hills—are also called the Central Range (Marec 2007).

The Low Tatras (Dumbier Peak, 2043 m.a.s.l.) and the Tatra Mountains (Gerlach Peak, 2655 m.a.s.l.) are in fact high mountains which have expressive relief with mountain meadows, the Alpine zone and specific biota (Lukniš and Plesník 1961, p. 119).

Basins are a typical geomorphological element in the Slovak countryside.

The population density is the highest in the Slovak basins; for example, the Zvolenská Basin has, from its bottom up to the river terraces of the Hron River, more than 950 inhabitants per 1 km² (Čuka 2007). Even nowadays, the basins form certain closed ethnic communities that have their specific dialect, local traditions, local cuisine and folk traditions. The most expressive are the Oravská basin, the Spish basin, the Podtatranská basin (which includes the Liptovská basin) and the Turčianska basin.

There are nine natural parks in Slovakia: the Tatra National Park, the Pieninský National Park, the Low Tatras National Park, the Slovak Paradise National Park, the Small Fatra National Park, the Large Fatra National Park, the Muránska Basin National Park, the Poloniny National Park and the Slovak Karst National Park (Photograph 11.2).

There are about 13 caves accessible for tourists: the Belianska Cave, the Bystrianska Cave, the Demänovská Freedom Cave, the Demänovská Ice Cave, the Domicia Cave, the Driny Cave, the Gombasecká Cave, the Harmanecká Cave, the Jasovská Cave and the Važecká Cave. The Cave of Dead Bats is a unique one. It is the only cave which is not illuminated (it is lighted up by carbide lanterns). Another unique cave is the Ochtinská Aragonite Cave (there are only a few of them in the world) (Bella et al. 1997, p. 64).

The climate in Slovakia is mild with some moderate cold zones. The average year temperature is 3.5–10 °C, and average year precipitations are 500–2300 mm



Photograph 11.2 The panorama of the Tatra Mountains (*Photo Peter Čuka*)

(it defers in particular regions). Slovakia belongs to above-average woody countries. About 41% of the country is covered by forests. The lowest areas of forests are in lowlands and rain forests, than in the lower highlands there is an oak zone, a beech zone. In the middle and higher zones, the pine zone follows. The zones just below the ridges are covered by dwarfed pines and subalpine meadows.

The largest river is the Danube River. It flows through Slovakia for 172 km, and in Bratislava, it has an average year flow of 2024 m³. The longest autochthonal river in Slovakia is the Váh River, which is 403 km long. Its water reservoirs, the Liptovská Mara and the Sĺňava, are very popular summer resorts. There are also white-water rivers in Slovakia—the Belá River, the Poprad River and the Hron River (Prieložník et al. 2005). The most attractive natural tourist water reservoirs are the Tatra lakes called “plesá”. In fact, they are glacier lake relicts. There are over 80 lakes. The largest is the Great Hincovo Lake (pleso), its area is 21 hectares, and the deepest place is 53 m deep.

11.2.2 Cultural and Historical Preconditions of Tourism

Slovakia is situated in the heart of Europe and its significant position assumed accepting various cultures, ethnic groups and continuously changing dramatic history. Already at the very first stages of its development, the country was a crossroads of important military and trade routes leading from the north to the south (Amber Route, Via Magna) and from the east to the west (Podunajská Route, Považská Route). At present, sightseeing tourist tours have been created on the most important historical routes.

The Slovak Gothic Route is the first theme cultural and sightseeing route of this kind in Slovakia. It is a tourist bow-shaped route (276 km long) where you can discover a rich treasure of the regions of Spiš and Gemer. It runs through 24 villages and 9 towns. White and brown information boards have been installed along the route. The boards draw attention to particular sights, and the pictograms have a form of a Gothic vault. The most important sight on the routes are as follows: St. Jacob’s Cathedrale in Levoča, Spiš Castle, the Roman Catholic Church

in the village of Žehra, Krásna Hôrka Castle, the Mansion House in the village of Betliar, the Evangelical Church in the town of Štítник and the Roman Catholic Church in the village of Chyžné.

The Slovak Mining Route presents a rich mining heritage in the territory of Slovakia as an important part of our history. Its aim is to raise interest in educational tourism, especially in the regions where mining industrial production has been limited. The division into 7 centres represents history, geography and kinds of mined raw materials:

- The Small Fatra mining,
- Coal mining in Hornonitriansky brown coal district,
- Štiavnicko-Hodrušský and Kremnický ore regions,
- Mining in the surroundings of the town of Banská Bystrica, Horehronie and Liptov regions,
- Mining in the region of Spiš,
- Mining in the region of Gemer,
- The surroundings of the towns of Košice, Prešov and Slanské Hills.

The Slovak Iron Route is the cultural route which connects the locations of former iron and ore mining, production, processing of iron and some other metals. Mining and smelting industries were of great importance on the territory of the present-day Slovakia as it was an important economic contribution. The technical and technological level was high. Mastery of the workers who, e.g. made bells, was on the top level when compared with the European and world standards. The important towns and villages that show these traditions are as follows: Košice and its surroundings, Medzev, Jasov, Štós, Smolník, Prakovce, Gelnica, Rožňava, Betliar, Nižná Slaná, Vlachovo, Dobšiná, Stratená, Tisovec, Sirk-Červeňany, Štítnik, Pohorelá, Podbrezová, Lubietová, Banská Štiavnica, Kremnica, etc.

At present, not only Slovakia possesses rich static cultural and historical heritage, but also the country makes tourism dynamic, thanks to various events. A very good example is the connection of the present with traditions.

The city of Košice (around to 240,000 inhabitants) is preparing to perform various events dedicated to the prestige title “The European Capital of Culture 2013”. The events that attracted foreign visitors to see the historical centre of Košice were the Košice Marathon (held every year), the World Ice Hockey Championship in 2011, Košice Artist in Residence (8 states took part), Use the City Festival (street art festival), the Summer in the Park, Nuit Blanch and many others. Košice is also the city of universities and theatres and it is a trade centre. Košice gained the city rights in 1347 and thus became the first European city with its own coat of arms allotted in 1369. The historical centre is concentrated in a large spindle-shaped area of the main square. The dominant silhouette is St. Elizabeth Cathedral, the construction which had been developed since the end of the fourteenth century. The historical centre is the city’s memorial reservation with 501 registered historical monuments.

Table 11.2 Urban preserves (*Source* Slovak Statistical Office 2015)

Proclaimed in year	City	Number of monuments
1950	Banská Štiavnica	215
1950	Bardejov	131
1950	Kežmarok	256
1950	Kremnica	116
1950	Levoča	363
1950	Prešov	254
1950	Spišská Kapitula	24
1950	Spišská Sobota	77
1954	Bratislava	268
1955	Banská Bystrica	199
1981	Nitra	23
1983	Košice	501
1987	Trenčín	113
1987	Trnava	143
1987	Žilina	57
1990	Svätý Jur	25
1991	Podolínec	63
1995	Štiavnické Bane	23

Besides Košice, Slovakia has 17 more towns and cities with memorial preserves where the most attractive historical and cultural memorials have been concentrated (Tables 11.2 and 11.3).

Bratislava is the biggest city in Slovakia. It has 520,000 (Agglomeration). Its most remarkable sight is the castle on Vodný vrch (Water Hill). The castle is located in the place of a previous hillfort. St. Martin's Cathedral, built in the

Table 11.3 Folk architecture reservations (*Source* author's own analysis according to the Slovak Statistical Office)

Proclaimed in year	City	Number of monuments
1977	Čičmany	36
1977	Podbiel	56
1977	Vlkošinec	75
1977	Ždiar	183
1979	Špania Dolina	83
1981	Osturňa	157
1981	Sebechleby	89
1981	Veľké Leváre	25
1983	Brhlovce	25
1990	Plavecký Peter	28

thirteenth century, was a Coronation Cathedral from 1563 to 1830. Bratislava is the capital city of Slovakia, a university centre and the city of fairs. The annual Bratislava Music Festival is the biggest cultural event held there.

The memorial reservations of folk architecture are certain living museums in the open air. In a rural area, they present unique groups of traditional folk architecture and sights, and at the same time, they are permanently inhabited. Some of them, especially the village of Ždiar, provide a wide range of accommodation in guesthouses (21 guesthouses) and in lodgings. Infrastructure for sports and recreation activities in Ždiar is located in a ski resort Bachledová dolina (the Bachled Valley).

The UNESCO list of the world heritage of cultural memorials in Slovakia includes the town of Bardejov, Levoča, Banská Štiavnica, the village of Vlkolínec, wooden churches in east Slovakia and Spišský hrad (Spišský Castle) and its surroundings. The list also includes natural sights: Gombasecká jaskyňa (cave), jaskyňa Domica (the Domica Cave), Dobšinská ľadová jaskyňa (ice cave), Jasovská jaskyňa (cave), Ochtinská aragonitová jaskyňa (aragonite cave), and Bukové pralesy (the beech primeval forests) in the Eastern Carpathian Mountains, in the Vihorlat National Park and in the Poloniny National Park. Those places of interest are highly attractive for development of foreign tourism (Fig. 11.1).

Slovakia belongs to the most interesting tourism destinations in Europe. A world's known propagator of tourism and a publicist, Patricia Schultz, in her book *1000 places to see before you die* (2003) on top places put the wooden churches in the surroundings of Bardejov, the Thermal Park Bešeňová, the town of Banská Štiavnica, the town of Trnava, the town of Kremnica, the ski resort Jasná-Tále, the village of Vlkolínec, the Slovak Paradise (Slovenský raj), Spišský Castle (Spišský hrad) and the capital city of Bratislava. In fact, there are many more interesting sights in Slovakia (Schulz 2003).

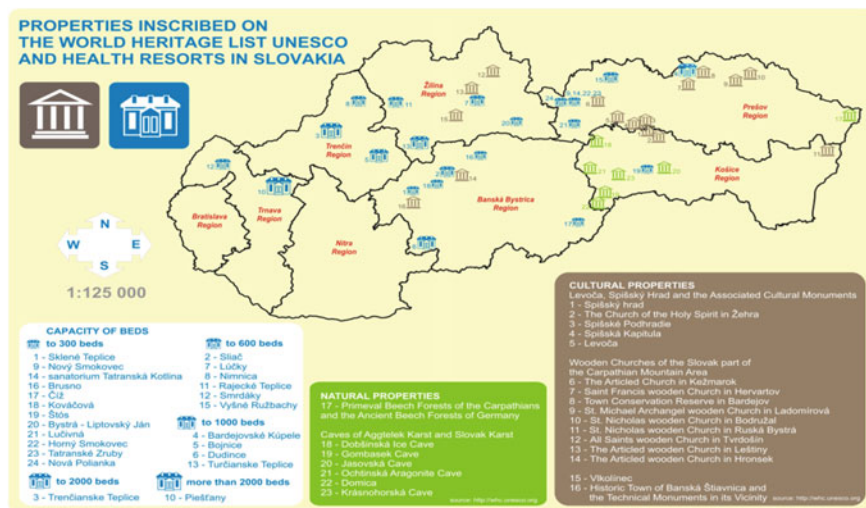


Fig. 11.1 Properties inscribed in the world heritage list UNESCO and health resorts in Slovakia (Source Processing according to www.statistics.sk)

11.3 Basic and Secondary Infrastructure of Tourism (Realization Preconditions for Tourism)

Realization of preconditions for tourism development makes superstructure for the localization preconditions. First of all, there must be a focus on services (accommodation, boarding, additional services) and communication access to a given location. Board and lodging are the most important factors for visitors. The quantity and quality of the facilities for tourists determine the utility of the natural potential, cultural and authorized assumptions. Development of tourism in a particular area brings in higher requirements of visitors, and the structure of accommodation facilities gradually turns into the categories and classes that provide a more complex product and assure the higher standard of services. There has been a considerable progress in tourist industry in Slovakia for the last decade.

Accommodation facilities

The rise of hotel industry in Slovakia dates back to the beginning of the twentieth century. It was influenced by the European trends and especially by the increase of mail delivery by coaches, development of railways, spas, national economy and increase in travelling. Already in that period, the High Tatras had a priority position in the creation of convenient conditions for tourism development. In 1904, modern Grand Hotel in Starý Smokovec was open, followed by the opening of the Hotel Palace (Grand Hotel Praha) in Tatranská Lomnica in 1903–1905 and the Grand Hotel (later called the Hotel Hviezdoslav) in Štrbské Pleso. The other oldest hotels that began to function in Slovakia at the beginning of the twentieth century were the following:

- Hotels in Bratislava—the Carlton and Blaha Hotel, later renamed as the Krym Hotel,
- Hotels in Piešťany—the Thermia Palace Spa Hotel, a spa hotel named Pro Patria, the Royal Hotel, later renamed to the Slovan Hotel,
- Hotels in the Tatra Mountains—the Prague Grand Hotel in Tatranská Lomnica, the Grand Hotel in Starý Smokovec, the Hviezdoslav Spa Hotel in Štrbské Pleso (at present, it is a part of the first five-star hotel chain in the Tatra Mountains run by the Kempinski Hotel Corporation),
- The Tatra Hotel in Trenčín (Gúčik and Patúš 2005, p. 6).

Changes brought to the social and political life of former Czechoslovakia in 1989 influenced tourism distinctly. Borders reopened and number of foreigners wishing to get to know Slovakia increased. On the other hand, the Slovaks were given an opportunity to travel to countries of the former “West Bloc”.

The quality of services provided by accommodation establishments in the period of transformation of centrally planned economy to market economy was affected by privatization, break-up of traditional markets and restitutions. Political changes were followed by management changes in many enterprises and individual hotels. Thus, the result of privatization of hospitality establishments was that many of them

got to be owned by people without adequate knowledge and experience, which was obvious especially in the quality of provided services).

In 1990s, important changes occurred in the internal structure of accommodation facilities in Slovakia. In 1990, there were 890 accommodation facilities with 69,843 beds. In 2000, the statistics showed that there were 1928 accommodation facilities (a rise by 116% in comparison with the year 1990). Guest houses appeared as a new element in the net of accommodation facilities (with 10–50 beds). Their number increased more than 12 times in 1993–1998. While in 1993 guesthouses provided a very low standard of services, the later development turned them into typical family businesses with a high quality of services. The number of tourist hostels, camps and hut areas grew up significantly. Their total number increased, but their share in the market went gradually down. All the above-mentioned data showed an unfavourable trend in 1990s when the facilities providing low standard of services prevailed, while the number of facilities that offered the wide scale of services decreased (Čuka and Gregorová 2011).

In 2000–2009, there were 3485 accommodation facilities in Slovakia and their number during the observed period increased by more than 70% (Slovak Statistical Office 2013). 43.6% of them formed the group of hotels (hotels and guesthouses) and 56.4% non-hotel accommodation facilities (tourist hostels, hut areas, camps). The structure of the accommodation facilities changed in favour of the facilities providing more complex product and a higher standard of services. The highest number of accommodation facilities could be found in the capital city Bratislava, Bratislava, Žilina and Prešov regions. The five-star hotels in Slovakia are the following: Grand Hotel Kempinski High Tatras (Štrbské Pleso), Kempinski Hotel River Park Bratislava, Marrol's Boutique Hotel Bratislava, Hotel Arcadia Bratislava, Sheraton Bratislava Hotel, Hotel Termia Palace Piešťany, Hotel Albrecht Bratislava, Hotel Amade Château Vrakúň and Tulip House Boutique Hotel Bratislava (Tables 11.4 and 11.5).

Sports and recreation infrastructure

Infrastructure of tourism, sports and recreation potential in Slovakia is strongly heterogeneous in various regions. More luxurious sports and recreation complexes have **golf courses**. Full 18-hole golf resorts are located not far from Sliač—Tri Duby; in Tále, there is a golf course Grey Bear; Bernolákovo has the Black River golf resort; in Veľká Lomnica, there is a golf resort Black Stock. Slovakia has a lot of smaller golf courses and indoor playgrounds.

Tennis resorts and academies are very popular in Slovakia. In Bratislava, there is National Tennis Centre (Sibamac Arena) where the world sports events take place; for example, Slovakia and Croatia played the Final Davis Cup match there in 2005. Various cultural events are often held in the Sibamac Arena. There are specialized tennis hotels in Bratislava, Nitra, Banská Bystrica, Zvolen and Košice. The top water sports events are held in the artificial canals in the town of Liptovský Mikuláš, in the premises of water slalom (accessible to commerce rafting as well)

Table 11.4 Capacity and performances of tourism accommodation establishments in 2013 in Slovakia (Source <http://portal.statistics.sk>)

Region	Number of facilities	Number of rooms	Number of beds	Number of visitors	Number of nights spent by visitors
Bratislava region	233	10,206	22,681	1,073,854	2,184,586
Trnava region	276	5115	12,398	263,709	1,076,726
Trenčín region	246	4781	11,377	238,336	972,493
Nitra region	307	5064	13,014	238,440	612,661
Žilina region	882	12,442	34,690	819,016	2,397,984
Banská Bystrica region	494	7520	19,731	400,251	1,335,415
Prešov region	701	11,239	30,241	700,248	2,256,759
Košice region	346	5465	14,297	314,651	659,947
Slovakia	3485	56,717	158,429	4,048,505	11,486,571

Table 11.5 Capacity and performances of accommodation establishments of tourism in breakdown by the type of establishments in 2013 in Slovakia (Source <http://portal.statistics.sk>)

Category	Number of accommodation establishments	Number of rooms in total	Number of beds in total	Number of visitors	Of which foreigners
Accommodation establishments in total	3485	62,578	159,857	4,048,505	1,669,948
Hotels (motels) *****, *****	133	9338	20,323	1,168,801	682,825
Hotels (motels) ***	290	12,037	27,912	1,037,267	444,089
Hotels (motels) **	120	4755	11,365	297,058	102,773
Hotels (motels) *	104	2978	7491	167,464	42,883
Of which: Mountain hotels *** to *	72	2165	6275	160,022	44,183
Congress hotels ***** to ***	20	1203	2573	155,878	76,950
Wellness hotels ***** to ***	17	815	2113	89,383	21,218
Spa hotels ***** to ***	8	779	1,447	34,451	3,895
Boutique hotels ***** to ***	7	217	444	28,753	22,502
Guesthouses	27	300	904	448,420	143,771
Tourist residence	331	7041	20,309	206,841	37,878
Cottage colonies	61	1378	5321	80,933	36,861

and in the premises of water sports in Čunovo on the Danube river (in 2011, the world championship on the white water was held there).

In the past, **water sports and swimming** facilities were concentrated in the open water reservoirs, e.g. at Zemplínska Šírava, Domaša, Slatina, Sĺňava, Oravská priehrada or Zlaté Piesky. At present, Slovakia offers a lot of resorts—thermal swimming pools and water parks (there are 17 resorts), e.g. Podhájska, Aqua Spa Gánovce, Termál centrum Galandia, Thermal Park Bešeňová, Tatralandia, Aqua City Poprad, Aqua relax Dolný Kubín, Spa and Aquapark Turčianske Teplice and others.

Mountain cyclotourism has gained huge popularity in Slovakia. Mountain cyclotourism is highly developed in the surroundings of Zvolen, Liptov, Košice and Orava basins. On the ridges of the highest mountain ranges and on the territories of national parks, mountain bike activities have been excluded. Specialized single tracks and bike parks are being built for mountain cycling, especially in Kremnické vrchy (hills), in Starohorské vrchy (hills), in the Low Tatras, in Šariš Highlands and in some other places (Photograph 11.3).

Slovakia has the best conditions for skiing and winter sports among all Central European countries besides the countries in the Alps zone. There are more than 100 ski resorts in Slovakia. The most important and best equipped ski resorts are Tatranská Lomnica with 10 ski lifts and capacity of 5400 skiers per hour; Jasná



Photograph 11.3 Cyclo route near the village of Ľubietová. Mount Havran on the left, 920 m.a.s.l. (Photo Peter Čuka)

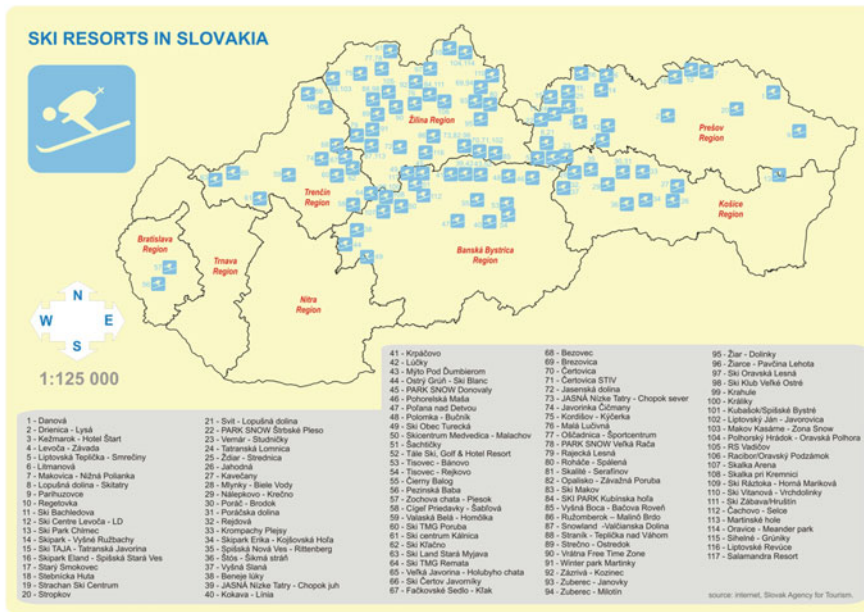


Fig. 11.2 Ski resorts in Slovakia (Source Processing according to www.statistics.sk.)

Chopok—17 ski lifts and capacity of 16,300 skiers per hour; Žiar—Bachledova dolina (valley)—10 ski lifts and capacity of 6800 skiers per hour; Donovaly—15 ski lifts and capacity of 11,000 skiers per hour; Snowland Valčianska dolina (valley) with 8 ski lifts and capacity of 6800 skiers per hour; Tále with 14 lifts and capacity of 7400 skiers per hour; and Drienica—Lysá with 8 ski lifts and capacity 5410 skiers per hour (Fig. 11.2).

A new product has been recently introduced in Slovak tourism—the ice hockey team Lev Poprad entered the Continental Hockey League (CHL) in Russia. Slovakia is the first participant out of all the countries of the EU. The main matches will be played in the town of Poprad, and at the same time, the junior hockey championships will take place in the town of Spišská Nová Ves. During the season 2011/2012, in connection with CHL, 50 planes with Russian hockey teams, their equipment and fans arrived at the Poprad charter airport. Entrepreneurs connected with tourism also want to make use of the events. The visitors are supposed to go to the Aquapark in Poprad, and also short-term stays in the Tatras will be organized (Photograph 11.4).



Photograph 11.4 The ski recreation resort Donovaly. In the background the Prašivá Massif, 1621 m.a.s.l. (Photo Peter Čuka)

11.4 Macroeconomic Statistics of Tourism in Slovakia

Tourism in Slovakia is an important sector of economy. Although it does not belong to the key industry, the revenues from the international tourism form a considerable part of the state budget. In this section, we would like to present Slovak tourism in terms of macroeconomic statistics.

Tourism balance of payments and foreign exchange balance of payments are the only possibilities to quantify the economic value of tourism for a given country. The tourism balance of payments represents the relation between the value of products sold to the incomers and the value of products bought by domestic inhabitants abroad. The revenues from international tourism can be compared with exports within the balance of payments, and expenditures can be compared with the import. Moreover, tourism helps to generate the gross domestic product which is shown in Table 11.6 presenting the market share of tourism in Slovakia on exports of commercial services and merchandises.

The most important contribution for the state is the effect of the foreign exchange of international tourism which is a meaningful accelerant for the general development. The balance from international tourism, as a result between revenues from active inbound tourism (assets) and expenditures from passive outbound tourism

Table 11.6 Economic statistic indicators of tourism in Slovakia 2008–2010 (*Source* Statistical Office 2010, Tourism Satellite Account)

	2008	2009	2010
Total tourism employment (direct) as % of total employment	5.0	5.5	5.3
Tourism GDP (direct) as % of total GDP	2.8	2.8	2.6
Total tourism enterprises	28,553	26,832	27,365
Ratio of commercial service exports to merchandise exports (%)	3.3	3.7	3.7

(liabilities), can be equal, active (favourable) or unfavourable. Tourism can influence the state balance of payments only if the expenditures from passive outbound tourism are lower than the revenues from active outbound tourism. The bigger the difference is, the higher the tourism balance of payments is and the more significant the positive effect of tourism in a given country is. The case of the Slovak Republic is presented in Table 11.7.

According to the report of Slovak Tourist Board (STB), the contribution of tourism to the service balance of payments in the period 1997–2007 was between 30 and 70% with one exception in 1998, when a decline was noted. In 2003 and 2005, the tourism balance of payments was even higher than the overall service balance of payments, and without tourism, the result would be negative.

The data of Slovak National Bank show that the revenues from tourism consist of individual tourism (96.8%), organized tourism (3.6%) and non-bank exchange offices (0.4%). The biggest share of expenditures spent by Slovaks abroad consists of individual tourism (84.1%), organized tourism (9.8%) and business trips abroad (6%) (Ministry of economy).

Referring to the data about foreign tourist arrivals, we can see a positive progress of tourism in Slovakia in the period of 2006–2009. Despite the fact that the total number of foreign visitors in 2009 decreased, the average length of the stay increased as it is shown in Table 11.8.

According to the statistical data from Slovak Association of Travel Agents, the structure of foreign tourists visiting Slovakia varies every year. Of course, the stable core consists of visitors coming from our neighbouring countries. But surprisingly, a big number of tourists come also from, e.g., Germany or Great Britain as it is shown in Table 11.9.

Table 11.7 Contribution of active travel and tourism to Slovak balance of payments 2006–2010 (*Source* Statistical Office 2010, Tourism Satellite Account and National Bank 2010)

	2006	2007	2008	2009	2010
Revenues from active inbound tourism (mil. EUR)	1207.7	1472.8	1762.6	1674.5	1768
Expenditures from passive outbound tourism (mil. EUR)	841.6	1116.6	1467.3	1504.3	1471
Balance from international tourism (mil. EUR)	366.1	356.1	295.3	170.4	297

Table 11.8 Statistic indicators of active (domestic and inbound in thousands) tourism in Slovakia 2008–2011 (*Source* Ministry of Economy of the Slovak Republic 2011)

	2008	2009	2010	2011
Total no. of overnight tourists				
No. of domestic overnight tourists	6727	5490	5832	5912
No. of foreign overnight visitors	1767	1298	1327	1460
Average length of stay in Slovakia	3.1	4.1	4.1	4.6

Table 11.9 Top 10 EU countries in number of foreign visitors accommodated in Slovakia in thousand 2007–2010 (*Source* Slovak Association of travel agents 2011)

Country	2007	2008	2009	2010	2011
Czech Republic	491	537	425	433	477
Poland	244	308	165	162	172
Germany	176	165	134	132	131
Hungary	94	90	56	51	59
Great Britain	63	67	72	71	66
Austria	63	62	50	52	59

11.5 Main Forms and Types of Tourism

Slovakia has got the best preconditions especially for the following types of tourism: urban tourism, rural tourism, congress and incentive tourism (MICE), spa tourism and wellness, wine tourism and pilgrimage tourism.

Urban tourism

Due to the primary preconditions, the urban tourism is very important and it has a strong potential for further development. Besides Bratislava and Košice, the urban tourism is concentrated in the following towns: Žilina, Nitra, Prešov and Banská Bystrica.

Žilina is the centre of the north-western Slovakia, and it is an important crossroads and is one of the oldest Slovak towns with numerous cultural and architectural sights. The Baroque Church of St. Apostle Paul with two towers and the Jezuit's Monastery dates back to the middle of the eighteenth century. Burian Tower is one of the oldest Renaissance bell towers in Slovakia, and its shape resembles Italian bell towers. Žilina is also the seat of the region, district and Žilina University. The number of population at present is around 85,000.

Nitra is a town in the south-western part of Slovakia on the boundary of Podunajská lowland and the Tribeč Mountain Range. The town played a very important role in the history of the Slovak people. Its history dates back to as far as the ninth century, to Prince Pribina and Nitra Principality. Nitra Castle, St. Emeram Cathedral and the Bishop Palace dominate the town landscape. Horné Mesto (Upper Town) stretches in the area below the castle and creates integrate urban formation where church building prevails. Nitra is the fifth largest town in Slovakia with 84,000 inhabitants. It is the seat of the region, the district, the centre of

archaeological research, science and education on agriculture. The town has an exhibition ground called Agrokomplex Nitra where various fairs are held.

Prešov is a regional seat and an important social, administrative, economic and cultural centre of the region of Prešov and north-eastern Slovakia. It is situated in the central part of east Slovakia, and it has always been located on an important junction which has conditioned its development since the Middle Ages. The town's population is about 92,000, and it is the third largest city in the Slovak Republic. Prešov is a significant church administration centre—the seat of the Orthodox Church, the Greek Catholic Church and the Evangelical Church. The tradition of university education, reaching as far back as to the seventeenth century, is represented by Prešov University with its eight faculties and the Faculty of Manufacturing Technologies of the Technical University in Košice. The main architectural dominant features of the city are the parish church of St. Nicholas (fifteenth century), the Town Hall (sixteenth century), the Rakoczi Palace (sixteenth century), the Evangelical Church of the Confession of Augsburg and former Evangelical College in late Renaissance style. An essential part of the history of Prešov is Solivar, where a rare complex of buildings serving for salt mining and processing (seventeenth century) is situated.

Banská Bystrica is situated in one of the most beautiful locations in Slovakia. The town has about 85,000 inhabitants. It lies in the valley of the Hron River in Zvolenská Basin in the heart of Middle Slovakia. Due to advantageous location with a wide range of possibilities which the town offers for tourism and winter sports, Banská Bystrica has been an important tourist centre. The first written document about the town goes back to the year 1255. The area of the town became inhabited very early. Banská Bystrica had gained the mining and trade importance and was ranked among the three richest towns in Middle Slovakia together with the towns of Banská Štiavnica and Kremnica. Nowadays, the town is the seat of Matej Bel University, the State Opera, the theatre and Stredoslovenská Gallery. The main square named after the Slovak National Uprising is the pride of Banská Bystrica. The most interesting historical buildings are the Roman Catholic Church of Virgin Mary (the construction started in 1255), Matej's House (the seat of a royal clerk, built in 1479), Thursza's House (also called Mittelhaus, built in 1492), St. František Xaverský Cathedral (built in 1695) and the Renaissance Town Hall called Pretórium (built in 1500) (Husovská et al. 1994) (Photograph 11.5).



Photograph 11.5 The panorama of the town of Banská Bystrica (Photo Peter Čuka)

Rural tourism

Slovakia as a country has very good conditions for development of tourism and also for its further sectors—agrotourism and rural tourism. In addition to the natural conditions such as mountains, caves, lakes, healing and mineral springs, and rich flora and fauna, Slovakia offers valuable historical buildings and complexes, cultural monuments, mansions, castles, buildings of folk architecture, folk expressions, traditional crafts, etc. Rural tourism in Slovakia has become a relatively new form of tourism, especially in mountain and foothill areas. It can be defined as spending free time in the countryside on various recreational activities with accommodation for local families, in rural houses and in accommodation built for such purposes in mountain areas. Slovakia has exceptionally good conditions for rural tourism, as the mountain and foothill areas cover more than 2 million hectares. 80% of Slovakia land has rural character and it is inhabited by 42% of Slovak population (Matušíková 2010).

2500 out of more than 2900 Slovak settlements, villages and cities are located in attractive natural rural areas. During the historical development, since 1950, a large number of agricultural complexes of various productions were created, together with a destruction of small farms from the past. Such development, especially after the year 1990, destroyed the most industrialized regions in rural areas and caused high unemployment in these areas. Slovak Association of Rural Tourism and Agrotourism, in the year 2007, lists 115 facilities for rural tourism and agrotourism and an approximate number of 3100 beds. The list of facilities covers Slovakia as a whole, and the north of the country has the highest concentration of these facilities. Rural tourism in Slovakia is considered to be a promise for the future development as a factor of stabilizing the economic and social development (Photograph 11.6).

Congress and incentive tourism (MICE)

The congress and incentive tourism (MICE—Meetings/Incentives/Conferences/Events—Exhibitions) has belonged for long to the most profitable forms of tourism from the economic aspect. This segment of tourism has been given extraordinary importance by all the countries with developed tourism competing with each other in this field. The Slovak Tourist Board (SACR) is aware of the MICE segment importance and that is why the Department of Congress Tourism was created in September 2009, focused primarily on presentation of Slovakia as a destination of congress tourism. The main task of the department is to shift Slovakia from the position of one of the least known congress destinations in Europe to an interesting, attractive and competitive destination, which has much to offer to congress and conference participants. At present, in congress tourism, Slovakia offers: hotels, congress halls, multifunctional halls, exhibition premises and universities. The hotels that offer services for great events (about 300 representations) are concentrated in Bratislava and its surroundings, in Liptov region, in the Tatras, in east Slovakia in Košice, in the town of Nitra and in the Nitra upland.

Spa tourism and wellness

Slovak mineral, thermal and healing springs have been described an emphasized many times in the past. The first written documentation of the spas dates back to the



Photograph 11.6 An original log cabin from the nineteenth century in the village of Prosiek in Chočské Hills; currently used for recreation (*Photo Peter Čuka*)

thirteenth century (e.g. 1244 Sliach, or 1247 Piešťany). However, there was a lack of deeper knowledge of the composition and properties of the waters. At present, Slovakia has one of the largest numbers of spas in the Central Europe. On its territory, there are around 2000 mineral and thermal springs (Eliašová 2009, p. 202). At present, in the area of the Slovak Republic, there are 25 spa facilities which are divided into two basic groups:

Balneological spas: Spa Bardejov, Bojnice, Brusno, Číž, Dudince, Kováčová, Lúčky, Nimnica, Piešťany, Rajecké Teplice, Sklenné Teplice, Sliach, Smrdáky, Turčianske Teplice and Vyšné Ružbachy.

Climate spas: Horný Smokovec, Liptovský Ján, Lučivná, Nový Smokovec, Štós, Štrbské Pleso, Tatranská Kotlina, Tatranské Matliare and Tatranská Polianka.

Undoubtedly, the most important spa town in Slovakia is Piešťany. The contribution to fame and success of Piešťany and many other spas is also due to long spa history dated back to the eighth century, healing properties of indigenous sources, capacity of more than 2100 bed facilities and popularity of spa also beyond Slovakian boundaries. Wellness is also becoming increasingly popular in Slovakian spas, and it is characterized by short relaxation stays with a high standard of accommodation, catering and ancillary services. One of its disadvantages is the absence of balneology and medical standards which are, on the other hand, common in traditional spa treatments in older facilities. Currently in Slovakia, wellness

services are offered in many spas and also in the wellness centres and wellness hotels (Drotárová 2010).

Wine tourism

Despite the fact that world wine encyclopaedias mention Slovakia only marginally and Slovak wines can be bought in foreign stores only rarely, Slovakia was and still is a wine-growing country. Wine history in Slovakia is connected with the history of the Hungarian Empire, and even now, there is a common history of Tokaj wine, which is produced in the area of confluence of the rivers Tisa and Bodrog. Approximately in the half of the 1990s of the twentieth century in the wine areas of Slovakia, an idea emerged to create a wine route, which would show the visitors the beauty of the wine country, allowing the characteristic tasting of wine in specific areas and introducing local culinary specialties. The idea has been taken most successfully in the Small Carpathian region in the western Slovakia, where the Small Carpathian Wine Route was created. In addition, there are also the Nitra Royal Wine Route and the Tokaj Wine Route. These three tourist routes are the most characteristic and most famous wine regions of Slovakia.

The biggest wine region in Slovakia is the Nitra Royal Wine Route. It is composed of four branches: Hornonitrianska, Tekovská (leading from Topoľčianky), Južnoslovenská (leading from the Danube River) and Považská (leading from Vrbové). All four branches of Nitra wine journey finish in Nitra. Wine from Nitra's vineyard Zobor has been historically well known and sought after in the royal courts. **The Small Carpathian Wine Route became the most famous one.** The trail leads below the Small Carpathians from Bratislava to Trnava. Among these centres of south-western Slovakia, there are three smaller cities—Pezinok, Modra and Svätý Jur, which can boast a tradition of being free royal cities. These titles were won in the seventeenth century, mainly due to the production of wine that sublime and crowned heads enjoyed in Vienna and Pressburg or Pozson—the capital city of the Hungarian Empire in that time.

The shortest Slovak wine route is Tokaj Wine Route. The trail leads to the historical area of Trebišov through the seven villages around Trebišov district: Bára, Čerhov, Černočov, Malá Trňa, Slovenské Nové Mesto, Veľká Trňa and Viničky.

Pilgrimage tourism

During the last decade, pilgrimage tourism is being successfully developed in Slovakia. In 2001, the number of believers made up about 88% of the population. Roman Catholic Church is the dominant denomination. In the census in the year 2001, 68.9% of the total number of population acknowledged the Roman Catholic denomination. The Evangelical Church of the Confession of Augsburg is the second in the number of believers; Greek Catholics made up about 4%. Most of them live in the north-east and east of Slovakia. The Reformed Christian Church is the fourth in the number of believers—2%. The next is the Orthodox Church, and it is represented by 0.9% of the population (Statistical Office). About 600 thousand people participate in pilgrimage tourism every year. The most important saint

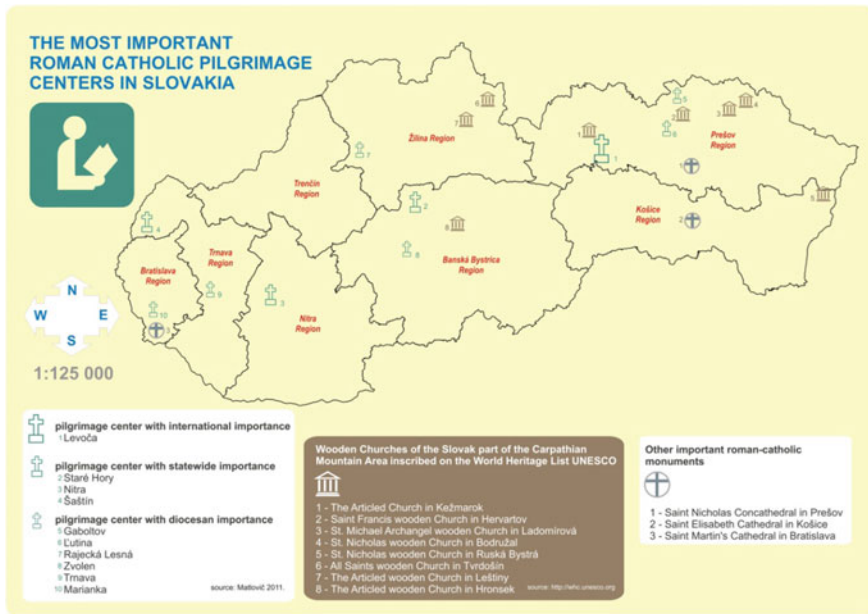


Fig. 11.3 The most important Roman Catholic pilgrimage centres in Slovakia (Source Processing according to www.statistics.sk)

pilgrimage centres are the following towns and villages: Šaštín, Levoča, Old Mountains, Nitra, Marianka, Gaboltov, Živčáková, Trnava, Rajecká Lesná and Lutina (Fig. 11.3).

11.6 Regionalization of Tourism in Slovakia

Slovakia is considered to be a very attractive country for domestic and foreign tourism. Bartkowski (1986) ranked Slovakia among the most attractive zones within the Central European region and understood the zoning of the observed area in a very interesting way.

He determined **four zones of tourism** (from the point of view of Poland):

1. North transit, close to the destination.
2. Exiting (departure area).
3. South transit.
4. South transit, close to the destination. Slovakia is included in the fourth zone.

Regionalization is a result of spatial perception and is the main pillar of the theory and methodology of geography. It represents the activity leading to

determining a region which, in geography of tourism, is comprehended as an attractive area for tourism, is facilitated with the elements of infra- and suprastructure and is visited at least during certain seasons (Čuka 2011). Ivanička (1983) considers cartographical synthesis, factor analysis and generalization to be the basic methods of setting the bounds of regions. The Ministry of National Economy worked out the present-day regionalization of tourism in Slovakia (2005), and on its basis, the whole area of Slovakia was divided into 21 regions of tourism. The criteria for such division were the following: natural, cultural and historical factors, location, access to main roads, presence of the natural core and its stability, the level of tourism and its potential, etc.

The oldest regionalization according to the division into districts of the former area of Czechoslovakia in terms of tourism dates back to the year 1962 and was actualized in 1981. The area was divided according to convenience for development of tourism. There were 20, later 24, tourist regions and their functioning was determined and their future trends of development were taken into consideration (Gúčík 2004).

The new regionalization of tourism in the Slovak Republic (2005) validates the potential according to convenient activities in tourism in particular regions. Those activities were pledged to:

1. **Natural environment** (hiking, spending time in the woods, relaxation by water, cyclotourism, cross-country and downhill skiing, visiting caves, climbing, fishing and so on).
2. **Anthropogenic environment** (visiting cultural and historical sights, spa treatment, staying in tourist facilities, etc.).
3. **Organizing preconditions** (attending conferences, cultural events, visiting museums and galleries, getting to know the local traditions, etc.).

Nineteen promising activities have been chosen. They were given a higher standard value from the point of view of duration—long-term and midterm activities so that there is a balance in the influence of natural and anthropogenic conditions in their assessment.

The assessment of activities is conducted by giving points (on the basis of a scale by giving certain value from 1 to 10 points). Four levels of convenient activities in particular regions have been created:

1. The regions with the basic level of potential.
2. The regions with an intermediate level of potential.
3. The regions with a good level of potential.
4. The regions with a high level of potential (regionalization of tourism in the Slovak Republic 2005).

Fig. 11.4 presenting regions of tourism in Slovakia is a synthesis of the above given assessment (Photograph 11.7, 11.8, 11.9, 11.10 and 11.11).

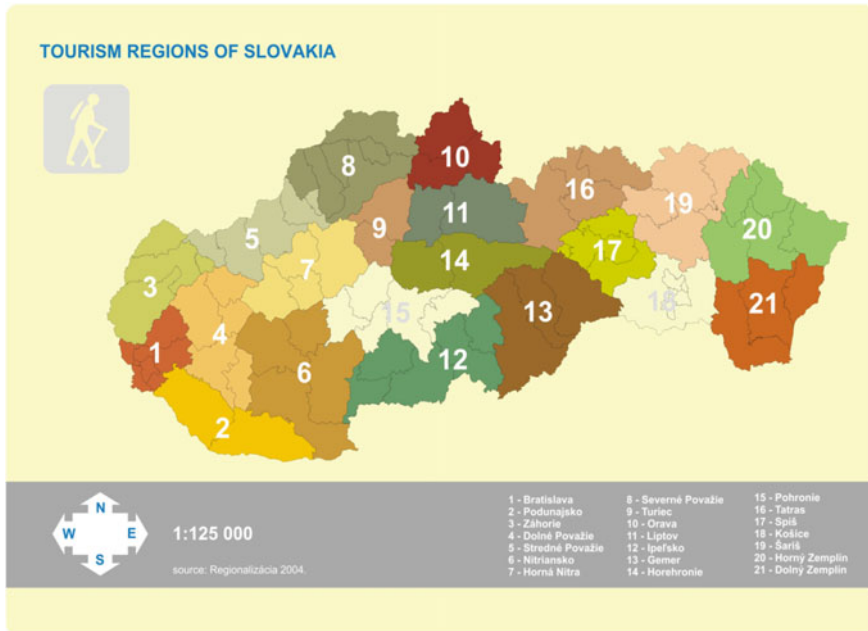


Fig. 11.4 Tourism regions of Slovakia (Source Processing according to www.statistics.sk)



Photograph 11.7 The view of the Tatra Mountains. The Massif and the kettle of Gerlach Peak (2655 m.a.s.l.), the highest peak in the Carpathians (Photo Peter Čuka)



Photograph 11.8 The view of Trenčín Castle at night (*Photo Peter Čuka*)



Photograph 11.9 The Mountain Hotel Kráľova studňa. The Large Fatra, 1250 m.a.s.l. (*Photo Peter Čuka*)



Photograph 11.10 The village of Donovaly—a fairy tale entertaining centre “Habakuky” (Photo Peter Čuka)



Photograph 11.11 Temperature inversion over the Veľký Folkmar Peak. A tourist path in the Čierna hora Mountain Range (Photo Peter Čuka)

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Chapter 12

Geography of Tourism in Slovenia

Dejan Cigale and Anton Gosar

Abstract Slovenia is characterized by diverse landscapes on a relatively small geographic area. The natural diversity is enhanced by human modifications, in particular, rural land use and colonization. The heterogeneity of the landscape and diversity of the country provide an abundance of opportunities for recreational use and tourism. The beginnings of the modern tourism development can be traced back to the 1960s and 1970s, when Slovenia was a part of Yugoslavia. Following the announcement of independence in 1991 and general disintegration of the federal state of Yugoslavia, the number of foreign visitors was drastically reduced. In the beginning of the third millennium, Slovenia has experienced an above-average rate of tourism growth. Simultaneously, important differences between various tourism markets can be observed. Slovenia as a tourist destination is becoming less dependent on domestic tourists and neighboring countries as the share of tourists from more distant countries is increasing. Nonetheless, in most Slovenian municipalities, domestic tourists prevail. Tourists are attracted predominantly by country's natural features. Because of its picturesque, heterogeneous landscape, relatively well-preserved environment and favorable location in relation to its main tourism markets, Slovenia will likely remain a popular tourist destination. Nonetheless, the country is, in the European context, only a moderately developed destination and tourism in Slovenia is already facing many challenges.

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12.1 Geographic Research of Tourism

Well after World War II, Slovenian geographers started to observe the impacts of tourism. For almost two decades in “socialist Yugoslavia,” tourism was considered a bourgeois phenomenon and disregarded as an economic stimulus. After WWII, geographers simply described nineteenth century tourist resorts in guidebooks (Planina 1964) and national monographs (e.g., Melik 1954, 1960). In the 1960s, recession, minimal hard currency reserves, and unemployment forced the communist government to construct tourist amenities, open the country’s borders for foreign and domestic travels, and stimulate the leisure-time activities of the resident population. The growth of the tourism economy soon became the subject of study for Slovenian, Yugoslav, and foreign, mostly German-speaking, geographers (e.g., Jordan 1996). Reflecting this growth, the Department of Geography at the University of Ljubljana introduced a tourism study orientation, and the first dissertations were written. At the same time, Bračič (1963) published the first textbook on tourism geography. From the beginning of this research, geographers have thoroughly studied the classical resorts and impacts of tourism in rural landscapes, specific to Slovenia. Jeršič (1967a, b) published articles on the development of the classical lakeside resort Bled. Meze (1968) reported on the alpine agrarian economy and related tourism on farms. Gams (1963) published a short study on tourism in the Slovenian karst. As weekend excursions and regular holiday activities became an expression of the mainstream urban population, Jeršič released data and published articles on second/leisure homes in Slovenia and western Istria (Jeršič 1968). Ilgo’s PhD dissertation (1968) covered health tourism, and Planina’s book (1965) presented an overview of Slovenian natural and cultural resources. Over the next two decades, tourism became an important economic activity and integral part of everyday life in Slovenia. Tourism constructions and visits have immensely contributed to changes in the structure and function of numerous resorts (e.g., Portorož-Portorose, Kranjska Gora, and Bled). Parallel to the growth of tourism, studies in geography have multiplied and diverse subtopics opened. Within the profession, Slovenian geographers have initiated research on several important issues related to travel and tourism, such as follows:

- spatial dispersion and impact of second/leisure homes in rural areas (Jeršič 1968, 1987b; Plut 1977a; Gosar 1981, 1982, 1988),
- inclusion of tourism in spatial planning (Jeršič 1977),
- contemporary valorization of diverse landscapes for tourism functions (Plut 1976, 1977b, 1981; Jeršič 1989b; Krišelj 1979; Horvat 1990, 1991),
- impact of tourism on the transformation and development of urban/rural settlements (Jeršič 1967a, b, 1990),
- diverse leisure activities of the urban population in accordance with their weekend travels and recreation (Jeršič 1984, 1989a),
- cross-border shopping tourism (Gosar 1994).

Several monographs have tackled the subject of tourism, like “Geography of tourism and regional planning” (Geografija turizma 1977), published as

proceedings of the Yugoslav geographers' meeting in Slovenia (1977), and "Tourism and borders," published as proceedings of the Meeting of IGU Working Group Geography of Tourism and Recreation in Ljubljana and Trieste (Tourism and borders 1979). Some Slovenian regions have been thoroughly studied in regard to the specific phenomenon of tourism—the appearance and/or impacts of second/leisure homes (Gosar 1981, 1984b, 1987); tourism on farms—"agritourism" (Krišelj 1981); health resort-related issues (Sore 1974); and the possibilities of developing tourism in specific regions (Dekleva 1987; Jeršič 1987a).

Since independence and the disintegration of Yugoslavia in 1991, the quantity and diversity of professional research in this specific field of geography has grown, and its themes have become more diversified. Tourism and recreation activities have been discussed in relation to protected areas (Plut 1999, 2006b; Plut et al. 2008; Gosar 2004; Jurinčič, Popič 2009), environmental impacts (Sadar 2003; Cigale 2004, 2006, 2007, 2009; Mrak 2009a, b; Repe, Mrak 2009; Vrtačnik Garbas 2009a), global warming and climatic changes, the carrying capacity of specific Slovenian regions (Jurinčič 2007; Vrtačnik Garbas 2008, 2009b; Jurinčič 2004, 2005, 2008), the effects of the transition from communist central planning to a market economy and democracy on the tourism economy after Yugoslavia's disintegration (Gosar 2001, 2005), cycles of resort development (Vrtačnik Garbas 2005), tourism's sustainable development opportunities (Gosar, Jurinčič 2003; Plut 2006a; Vintar Mally 2006), and urban and suburban recreation (Jeršič 1995, 1997, 1998; Cigale 1999). Several topics have gained interdisciplinary attention and have been published as textbooks. Jeršič (1999) focused on the spatial planning of recreation. Horvat (2000) analyzed in detail the development and structure of the traditional/classical spa, Rogaška Slatina. Several geographers (Cigale et al. 2009) studied the tourism-traffic intertwined phenomenon and the environmental impacts of tourism. The research in *Protected Areas and their Importance for Tourism* (Gosar (ed.) 2004) focuses on Mediterranean Slovenia. The guidebook, *Slovenia—A Tourist Guide*, gained international attention and received the "World's Best Guidebook Award" in 1995; this 700+ page guidebook, published by Mladinska knjiga, Ljubljana, is available in several languages and in its 5th edition (Gosar, Jeršič et al. 2009).

The political reality has partly contributed to the change in the focus of Slovenian tourism geography. Global trends, and the disintegration of the former Yugoslavia, have had enormous impacts on Slovenian tourism. The disappearance of the federal state's large market has forced the Slovenian Adria Airways, as well as several travel agencies and bus companies, into reorganization; some have failed (Gosar 2005). Since 1991, the tourism resources have been reduced due to the nation-state being 10 times smaller than previously. Slovenia's tourism products, and Slovenia as destination, were hardly known in Europe and the world.

This short and selective overview of the subject of tourism and recreation within the discipline shows clearly that tourism geography/the geography of tourism in Slovenia is alive and well. But, it also shows that the majority of studies focus on the geography of leisure and geography of recreation. Slovenian authors have intensely studied the impact of holiday-makers in major tourist resorts as well as the

excursion and recreational travels of the domestic, mostly urban population. The well-recognized geographic research on second/leisure homes shows continuous efforts to study the impact of this phenomenon in several Slovenian regions. Since second homes are not a major contributor to the economy and tourism, this field of tourism was put aside by other disciplines, as geographers have placed attention on their impacts. Also the studies on urban and suburban recreation have had little to do with mainstream tourism. In Slovenia, tourism was perceived by geographers with different lenses than in most other Central European countries. Delivered results have been predominantly applied in regional planning.

12.2 Assessment of Conditions and Factors for Tourism Development

Slovenia is characterized by diverse landscapes on a relatively small geographic area. Mediterranean, Alpine, and Pannonian (Danubian) landscapes, as well as the karstic Dinaric Alps, are located in the nation-state's territory. The natural diversity is enhanced by human modifications, in particular, rural land use and colonization. The heterogeneity of the landscape and the diversity of the country in general provide an abundance of opportunities for recreational use and tourism.

The short Mediterranean coast of the Adriatic Sea is an important touristic attraction. In this area, classical coastal tourism has its roots in the beginning of the twentieth century and has since shown continuous growth, particularly in the second half of the century. Recently, new amenities and attractions have prolonged the traditionally short season. Another inviting touristic landscape relates to the magnificent world of the European southeasterly Alps where mountain peaks reach close to 3000 m in height and where deep glacial valleys and glacial lakes offer a variety of summer and winter leisure-related recreational possibilities. Tourism has not developed to such extent in the other Slovenian landscapes. In the Dinaric Alps, the karstic and speleological attractions are related to the UNESCO heritage site of the Škocjan Caves (Škocjanske jame) and the most visited underground world of the Postojna Cave (Postojnska jama). Amenities and attractions for tourists have been in the Pannonia (Danubian) region traditionally developed in and around thermal and mineral water springs, where the wine-growing hills add additional value to the tourist economy.

The landscape diversity was reflected in the systematic arrangement of Slovenian resorts, published by the Statistical Office of the Republic of Slovenia (SURS). Until 2010, SURS has distinguished between seaside, mountainous and health resorts, Ljubljana (as nation-state capital), other touristic resorts, and other settlements. Since 2010, the methodology of collecting and distributing data has changed. The (new) published statistical units reflect data of municipalities and no longer relate to resorts and settlements any more. Despite the change in registration of touristic amenities and visits, the published data still include geographic

diversity. Now, statistical presentations recognize seaside municipalities, mountainous municipalities, health resort municipalities, urban municipalities, Ljubljana, and other municipalities.

The key importance for the development of tourism is the country's geopolitical site in relation to traffic conditions within Europe. Relatively near (less than 500 km) is the "population's axis of Europe" and the cores of economy of the nearby states Austria, Germany, Italy, Croatia, Hungary, and Slovakia. The locality enables visitors to use cars to overcome the distances and to plan, in addition to holidays, short (weekend) leisure-time activities; even one-day excursions to attractive sites are possible. Slovenia's added value is also the fact that Koper's littoral is the closest Mediterranean area for the Central European landlocked countries; on the other hand, the Slovenian Alps are the closest alpine environment for residents of SE Europe. This fact stands out as a leisure motive of skiers, mountaineers, and other recreationalists interested in the mountainous worlds. One should also note that Slovenia is crisscrossed by two Pan-European corridors, the E-5 and E-10, which could be regarded as potential opportunity from the viewpoint of touristic mobility and tourism in general.

The diverse natural and/or cultural regions in the Republic of Slovenia are not equally attractive and suitable for tourism and open-air recreation purposes. In general, the Sub-Mediterranean region and the region of southeastern Alps are more suitable for tourism development than others. This should not say that other areas, limited in size and character, could not be equally attractive. Tourism development opportunities have been thoroughly analyzed in Jeršič's work on favorable areas for tourism and open-air recreation (Jeršič 1999), in which the alpine and coastal cultural landscapes are characterized as, by far, the most suitable regions for tourism. This statement is supported by the fact that they are already the most visited regions of Slovenia (Fig. 12.1).

12.2.1 Protected Areas

From the viewpoint of tourism and open-air recreation, another important element, namely numerous protected areas of nature and culture, should be named. According to the IUCN (International Union for Conservation of Nature) categorization, 12.6% of the nation-states' territory is under different protection status. According to the recent list of protected areas (ARSO—Slovenian Environment Agency 2015), Slovenia has the following:

- 1 national park (Triglav National Park),
- 3 regional parks,
- 44 landscape parks,
- 1 strict nature reserve,
- 54 nature reserves,
- 1276 natural monuments.

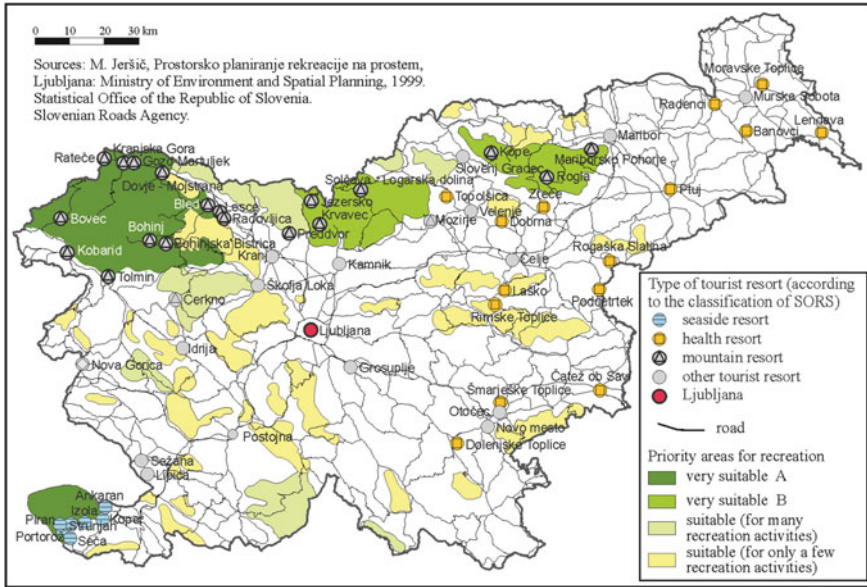


Fig. 12.1 Favorable open-air recreation sites and leading tourist resorts (Sources: Jeršič, Prostorsko planiranje rekreacije na prostem, Ljubljana 1999; Statistical Office of the Republic of Slovenia (classification of tourist resorts))

The EU-network Natura 2000 comprises 354 areas protected under certain protection restriction, based on the EU directives on habitats and on EU directives on birds (Natura 2000v Sloveniji 2015). Natura 2000 sites are allocated on 37% of the territory of Slovenia. As some of the areas of Natura 2000 coincide with already protected sites, and as some additional areas fulfill clauses of Natura 2000, the area under protection extends in the Republic of Slovenia on 40% of its territory.

The actual importance of protected sites for tourism and open-air recreation is based on several factors and is different from case to case. Some are extremely popular and are heavily visited; others are less known and receive just regional visitors. There is limited information regarding visits since entrance into most of these sites is free of charge; the exceptions are rare: Landscape Park Sečoveljske soline; Park Cave of Škocjan; Landscape Park Logarska dolina (vehicle toll). Management of protected areas is organized just in about 10 cases (Fig. 12.2; Photograph 12.1; Table 12.1).

A large number of protected areas is located in regions where tourist visits are extreme and have a long tradition in tourism. Therefore, seasonal and daily visits of protected areas are generally very high. Nearby urban centers and metropolitan areas contribute to visits on weekends. Most visitors experience, according to the limited database, natural attractions in such areas. Postojnska jama—the internationally well-known Cave of Postojna—leads. About 20 years ago it received an

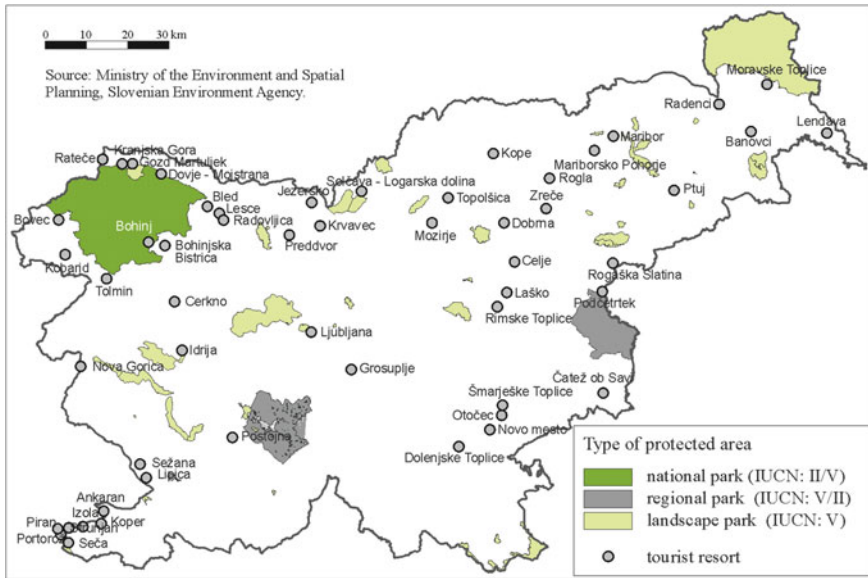


Fig. 12.2 Protected areas and tourist resorts in Slovenia (Source Ministry of the Environment and Spatial Planning, Slovenian Environment Agency)

Photograph 12.1 Lake Bohinj (Source Flickr.com)



Photograph 12.2 Bled, tourist resort on the Lake Bled (Source Flickr.com)



Table 12.1 Large protected areas

Name of protected area	Area size (ha)	On territory of municipalities:	Beds in 2014	Characteristic features ^a	Prevailing forms of tourism ^a
Kozjanski park	20,760	Podčetrtek, Kozje, Bistrica ob Sotli, Krško, Brežice	7578	Countryside	Rural tourism, spas in the vicinity
Landscape park Goričko	46,268	Cankova, Rogašovci, Kuzma, Grad, Puconci, Gornji Petrovci, Šalovci, Hodoš, Moravske Toplice, Dobrovnik, Kobilje	3368	Countryside	Rural tourism
Landscape park Kolpa	4332	Črnomelj	862	River	Summer active recreation
Landscape park Ljubljansko barje	13,505	Borovnica, Brezovica, Ig, Ljubljana, Log-Dragomer, Škofljica, Vrhnika	10,018	Moor	Suburban recreation
Landscape park Logarska dolina	2431	Solčava	597	Mountains	Summer active recreation
Landscape park Sečoveljske soline	721	Piran	14,298	Salt pond	Nature tourism
Landscape park Strunjan	429	Izola, Piran	19,027	Sea coast	Nature tourism
Natural reserve Škocjanski zatok	122	Koper	5485	Wetland	Nature tourism
Notranjski regijski park (regional park)	22,282	Cerknica	223	Caves and other karst phenomena	Nature tourism
Park Škocjanske jame (Škocjan Caves Park)	401	Divača	281	Karst cave	Nature tourism
Triglav National Park (Triglavski narodni park)	83,982	Bovec, Kranjska Gora, Jesenice, Bled, Gorje, Bohinj, Tolmin, Kobarid	27,697	Mountains	Summer and winter active recreation

^aNamed are protected areas (legalized by the nation-state or municipalities) being managed and advertised on the Web. The number of beds relates to the whole area of municipalities into which protected areas are incorporated. The protected areas are major pull factor for visits of tourists or daytime visitors and have therefore an important impact on the tourism businesses within own boundaries and in surrounding settlements (e.g., most of the summer visitors to the skiing resort of Kranjska Gora are staying in hotels of the town and organizes their daily activities within the Triglav National Park which border crosses the municipality)

Source ARSO—Slovenian Environment Agency (data on protected areas). SURS—Statistical Office of the Republic of Slovenia (data on tourist beds)



Fig. 12.3 Statistical regions in Slovenia

average of 1 million visitors annually; now this number has fallen due to geopolitical reasons. However, visits to the cave are still twice the number of any other registered sites to be visited (Table 12.2).

Visits of selected sights are generally not related solely to the sights' potential tourist attraction (experience potential); instead, they are predominantly due to locality. Therefore, natural and cultural attractions close to metropolitan areas and along major highway routes are visited much more intensively than those in periphery. The most visited historical and cultural attraction is the Bled Castle Museum, situated just above the town, alpine lake, and island of Bled, one of the most visited and internationally best-known tourist localities. The nearby Vintgar Gorge (river Radovna) registers high number of visitors because its proximity to the named attraction as well. The main east–west/north–south highway axis passes just few kilometers away from the other two well-visited attractions: the Cave of Postojna and the Stud farm of Lipica.

12.2.2 Cultural and Historical Tourism Preconditions

Compared to Slovenia's natural wonders, Slovenia's cultural heritage and related attraction have shown less potential in the eyes of tourists. Several thousand interviews, performed in 2009 (July–August) among foreign visitors by the Slovenia's Statistical Office, support the above statement: 51.8% visitors have

Table 12.2 Most visited tourist attractions in Slovenia, 2008

Tourist sight	Location (statistical region)	No. of visitors in 2008
Cave of Postojna	Primorsko-notranjska	548,424
Bled Castle Museum	Gorenjska	221,230
Zoo Ljubljana	Osrednjeslovenska	214,239
Virtual Museum and Viewing Tower at the Ljubljana Castle	Osrednjeslovenska	122,753
Predjama Castle	Primorsko-notranjska	115,079
Škocjan Caves	Obalno-kraška	100,299
Stud Farm Lipica	Obalno-kraška	95,730
Waterfall, Bohinj	Gorenjska	80,077
Vintgar Gorge, Bled	Gorenjska	76,916
Old Castle Celje	Savinjska	65,700
Ptuj Regional Museum	Podravska	64,865
Kobarid Museum	Goriška	63,904
Savinjski gaj Park, Mozirje	Savinjska	52,000
Town Museum Škofja Loka	Gorenjska	50,500

^aSince 2008, data on numbers of visitors of tourist attractions are not collected by SURS anymore
Source SURS—Statistical Office of the Republic of Slovenia

linked their choice of Slovenia as a holiday destination to Slovenia's natural beauty; just 16.4% visitors have replied that their visit to Slovenia was related to cultural attractions and events performed here. This clearly puts natural heritage in the forefront of attractions of the young nation-state. Despite it, cultural heritage plays an important and growing role in the tourism performance of Slovenia. Slovenia has, according to the Registry of Cultural Heritage (Registry of Cultural Heritage 2015), 29,760 registered immovable cultural heritage units and 42 live cultural heritage units (Seznam registriranih enot 2015) (Photographs 12.4, 12.5 and 12.6).

Museums are by domestic and foreign tourists most visited institutions of culture. Slovenia has 47 public museums which are mostly located (70%) in historical buildings (built structures being 120 or more years old); just 15.9% of museums have been constructed for its purpose. About 60% of museums offer miscellaneous elements of culture to enjoy, 19% of museums are specialized, and 21% are art galleries. In most museums, domestic visitors prevail. Students of different age and study orientation make up to 40% of all visitors (Evalvacija slovenskih 2010). This speaks of a very limited role of Slovenian museums and galleries in the overall performance of tourism in Slovenia.

One notices again that museums and galleries, being located close to an attractive and/or on traffic-preferred location, are the predominant centers of visit. In general, castles do not play an important role heritage-wise, but are often visited by tourists due to panoramic vistas, since many of castles and castle towers are built on hills, overlooking the surrounding landscape. Some castles have adapted to contemporary tourism demands (Otočec, Mokrice), others are hosting museums and

Photograph 12.3 Ljubljana
(Source Flickr.com)



Photograph 12.4 Tivoli
City Park, Ljubljana (Source
Flickr.com)



Photograph 12.5 Dragon
bridge, Ljubljana (Source:
Flickr.com)





Photograph 12.6 Ljubljana Castle, Ljubljana (Source Flickr.com)

Table 12.3 Popular castles and chateaus in Slovenia in 2008

Tourist sight	Location (statistical region)	No. of visitors in 2008
Bled Castle Museum	Gorenjska	221,230
Virtual Museum and Vista Tower of the Ljubljana Castle	Osrednjeslovenska	122,753
Predjama Castle	Primorsko-notranjska	115,079
Old Castle Celje	Savinjska	65,700
Ptuj Regional Museum	Podravska	64,865
Town Museum Škofja Loka	Gorenjska	50,500
Technical Museum of Slovenia, Bistra	Osrednjeslovenska	43,028
Božidar Jakac Gallery, Kostanjevica na Krki	Posavska	25,628
Žiče Carthusian Monastery	Savinjska	19,280
Stična Monastery—Slovene Religious Museum	Osrednjeslovenska	18,067
Regional Museum, Brežice	Posavska	10,965
Bogenšperk Castle, Šmartno pri Litiji	Osrednjeslovenska	10,284
Pharmacy and Monastery, Olimje	Savinjska	10,062

^aSince 2008, data on numbers of visitors of tourist attractions are not collected by SURS anymore
Source SURS—Statistical Office of the Republic of Slovenia

galleries (e.g., Town Museum of Škofja Loka, Regional Museum of Ptuj, the already mentioned Bled Castle Museum). It is a pity that several structures of this kind, even in attractive and by tourists well-visited regions, fall into decay (e.g., Castle of Podčetrtek) (Table 12.3).

Tourists are not only interested in visiting single structures but show their affiliation to complex urban centers, their parts and interesting architectural

structures within. Many Slovenian towns are characterized by their medieval qualities. In particular, medieval cores, such as those found in Ljubljana, Ptuj, Škofja Loka, and Kamnik, are highly attractive and often visited by tourists.

12.3 Basic and Secondary Tourism Infrastructure

A large portion of the Slovenian tourism amenities, hotels, and other infrastructure, was built in larger, existing tourist resorts in the 1960s and 1970s. Beginning in the early 1960s, tourism gained political support as the Yugoslav communist authorities had to enrich the country's weakened economy with the hard currency of the West. Similar to Spain, tourism—which was neglected for decades—suddenly experienced an investment boom (Repe 2006). First, four-lane highways were built, communal infrastructure was improved, and the first hotel-skyscrapers were built. Between 1960 and 1970, the number of beds in touristic amenities increased by 132% (from 30,039 to 69,819). The number of visitors grew from year to year. Later, the growth of accommodations slowed down but continued to show a steady increase up to the 1990s. Following the announcement of independence in 1991 and the general disintegration of the federal state of Yugoslavia, the number of beds in the tourism sector of the economy was drastically reduced (Fig. 12.4 and Table 12.4).

Since the decline in the early 1990s, the accommodation quantity in Slovenia has consistently grown. Tourist beds exceed 100,000 (in 2014: 123,235), which is more than the quantity Slovenia had before Yugoslavia's disintegration. A direct comparison is hard to achieve since statistical registration has changed. Accommodation amenities are mostly in municipalities located in mountainous areas (32.3% of tourist beds), followed by municipalities on the Mediterranean/Adriatic coast

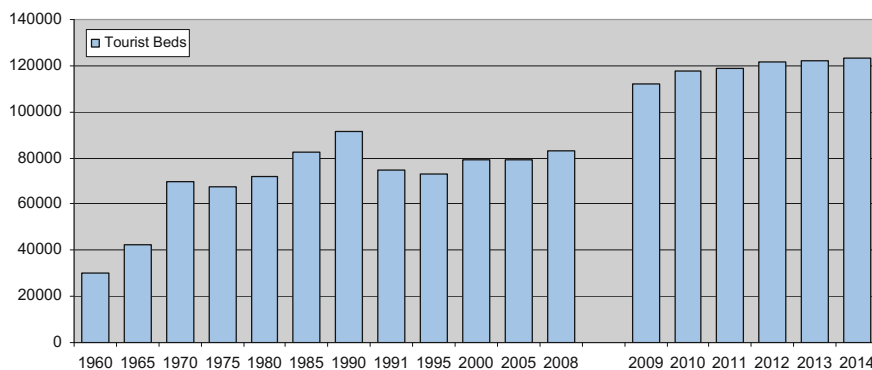


Fig. 12.4 Slovenia: growth of accommodation amenities, 1960–2014 (Source SURS—Statistical Office of the Republic of Slovenia). *Since 2009, data are not fully comparable with the older data (because of the changes in statistical methodology)

Table 12.4 Accommodation amenities in Slovenia: 1960–2008

Year	Tourist beds
1960	30,039
1965	42,546
1970	69,819
1975	67,437
1980	71,927
1985	82,779
1990	91,215
1991	74,964
1995	72,853
2000	79,225
2005	78,960
2008	83,157
2009 ^a	111,985
2010	117,947
2011	118,817
2012	121,541
2013	122,177
2014	123,235

^aSince 2009, data are not fully comparable with the older data (because of the changes in statistical methodology)

Source SURS—Statistical Office of the Republic of Slovenia

(19.9%) and municipalities with mineral and/or thermal water springs (18.0%). The remaining tourist amenities are located in the capital city of Ljubljana and in the transit area between the Alps and the sea. Due to the fact that geographically mountainous and coastline municipalities occupy the western portion of the state, tourism has become a major economic factor predominantly in the western part of the country. In 2014, three statistical regions (out of 12) along the Italian border registered 49.3% rooms and 52.8% beds for tourists (Tables 12.5 and 12.6).

An outstanding concentration of touristic amenities is registered in the Slovenian Mediterranean Littoral: The three coastal municipalities of Koper, Izola, and Piran, occupying 1.9% of the nation-state's territory, had 24,512 beds or 19.9% of all in-state beds (123,235) available for visitors in 2014. In addition, regarding tourist amenities, the Adriatic coastal municipality of Piran is leading with close to 15,000. The extreme importance of tourism for the local and national economy can be underlined by comparing the available touristic amenities to the space allocated to the municipalities. Here, in Slovenian Istria, about 63.8 beds/km² has been registered in 2014. This number is well above the Slovenian average where this indicator of importance of the tourism economy is closer to 6.1 beds/km². If comparing available touristic amenities with the number of the residential population, the average for Slovenia would be about 6 beds/100 residents; in the coastal area, that figure is 27.9 beds/100 inhabitants.

Table 12.5 Slovenia: accommodation by type of municipalities (2008 and 2014)

Type of Municipality	2008	2008	2014	2014
	No. of beds	%	No. of beds	%
Health resort	20,910	19.0	22,232	18.0
Mountainous	35,471	32.2	39,851	32.3
Seaside	24,912	22.6	24,512	19.9
Ljubljana	7290	6.6	9597	7.8
Urban	6835	6.2	9964	8.1
Other municipalities	14,830	13.5	17,079	13.9
Slovenia	110,248	100.0	123,235	100.0

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.6 Slovenia: distribution of touristic amenities by statistical regions (1988 and 2014)

Region	No. of rooms 1988	No. of beds 1988	No. of rooms 2014	No. of beds 2014	No. of beds in camping facilities 2014 ^a
Pomurska	1453	2906	2975	7054	1100
Podravska	1452	3424	3261	8860	600
Koroška	363	951	612	2127	–
Savinjska	3702	8393	5409	14,165	2270
Zasavska	203	621	143	490	–
Posavska	1192	3490	1780	5429	2400
Jugovzhodna	1075	2467	1836	5239	1336
Osrednjeslovenska	2668	6525	5141	12,801	1242
Gorenjska	9243	25,117	8056	26,307	5046
Primorsko-notranjska	1088	2826	742	1981	–
Goriška	1687	5276	4134	12,814	4364
Obalno-kraška	11,164	29,092	9129	25,968	4877
SLOVENIJA	35,290	91,088	43,218	123,235	23,235

^aNumber of beds in camping facilities is accumulated in the 2014 overall number of beds

Source SURS—Statistical Office of the Republic of Slovenia

In the second half of the twentieth century, the growth of amenities in tourism was linked to changing demands of visitors to Slovenian resorts and regions. As a result of interest in health-related, and in particular wellness-related, commodities, new tourist resorts in the eastern region were developed: Moravske Toplice, Banovci, Podčetrtek (Terme Olimia). Despite heavy investments and construction of hotels and other touristic amenities in places with thermal and mineral waters springs, the coastal and alpine regions still remain, due to their cultural and in particular natural attractions, leaders in Slovenian tourism (Fig. 12.5).

Recently, trends in the structure of touristic amenities have changed. In the five-year period 2003–2008, the number of beds in the tourism sector of the economy has grown for 3%, whereas the growth of the amenities in hotels

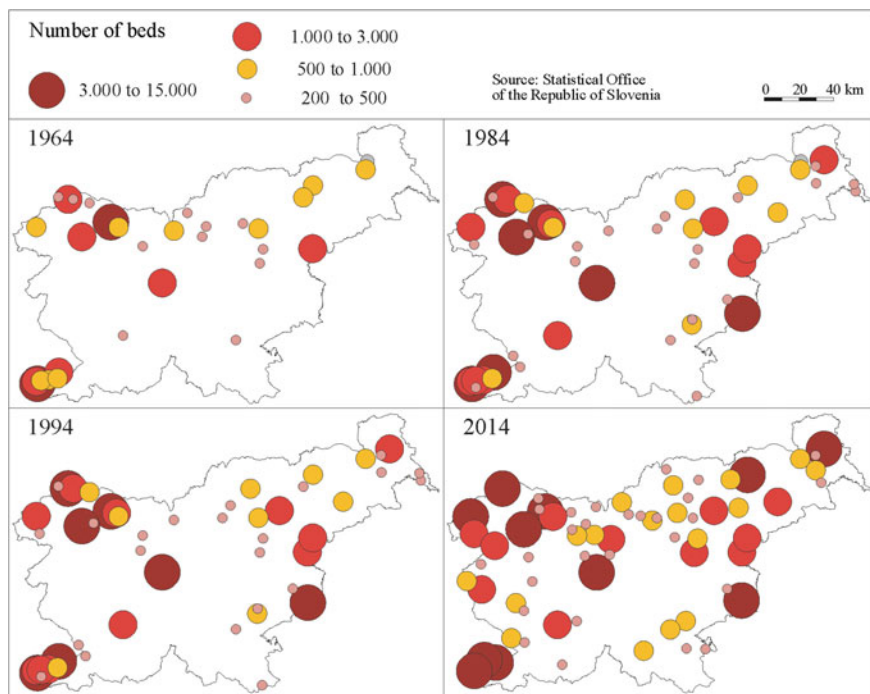


Fig. 12.5 Number of beds in Slovenian tourist resorts, 1964–2014 (*Source* SURS—Statistical Office of the Republic of Slovenia). *Data for 1964, 1984, and 1994 show number of beds in tourist resorts (settlements) while data for 2014 show number of beds in municipalities and are, consequently, not directly comparable with the older ones

Table 12.7 Tourist beds according to the type of accommodation amenities, 2003–2008

Type of accommodation	2003	2008	2008/2003
All	80,724	83,157	3.0
Hotels	26,618	32,729	23.0
Hotels****	11,522	16,064	39.4
Hotels*****	1241	2147	73.0
Campings	16,742	15,846	-5.4
Other Hotels	13,855	14,518	4.8
Other Amenities	37,364	34,582	-7.4

Source SURS—Statistical Office of the Republic of Slovenia
Asterisks were used to denote hotel rating, i.e. number of stars (four star and five star hotels).

registered at more than 23%! Accommodation in other types of touristic amenities has been reduced: in camping facilities -5.4% and in other types of tourist accommodation amenities with -7.4%. Five star hotels are definitely the growth leaders (+73%), followed by four star hotels (+39.4%), whereas other types of hotels have a stagnating trend (+4.8%) (Table 12.7).

12.3.1 *Sports, Recreation, and Other Infrastructure*

Opportunities for recreation are among the reasons to visit Slovenia. According to the questionnaires distributed to tourists in 2009, almost 26% of foreign visitors responded that their main holiday motive was sports and/or recreation (Anketa o tujih turistih 2010). One must add that sport facilities and recreation possibilities available are visited and used by local residents as well.

Mountaineering and hiking are among the most popular leisure-time activities among visitors and the residential population. According to a survey, mountaineering was the fifth most popular physical recreation activity of Slovenes: 14% of men and 15% of women declared it most desirable (Pori, Sila 2009). The network of mountain huts and hiking paths has shown a steady growth since the second half of the nineteenth century. When after WWII state's support for mountaineering increased, mountaineering as a social phenomenon became popular even in the hilly and lowland regions of the country. The number and length of hiking paths increased and has not changed much since Slovenia's independence. At present, 1235 mountain/hiking paths exist and 8689 km of them is marked accordingly. About 35% of hiking paths exist in the area of the Slovenian Alps (SE European Alps) and 34% in the pre-alpine regions, followed by hiking paths in the Dinaric karst (19%), the sub-Pannonian (Danubian) hills (10%), and in the sub-Mediterranean area (2%). In accordance with the above, the Slovenian Alps lead in regard to the density of hiking paths. There, about close to 1000 m of paths can be found on 1 km² of land area. In addition to this infrastructure, the steep mountain walls offer numerous climbing routes which are very popular among alpinists and mountaineers. Even the pre-alpine, piedmont areas of the Slovenian Alps have a density of 700 m of paths/km² of the area (Jeršič 1999).

Mountain huts. In relation to the popularity of mountaineering and hiking, a specific accommodation infrastructure (mountain huts) has enriched the mountainous landscape of Slovenia. According to Statistical office (SURS 2015), in the summer of 2014, mountain huts provided 5.9% of available tourist beds in the country; in the off-season months, this number is reduced to below 4%.

Alpine skiing is an important recreational activity. Visitors and the residential population both take part in this open-air activity. Alpine skiing has a long-standing tradition in Slovenia (Bloke, eighteenth century), but ski resorts started to grow predominantly in the second half of the nineteenth century. Along with major resorts, such as Kranjska Gora and Maribor—where international athletic competitions take place annually—a dozen smaller resorts have become popular on the national and European regional scales. 37 skiing areas are members of the Association of Slovenian Cable Car Operators. Small skiing operations prevail, only 3 skiing areas provide skiing on areas bigger than 100 ha; only 5 have more than 10 cable cars operational and just 10 skiing areas have more than 10 km of skiing slopes. The biggest density of winter sport resorts is due to natural conditions (relief intensity, snow cover depth and duration) located in the mountainous area of the Slovenian Alps (SE European Alps).

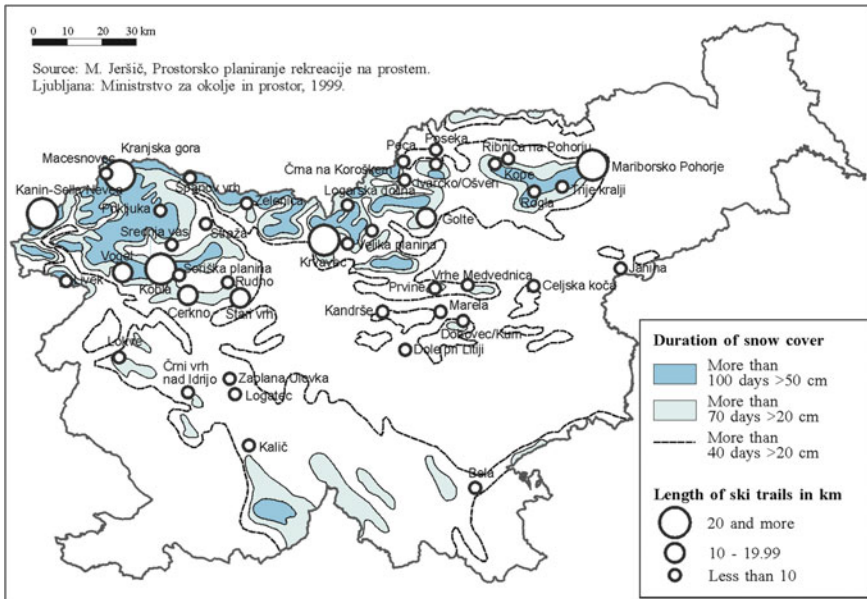


Fig. 12.6 Slovenia: skiing areas and alpine skiing convenient sites (Source Jeršič 1999; adapted by authors)

Inconvenient is the fact that most of the skiing grounds are on relatively low elevations. Slovenia has just one single skiing area located above 2000 m; most of others are even lower than 1500 m above the sea level (Mariborsko Pohorje, Cerčno, Stari vrh). It is understandable that all of them have already had to deal with the problem of climatic change, including “green winters” which hinder successful economic operations. Therefore, in the early phase of global warming, skiing areas had to switch to artificial snow-making and enlarging systems that could deliver snow throughout the season. Among the larger skiing areas, just two have not installed artificial snow-making machines (Fig. 12.6 and Table 12.8).

Outdoor swimming/bathing. The Environmental Agency has registered 47 outdoor bathing localities: 21 along the sea coast, 8 on lake shores and 18 on banks of rivers (Poročilo Evropski komisiji 2014). The highest density of localities where open-air swimming/bathing is possible is without doubt in the Mediterranean part of the country. The hindering factors for outdoor bathing/swimming in fresh waters are the inconvenient summer air and/or water temperatures and the insufficient quality of the river and lake waters. Thirteen outdoor bathing localities (in 2015) proudly show their Blue Flag for exceptional quality and environmental friendly approaches to recreation (Modra zastava 2015). They must achieve certain criteria in regard to the suitability of the bathing waters, general equipment of the facility, appropriate visitor information and more.

Table 12.8 Major ski resorts and skiing areas in Slovenia

Ski resort	Altitude (m)	Capacity (person/h)	Skiing area (ha)	Snow-making (% of the skiing area)	No. of cable cars	Length of skiing trails (km)
Mariborsko Pohorje	336–1347	21,500	220	73	21	40
Kranjska Gora	758–1570	18,000	104	67.5	20	20
Rogla	1069–1517	15,000	75	86	13	12
Krvavec	1450–1971	13,660	106	80	12	25
Cerkno	938–1294	12,993	56.71	100	8	18
Vogel	569/1309–1795	7240	66	0	9	18
Golte	1280–1577	5402	60	50	6	12
Kanin-Sella Nevea	1600–2300	5370	31	0	5	6.55
Kobla	543–1472	6120	90	70	6	23
Stari vrh	580–1216	5840	52.5	90	6	11

Source: Vrtačnik Garbas (2008); <http://www.snezni-telefon.si>

12.4 Tourist Arrivals

Tourism is an important economic activity in Slovenia. According to TTSA—Travel and Tourism Satellite Accounts—the share of tourism within the national BDP was 7.7% in 2003 and 8.5% in 2006 (Zagoršek et al. 2008). At the dawn of the twenty-first century, several of the nation-state's geopolitical decisions impacted the growth of the tourism economy: Slovenia became a member of the EU and NATO (2004), introduced the Euro as the national currency (2007), became a full member of the Schengen Area (2009) and completed the construction of 330 km of major four-lane highways (2011) (Table 12.9).

12.4.1 Origin of Tourists

Foreign visitors are traditionally Italians, Austrians, and Germans. To a large extent, residents of other European countries are contributing to the tourism economy of Slovenia as well. Tourists from overseas are rare, but their number has increased since 2010. In particular Russian, Israeli, Japanese and Korean travel agencies offer European experiences—including Slovenia(!)—and/or promote wellness products at Slovenian spas. But measured in relative or absolute numbers, the fact is that, in most Slovenian municipalities, domestic tourists prevail (Fig. 12.7).

Table 12.9 Slovenia: arrivals and bed-nights of tourists

Year	Tourist arrivals			Total	Bed-Nights	
	Total	Foreign tourists	Domestic Tourists		Foreign tourists	Domestic Tourists
2000	1,884,327	1,037,181	847,146	6,508,940	3,276,819	3,232,121
2001	2,020,158	1,176,443	843,715	6,858,092	3,639,540	3,218,552
2002	2,089,519	1,255,339	834,180	7,027,990	3,832,704	3,195,286
2003	2,168,735	1,325,116	843,619	7,198,373	3,995,310	3,203,063
2004	2,267,272	1,450,484	816,788	7,301,691	4,188,385	3,113,306
2005	2,327,394	1,514,898	812,496	7,307,667	4,249,817	3,057,850
2006	2,410,575	1,571,361	839,214	7,448,076	4,332,049	3,116,027
2007	2,604,752	1,703,582	901,170	7,992,710	4,707,220	3,285,490
2008	3,083,713	1,957,691	1,126,022	9,314,038	5,351,282	3,962,756
2009	2,984,828	1,823,931	1,160,897	9,013,773	4,936,293	4,077,480
2010	3,006,272	1,869,106	1,137,166	8,906,399	4,997,031	3,909,368
2011	3,217,966	2,036,652	1,181,314	9,388,095	5,463,931	3,924,164
2012	3,297,556	2,155,612	1,141,944	9,510,663	5,777,204	3,733,459
2013	3,384,491	2,258,570	1,125,921	9,579,033	5,962,251	3,616,782
2014	3,524,020	2,410,824	1,113,196	9,590,642	6,090,409	3,500,233

Source: SURS—Statistical Office of the Republic of Slovenia

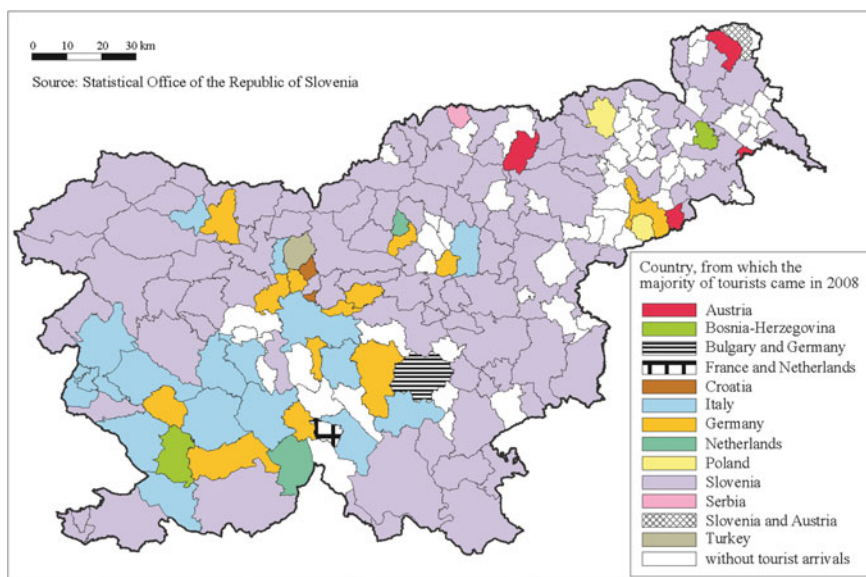


Fig. 12.7 The origin of visitors in Slovenian municipalities in 2008 (Source SURS—Statistical Office of the Republic of Slovenia (data on tourist arrivals))

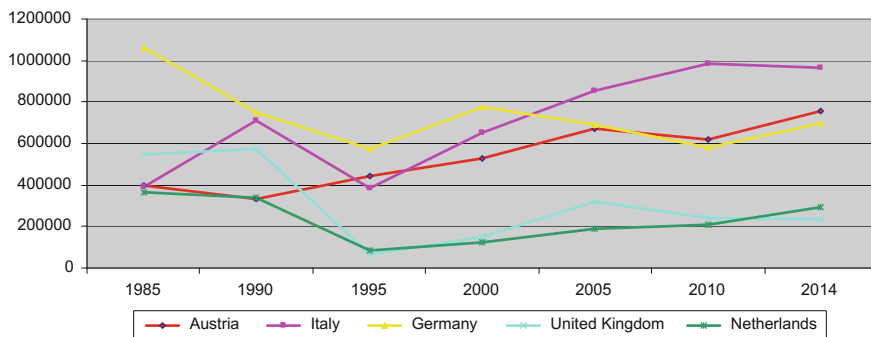


Fig. 12.8 Slovenia: bed-nights of selected countries, 1985–2014 (Source SURS—Statistical Office of the Republic of Slovenia)

The share of most loyal visitors has dramatically changed with time. In the 1980s, the Slovenian statistical office registered the most bed-nights by German tourists (1985: 12.0% of all), followed by Austrians (4.5%) and Italians (4.4%). This proportion remained steady, albeit with fewer Germans, in the mid-1990s: German bed-nights 9.7%, Austrian bed-nights 7.5% and Italian bed-nights 6.6%. The situation in the second decade of the twenty-first century has changed completely: in 2014 the largest share of bed-nights was made by Italian visitors (10.0%), followed by Austrian (7.9%) and German tourists (7.3%). The number of German visitors shows a reverse trend since 1991; Austrian and Italian tourist visits are characterized by growth. One must not oversee the rising importance of the central, east, and southeast tourism markets (Fig. 12.8 and Table 12.10).

12.4.2 Seasonality

The predominant seasonality of tourism is one of the characteristics of visits to resorts and areas of touristic importance in Slovenia. Despite other expectations (investments into indoor recreation, introduction of all-seasons tourism products: gaming and gambling, congresses, and seminars), this even shows an increasing trend. In the peak season, between June and September, 41.6% of bed-nights were registered in 2000; fourteen years later, in 2014, the share of summer-season bed-nights registered climbed to 51.1%. The proportion of visits and bed-nights during the winter season (January–March, December) was below the 25% mark (22.4%). In absolute and relative measures, seasonality was almost equal among foreign and domestic tourists in 2000, whereas the share of summer-season bed-nights in 2014 was much higher by foreign visitors (55.5%) as the domestic tourists' summer-season bed-nights fell to 43.5% (Fig. 12.9 and Tables 12.11 and 12.12).

Table 12.10 Slovenia: bed-nights of selected countries, 1985–2014

Year	Austria	Italy	Germany	United Kingdom	Netherlands	Domestic tourists ^a	All foreign tourists	Total
1985	398,060	391,252	1,060,517	547,625	363,284	5,093,620	3,728,765	8,822,385
1990	333,952	713,837	752,338	575,128	336,814	4,283,288	3,673,118	7,956,406
1995	440,749	387,804	571,601	65,762	83,457	3,447,579	2,435,467	5,883,046
2000	526,996	650,566	772,833	152,497	125,210	3,314,901	3,404,097	6,718,998
2005	674,090	855,796	693,371	318,721	190,971	3,173,338	4,399,246	7,572,584
2010	619,259	987,268	578,262	238,468	208,654	3,909,368	4,997,031	8,906,399
2014	754,018	962,835	695,935	235,839	290,829	3,500,233	6,090,409	9,590,642
1985 (in %)	4.5	4.4	12	6.2	4.1	57.7	42.3	100
1990 (in %)	4.2	9	9.5	7.2	4.2	53.8	46.2	100
1995 (in %)	7.5	6.6	9.7	1.1	1.4	58.6	41.4	100
2000 (in %)	7.8	9.7	11.5	2.3	1.9	49.3	50.7	100
2005 (in %)	8.9	11.3	9.2	4.2	2.5	41.9	58.1	100
2010 (in %)	7.0	11.1	6.5	2.7	2.3	43.9	56.1	100
2014 (in %)	7.9	10.0	7.3	2.5	3.0	36.5	63.5	100

^a 1985, 1990—tourists from the area of former Yugoslavia. Data for 2010 and 2014 are—due to the changed statistical methodology—not fully comparable with the older ones

Source: SURS—Statistical Office of the Republic of Slovenia

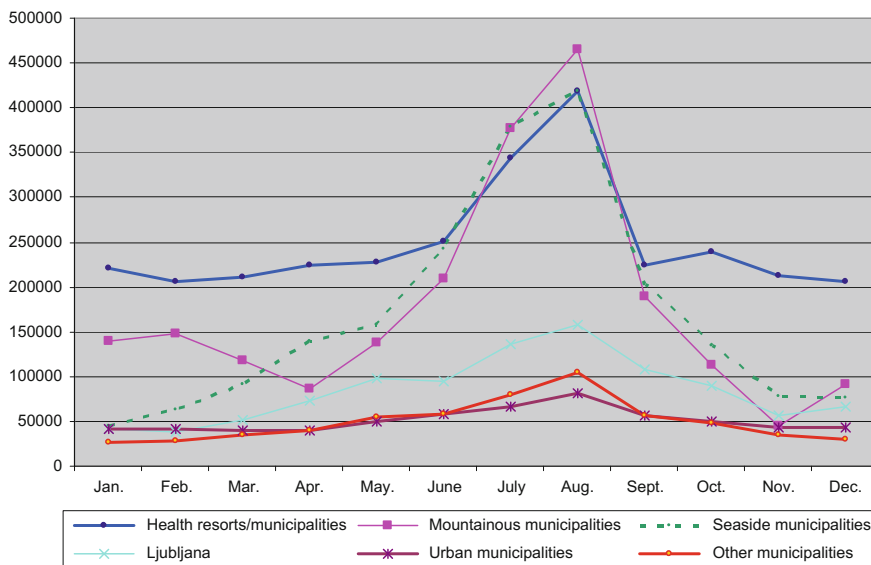


Fig. 12.9 Slovenia: bed-nights according to tourist resort type, 2014 (Source SURS—Statistical Office of the Republic of Slovenia)

Table 12.11 Slovenia: monthly share of bed-nights (years: 2000, 2010, 2014)

2000	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	All
All %	5.8	6.4	6.0	6.6	7.3	10.1	14.2	17.3	9.6	6.7	4.9	5.2	100.0
Domestic %	5.7	8.5	6.8	6.0	6.7	9.5	14.8	16.7	8.1	6.1	5.3	5.8	100.0
Foreign %	5.9	4.4	5.2	7.2	7.8	10.6	13.6	17.9	11.0	7.2	4.6	4.5	100.0
2010	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	All
All %	6.3	6.3	5.8	6.4	7.5	9.4	15.2	17.0	8.9	7.1	4.8	5.3	100.0
Domestic %	6.3	8.9	6.8	6.6	6.8	9.5	14.5	14.7	7.3	6.9	5.6	6.3	100.0
Foreign %	6.3	4.3	5.0	6.2	8.1	9.3	15.8	18.7	10.3	7.2	4.2	4.6	100.0
2014	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	All
All %	5.5	5.6	5.8	6.5	7.8	9.8	14.8	17.6	9.0	7.2	5.0	5.5	100.0
Domestic %	5.9	8.8	7.6	6.3	7.5	9.2	13.1	14.1	7.2	7.9	6.1	6.5	100.0
Foreign %	5.3	3.7	4.8	6.5	7.9	10.1	15.7	19.7	10.0	6.8	4.5	4.9	100.0

Source SURS—Statistical Office of the Republic of Slovenia

12.4.3 Regional Distribution of Tourists

In the part of this paper where accommodation amenities were discussed, the link to the distribution of foreign and domestic tourists was elaborated. Visits of foreign and domestic tourists are concentrated largely in 3 distinguished areas: in the

Table 12.12 Slovenia: bed-nights in hotels, camps, and other accommodation facilities (2008, 2014)

	2008	Total	2014/2008	2008	Domestic	2014/2008	2008	Foreign	2014/2008
		2014	(%)		2014	Domestic (%)		2014	(%)
All accommodation	9,314,038	9,590,642	102.97	3,962,756	3,500,233	88.33	5,351,282	6,090,409	113.81
Hotels	5,671,134	5,852,499	103.2	2,022,187	1,853,363	91.7	3,648,947	3,999,136	109.6
Other hotels	554,745	386,703	69.7	152,678	91,826	60.1	402,067	294,877	73.3
Campings	1,287,583	1,218,949	94.7	590,181	485,545	82.3	697,402	733,404	105.2
Other accommodation units	1,800,576	2,132,491	118.4	1,197,710	1,069,499	89.3	602,866	1,062,992	176.3

Source: SURS—Statistical Office of the Republic of Slovenia

Mediterranean Adriatic littoral, in the area of the Slovenian Alps (SE European Alps), and scattered through regions with mineral and thermal water springs. According to named natural features, the lead touristic regions are the “Obalno-kraška statistical region” and the “Gorenjska statistical region.” There is considerable difference in visits of domestic and foreign tourists. Visits of domestic tourists to the Mediterranean coast are followed in quantity by visits to thermal/mineral baths of eastern Slovenia; therefore, the Savinjska region (and not the alpine Gorenjska region) ranks second in popularity among Slovenian tourists, followed by Pomurska and Gorenjska region. Considering bed-nights of foreign tourists, the “Gorenjska” and “Obalno-kraška” region are the most popular.

If visits to region and visits to the leading resort of the region are compared, one can note that, throughout the twentieth century, visits in the main resorts have prevailed (51% and more). This remains the case in Slovenia in the twenty-first century as well; tourist visits are well above average in few coastal, alpine, and health resorts and in country’s capital Ljubljana. If just tourist arrivals are taken into account, Ljubljana is, throughout the nation, the leading tourist place. In 1960, it had 129,332 visitors, almost the double the alpine tourist resort of Bled (67,123 tourist arrivals). In 2014, the municipality of Ljubljana registered 562,213 tourist arrivals, while municipality of Piran on the second place only 424,725. If bed-nights are considered, this coastal municipality ranks first (1,367,713 bed-nights in 2014) due to the longer average stays of tourists.

The major change in the distribution of tourists took place as the role of health resorts changed due to heavy nation-state investment and because mountain resorts reduced their share within the tourism economy due to lack of visitors from the tourism markets of SE Europe (Yugoslavia). Namely, among 10 leading resorts in 1960, four tourist centers were located in the heart of the Slovenian Alps (Bled, Bohinj, Eastern Pohorje, and Kranjska Gora); just one locality could be identified as a health resort (Rogaška Slatina). In 2009, three health resorts (Čatež ob Savi, Moravske Toplice and Podčetrtek/Olimlje) and two mountain resorts (Bled, Kranjska Gora) were among Slovenia’s top 10 tourist centers. The rise of health resorts since Slovenia’s independence is also the result of innovative management (Tables 12.13, 12.14, 12.15, 12.16, and 12.17).

Table 12.13 Slovenia: accumulative share of tourists in the top 10 most visited tourist centers

Year	%
1960	52.3
1970	56.4
1980	56.1
1990	55.3
2000	54.9
2009	55.1
2014	62.0 ^a

^aData for the ten most visited municipalities

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.14 Slovenia: regional distribution of tourists and bed-nights, 2014

Statistical region	Tourist arrivals	Bed-nights	Average length of stay (days)
Obalno-kraška	696,192	2,167,964	3.1
Gorenjska	706,443	1,741,288	2.5
Savinjska	367,376	1,358,394	3.7
Osrednjeslovenska	630,743	1,166,408	1.8
Pomurska	266,754	912,476	3.4
Posavska	180,953	625,525	3.5
Goriška	256,063	577,747	2.3
Podravska	226,576	500,290	2.2
Jugovzhodna	104,533	355,139	3.4
Koroška	37,159	103,857	2.8
Primorsko-notranjska	48,522	72,987	1.5
Zasavska	2,706	8,567	3.2
SLOVENIA	3,524,020	9,590,642	2.7

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.15 Slovenia: regional distribution of domestic tourists, 2014

Statistical region	Tourist arrivals	Bed-nights	Average length of stay (days)
Obalno-kraška	261,176	891,490	3.4
Savinjska	194,274	697,451	3.6
Pomurska	166,582	541,651	3.3
Gorenjska	140,760	357,855	2.5
Posavska	95,874	319,951	3.3
Jugovzhodna	55,188	219,285	4.0
Podravska	70,535	179,377	2.5
Goriška	53,050	121,499	2.3
Osrednjeslovenska	45,320	90,113	2.0
Koroška	24,784	68,029	2.7
Primorsko-notranjska	4530	10,608	2.3
Zasavska	1123	2924	2.6
SLOVENIA	1,113,196	3,500,233	3.1

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.16 Slovenia: regional distribution of foreign tourists, 2014

Statistical region	Tourist arrivals	Bed-nights	Average length of stay (days)
Gorenjska	565,683	1,383,433	2.4
Obalno-kraška	435,016	1,276,474	2.9
Osrednjeslovenska	585,423	1,076,295	1.8
Savinjska	173,102	660,943	3.8
Goriška	203,013	456,248	2.2
Pomurska	100,172	370,825	3.7
Podravska	156,041	320,913	2.1
Posavska	85,079	305,574	3.6
Jugovzhodna	49,345	135,854	2.8
Primorsko-notranjska	43,992	62,379	1.4
Koroška	12,375	35,828	2.9
Zasavska	1583	5643	3.6
Slovenia	2,410,824	6,090,409	2.5

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.17 Slovenia: tourists and bed-nights according to the origin of tourists, 2014

Statistical region	Tourists (domestic)	Bed-nights (domestic)	Length in days (domestic)	Tourists (foreign)	Bed-nights (foreign)	Length in days (foreign)	Length in days (total)
Gorenjska	140,760	357,855	2.5	565,683	1,383,433	2.4	2.5
Goriška	53,050	121,499	2.3	203,013	456,248	2.2	2.3
Jugovzhodna	55,188	219,285	4.0	49,345	135,854	2.8	3.4
Koroška	24,784	68,029	2.7	12,375	35,828	2.9	2.8
Obalno-kraška	261,176	891,490	3.4	435,016	1,276,474	2.9	3.1
Osrednjeslovenska	45,320	90,113	2.0	585,423	1,076,295	1.8	1.8
Podravska	70,535	179,377	2.5	156,041	320,913	2.1	2.2
Pomurska	166,582	541,651	3.3	100,172	370,825	3.7	3.4
Posavska	95,874	319,951	3.3	85,079	305,574	3.6	3.5
Primorsko-notranjska	4530	10,608	2.3	43,992	62,379	1.4	1.5
Savinjska	194,274	697,451	3.6	173,102	660,943	3.8	3.7
Zasavska	1123	2924	2.6	1583	5643	3.6	3.2
Slovenia	1,113,196	3,500,233	3.1	2,410,824	6,090,409	2.5	2.7

Source SURS—Statistical Office of the Republic of Slovenia

12.5 Main Types of Tourism

12.5.1 *Urban Tourism*

Towns are visited for a variety of reasons. Often, motives are not related purely to leisure (e.g., conferences, educational seminars, shopping). The role of towns as tourism destinations in Slovenia is relatively limited. For example, in 2014, city municipalities, including Ljubljana, had just 15.9% accommodation amenities and 17.2% bed-nights. The capital, Ljubljana, is an outstanding tourism destination, with 1,021,929 bed-nights in 2014. Therefore, it is always ranked among the top five tourism destinations of the country. Contrary to many other European capitals, visits do not have a long-standing tradition and should be considered a function of the recent interest in “discovering” the “New Europe” with its young (25-year-old) geopolitical and economic function. Other Slovenian towns are visited, if there are other attractions. This might include, for example, skiing in Maribor (in 2014: 239,446 bed-nights), or visits to the Mediterranean littoral in the case of Koper, or gaming and gambling as in the case of Nova Gorica (in 2014: 153,779 bed-nights). Other Slovenian city municipalities, without similar additional attractions, have registered less than 60,000 bed-nights a year.

12.5.2 *Rural Tourism*

The term “rural tourism” is closely related to the definition of the “countryside” which can be broadly understood. In the case of Slovenia, we could link rural tourism with a substantial number of tourist sites, including those where motives to visit relate to a specific attraction—like in case of several spas located in areas we could identify as “typical countryside.” Therefore, the discussion should be here-with directed to the characteristics of those rural amenities which are linked to the term “tourism on the farm,” or shorter: “farm tourism.”

Farm tourism has a long-standing tradition in Slovenia. Traces of contemporary farm tourism go back to the 1970s, but this type of tourism has, in relation to accommodation and visits, always lagged behind general growth trends. In recent years, an increase in interest on both the supply and demand sides has become obvious. This is, perhaps, also due to the fact that the only accommodation amenities in rural areas are often farms devoted to hosting guests. Therefore, farm tourism should be valued much higher than the modest numbers of visits and bed-nights show.

The Slovenian statistical office (SURS) published in 2014 data on 348 farms where accommodation is available. According to this source, 5003 beds there are ready for touristic use. If compared to the national tourism economy’s figures, farm tourism accounts for a modest 4.1% of tourist beds countrywide. The distribution of

the named amenities is particularly interesting. As discussed earlier, the predominant concentration of tourism-related amenities is in mountainous (in 2014: 32.3% of tourist beds) and Mediterranean (in 2014: 19.9%) environments, as well as in municipalities where health resorts are located (in 2014: 18.0%). Tourism on farms takes place predominantly in (statistically called) “other municipalities”—51.4% of tourist beds, where touristic accommodations make just 13.9% of the national frame. The presence of farm tourism is stronger in mountainous municipalities (29.8% of tourist beds) and in municipalities with health resorts (10.0%). In other types of municipalities (coastal, urban municipalities, and Ljubljana), just 8.8% of accommodations on farms can be found. Statistical data prove the steady growth of farms devoted to tourism: in comparison with 2008, the number of beds in tourist farms increased 47.5% in 2014. Municipalities in mountainous environments showed an increase of 54%. Similar growth was registered in “other municipalities” (57%). Comparison to older data could prove not to be consistent due to the changed methodology of collecting and publishing statistical data.

According to the Registry of supplementary activities on farms of the Ministry of Agriculture, Forestry and Food, 454 farms offered accommodation to tourists in 2014. According to this source, 106 more farms are tourism-oriented than in the registry of the statistical office. The number of farms, offering just local food and beverages to visitors, is larger. The registry distinguishes between 481 pleasure trip farms, 142 wine shop farms, and 38 “osmica” farms (traditionally owners sold food and beverage for 8 days in a year).

In 2014, 54,463 tourists used accommodations on farms, accounting for 1.5% of nation-wide tourism arrivals. The fact that farms with accommodation amenities have a share of 4.1% of equal national figures proves that tourist visits to farms are well under the expected average (Tables 12.18 and 12.19).

According to statistical data, tourism on farms is extremely seasonal. Most of the bed-nights, almost 42% (in 2014), are registered in the two summer holiday

Table 12.18 Tourists visiting Slovenian accommodation amenities, 2008–2014

Type of amenities	2008	2009	2010	2011	2012	2013	2014
All	3,083,713	2,984,828	3,006,272	3,217,966	3,297,556	3,384,491	3,524,020
Tourist farms	27,262	31,574	34,814	38,897	46,395	55,545	54,463

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.19 Bed-nights in Slovenian accommodation amenities, 2008–2014

Type of Amenities	2008	2009	2010	2011	2012	2013	2014
All	9,314,038	9,013,773	8,906,399	9,388,095	9,510,663	9,579,033	9,590,642
Tourist farms	71,314	81,309	83,143	94,719	109,973	125,401	124,086

Source SURS—Statistical Office of the Republic of Slovenia

months. Seasonality of tourism on farms is much higher than the national average of the seasonality, in which 32.4% of yearly bed-nights are registered in July and August (in 2014). The reason for the extreme farm tourism summer seasonality relates to much lower visits in the colder time of the year (October–March).

12.5.3 Spa Tourism

Health tourism has a long-standing tradition in Slovenia. The spa Rogaška Slatina became a health-related tourist destination by the seventeenth century. In the last couple of decades, health resorts became popular due to an abundance of experiences, among which wellness products have gained the most attention among the older population and the adrenalin rushing water slides among the young urbanites. In the 1970s, the national share of tourist visits to spas was 5.9%, and bed-nights accumulated there were just 14.9%. About 40 years later (in 2014), municipalities where mineral and/or thermal waters are used register 23.0% of tourists and 31.3% of national bed-nights. If just bed-nights are considered spas, are country's leading resorts. The average length of stay is with 3.7 days, much higher than in other types of resorts (2.7 days). Since the 1990s, the classic thermal baths have changed into modern resorts with several swimming pools, whirlpools, massage springs, rushing rivers, water chutes, and other attractions called “thermal parks” or “thermal riviéras” (Tables 12.20, 12.21 and 12.22).

12.5.4 Winter Sports

Slovenian winter sport resorts are mainly focused on guests preferring alpine skiing. Rare are centers with infrastructure for other leisure-time activities, such as Nordic skiing—biathlon (on Pokljuka), ski-jumping (in Planica), cross-country skiing (on Rogla and in Bohinj), sledding, and/or ice-skating. Some of winter sport centers—such as Mozirje/Golte, Krvavec, Slovenj Gradec/Kope, Mariborsko Pohorje and Cerknó—register above half of yearly visitors in winter (January, February, March, December). On the other hand, for some well-visited resorts in the core of Slovenian Alps—such as Bovec and Bohinjska Bistrica—the winter season is of less importance. Reasons for this are as follows: (1) unfavorable natural conditions (e.g., for alpine skiing) and (2) they do not have the winter sport infrastructure (Table 12.23).

Recent trends in numerous mountainous areas of the world show an increase of winter season visits and falling numbers of summer hiking and mountaineering visits. Data available for the Slovenian mountainous area support this general trend. In comparison with the other 8 months of the year, share of bed-nights in the winter of 2009 was 28.5%, whereas 20 years ago (in 1989) it was just 24.1%. There are no

Table 12.20 Slovenia: bed-nights and tourist visits according to type of municipality, 2008–2014

Municipality type	Tourists					Bed-nights						
	2008	2010	2012	2014	2008	2010	2012	2014	2008	2010	2012	2014
Slovenia	3,083,713	3,006,272	3,297,556	3,524,020	9,314,038	8,906,399	9,510,663	9,590,642				
Health resort municipalities	749,348	751,016	786,671	811,927	3,010,999	2,987,643	3,090,904	2,998,959				
Mountain municipalities	775,232	755,367	859,880	878,179	217,899	2,090,410	2,277,358	2,246,033				
Seaside municipalities	612,637	559,267	596,971	625,475	2,155,631	1,981,141	2,051,095	2,068,761				
Ljubljana	391,431	393,010	458,527	562,213	777,247	739,453	856,695	1,021,929				
Urban municipalities	267,152	250,432	294,177	315,520	565,258	514,457	623,747	620,599				
Other municipalities	287,913	297,180	301,330	330,706	632,004	593,295	610,864	634,361				

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.21 Slovenia: bed-nights and tourist visits according to type of municipality, 2008–2014 (%)

Municipality type	Tourists				Bed-nights			
	2008	2010	2012	2014	2008	2010	2012	2014
Slovenia	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Health resort municipalities	24.3	25.0	23.9	23.0	32.3	33.5	32.5	31.3
Mountain municipalities	25.1	25.1	26.1	24.9	23.3	23.5	23.9	23.4
Seaside municipalities	19.9	18.6	18.1	17.7	23.1	22.2	21.6	21.6
Ljubljana	12.7	13.1	13.9	16.0	8.3	8.3	9.0	10.7
Urban municipalities	8.7	8.3	8.9	9.0	6.1	5.8	6.6	6.5
Other municipalities	9.3	9.9	9.1	9.4	6.8	6.7	6.4	6.6

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.22 Length of stay (in days) according to the type of municipality, 2008–2014

Municipality type	2008	2009	2010	2011	2012	2013	2014
Slovenia	3.0	3.0	3.0	2.9	2.9	2.8	2.7
Health resort municipalities	4.0	4.0	4.0	3.9	3.9	3.8	3.7
Mountain municipalities	2.8	2.8	2.8	2.7	2.6	2.6	2.6
Seaside municipalities	3.5	3.6	3.5	3.5	3.4	3.5	3.3
Ljubljana	2.0	1.9	1.9	1.9	1.9	1.9	1.8
Urban municipalities	2.1	2.1	2.1	2.1	2.1	2.0	2.0
Other municipalities	2.2	2.1	2.0	2.0	2.0	2.0	1.9

Source SURS—Statistical Office of the Republic of Slovenia

drastic changes registered, but the importance of the winter season has definitely increased (Table 12.24).

12.5.5 Second Homes

In the second half of the twentieth century, the number of second homes (cottages, apartments, shacks, etc.) has constantly risen. The same trend was noted between the censuses 1991 and 2002 as their numbers grew by 20% in less than a dozen of years: 26,374 residents in 1991 made public that they have another housing property on the territory of the state (more in Croatia); in the 2002 census, 31,681 second homes were registered. The analysis of second home location has recently proven that they are constituting an important housing market share in

Table 12.23 Slovenia: bed-nights in leading mountain resorts, 2014

Municipality	2014	Winter (Jan., Feb., Mar., Dec.)	Winter (%)
Mozirje	13,392	8,538	63.8
Mislinja	27,506	16,771	61.0
Hoče—Slivnica	48,262	27,968	58.0
Slovenska Bistrica	30,418	17,002	55.9
Cerkno	24,785	13,401	54.1
Ruše	13,623	6,780	49.8
<i>Cerklje na Gorenjskem</i>	<i>48,893</i>	<i>22,004</i>	<i>45.0</i>
<i>Kranjska Gora</i>	<i>441,706</i>	<i>171,438</i>	<i>38.8</i>
<i>Ljubno</i>	<i>4,448</i>	<i>1,557</i>	<i>35.0</i>
Preddvor	11,515	3,556	30.9
Ravne na Koroškem	3,675	1,108	30.1
Kamnik	53,428	14,797	27.7
Mountain Resorts	2,119,221	496,671	24.5
Gorje	7,610	1,821	23.9
Tržič	1,861	436	23.4
Bohinj	299,572	65,527	21.9
Žirovnica	5,269	913	17.3
Bled	610,359	86,063	14.1
Prevalje	3,297	406	12.3
Solčava	15,782	1,794	11.4
Tolmin	54,129	5,917	10.9
Jezerško	7,167	563	7.9
Radovljica	114,456	5,534	4.8
Kobarid	74,891	2,395	3.2
Bovec	147,667	2801	1.9

In **Bold**: visits predominantly in winter; in *Italic*: two seasons; other: visits predominantly in summer. Only data of accommodation establishments with at least ten beds are taken into account
Source SURS—Statistical Office of the Republic of Slovenia

several peripheral and mountainous municipalities—for example, along the Croato-Slovenian border in municipalities of Kostel (36.7%) and Podlehnik (28.2%), as well as in the Julian Alps in municipalities of Bohinj (29.1%), Kranjska Gora (26.1%), and in Bovec (22.3%). Among second homes (homes for leisure and recreation), housing units as holiday dwellings (83.2%) prevailed. In 2011, due to changes in statistical methodology (and also some other reasons, e.g., changes in tax regulations) their number was much smaller—only 20,740 (Tables 12.25 and 12.26).

The geographic distribution of second homes within the nation-state territory is substantially different from locations of the “real” accommodation facilities in the Slovenian tourism economy. They definitely have their say in outstanding touristic areas—such as in the municipalities of Piran, Kranjska Gora, and Bohinj—but

Table 12.24 Slovenia: cable car/ski lift traffic, 2014

	Passengers (in 1000)	%
January	1937	17.4
February	4308	38.7
March	3378	30.4
April	164	1.5
May	69	0.6
June	105	0.9
July	134	1.2
August	194	1.7
September	66	0.6
October	39	0.4
November	11	0.1
December	720	6.5
2014—all	11,125	100.0

Source SURS—Statistical Office of the Republic of Slovenia

Table 12.25 Slovenia: second homes, 1971–2011

	No. of second home residences
1971	4,281
1981	18,965
1991	26,374
2002	31,681
2011	20,740

Source SURS—Statistical Office of the Republic of Slovenia, Censuses 1971–2011

Table 12.26 Slovenia: second home leading municipalities, 2011

Municipality	No. of second homes
Piran	1042
Kranjska Gora	922
Bohinj	864
Brežice	711
Bovec	632
Koper	498
Ljubljana	473
Izola	454
Ivančna Gorica	381
Maribor	377
Trebnje	317
Sevnica	262
Bled	260
Moravske Toplice	259

Source SURS—Statistical Office of the Republic of Slovenia, Census 2011

second homes are also highly visible features in the rural landscapes, in particular in the Slovenian wine-growing regions (e.g., municipalities Brežice, Trebnje, Sevnica). The leading municipality is, with no doubt, the Mediterranean municipality of Piran, being followed by two mountain municipalities (Kranjska Gora and Bohinj), where in each close to 1000 second homes are to be found.

12.6 Tourism Regionalization

Nation-states, provinces, municipalities, cities, and resorts tend to point out their outstanding features through slogans. Therewith localities circle up a tourist region/province (= destination). Provincial transboundary concepts of tourist destinations are rare. In contrary, cross-border tourism regions seem to become blooming at the dawn of the twenty-first century. But sadly, they remain often just a political torso. Rare positive examples of transnational tourist destinations, such as the “Senza Confini” and the Italo-Austria-Slovene three-border region, can be though pointed out. Slovenia had, within the former federation, substantial autonomy in politics and economy and had even developed its own policy of promotion. The “tourism destination” of the Socialist Republic of Slovenia was clearly recognizable within the Yugoslav frame. Slogans “We, people are tourists” (“Turizem smo ljudje”) and the one with an outstanding geographic touch “Slovenia—on the sunny side of the Alps” (“Slovenija—na sončni strani Alp”) set foot in the time of Yugoslavia’s disintegration. Since independence, three slogans have characterized the (unknown) “touristic destination”: “Slovenia—the Green Piece of Europe” (1994), “Slovenia Invigorates” (2002), and finally “I Feel SLOVEnia” (2007).

The first regionalization devoted to/for tourism was written 45 years ago; the next was published about 20 years later. Two have followed. In the 1960s, Slovenia’s territory was first subdivided on principles of evaluating natural and cultural heritage sites for tourism purposes. Several authors (Žagar 1976; Planina and Mihalič 1985) have challenged the initial regionalization by Kokole (1965), but not one single author questioned the initial four geographic regions as major “tourist destinations”: the European (southeastern) Alps, the Pannonian/Danubian flatlands and hills, the karstic ridge of the Dinaric Alps, and the Mediterranean coastal zone. Basic regionalization criteria aimed at attracting tourists was based on natural appearance and character. Physical geography was the lead segment of regionalization. Slovenia’s independence called for the redrawing of tourism policies (Fig. 12.10).

The nation-state’s border in the east and south, toward Croatia, suddenly eliminated the once very lively exchange of knowledge, services, products, and financial transactions of the tourism sector of the economy. At the same time, it separated for several years the areas of military confrontation from the peaceful part of Europe (with the exception of the 10-day war—June/July 1991—on Slovenian territory). The geopolitical situation initiated the first tourism strategy ever developed for the territory of Slovenia (Sirše et al. 1993; Sirše 1995). This initial development

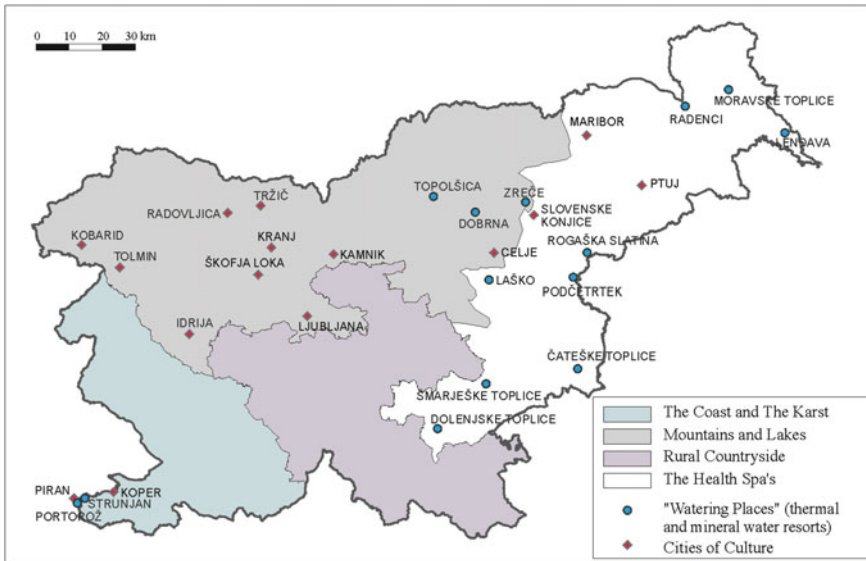


Fig. 12.10 Slovenia: tourism regions according to tourism development strategy (Source Sirše et al. 1993)

strategy distinguished between five “tourism subjects”: 1. the coast and the karst, 2. the mountains and lakes, 3. the natural health resorts, 4. the rural countryside, and 5. the historic towns.

At the dawn of the twenty-first century, the first move to break the rule of identifying “touristic regions” with the geographic setting was made. The Slovenian Tourist Board (STO) accepted the proposal of Imago Slovenia, a consultant firm, to foresee six promotional segments: invigorate your senses, invigorate your imagination, invigorate your passion, invigorate your body, invigorate your soul, invigorate your drive (STO 2004). Geography was moved to the periphery of interest, while the visitor’s motives were put into the foreground of advertisement. Macro-centers of tourism (most often well-known resorts), responsible for the development of a larger tourist region, have been created and even gaming enterprises have had their own share of responsibility for the region of its existence. In transit to Croatia’s Mediterranean coast, millions of tourists remain on four-lane highways and crisscross Slovenia in a couple of hours and without being acquainted with country’s specifics. Recognition of this fact produced the idea of rerouting tourists off highways. The product “Byways are more attractive than highways” along with the phrase “Let’s take the next exit” is born. Diverse geographic regions now have intermingled with each other in 6 north–south/south–north highway (better: byway) directions. New “subjects of tourism” and tourism regions have been created. The following touristic regions, based on geographic, historic, and cultural heritage, have set foot (STO 2005): (1) emerald route (from the sources of the Soča River to innumerable green treasures); (2) wind route (to the mysterious

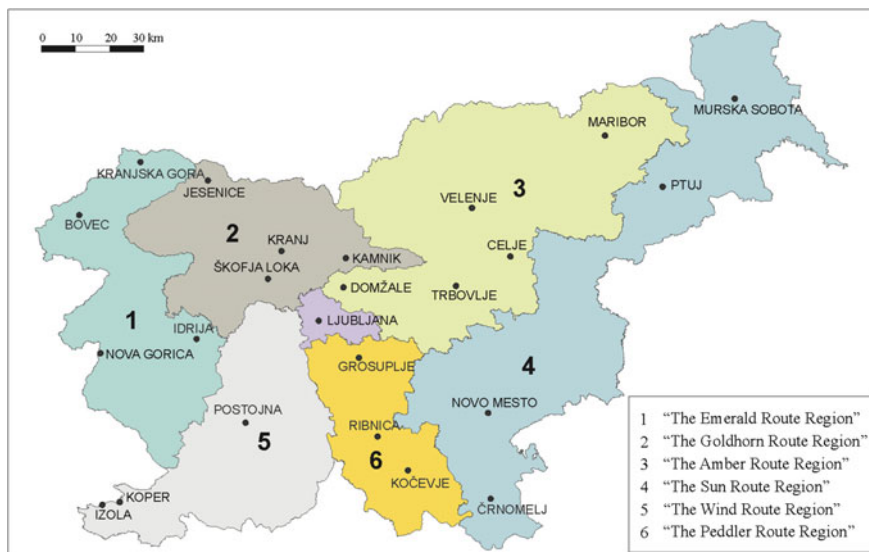


Fig. 12.11 Slovenia: Tourism regions according to the tourism product “Byways are More Attractive than Highways” (Source STO 2005)

karst and the Adriatic Sea); (3) amber route (on the trail of our ancestors); (4) sun route (through the warm region of wine and healing waters); (5) peddler route (from all corners of the world to the white birches); (6) gold horn route (with a view of Alps and lakes) (Fig. 12.11).

In the follow-up implementation of the tourism strategy Development Plans and Directions of Slovenian Tourism (“Razvojni načrt in usmeritve slovenskega turizma”), tourism products have become the lead element in tourism promotion and in the creation of contemporary touristic regions. Geography has been regarded only as a general environmental factor to be considered and partly, on a small scale in specific socially/historically related contexts, for example, in conjunction with gastro- and enological features (=products) (Fig. 12.12).

Within Yugoslavia, Slovenia was characterized as a tourism transit area/province. Tourism visits have concentrated on the Mediterranean coast on which Slovenia participated with just 2.2%. A rather strong concentration in a small number of tourist areas remains a characteristic of Slovene tourism even today (in 2014, 62.0% of tourist bed-nights were registered in just 10 out of 211 Slovenian municipalities). On the other hand, these destinations are distributed in different Slovenian regions—unlike the countries with a strong concentration in just one landscape type (e.g., neighboring Croatia on the Adriatic coast). According to Cigale (2010), the reason to visit Slovenian touristic regions today is highly linked to: (1) the outstanding recognition of the resort/region; (2) the accessibility of the place; (3) the major highway net; and (4) the touristic product (which is within the sphere of traditional tourist interest).

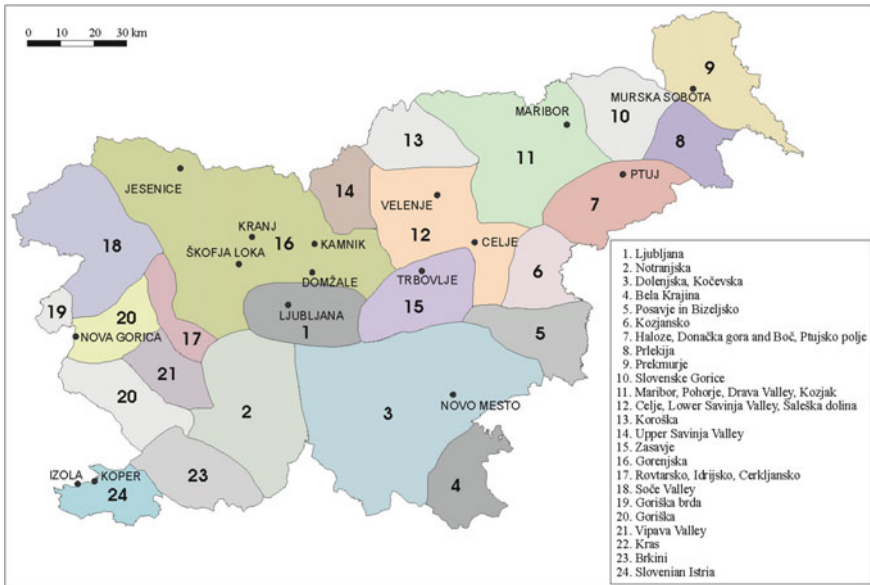


Fig. 12.12 Slovenia: culinary regions (Source STO 2009)

In the European context, Slovenia is a moderately developed tourist destination. According to ESPON study (ESPON 2006), it is a “medium-high penetrated destination”¹ (along with Italy, Portugal, Germany, etc.). As for the trends in the last decade, Slovenia has experienced an above-average rate of tourism growth. Among 29 European countries, for which data from the Eurostat database (Eurostat—Tourism statistics 2012) are available for the entire decade 2001–2010, Slovenia ranks fifth in regard to the growth in the number of tourist nights (the number of tourist nights in 2010 was 22.8% higher than in 2001).

Tourists are attracted predominantly by country’s natural features. Because of its picturesque, heterogeneous landscape, well-preserved environment, and favorable location in relation to its main tourism markets, Slovenia will likely remain a popular tourist destination. Nonetheless, tourism in Slovenia is already facing many challenges (e.g., unreliable snow cover in winter season in Alpine resorts as a result of the climate change impacts). Due to the growing competition on the global tourism market, a continuous adaptation to the changing tourist demand is of crucial importance, taking into account not just short-term gains but especially tourism sector’s long-term viability.

¹This classification was based on the Tourism Penetration Index (TPI), which took into account data on tourist expenditure per capita, density of tourists per 1000 population, and the number of bed spaces or rooms per square kilometer. Consequently, it reflects different aspects of tourism development.

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Chapter 13

Geography of Tourism of Ukraine

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Abstract In the last decade, the tourist movement in Ukraine has shown different trends—from growth to reduction in the number of visits. This was due to economic reasons (global financial crisis), as well as social and political reasons (annexation of Crimea, military aggression in the east of Ukraine). In particular, over the past 15 years Ukraine has shown both an increase in international tourist flows (from 6.5 million people in 2000 to 25 million people in 2005) and at intervals their sharp decrease to 20 million people in 2009–2010 and 12.7 million people in 2014. In the period of 2000–2014, the outbound tourism in Ukraine has shown a continuous growth: in 2000–2009, 13–15 million people annually went abroad, and in 2010–2011, 17 and 19 million people respectively, while in the period of 2012–2014, their number ranged from 21 to 23.7 million people. The development of traditional types of tourism and recreation activities (ski, sea vacations, recreational holidays) and the new ones (rural tourism, ecotourism, geotourism, gastronomic tourism) has been observed. Their main centres possess basic and supporting infrastructure and carry out appropriate information and marketing policy to attract domestic and international tourists. Within Ukraine, there are four existing recreational and tourist regions based on resource, infrastructure and economic and spatial criteria; they are as follows: the Carpathian, Crimea, the Azov-Black Sea and the Dnieper regions. Such regions as Polissia in the north of the country, Volyn-Podolsk in the west and Slobozhansk-Donetsk in the east are now forming their regional tourist and recreational facilities.

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13.1 Geographical Studies of Tourism in Ukraine (Basic Domains and Problems)

For almost 200 years of geographical studies of tourism activities, the subject of Geography of Tourism has transformed due to the social demand and scientific interpretations of its object. Geographical researches of tourism in Ukraine have evolved during the periods as follows.

Resource- and information-based studies (mid of 19th–mid-20th century) focused on discovery and identification of unique natural attractions and possibilities of their complex usage for the purposes of primarily active tourism being of priority that time. The majority of studies were devoted to complex analysis of the territories, with special attention paid to nature and balneal resources (springs) in particular, for the benefit of resorts' development. Basic methods involved algorithms of field studies to define areas with natural conditions favourable for leisure and further development of the recreational activities in domains of resorts and excursions. Such an approach gained recognition as a conditional one, which was included in complex studies of the locations of different levels and prompted further researches as well as self-organized tourist activities. Further on, it appeared reasonable to go onto spatial analysis of the resources attractive for inbound tourists and possible ways facilitation and specialization of recreation areas. In such a way, the term of "Geography of Tourism" was substantiated with subjective focus on recreation and tourism resources, and their complex evaluation aimed at domestic and inbound tourism development.

Facilities- and economy-based studies (1960–1980) relate to mass tourism and needs of infrastructure and facilities development. Geography of Tourism, providing complex knowledge on recreation and tourism potential of the territory, in particular, combined with the practice of landscape, urban and regional planning, was theoretical and methodological ground for discourse of recreational and tourist areas specialization based on the spatial patterns of tourism—resorts, tourist centres and other elements, designed to provide recreational activity for the population. The fundamental grounds of such studies and further practice were elaborated by Professor V.S. Preobrazhenskyi in category of Territorial Recreation System (TRS). It enhanced further development of Recreation Geography—"the special domain of the national economy aimed to organize services for workers during their leisure time out of their residential areas"—and its integral part: Geography of Tourism. Thus, the latter studies were extended to recreation and "spatial patterns of tourism industry, conditions and specificity of its development in different regions and countries" according to Kraczylo (1987).

Market-based studies (1990s–the beginning of 21st century) associated with market transformations in tourism industry and specific focus on economic efficiency of tourism market entities. Geography of Tourism has substantiated market-based definition of "tourism industry" meaning the inter-branch complex, operation of which is aimed to satisfy diversity of leisure demand in travelling, grounded by theoretical and methodological discourse of Social Geography and

inter-branch complex research (O. Shabliy, S. Ishchuk, M. Chistobaev, M. Sharygin and others). Based on system approach and doctrine of territorial production complexes, the structure of tourism industry was identified and presented by production, territorial and institutional–organizational functional subsystems having in mind that according to Social Geography, complex was a form of system functioning characterized by more intensive inner ties and interactions (Liubitseva 2003). Such an approach is currently prospective in relation to the category of “destination”—territory (place, location) having features attractive for tourists and enabling satisfaction of their growing demand, adapted (suited) to satisfy consumer preferences of tourists with regard to quality and safety, element of tourism spatial pattern, operating as recreation and tourism cluster, to be considered as combination of tourism industry components within the specific territory of the certain taxonomy level and formation of territorial and production complex of recreation and tourism activities of certain level.

At the same time, dynamic tourism development in globalized environment requests to review earlier theoretical and methodological principles of geographical studies of tourism and causes to extend both Recreation and Tourism Geographies. “Recreation Geography has to follow wide-scope subjects and its major objective is to study spatial patterns and specificity of human behavior in process of recreation activities in social and cultural systems,” states Nikolaenko (2001), so the subject of Geography of Tourism is “spatial organization of tourism process” (Liubitseva 2003). Subsequently, it raises the issue of “subordination.” At the earlier stages, Geography of Tourism was considered to be a part of Geography of Recreation and the main objective for the first one was focused on the analysis of tourists’ flows to places of recreation and tourism resources concentration, represented by a great number of Soviet and Ukrainian scientists’ works dated back to the end of 20th century. Currently, considering the wide scope of tourism, several geographers raised the idea that recreation activity could be considered as a part of tourism process, so Recreation Geography is a part of Tourism Geography providing knowledge on recreation conditions and resources of certain territory (Fomenko 2007). There are also statements about the similarities between the above two disciplines, since their objectives are tightly interlinked (Bedyk 1997).

Extension of research subject caused the necessity to establish a new domain of geographical knowledge—Geography of Recreation and Tourism. Its subject relates to tourist movement, factors of development, structure and spatial peculiarities of tourism phenomena and links to its nature, social and economic processes. A human as a subject of tourism movement is considered by Geography of Recreation and Tourism in the context of his/her needs and motivations to travel, as well as spatial learning (environment perception), choice of travelling forms and destinations and his/her social and cultural features. Thus, Geography of Recreation and Tourism extends its subject, varies methodological approaches and deepens inter-branch geographical ties and cooperation with other non-geographical sciences.

Sustainable development studies disclose the prospective for the first half of 21st century considering organization and path of recreation and tourism activities in a

way and at levels and scopes which provide for their long-term viability without degradation and changes of the nature and social and cultural environment, which could hamper successful development of other kinds of activities. The essence of the sustainable development relates to the prospects of nature usage by tourism entities (tourists, tourism organizers), in which balance between levels, rates and directions of development could correspond to complex proportional development of economic, social and ecological components, since tourism represents the resource-based activities and state of natural and social environment is both the resource and the condition for the sustainability. In this context, Geography of Recreation and Tourism enriches its subject with studies of processes and phenomena of nature usage for recreation and tourism based on sustainable tourism activities.

Conclusions. Impetuous development of geographical studies of tourism at the end of 20th until the beginning of 21st century relates to both theoretical–methodological and practical issues organically linked to the extension of the subject of the discipline. Currently there are several interpretations of the subject of Geography of Tourism: (a) the science related to tourism resources and their distribution in accordance with geographical features of places; (b) the science which studies spatial patterns of tourist migrations (tourist flows—who, where and why travels?); (c) “a branch of geography which studies patterns of formation, location and spatial organization of tourism industry” (Smal 2010); (d) the interdisciplinary geographical domain, which studies spatial organization of tourism activity, conditions and features of its development and localization (Kuzyk 2010); (e) the interdisciplinary geographical domain, which studies spatial organization of tourism process (the latter means consumption of tourism product during tourist migrations) (Liubitseva 2003, Liubitseva and Babarycka 2008).

When summarizing the transformations of the subjects of geographical studies of tourism, we should also mention the following: Geography of Tourism is an interdisciplinary domain of Geography related to conditions and possibilities of the territory to provide sustainable tourism development, as well as patterns of the latter spatial organization caused by exogenous and endogenous factors.

The basic domains of the development of Geography of Tourism are as follows:

- analysis of tourism process as a social phenomenon and a human as its subject,
- analysis of tourism (geo-recreation) space and evaluation of its suitability and adaptability to tourism process,
- estimation of recreation and tourism nature usage aimed to define directions of its sustainability (from the point of view of economic, social and ecological aspects of tourism activity),
- establishment of interlinks and interrelations between recreation and tourism and other social and economic functions of a place aimed at estimating the role of tourism in social and economic functions of the territory.

In addition, in Ukraine there are active scientific developments related to the theory of tourism (Tourismology) and its practice (Tourism Practice disciplines).

Geography of Tourism takes one of the leading positions among Tourism Sciences based on maturity of its theoretical and methodological grounds of studies of such a complex and multifunctional phenomenon as tourism is.

13.2 Assessment of Conditions and Factors for Tourism Development in Ukraine

13.2.1 Natural Preconditions for Tourism

Natural conditions constitute an important factor of tourism development, and it is significant that in Ukraine we enjoy comfortable environment for summer recreation and tourism from the second half of spring to half of the fall period. Duration of the favourable period in this context varies from 105 days per year in the northern part of the country, to 180 d/y—coastal areas of Crimea. Winter-time leisure activities are reasonable during only 20–26 days across the southern terrains of Ukraine, but for more than 60 days in the northern and north-eastern parts of Ukraine. The most favourable conditions for winter tourism during 90–100 days per year can be found in the mountain areas of Polonyns'ky, Verkhovyns'ky and Chornogirs'ky ridge of the Ukrainian Carpathians.

The relief of Ukraine is homogenous: 70% of the surface is occupied by lowlands, 25%—by highlands, and 5%—by mountains. The largest part of the territory belongs to the Eastern European Plain; only in the southern part are located the Crimean Mountains, and in the west—the Ukrainian Carpathians. The Volyn and Podillia highlands are the most prominent ones, as they stretch from the northwest to the south-east, from the upper stream of the Western Buh River to the valley of the Southern Buh (mountain Kamula is about 471 m high). More to the east, between the Southern Buh and the Dnieper, the Dnieper highland is located (up to 323 m of height), and, on the left-bank part of the Dnieper, in the south-east part of the country, the Azov highland forms a narrow stripe (up to 324 m—Belmak-Mohyla mountain). The Donetsk mountain ridge adjoins it in the north-east (up to 367 m—Mohyla-Mechena mountain).

The Ukrainian Carpathians form a narrowed (up to 60–100 km) and lowered part of the Carpathians, which consist of a number of parallel ridges which stretch from the northwest to the south-east for 270 km (the highest mountain is Hoverla, 2061 m). The alluvial Transcarpathian lowland (100–120 m high) stretches from the south-east foothills of the Ukrainian Carpathians. The Crimean Mountains occupy 180 km in the south of the Crimean Peninsula. The relief clearly shows three parallel chains with steep southern and gentle northern slopes: Main, Internal and External. The dominant heights are 700–1200 m, with a maximum of 1545 m (Roman-Kosh).

The orographic structure is complicated by a dense hydrographic net, which forms a natural mosaic of cultivated and protected landscapes. Such landscape variety is a natural prerequisite for the development of tourism in the country.

The rivers of Ukraine flow mostly from the north to the south up to the Black and Azov Seas; the rivers of the northwest part of Ukraine flow from the south to the northwest and north to the Vistula and the Pripjat. The basin of the Black and Azov Seas embraces more than 90% of the Ukrainian territory. There flow such great European rivers as: the Danube with the Tisza, as well as the Prut, the Dniester, the Southern Buh, the Dnieper with the Pripjat and the Desna, and the Don with the Donets. The right tributaries of the Vistula—the Sian and the Western Buh belong to the effluent of the Baltic Sea. Fishing and water tourism are now widespread on large Ukrainian rivers, providing an opportunity of rafting from a zone of natural mixed forests to the zones of steppes and forest–steppes.

The plains of Ukraine are represented by three climatic and landscape zones: Polissa, Forest–Steppe and Steppe. The landscapes of mixed forests and swamps are widespread in Polissia. A large part of them is protected by the state as natural reserves with a regulated access for ecotourists. Oak forests (oak, hornbeam–oak and lime–oak forests) were formed on the forest–steppe highlands, while meadow-steppe landscapes with black earth appeared on the flatlands. The agricultural cultivation of these landscapes began in the 5th century BC (Buh–Dniester and Trypillia archaeological cultures), and, therefore, the traditional Ukrainian agricultural landscape, a mosaic of wheat fields framed by green forest stripes, meanders of small rivers and small-square woods has been formed here. Such an aesthetically attractive agrolandscape mosaic is an important natural prerequisite for the development of recreational and agricultural tourism in the country. The ploughing-up level of the natural landscapes of feather and fescue grass steppes in the south of Ukraine reaches 90%. That is why the nature potential for ecotourism development is localized here only in the steppe biosphere and state reserves and in landscape parks.

There are several large nature-protected areas that represent a compact complex of nature-oriented preconditions for tourism development. These are areas with high concentration of natural attractive features for the development of different types of tourism and recreation.

The most attractive areas of Ukraine, in terms of recreation, are mountain areas (the Crimean Mountains and the Carpathians—the Upper Dniester Beskids, Skole Beskids, Horhany, Chornogora, Pokuttia-Bukovyna Carpathians, Svydovets, Marmaros massif, Verkhovyna Watershed Ridge, Polonyna Ridge, Volcanic Carpathians) as well as their foothills (Transcarpathian and Carpathian). Among highly attractive areas there are also sparsely populated woodland areas (Volyn, Rivne, Zhytomyr, Kyiv, Chernihiv and Sumy regions).

According to the national law, the net of nature-protected territories of Ukraine consists of different objects: biosphere reserves, nature reserves, national parks and wildlife reserves. The total territory of protected Ukrainian territories equals 2.8 million ha. Biosphere reserves, such as Askania-Nova, Carpathian, Chornomorskyi and Dunayskyi, which represent unique landscape, floral and faunal variety of the

Eastern Europe from the Carpathians to the Black Sea, possess the highest touristic potential.

The oldest one is Askania-Nova (founded in 1874), where unique, never ploughed-up steppe landscapes of Ukraine have been preserved. The Carpathian Biosphere Reserve was founded in 1968. It includes to this day uninhabited mountain massifs (53,630 ha.) with unique flora and fauna. The Chornomorskyi Biosphere Reserve was founded in 1927. It includes a water area and small islands of the Dnieper mouth and the north coast of the Black Sea (64,806 ha.). The Dunayskyi Biosphere Reserve, located in Ukraine and Romania, was established in 1976 in the mouth of the Danube. Its Ukrainian territory covers an area of 120,000 ha. A net of designated ecological tracks, mountain and water touristic routes, visitors' centres, nature museums, hostels and agritouristic guest houses provide relatively comfortable facilities for tourists relaxing on these protected territories.

A net of reserves demonstrates the variety of all landscape areas of Ukraine. There are nature-protected reserves with a total area of more than 160,000 ha. Roztochchia, Medobory, Kaniv, Crimean Mountain and Forest, Kara-Dag and Martian Cape are the largest of them. Tourist access to reserves is limited by the norms of the national law. Tourism is not very widespread there, although the organized groups of tourists are offered daily tours and trekking ecotours guided by the reserve personnel.

A net of 40 national parks of Ukraine with a total area of more than 10,000 km² (1.8% of its territory) located in 14 out of 24 administrative regions serves the interests of ecotourism, weekend and sport tourism and recreation under natural conditions. They include reserves surrounded by old agricultural zones, which nowadays serve the purposes of organized recreation (Fig. 13.1).

National parks of Ukraine: 1—Synevyr; 2—Uzhanskiy; 3—Zaczarovanyy Kray; 4—Skolivski Beskydy; 5—Yavorivskiy; 6—Pivnichne Podillia; 7—Carpatskiy; 8—Guculshchyna; 9—Werchovynskiy; 10—Galytskiy; 11—Vyznytskiy; 12—Cheremoskiy; 13—Khotynskiy; 14—Dnister's Canyon; 15—Podilski Tovtry; 16—Kremenetski Mountains; 17—Werchnie Pobuzhzhia; 18—Dermano-Ostrozhskiy; 19—Shatskiy; 20—Pripyat-Stokhid; 21—Zalissia; 22—Ichnianskiy; 23—Mezynskiy; 24—Golosijivskiy; 25—Bilozerskiy; 26—Nyzhniosul'skiy; 27—Pyriatynskiy; 28—Getmanskiy; 29—Desniansko-Starohutskiy; 30—Gomilshanski Forests; 31—Dvorichanskiy; 32—Slobozanskiy; 33—Holy Mountains; 34—Velykyy Lug; 35—Pryazovskiy; 36—Biloberezhzhia Sviatoslava; 37—Buzkiy Gard; 38—Azov-Syvashskiy; 39—Dzhagarlyckiy; 40—Nyzniodnistrovskiy; 41—Tuzlovski Estuaries; 42—Charming Harbor.

Forms of tourism: TC—Trekking and Climbing; H—Hiking; Ct—Cycle touring; C—Canoeing trips; R—Rafting trips (сплави на плотах); S—Sailing trips; Hr—Horse riding trips; St—Ski-touring; D—Diving; Bt—Birding trips and bird-watching; At—Animal trips; Bw—Botany and wildflower tours; G—Geotourism.

The largest national park has been founded in the Carpathians to improve touristic infrastructure and to regulate tourist flows in the mountainous ecosystems which are sensitive to anthropogenic influence.

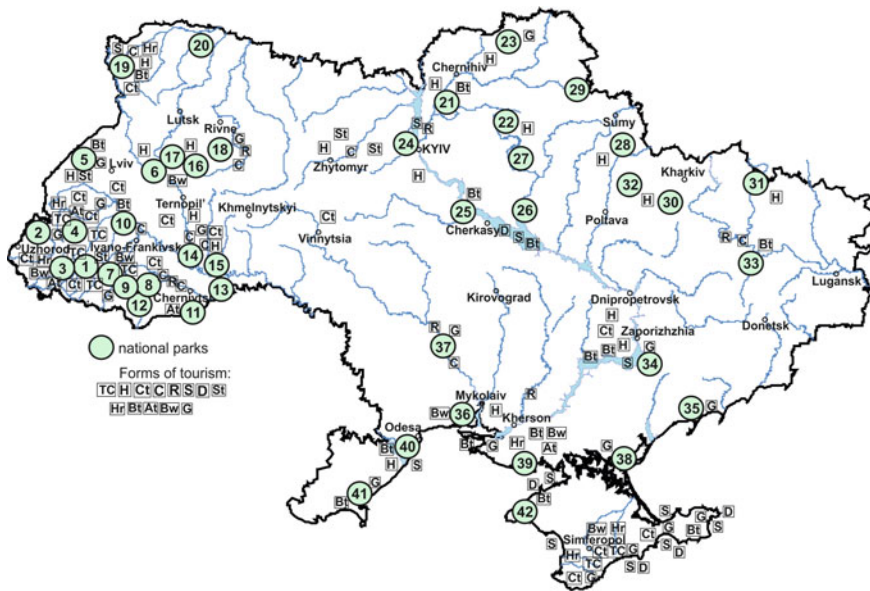


Fig. 13.1 Geography of different forms of informative natural tourism in Ukraine

Due to old agricultural cultivation of territories in Ukraine, wildlife preserves are the most popular type of protected territories. They differ from reserves by a more compact area and protect local ecosystems and habitats of the endangered species of a biota. A net of such objects has 2632 preserves with a total area of more than 1 million ha, which comprises 37% of a total area of protected territories of Ukraine. A majority of them are open for organized daily tours. Nature sights of Ukraine which consist of 3025 objects are still more local. The rest of the nature-protected territories (23.5%) include regional landscape parks (44), protected tracts (774), botanical gardens (22), Zoos (13), parks–sights of landscape architecture (538) and dendrologic parks (39).

Tourism in Ukraine has traditionally flourished in national parks. The high quality of natural conditions in these areas is reflected in the intensive recreational utilization. As much as 9% of the capacity in collective accommodation facilities is located in large-size protected areas. From the point of view of realized attractiveness, the scale is dominated by mountain areas (Table 13.1). This is mainly due to the relief that is suitable for tourism development and winter recreation: the most popular in the country zones of winter and summer tourism are located in recreational areas of the Carpathian, Vyzhnytskyi, Skolivski Beskids, Synevyr, Hutsulshchyna and other national parks. Every year each of these Carpathian parks accepts from 30 to 90 thousand tourists from all regions of Ukraine and from abroad. National parks of the plain part of Ukraine attract, with small exceptions, a much smaller number of tourists. As a rule, they satisfy the recreational needs of local population, mostly of residents of large neighbouring cities and urbanized districts

Table 13.1 Rating of 20 national parks most popular among tourists

Name	Ha	Characteristic features	Prevailing forms of tourism
Carpathian	50,303	Mountains, resorts, an ethnographic village	Winter and summer active recreation, ethnic tourism
Hutsulshchyna	32,271	Mountains, resorts, Hutsuls village	Ethnic tourism, winter and summer active recreation
Skolivski Beskids	35,684	Mountains, winter resorts, Boiko village	Winter and summer active recreation, ethnic tourism
Synevyr	40,400	Mountains and lake	Winter and summer active recreation
Vizhnytskyi	7928	Mountains, Hutsul ethnographic village	Ethnic tourism, summer winter and active recreation
Shatskyi	32,515	Lakes, forests	Summer water recreation, nature and rural tourism
Holosiiivskyi	4525	Forests	Suburban recreation
Yavorivskyi	7079	Hills, rocks, forests, countryside	Summer water and active recreation, ethnic tourism
Holy Tops	40,609	Hills, rocks, floodplain forests	Pilgrimage tourism, summer active recreation
Podolian Tovtry	261,316	Hills, rocks, forests, river valleys and canyons, karst caves, countryside	Summer active recreation, nature and rural tourism, visiting caves and the castle and architectural tourism
Pryazovskyi	78,127	Sandstone rocks, steppe	Nature and archaeological tourism, seaside recreation
Dzharylhatskyi	10,000	Sea Island, steppe	Summer seaside recreation
Azov-Syvashskyi	52,154	Seaside wetlands, nesting birds	Nature tourism, summer water recreation
Homilshanski forests	14,315	River valleys, forests	Nature tourism, winter and summer active recreation
Uzhanskyi	39,159	Mountains	Winter and summer active recreation, ethnic tourism
Galytskyi	14,685	Forests, river valleys	Nature tourism
Kremenetski Hills	6951	Hills, rocks, forests, castles, a church	Nature tourism, castle and church tourism
Hetmanskyi	23,360	Floodplain forests, a palace, countryside	Nature, historical and rural tourism
Pripyat-Stokhid	39,315	Floodplains and floodplain forests, moorland	Nature tourism
Desniansko-Starohutskyi	16,215	Floodplains and floodplain forests, moorland	Nature tourism

with a complicated ecological situation. It should be noted, however, that tourist attractiveness is not determined by only one factor or uniqueness of a natural feature; rather, it is a complex of components including the shape of a landscape and character of settlements.

13.2.1.1 Main Objects of Ukrainian Natural Heritage

The Ukrainian Carpathians represent an area of the Carpathian Biosphere Reserve. They have received international recognition due to their entry to the UNESCO Biosphere Reserves Network. Also, it was awarded with the European Diploma of the Council of Europe. In the Carpathians, there are predominantly forest massifs ranging from piedmonts up to alpine and subalpine belts (180–2061 m above sea level). This is the largest area of primitive beech and spruce/larch/beechn woods in Europe. The famous “Apron plain of Narcisses” lies within the Carpathians, as well as the highest mountaintop of Ukraine, Mount Hoverla. Here, more than one thousand vascular plants are protected including 64 plant species (and 72 animal species) which are entered into the Red Data Book of Ukraine.

The Shatski Lakes are located between the western Bug River and the Pripyat River. Described as the “Blue Eyes of Volyn,” these 30 lakes are a fantastic collection of forest and lake scenery. The natural beauty of orderly pines and curly willows surrounding the lakes has attracted naturalists for centuries. Svytiach is the largest of the Shatski Lakes having an area 27.5 km². All the lakes are predominantly fed by atmospheric and underground water. The majority of the Shatski Lakes lie within the boundaries of the Shatskiy National Nature Park. These are surrounded by bilberry–green moss/pine forests and eutrophic swamps.

As a part of this object, the natural complex, the Polissian Swamps, are represented. These mystical swamps are protected in the Polissian Nature Reserve and the Hydrological Zakaznik “Didove Lake.” The other part represents the unique geological phenomenon—Slovechno-Ovruch Ridge. The Slovechno-Ovruch Ridge extends for 60 km and has a maximum true altitude up to 316 m, which rises above the swamps by appr. 50–60 m. It contains folded quartzite, sandstone and pirofilit shale. The rock-oak primitive forests and pine forests with rhododendron yellow understory have a great value within the ridge. Ferns, moss and bryophytes are also unique. Rare birds including black stork, wood grouse, grey crane, and eagle owl are widespread.

Roztochchia is a hilly ridge on the border between Ukraine and Poland (within the border of Ukraine it has a length of 60 km); the Main European watershed begins at Roztochchia. The ridge is the source of the Western Bug, the Dniester, and the Sian rivers, which flow into the Black and Baltic Seas. Beech, hornbeam–beech, pine and beech–oak–pine forests are widespread throughout the ridge. Among the largest nature protection areas of the ridge are the Nature Reserve “Roztochchia” and National “Yavorivskiyi” nature park.

On the northern border of the Podillian hills, this erosive formation rises by 100–200 m (an absolute value of 406 m) above sea level. The mountains Castle,

Chercha, Maiden Rocks, Strakhova, Maslyatyn and Buzha make up the Kremenetski Range or Kremenetski Hills. Their length reaches 45 km. Here, there is a branch of the Nature Reserve “Medobory” or “Kremenetski Hills.” Among numerous historical and cultural monuments, the most well-known is the complex of Pochyivska Lavra dating from 1450.

Podollian Ridge, or Podollian Tovtry, extends for 200 km and has true altitude of up to 440 m; it is comprised of placated limestone with underground caves, mines and grottoes. The ridge is a home to approximately 1700 plants species including 60 species and 29 animal species that are listed in the Red Data Book of Ukraine. The Nature Reserve “Medobory” and the National Nature Park “Podollian Tovtry” encompass the Podollian Ridge. Within the area, the city of Kamyanets-Podilskyi and the ancient Kamyanets-Podilska Fortress are located, which date back to 1374. What is more, in Tovtry, spas of mineral water with medical properties have been discovered.

Kaniv Hills (dislocation) are unique plicate geological formations for flat areas. They are dissected by ravines (with depth up to 100 m) and powerful sliding bodies of rocks from both old and modern genesis. The thought prevails that these mountains were formed due to the pressure of the Dnieper glacier during its degradation from the right decline of the Dnieper River Valley. It is there where in 1923, the Kanivskyi Nature Reserve was established. In 2000, the Regional Landscape Park “Trakhtemyrivskyi” (nearby the Trakhtemyrskyi Historical-Cultural Reserve with 63 archaeological monuments) was also established. On Tarasova Mountain, there is the burial place and memorial museum of the poet, writer and artist Taras Shevchenko, the prophet of Ukrainian spirituality.

Similar to a mountain range (altitude up to 200 m), this area is located on the right bank of the Siverskyi Donets River. The chalky ridge was formed from sedimentary of the sea, which existed here 80–100 million years ago (Cretaceous period). The erosion of the Siverskyi Donets River has exposed the high chalky slopes and steep rocks. The slopes are covered with mixed wood and pine forests including chalky pine (a relict species from the pre-glacial time that is entered into the Red Data Book of Ukraine). There are also steppe areas with vegetation growing on chalky outcrops as well as many endemic plants growing on the tops and slopes. In 1997, the National Nature Park “Holy Mountains” or Svyati Gory was established.

The steppe area, known as Askania-Nova, was one of the first to become protected in Ukraine (in 1898). Since 1985, it has been called the Biosphere Reserve. It ensures conservation of the only virgin fescue–feather grass steppes and boggy meadows from the vegetation composition. The Reserve includes 1316 species of vascular plants, 67 species of mammals, 272 species of birds and about one thousand species of insects. Also, the reserve is recognized for its Zoo with 44 species of ungulate animals and arboretum.

Khortysia Island (length: 12 km, width: 2.5 km) is located on the Dnipro River below Dniprovska electric power station. On its area all landscape zones of Ukraine, from steppes to mountains, are represented. On rocky rises and in ravines, more than thousand species of higher plants grow, 11 of which are listed in the Red

Data Book of Ukraine. Among those, 41 species are relict and endemic. Khortytisia Island is within the Geologic Zakaznik “Dnipro Thresholds.” Here the archaeological and historical monuments of different historical times are also detected: epoch of late bronze, Chernyakhivska culture of 2nd–6th centuries, Kyiv Rus 9th–13th centuries, Zaporizhzhia Cossak period of 15th–18th centuries. Since 1965, the island has been a part of the State Historical-Cultural Reserve “Khortytisia.”

The Great canyon of Crimea lies within the boundaries of the main ridge of the Crimean Mountains. Its length is about 3 km, width predominantly 2–4 m and a depth of up to 350 m. It was created as a result of erosive activities of surface water along tectonic cracks. In the canyon, there are thresholds, waterfalls and numerous hollows that are so-called gigantic coppers. To ensure conservation of rare flora, in particular the plants of the yew berry family, the Landscape Zakaznik “Great Canyon of Crimea” was established here.

Red Cave (Kyzyl-Koba) is a karst cave in the Mountain Crimea karst area. The length of the cave is 13,700 m with the amplitude of up to 135. It was used for cult purposes in 7th–6th centuries BC and later as a hiding place. The Red Cave contains 4 levels with separate crumble halls of 30–40 m in altitude. Further in the cave one can see a gallery of 12 m in width and 4–12 m in altitude, and in some places it extends to huge underground halls. The river existing in the Cave consists of flowing lakes (total amount of water, 15.5 thousand m³); its drain can exceed 20 m³/sec. In tract, where the entrance to the cave is located, forest from hornbeam, maple field, an oak fluffy grows. The Cave is a nature monument of national importance.

The formation of mud volcanoes in Crimea (on the Kerch peninsular) is influenced by features of geological structure and the oil–gas presence of this region. In relief, volcanoes are conical hills or inclined rises with an altitude up to 60 m. Fifty volcanoes are known in total on the Kerch Peninsular, the majority of which are inactive and occupied by lakes. The volcanoes Dzhan-Tepe and Voskhodskiy periodically erupt considerable masses of dense breccia. The eruptions happen during several days and are accompanied by explosions, gentle tremors of soil, and spontaneous combustion of gases.

Chatyrdag or Marquee-Mountain is located in the central part of the Main Ridge of the Crimean Mountains. Altitude of 1000–1300 m prevails, the highest being Eklizi-Burun (1527 m). From west, south, and east, Chatyrdag is limited by tectonic faults with fluvial river valleys pleated in them. Here about 150 karst caves, mines, wells, and about 800 large limestone hollows (length up to 250 m and depth up to 60 m) can be found. The most well-known caves are as follows: Tysyachogolova (Thousands of Heads), Cold, Bottomless, Suuk-Koba, Binbash-Koba and Marble. The massif is also a reserved tract. Flora includes 57 species, which are endemic of Crimea. Also there is the geologic Zakaznik “Mountain Karst of Crimea” with an area of 4316 ha (Photographs 13.1 and 13.2).

The mountain massif “Karadag” is located in the eastern part of the main Ridge of the Crimean Mountains on the coast of the Black Sea. This inactive, underwater, volcano dates from the Jurassic period and was raised above the Earth’s surface by later orogenic processes. On Karadag, original forms of weathering (exotic

Photograph 13.1 Crimean
(Source W. Maciejewski)



Photograph 13.2 The
Swallow's Nest, Crimean
(Source W. Maciejewski)



formations, turrets, piles, and spikes) are widely spread. Many characteristic features of volcanic activities still exist. The mineralogical heritage is represented by crystal, amethyst, carnelian, agate, jasper, and opal. In 1979, the Karadag's Nature Reserve was established here.

13.2.2 Cultural and Historical Preconditions of Tourism

Cultural and historical prerequisites of tourism are divided into three groups: cultural and historical monuments, cultural centres and cultural events. Cultural and historical monuments represent material heritage of people who have been living in Ukraine and who have left various archaeological, sacral, defence and architectural monuments. Cultural centres have been formed during centuries, and nowadays

they attract tourists due to original features of urban architecture, temples and theatres, museums and art galleries, national cuisine and traditional fests. Cultural events represent non-material heritage of the population of villages and towns, ethnographic regions and geographical parts of Ukraine.

Cultural and historical sites are important evidences of historic evolution and societal life from prehistoric times up till now. They demonstrate creativity and potential of people in all spheres of human life.

In 1972, UNESCO World Heritage Convention (WHC), concerned in protection of the world cultural and natural heritage, began its countdown. In 1988, the Supreme Council of Ukraine ratified it and Ukraine undertook the responsibility to provide identification, protection, conservation, restoration of natural features and properties of its cultural and natural heritage for coming generations.

Presently Ukraine has been given world recognition thanks to the sites already included in the World List of Heritage [1] due to their outstanding properties, such as:

Kiev: Saint-Sophia Cathedral and Related Monastic Buildings, Kiev-Pechersk Lavra was inscribed to WHC in 1990 covering the area of 29 ha with a buffer zone of 220 ha.

Designed to rival Hagia Sophia in Constantinople, Kiev's Saint-Sophia Cathedral symbolizes the "new Constantinople," capital of the Christian principality of Kievan Rus', which was created in the 11th century in a region evangelized after the baptism of St. Vladimir in 988. The spiritual and intellectual influence of Kiev-Pechersk Lavra contributed to the spread of Orthodox thought and the Orthodox faith in the Russian world from the 17th to the 19th century.

St. Sophia, a Greek-cross church, is one of the major edifices representing the culture of Eastern Christianity in the 11th century, inspired by Byzantine models. The stylistic features of its decoration were spread throughout Kievan Russia in the 11th century by the icon painters working in Kiev. Kiev-Pechersk Lavra is of outstanding significance in the Ukrainian national heritage, and the ancient monastic foundation plays a very important role in the spiritual and intellectual life of the Russian world.

The construction of the St. Sophia Cathedral was begun in the first half of the 11th century, probably in 1037, by Yaroslav the Sage. It was meant to replace Kiev's very first church, the Dessiattinnaya (Our Lady of the Tithes), built by his great-grandmother, Duchess Olga in 952. Conceived in *opus mixtum*, with 12 columns dividing the interior into five naves, the church represents a perfect fusion between symbolic image and architecture: the big central gilt cupola and twelve smaller cupolas with crowns, in a pyramidal composition, which represented Christ and the 12 Apostles, so strongly expressed that it was not diminished in the restoration of the onion domes in the 18th century.

A complex of monastic buildings surrounds the church. Built originally of wood in 1633, the buildings were destroyed by fire in 1697 and reconstructed in stone. The four-storey bell tower, overhung by a gilt onion cupola, the Metropolitan's house, the refectory, the west gate, the tower at the south entrance, the Brothers' building, and the seminary were built. A stone enceinte encircled these buildings,

which are typical of Ukrainian Baroque style, the influence of which can also be seen in contemporary restoration work on the cathedral. Designated an “Architectural and Historical Reserve of the State” in 1934, St. Sophia was spared during the widespread devastation of the Second World War. It is now administered as a monument museum.

In a wooded area on two hills overlooking the right bank of the Dnieper River is Kiev-Pechersk Lavra, a monastery complex consisting of numerous monuments and grottoes. Now the area is surrounded by the urban agglomeration of Greater Kiev, which has undergone rapid expansion since 1980.

The Lavra boasts very ancient origins and rapidly became the seat of a community governed by the abbot St. Theodosius. With the support of the Princes of Kiev, the monastery immediately began to prosper. Devastated by the Mongols and the Tatars, Lavra was almost entirely rebuilt in the 17th century and afterwards. A print shop was founded in 1615, mainly issuing devotional literature and history. The Lavra played a highly important intellectual role: these were times of great prosperity, when pilgrims flocked to the site, and the grounds were filled with numerous Baroque monuments. The Clock Tower and the Refectory Church are two of the main landmarks in a monastic landscape totally transformed by the construction or the renovation of numerous churches. Declared a “Historical and Cultural Reserve” in 1926, the Lavra was very severely damaged in 1941, when its oldest edifice, the Dormition Cathedral, was almost fully destroyed.

Today the major elements of the very old historic heritage are Trinity Church, whose 12th-century structure is hidden by the extremely rich Baroque decor, and, especially, the catacombs, which include the Near Caves and the Far Caves, whose entrances are respectively at All Saints Church and at the Church of the Conception of St. Anna. Over the years the monks’ cells became a necropolis where hundreds of their mummified bodies have been preserved.

Most of the monuments of the Lavra gained new cultural functions in 1926: the Metropolitan’s residence is now the State Museum of Ukrainian Decorative Folk Art, the print shop houses the Book and Bookbinding Museum, the Refectory Church is a museum of Christianity, and the Church of the Exaltation of the Cross is the museum of the history of the catacombs (Photograph 13.3).

L’viv—the Ensemble of the Historic Centre was inscribed in 1998 with the stated property area of 120 ha and buffer zone 2441 ha.

The city of L’viv, founded in the late Middle Ages, was a flourishing administrative, religious and commercial centre for several centuries. The medieval urban topography has been preserved virtually intact (in particular, there is evidence of the different ethnic communities who lived there), along with many fine Baroque and later buildings.

The justification for inscription was based on the fact that in its urban fabric and its architecture, L’viv is an outstanding example of the fusion of the architectural and artistic traditions of Eastern Europe with those of Italy and Germany.

With its urban fabric and its architecture, L’viv is an outstanding example of the fusion of the architectural and artistic traditions of Eastern Europe with those from Italy and Germany (Photographs 13.4, 13.5, 13.6, 13.7 and 13.8).

Photograph 13.3 St. Michael's Golden-Domed Monastery, Kiev (Source W. Maciejewski)



Photograph 13.4 Lychakiv Cemetery, Lviv (Source W. Maciejewski)



Photograph 13.5 Old Town with Latin Cathedral, Lviv (Source J. Wyrzykowski)





Photograph 13.6 Lviv Opera Theatre (Source J. Wyrzykowski)



Photograph 13.7 Lviv Marketplace (Source M. Stepowicz)

The settlement on the banks of the Poltava River below Zamovka hill began in the mid-5th century, at the crossing point of important trade routes linking the Baltic, central Europe, the Mediterranean and Asia. By the 13th century, it gradually developed into an organized and well-fortified town known as L'viv. It was the main town of the lands of the Eastern Slavs on the Bug, Sian and Dnister, when it became a vassal state of the Kingdom of Kiev. King Roman Mstyoslavovych united Halychyna and Volyn in a single state.



Photograph 13.8 Armenian Cathedral in Lviv (*Source* M. Stepowicz)

L'viv had become the capital of the joint kingdom in 1272 and remained so until it disappeared in 1340, when it was annexed to Poland by Casimir III the Great. It was made the seat of a Roman Catholic archbishopric in 1412. The Ukrainian, Armenian, and Jewish communities were self-governing, unlike the Catholic (German, Polish, Italian and Hungarian) groups. There was an intense rivalry between them, which resulted in the creation of many architectural and artistic masterpieces.

It was badly hit by the Ottoman siege in 1672 and sacked by Charles XII of Sweden in 1704. With the First Partition of Poland in 1772, L'viv became the capital of the new Austrian province. Under Austrian rule, the fortifications were dismantled and many religious foundations were closed down, their buildings being used for secular purposes; there was also a considerable reconstruction of medieval buildings. The revolutionary year of 1848 saw serious damage in the centre of the city as a result of military action. In 1918, L'viv became part of the new Republic of Poland, but it returned to Ukraine after the Second World War.

The heart of the city is the High Castle and the area around it, which developed in the later Middle Ages. Only the castle mound with five churches remained until this day. The original layout of Seredmistia (Middle Town) was preserved intact; it is an exceptional example of town planning in Eastern Europe at that time. Among the notable features, there are:

- the Rynok Square with a tower at its centre and around it fine houses in Renaissance, Baroque, and Empire style, many of them retaining their original

medieval layout. There is a fountain with figures from classical mythology at each corner of the square, dating from 1793,

- the Uspenska (Assumption Church) complex, exceptional in that it combines Renaissance building in stone with the local tradition of building tripartite wooden places of worship, consisting of narthex, nave, and chancel,
- the Armenian Church complex—the church itself (1363), the bell tower (1571), the column of St. Christopher (1726), Armenian Benedictine convent, and Armenian archbishops' palace (17th–18th centuries),
- the Latin Metropolitan Cathedral in Gothic style, with some Baroque features,
- the fortified complex of the Bernardine Monastery, which combines Italian and German Renaissance elements with Mannerist details,
- the Jesuit Church (1610–1630) and its college, and the Dominican Church, one of the most grandiose Baroque buildings in L'viv, with a monastery complex and a bell tower,
- parts of the 14th-century defensive walls, with the City and Royal Arsenals and Gunpowder Tower,
- the Ensemble of the Church of St. Yuri the Dragon Fighter lies outside the medieval city on a hillside terrace. The existing church was built from stone and brick, combining Italian Baroque with the traditional Ukrainian spatial layout. It is richly decorated with monumental sculpture and carvings.

Struve Geodetic Arc is a chain of survey triangulations stretching from Hammerfest in Norway to the Black Sea, through 10 countries and over 2820 km (Belarus, Estonia, Finland, Latvia, Lithuania, Republic of Moldova, Norway, Russian Federation, Sweden, Ukraine). These are points of a survey, carried out between 1816 and 1855 by the astronomer Friedrich Georg Wilhelm Struve, which represented the first accurate measuring of a long segment of a meridian. This helped to establish the exact size and shape of the planet and marked an important step in the development of earth sciences and topographic mapping. It is an extraordinary example of scientific collaboration among scientists from different countries, and of collaboration between monarchs for a scientific cause. The original arc consisted of 258 main triangles with 265 main station points. The listed site includes 34 of the original station points, with different markings, i.e. a drilled hole in rock, iron cross, cairns or built obelisks.

The Arc was inscribed to WHC in 2005 because it provided the first accurate measuring of a long segment of a meridian, helping in the establishment of the exact size and shape of the world exhibits an important step in the development of earth sciences. It is also an extraordinary example for interchange of human values in the form of scientific collaboration among scientists from different countries. It is, at the same time, an example for collaboration between monarchs of different powers, for a scientific cause. The other reason was that the Struve Geodetic Arc is undoubtedly an outstanding example of technological ensemble—presenting the triangulation points of the measuring of the meridian, being the non-movable and non-tangible part of the measuring technology. In addition, the measuring of the arc and its results are directly associated with men wondering about his world, its shape

and size. It is linked with Sir Isaac Newton's theory that the world is not an exact sphere.

Since around 500 BC it had been known that the Earth was not flat, but of some spherical shape. In the 3rd century BC, the surveying technique and theory for determining the size of the Earth was developed by Eratosthenes. This theory remained in use until the era of satellite geodesy. Eratosthenes's theory, using length measurement and angles determined by star observations, made it possible to determine the size of the Earth, while the measurements themselves were still not accurate, mainly owing to inadequate methods and equipment.

In the 17th century, better measuring equipment was developed, together with a new method using triangulations. According to this method, a much shorter line could be measured accurately, while the long distances were covered by a chain of triangles. These triangles, each spanning for several hundred kilometres, had each of their sides (base lines) as long as 100 km and each triangle in the chain had one common base line with at least one other triangle and two common corners (station points) with another triangle.

The triangulation method helped to establish, in the 1730s and 1740s, the true shape of the Earth, by means of long arcs in Peru and Lapland. The problem of the size of the Earth remained unsolved and had become even more complex, as it was known that it was not a perfect sphere. The different early arcs in France, Peru, Lapland, Italy, South Africa and Austria had various shortcomings that did not allow for finding an accurate solution of this issue. The defeat of Napoleon, followed by the Congress of Vienna and the decision in 1815 to establish agreed international boundaries in Europe, required accurate mapping. These needs were strongly felt in Russia, where Tsar Alexander I provided the astronomer Wilhelm Struve with all the resources for his project for a new long geodetic arc. This can be seen as the first step for the development of modern geodetic framework and topographic mapping.

A very long arc, completed in 1840, had been measured in India by Lambton and Everest, and a shorter arc was created in Lithuania by Carl Tenner. Struve, who was working at the Dorpat University in modern Estonia, decided that the arc he would establish would follow a line of longitude (meridian) passing through the observatory of the university. The new long arc, later to be known as the Struve Arc, was finally created by connecting earlier, shorter arcs to the southern one measured by Tenner, and their extension to the north and south. The arc covered thus a line connecting Fuglenæs near Hammerfest in the far north, along 2800 km, with Staro-Nekrasovka, near Ismail, on the Black Sea shores.

The World Heritage site consists of 34 of the original station points established by Struve and his colleagues between 1816 and 1851—four points in Norway, four in Sweden, six in Finland, one in Russia, three in Estonia, two in Latvia, three in Lithuania, five in Belarus, one in Moldova and four in Ukraine. These marks take different forms: small holes drilled in rock surfaces, and sometimes filled with lead; cross-shaped engraved marks on rock surfaces; solid stone or brick with a marker inset; rock structures (cairns), with a central stone or brick, marked by a drilled

hole; single bricks; and specially constructed “monuments” to commemorate the point and the arc.

The Struve Geodetic Arc is an extraordinary example of interchange of human values in the form of scientific collaboration among scientists from different countries, as well as an outstanding example of a technological ensemble.

Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany represent examples of ongoing post-glacial biological and ecological evolution of terrestrial ecosystems and are indispensable to understanding the spread of the beech in the Northern Hemisphere across a variety of environments. The new inscription represents the addition of five forests totalling 4391 ha that are added to the 29,278 ha of Slovakian and Ukrainian beech forests inscribed on the World Heritage List in 2007. The tri-national property is now to be known as the Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany (Slovakia, Ukraine, Germany), inscribed in 2007.

Residence of Bukovinian and Dalmatian Metropolitans has just been (2011) inscribed with 8-ha property with buffer zone of 245-ha object, which represents a masterful synergy of architectural styles built by Czech architect Josef Hlavka from 1864 to 1882. The property, an outstanding example of 19th-century historicist architecture, also includes a seminary and monastery and is dominated by domed, cruciform Seminary Church with a garden and park. The complex expresses architectural and cultural influences from the Byzantine period onward and embodies the powerful presence of the Orthodox Church during Habsburg rule, reflecting the Austro-Hungarian Empire policy of religious tolerance.

Wooden Churches of the Carpathian region of Ukraine and Poland (2013) are a group of 16 churches (8 in Poland and 8 in Ukraine). In Ukraine, these wooden churches represent the examples of traditional wooden architecture of Hutsul, Galician and Boyko types. The following architectural and monumental art monuments of the Galician school are enlisted as examples of traditional sacral wooden architecture: *the Church of the Holy Spirit* (1502) in the village of Potelych, which is the oldest wooden church of the L'viv region, *Church of the Holy Trinity* (1720) in the town of Zhovkva, L'viv region, *St. George Cathedral* (late XV–early XVI century) in Drohobych, L'viv region, and the *Church of the Holy Spirit* (1598) in the city of Rohatyn, Ivano-Frankivsk region. Among the outstanding architectural and monumental art monuments of Boyko type are *Cathedral Church of the Blessed Virgin* (1838) in the village of Matkiv, Turka district, L'viv region, and *St. Michael Church* (1745) in the village of Uzhok, Velykoberezhniansky district, Transcarpathian region. Most outstanding examples of traditional Hutsul wooden architecture are believed to be the *Church of Nativity of the Blessed Virgin Mary* (1756–1808) in the village of Nyzhniy Verbizh, Kolomyia district, Ivano-Frankivsk region, and the *Church of the Ascension* or *Strukivska* (1824) in the village of Yasinia, Rakhiv district, Transcarpathian region, which is one of the best wooden churches of the Hutsul region.

Tauric Chersonesos (2013) is an ancient Greek city state in the south-western part of the Crimea peninsula near Quarantine Bay in the city of Sevastopol. An outstanding historical and cultural monument from 4th century BC to 12th century

AD, Tauric Chersonesos was founded in 422–421 BC by Greeks, natives of Heraclea Pontica, as a Greek colony on the northern coast of the Black Sea; in ancient times it was an important commercial, craft and political centre of the south-western coast of Crimea. The oldest archaeological finds at the territory of Chersonesos are black-figure pottery fragments (6th century BC).

13.3 Primary and Secondary Touristic Infrastructures

Lodging services are provided in Ukraine by hotels (51% of all accommodation options), motels, hotel and office centres, camping sites, holiday and mountain camps, hostels and private sector. In statistical data, all of them fall into a category of the “Hotels and other temporary lodging.” During the period of 1995–2004, the number of hotels decreased by 204, and only since 2005 their number has begun to grow and reached 1731 in 2010. In 2011, there was a sharp increase in the number of hotels—it nearly doubled compared to the previous year—the number of hotels amounted to 3162 facilities. Such an increase was associated with the preparations to hold 2012 European Football Championship “Euro 2012” was the time when, along with other necessary infrastructure, accommodation facilities of various types were developing. During the years of 2012–2013, hotel facilities were developing at a much slower rate and mainly in the famous resort and tourist areas. In 2013, the number of hotel facilities in Ukraine reached its peak (3582 hotels) for the whole 19-year long period of 1995–2014. In 2014, there was no data on the activities of 938 facilities: no statistical data were provided in regard to the facilities of temporarily occupied Crimea, also hotels did not work in the area of Luhansk and Donetsk regions due to the combat in the east of Ukraine (Fig. 13.2).

In the period of 2011–2013, the number of hotel beds increased by 10 thousand beds per year and amounted to 154.2 thousand (2011), 162.8 thousand (2012) and 179.1 thousand (2013) beds. In 2014¹, the number of beds in hotels decreased to 135.5 thousand. A similar situation was observed in Ukraine with the number of bookings: in 2011–2013, their number fluctuated within 2.7–2.9 million people annually, and in 2014, their number decreased almost twice and amounted to only 1.6 million people.

Hotels which comprise 51.0% of all lodging services and other options of temporary accommodation constituting 32.6%, which offer a full range of services including booking, reception and food, are most widespread in Ukraine. For example, in 2009, 858 hotels, 26 motels, 5 hotel and office centres, 9 camping sites, 54 youth holiday and mountain camps and other 732 accommodation providers offered lodging services.

¹Excluding the temporary occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and the territories in combat areas.

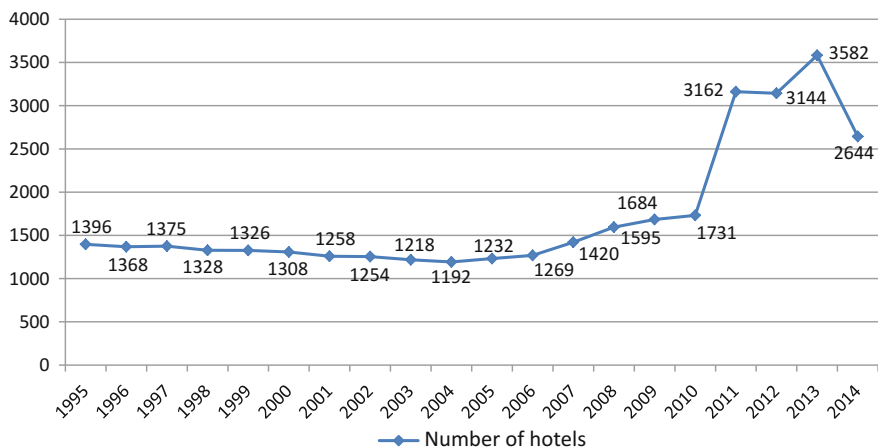


Fig. 13.2 Dynamics of the number of hotels in 1995–2014 in Ukraine

Throughout 2011, lodging services in Ukraine were certified, hotel complexes were categorized, and new hotels opened. According to the data of the Public Office for Tourism and Resorts, nowadays there are 2573 certified accommodation options, 503 of them having a category. There are 15 five-star hotels, 77 three-star, 100 two-star and 96 one-star; 2070 accommodation options are not categorized. In the cities—hosts of the UEFA Euro 2012 (Kyiv, Donetsk, L'viv and Kharkiv)—12 hotels were built in 2011; altogether they have 975 rooms and 2044 beds. Out of them, two hotels are five-star, three four-star, six three-star and one not categorized. There are no statistical data for 2013–2014.

Broad involvement of international experience in developing both a national hotel network and in opening internal market for transnational hotel corporations must become one of the ways of developing hotels in Ukraine. Transnational hotel chains, which develop based on their own marketing research, started to enter Ukrainian hotel market at the end of the 1990s. However, they began to build up at the beginning of the 21st century. Nowadays, hotel market of the country includes some brands of popular hotel chains (Table 13.2), but their number does not exceed 1%.

Territorial development of popular hotel brands tends to be connected to certain tourist destinations—the capital city of Kyiv, the Crimean and Carpathian regions—which shows the orientation of the hotel business at the market of mass demand in such kinds of tourism as cultural, entertaining and medical ones.

The number of beds in sanatoria, holiday houses and holiday hotels is an important indicator of tourism development. In the period of 1990–2009, there was a stable tendency towards the decrease of number and capacity of holiday houses and medical establishments in Ukraine. In 1990, there were 646 holiday houses and sanatoria with 3841 beds, by 2002 their number had decreased by 502 with 3327 beds, from 2002 to 2009 the decrease of their number and capacity was gradual, and already in 2009 there were 453 sanatoria and holiday houses with 3041 beds in

Table 13.2 International hotel chains in Ukraine

Hotel chain	Hotel	City	Number of rooms	Year
Radisson Hotels Worldwide	Radisson SAS Kiev	Kyiv	255	2005
Rixos Hotels	Rixos Prykarpattya	Truskavets	370	2005
Hyatt Regency	Hyatt Regency Kiev	Kyiv	234	2007
Radisson Blu	Radisson SAS Resort Alushta	Alushta	63	2008
InterContinental	InterContinental Kiev	Kyiv	272	2009
Best Western	Best Western Hotel Sevastopol	Sevastopol	106	2010
Fairmont Hotels & Resorts	Fairmont Grand Hotel Kyiv	Kyiv	258	2011
Ibis	Ibis Kiev Shevchenko Boulevard	Kyiv	212	2011
Holiday Inn	Holiday Inn Kiev	Kyiv	210	2012
Hilton Hotels Corporation	Hilton Kiev	Kyiv	257	2012
Starwood Hotels & Resorts	Four Points by Sheraton Zaporozhye	Zaporizhzhia	164	2012
Starwood Hotels & Resorts	Sheraton Kiev Olympiysky Hotel	Kyiv	209	2012

Ukraine. Such an amount of these facilities remained until 2011; in 2012–2013 the number of these facilities gradually decreased and in 2014 (see Footnote 1) it amounted to 410 sanatoria and holiday houses.

Availability and number of places to eat is another important factor of tourism development. The number of restaurants and cafes on January 1, 2011, was 24.03 thousand that is 3.7% less than in the previous year. There were 16.34 thousand of them in cities and urban areas, and 7.69 thousand—in rural areas. On average, there were 74 places to eat in cities and urban areas, and 53 seats—in rural ones. Cafes and snack bars were most prominent (40.9%) in general structure of the places to eat. Their number was 9.8 thousand; as compared with the previous year, it had reduced by 8.7%. At the same time, there were 10.39 thousand of cafes and 2.44 thousand of bars. In 2012, there were 21.6 thousand restaurant business facilities in Ukraine (14.6 thousand facilities in cities and 7 thousand facilities in rural areas), and in 2013—20.6 thousand facilities (14 thousand facilities in cities and 6.6 thousand facilities in rural areas).

By the type of facilities in this period, the distribution was as follows: in 2012, there were 1,453,000 restaurants, 8,108,000 cafes, 2,266,000 bars and 9,665,000 canteens. Also, in 2013 the number of facilities underwent minor changes: 1,472,000 restaurants, 7,434,000 cafes, 2,146,000 bars and 9,441,000 canteens. The total number of seats in restaurant industry facilities was 1,516,900 seats in 2012 and 1,468,800 seats in 2013. For 2014, there is no data on restaurant facilities in Crimea and in Luhansk and Donetsk regions located in the combat zone. Overall in

2014 there was a tendency of a decrease in revenues of restaurant facilities as compared to previous years.

Services and output provided by hotels and places to eat comprised 0.4% of all state output in 2010. According to regions, this indicator was as follows: hotels and restaurants of the Autonomous republic of Crimea—17%; Kyiv and Chernivtsi regions, and the city of Sebastopol—6% each; L'viv, Rivne and Chernihiv regions—5% each; Zhytomyr, Zakarpattia, Odesa and Kherson regions—4% each.

The number of certified tour operators increased in 2011. Now there are 2426 licences for this type of activity in Ukraine: 2035—for tour operators of home, inbound and outbound tourism; and 391—for tour operators of home and inbound tourism. The Kyiv tour operators have the largest number of licences—1221; there are 157 licences in Odesa region, 149 in L'viv region and 226 licences in Crimea.

Transportation services occupy an important place in the touristic infrastructure of the country. The advantageous geographical location of Ukraine on the main transit routes between Europe and Asia, the availability of sea and river ports and of the diversified network of railways and roads create favourable conditions for the growth of transit and home passenger flows. Within the period of 2009–2014, the length of transport ways insignificantly fluctuated (Table 13.3).

Ground transportation was the most prominent among passenger transportation with 6964 million of passengers, which is 298 million less than in 2011 (Table 13.3). In 2012, 6,812,300,000 passengers used all modes of transportation; in particular, 3,448,700,000 people travelled by car, 1,345,500,000—by trolleybus, 799,700,000—by tram, 774,100,000—by the Underground, 429,600,000—by railway (including suburban trains) and 8.1 million travelled by plane. In 2013, 6620 million passengers used all modes of transportation; in particular, 3,340,800,000 people travelled by car, 1,306,200,000—by trolleybus, 757.4 million—by tram, 774.8 million—by the Underground, 425,400,000—by railroad (including suburban trains) and 8.1 million—by plane. In 2014 (see Footnote 1), 5,899,500,000 passengers used all modes of transport; in particular, 2,915,300,000 people travelled by car, 1,092,300,000—by trolleybus, 769.9 million—by tram, 725.8 million—by the Underground, 389,100,000—by railroad (including suburban trains) and only 6.5 million—by plane.

As compared to 2009, the number of passengers who used water transport in Ukraine decreased from 9 million people to 8 million, with 7 million people annually using sea transport and 1 million travelling by river transport. Overall, the river

Table 13.3 Length of transport ways of general use in 2009–2014 in Ukraine

Types of transport ways	2009	2010	2011	2012	2013	2014
Railways, thousand km	21.7	21.7	21.6	21.6	21.6	20.9
River navigable ways, thousand km	2.2	2.2	2.1	2.1	2.1	1.6
Trolleybus lines, thousand km	4.5	4.4	4.4	4.4	4.4	3.6
Tramlines, thousand km	2.0	2.0	2.0	1.9	1.9	1.8
Underground lines, thousand km	102.6	108.4	109.9	110.8	112.3	112.3
Roads, thousand km	169.5	169.5	169.6	169.6	169.6	163.0

transport of Ukraine requires significant investments to reconstruct river ports and renovate river fleet. The situation with air transportation is cardinally different—in 2011 it was used by 8 million of passengers which is 3 million more than in 2009. In 2012, 6.6 million people used water transport, in 2013—7.3 million people, and in 2014 the water transport was only used by 0.6 million people. The annual number of transit flights of international air companies has grown almost by 2 times. There were 28 Ukrainian companies on the market of passenger air transportation. Eleven Ukrainian companies offered regular flights. There was a direct passenger air route between Kyiv and 98 cities of the world and 12 Ukrainian cities. Forty-five international and 9 Ukrainian companies offered regular flights to Kyiv in 2011. In 2014, to cross comfortably the border, there are now 196 checkpoints in Ukraine, out of which 100 are car, 36—railway, 20—sea, 26—air, 9—river, 3—pedestrian and 2—ferry ones. The majority of them are of international importance (133), while 28 have interstate and 35—local importance.

Mountain resorts. Mountain resorts are very popular in Ukraine. Their largest number is located in the Ukrainian Carpathians, where there are extremely favourable conditions for skiing—rather long, snowy and frosty winters and various slopes and expositions that allow building alpine skiing tracks of different levels of complexity. Today there are three main ski resorts in Ukraine: Bukovel, Slavske and Drahobrat.

The tourist complex “Bukovel” is the newest ski resort in Ukraine. It is located on the altitude of 920 m in the village of Polianytsia, Ivano-Frankivsk region, 30 km away from the popular tourist destination of Yaremche. The complex has 14 ski lifts—“vytiah.” The alpine ski tracks of more than 50 km length are built on grassy slopes and equipped with security systems. Some slopes are lighted and, therefore, it is possible to ski in the evening. Today Bukovel ski tracks can simultaneously accept more than 30,000 tourists. They can stay in 25 comfortable 4-room cottages with suites and rooms as well as in private holiday homes and hotels of the neighbouring villages and settlements.

The settlement of Slavske (L'viv region) is located in the picturesque valley, at the place where two rivers—Opir and Slavka—merge, on the altitude of 600 m above sea level surrounded by mountains. During the season, it accepts about 10–15 thousand people. The hotel infrastructure ranges from private holiday homes (“kolyby”) to VIP hotels with entertaining programmes. The favourite mountain of skiers—Trostian (1232 m)—is located 2 km away from the centre of the settlement. The tracks of 1500–2000 m length and different complexity stretch in eastern, northern and western directions. There are six tracks there, among them: the giant slalom and the super slalom, which are certified by the International Skiing Federation.

Drahobrat is the highest skiing centre of Ukraine. It is located on the Drahobrat mountain meadow of Rakhiv district, Zakarpattia region, on the 1360 m over the sea level. It is the only Ukrainian resort which accepts skiers from the middle of October to the middle of May. The quality of its tracks meets the Olympic requirements. Drahobrat is usually visited by trained skiers and snowboarders. They mainly ski on mountain Stih (1700 m) and on the mountain massif “Blyzniuky”

(1833 m). Mountain tracks, which stretch for 10,000 km, may simultaneously accept up to 1000 skiers.

In addition to the abovementioned ones, the Carpathian ski resorts also include the following:

- *L'viv region*: Zakhar Berkut alpine skiing complex (the village of Volosianka), Tysovets sport centre (the village of Tysovets), and “Plai” hotel (near the village of Plaviye),
- *Zakarpattia region*: Zhdeniyev (Volovets district), Krasiya resort (the village of Vyshkiv, Velykyi Bereznyi district), Podobovets alpine skiing centre (Mizhhiriya district), Pylypets ski resort (Mizhgiriya district), and Uzhok (the village of Uzhok, Velykyi Bereznyi district),
- *Ivano-Frankivsk region*: Yablunytsia resort (Yaremche town council)—one of the oldest and most popular in Ukraine, Ukraine (the town of Kosiv), and Sokilske tourist complex (the village of Tiudiv, Kosiv district),
- *Chernivtsi region*: Myhovo skiing complex (the village of Myhovo, Vyzhnytsia district), Nimchych tourist complex (the village of Pidzakharychi, Putyl district) and Horbovo skiing complex (the village of Horbovo, Hertsayiv district).

It is also possible to visit ski resorts in the Crimean Mountains. For example, the Angarskyi Pereval ski resort is the most interesting place in Crimea for winter recreation. Ski tracks and toboggan routes are built on the slopes of Chatyr-Dag. The skiing and skating season lasts from January until the beginning of March (the thickness of snow cover is 30–50 cm). There are only 3 rope turns for yokes with the total length of 1550 m and elevation of 750 m.

Touristic routes. All regions of Ukraine have a network of sightseeing and touristic routes. All of them are divided according to their types. Nature routes are present on all most important natural territories of Ukraine. They include touristic routes and ecological and educational paths in national and regional landscape parks, and paths to the most significant natural objects, such as Podillia caves, Crimean caves, Carpathian mountain paths, Crimean mountains, Southern Coast of Crimea, to caves and rock and cave complexes, waterfalls, mountain and plain lakes, etc. Historic and cultural trips, such as Famous Fortresses, Archaeological Sights of Ukraine, Famous Scientists and Inventors, Outstanding Travellers and Explorers and Holy Places of Europe embrace an extremely broad spectrum of objects in all regions of the country.

The Carpathians and Crimea are the main regions for hiking. There the variety of natural obstacles allows tourists to master the techniques of hiking and terrain orientation and to conduct educational events. The hiking season lasts from early spring to late autumn, and when weather conditions are favourable—even in winter. The most interesting routes in the Carpathians are on the ridges of Chornohora, Gorgany and Svydovets. The “Carpathian Paths” oldest touristic route goes through Zakarpattia, Torun pass, Vyshkivsky Gorgany and the whole southern border of Dolyna district, and turns from Yayko-Ilemskyi Gorgan to Osmoloda into Rozhniativ district.

A number of routes have been developed and used in the administrative regions of Ukraine. The routes of Donetsk region include Sviatogirskiyi Historic and Cultural Reserve, History of Ukrainian Railway, village of Krasne—Motherland of Composer Sergiy Prokofiyev, Stone Tombs Reserve Meteotida Regional Landscape Park, etc. The visitors to L'viv region can learn history through From Palaeolith to the Iron Age tour, participate in the Galych-Volyn Principality tour, Old Slavonic Holy Places of the Carpathians and Tracing the Adventures of the Brave Soldier Svejik excursions, and visit architectural masterpieces—wooden churches, traditional houses and natural attractions of the region. There are routes of sentimental tourism—trips to German colonies in Galytchyna, as well as Polish, Jewish, Armenian and Austro-Hungarian heritage places. In Kharkiv region, tourists may choose such routes, as Archaeological Sites of Kharkiv region, Poles in Kharkiv, Orthodox Holy Places in Kharkiv, and The First Capital of Ukraine. Additional routes have been developed for Cherkasy, Chernihiv, Zaporizhzhia, Dnipropetrovsk and Poltava regions. The routes Brayiliv treasury, the State Historical and Cultural Reserve Busha (Trypillia, Scythian, Cherniakhiv, Old Ruthenian cultures of the 11th–12th centuries and pre-Christian and Christian temples of the 5th–16th centuries), “Gaidamatskyi Ravine” geological reserve, and trips to monasteries are popular in Vynnytsia region. Soon the tours to the military object—Werwolf, the headquarters of Adolf Hitler, will be organized in Vynnytsia region.

Touristic routes on the national level were developed in different years in Ukraine. The National System of Tourist and Sightseeing Routes, called “Slavutych Necklace,” was elaborated in 2002. It includes more than 250 national touristic and sightseeing routes to the historical, cultural, and architectural sights and to the places related to life and activities of outstanding people of Ukraine. The “Slavutych Necklace” programme is based upon the resources of the Dnieper–Slavutych, the largest river of Ukraine. The system of touristic routes embraces 12 regions of Ukraine: Dnipropetrovsk, Zhytomyr, Zaporizhzhia, Kyiv, Kirovohrad, Mykolayiv, Odesa, Poltava, Sumy, Kherson, Cherkasy, and Chernihiv regions, and the city of Kyiv.

In 2011, the Public Office for Tourism and Resorts presented more than 100 sightseeing routes lasting from 3 to 12 h, and also two-day tours. These tours embrace historical, cultural, and architectural sights and the places related to life and activities of outstanding people of Ukraine.

13.4 Touristic Movement

Tourist movement is one of the most informative indicators of tourism development in a country. The number of international tourists entering Ukraine has changed in recent years: since 2000 (with almost 6.5 million people), the flow of international tourists has been uniformly increasing every year up to 2008 and has become 4 times larger (Fig. 13.3). However, after 2008, the number of visits to Ukraine sharply decreased by 5 million, which is probably connected with consequences of

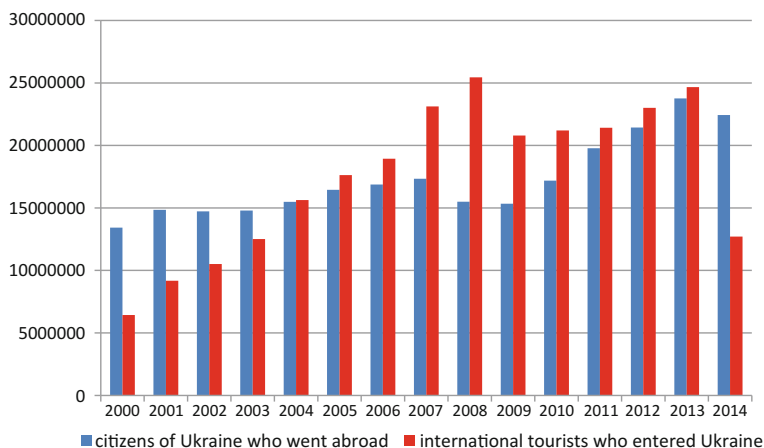


Fig. 13.3 Dynamics of the number of trips of Ukrainian citizens abroad and of the number of entries of international tourists to Ukraine in 2000–2014 (persons)

the world crisis in the majority of countries, and during the three years (2009–2011) it has not been able to reach its peak. From 2011 to 2013 there was a steady growth in tourist flows, and in 2014 there was a significant decrease in the number of international tourists.

A quite different situation was observed with Ukrainians going abroad during the same period. From 2000 to 2007, the dynamics of visits abroad was demonstrating slight but stable growth. However, in 2008–2007, the flow of tourists going abroad decreased by 2 million people, and in 2010 it returned to the level of 2007—17.2 million people. The year 2011 showed a record—19,773,143 Ukrainians went abroad, which is 1.5 times more than in 2000. In 2011–2014, the tendencies of outbound and inbound tourism coincide; still, the fluctuations in the number of tourists who were going abroad were not smoother.

A majority of tourists who used Ukrainian tourist business services in 2000–2014 were sightseers (Fig. 13.4), with the largest number of 2.69 in 2003. One can easily see the periods of increase from 2000 to 2003, a sharp decline in 2004, new increase in 2005–2007, the period of stagnation in 2008 and of decline in 2009–2011. From 2009 to 2013, the number of tourists who travelled abroad increased, while the number of sightseers decreased sharply, and the number of international and domestic tourists experienced constant annual fluctuations. The number of home tourists demonstrates approximately the same dynamics (Fig. 13.3). Thus, in recent years, home tourists and sightseers have been economizing their financial resources at the expense of tourist business services and prefer to arrange their trips themselves. This process is facilitated by the availability of tourist information on the Internet, with the number of its users and tourist portals steadily increasing.

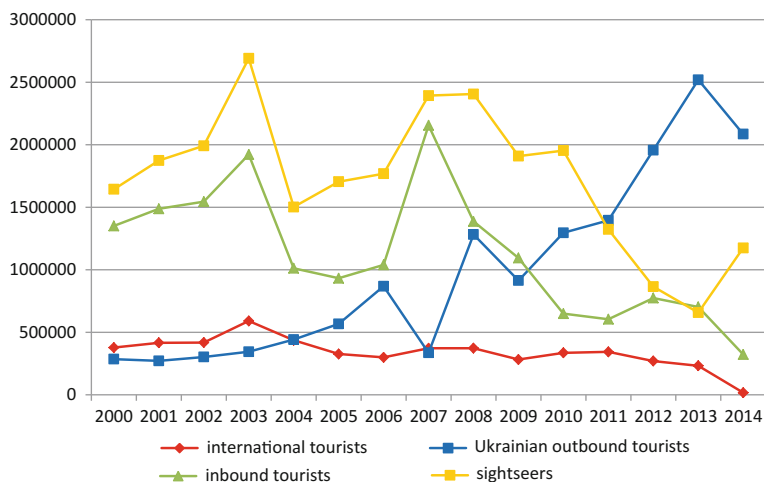


Fig. 13.4 Dynamics of tourists who used tourist business services in 2000–2014 in Ukraine, number of people

Quite different dynamics is demonstrated by Ukrainian outbound tourists who use travel agencies for going abroad: from 2000 to 2011 their number increased by 5 times, only in 2007 and 2009 there was a serious decline. In 2008, 2010 and 2011, the number of tourists who used tourism business services for going abroad was about 1.3–1.4 million people. Overall, the peak of Ukrainian visits abroad was in 2013, comprising 2.5 million people; in 2014, the number of these tourists decreased by 0.5 million people and comprised 2.0 million people. As analysts indicate, travellers prefer, as before, beach resorts with the “all inclusive” system.

During the period of 2000–2014, the largest number of international tourists who used travel agencies visited Ukraine in 2003—591,000 people. The increasing, since 2004 up till now, number of international tourists has been fluctuating within 300–400 thousand people. It should be noted that in 2001 the number of international tourists who used travel agencies was 17 times less than the general number of foreign visitors who entered Ukraine during this period, and in 2011—62 times less. This shows that Ukrainian tour operators are not popular among international tourists—they prefer to organize their trips themselves or with the help of their friends or business partners in Ukraine. During 2011–2014, the number of international visitors was decreasing steadily and in 2014 reached its minimum—only 17 thousand people visited Ukraine during the entire year.

The largest number of foreigners comes to Ukraine on private purpose, tourism is on the second place, business and diplomatic trips are on the third one, and all other types of trips are very small in number. In 2011, 90% of foreigners privately visited Ukraine, 6% came on a tourist trip, 3% made business visits, and only 1% travelled with the aim of studying, employment, moving to permanent residence, with cultural, sport or religious exchange visits.

As to the countries from which the majority of tourists came, 10 top countries in 2006 were Belarus, Russia, Poland, Hungary, Germany, the USA, Slovakia, the UK, Italy and Turkey. In the following years, Russia became the top one, with Poland and Belarus alternating. Since 2007 Germany has been on the fourth place, and the USA—on the fifth one. In 2011, the number of Italian tourists slightly increased, the number of Romanian tourists unexpectedly rose (they never were in this rating list in the previous years), and the tourist flow from Turkey increased. However, the number of travellers from the UK and Northern Ireland fell down to the 9th place (in the previous years they were on the 6th place), as well as from Israel—there had been more tourists from this country before.

According to the purpose of a visit, private trips (80%) dominated in 2006–2014, organized tourism was on the second place, and business trips were on the third. In 2006, private visits comprised 87%, in 2007—85%, in 2008—82%, in 2009—85%, and in 2010—87%. Organized tourist groups comprised 9% in 2006, 11% in 2007, 12%,—in 2008, 9%—in 2009, and 7%.—in 2010. Business trips were least prominent: 4% in 2006 and 2007, and 6% annually in 2008–2010. In 2011, private visits comprised 87% of all trips, organized tourism—8%, and business trips—5%. This tendency continued into 2013, and in 2014, private visits were reduced to a minimum (15%), while other visits of international visitors accounted for organized tourism (55%) and business travel (30%).

During the years of 2008–2014, Ukrainians went mostly to Turkey, Egypt, Russia and Poland. The popularity of the United Arab Emirates is increasing, although costs of travelling to this country are rather high—starting from 3000\$. Israel is also becoming more popular. Due to the drop in prices, Greece was popular in 2014. The number of trips to Germany and the Czech Republic also decreased.

According to the regional distribution, the largest number of tourists came to Kyiv—52%, Crimea—6%, Sebastopol—5% and L'viv region—4%. The tourist flow in Dnipropetrovsk, Donetsk, Odesa and Kharkiv regions comprised 3% of the total flow, while it reached 2% in Zaporizhzhia, Kherson, Khmelnytskyi and Chernivtsi regions and 1%—in the rest of the regions (although it was less than 1% in Zhytomyr and Kirovohrad regions).

As to the tendencies in domestic tourism, during the last 5–7 years the tourists who went to Crimea, the Black and Azov sea areas (the south of Ukraine) changed their destinations to Turkey and Egypt. This is due to the quality of the rest abroad as well as lower prices. The south of Ukraine competes with local rest and the Carpathians. Shatski Lakes, the Dnieper, other rivers (the Desna, the Dniester, the South Buh, the Smotrych) and spa resorts—Truskavets, Morshyn, Svaliava and others—are popular home resorts.

13.5 Main Forms and Types of Tourism

13.5.1 Winter Recreation and Tourism

Winter recreation and tourism are developed in the mountain massif of the Ukrainian (Eastern) Carpathians. Their history began in the 20th century, when the first Polish and Ukrainian Skiing Associations were established and the first skiing centres were built in the mountains of L'viv and Ivano-Frankivsk regions. Winter recreation received a new impetus in the end of the 1990s, when the process of the reconstruction of skiing infrastructure in accordance with European standards began in the Ukrainian Carpathians.

Ukrainian mountain recreational centres are mostly considered as regional and local resorts under the conditions of severe service and price competition with more developed and popular winter resorts of Poland, Slovakia and Austria. Only one winter and summer recreational centre—Bukovel—is of international importance (Table 13.4).

The main territory of winter recreation and tourism in the Ukrainian Carpathians is the recreational system Bukovel-Yaremche. It accepts 73% from the total number of winter tourists of Ukraine. The number of beds provided together with private apartments reaches 100 thousand. Bukovel, located on the altitude of 860 m, unites three skiing arenas of mountains Dovha (1372 m), Chorna Kleva (1246 m) and Bukovel (1127 m). Its infrastructure consists of sport and spa hotels, fitness & wellness centres built after 2000, sport equipment rental centres and skiing schools, more than 20 restaurants and night clubs, and 3 panoramic bars on mountain tops. The facilities for winter sports include 61 skiing tracks of all complexity levels (the longest track 5G has 2106 m) of total length of 50 km, 14 ski lifts and a park of snow cats and snow guns. During winter, a number of open championships and prestigious festivals of extreme sports are conducted. *Après-ski* programmes include folklore shows with Hutsul ethnographic groups participating.

Slavske is the main centre of winter recreation and tourism in the L'viv region, and Drahobrat—in the Transcarpathian region. They are visited by 18% of all winter tourists of Ukraine, and the number of beds they offer together with private apartments is about 14 thousand.

Table 13.4 Rating of major mountain resorts and their importance for winter recreation and tourism (2010)

Status	Location
International	Bukovel
National	Slavske, Drahobrat
Regional	Pylypets, Podobovets, Polianytsia, Yablunytsia, Tatariye, Vorokhta, Vyzhnytsia
Local	Ai-Petri, Tysovets, Verkhovyna, Vyshkiv, Kosiv, Krasiya, Syniak, Volovets, Zheniyevy, Poliana, Nimchych, Myhovo

Under favourable weather conditions (periods with low temperature and significant snowfall) Ai-Petri plateau becomes a centre of winter recreation for local population in the Crimean Mountains.

13.5.2 Summer Water Recreation

Water recreation and water tourism are the most typical and popular forms of tourism. Every summer, during holidays and weekends, more than 50% of Ukrainian population has a rest near water—seas, lakes, artificial ponds and rivers. On many popular territories, anthropogenic load on natural resources reaches threshold or over-threshold levels due to the excessive concentration of water tourists per unit of a beach zone. That is why one can observe violation of sanitary norms of recreational capacity per square unit of free city beaches in the most popular sea resorts of Ukraine in July and August. At that time, in that area there is a concentration of tents belonging not only Ukrainian tourists, but also to thousands of guests from Russia and Belarus.

The Black and Azov Seas with a coastal line of more than 1000 km are the main resource of summer recreation. The coastal line is favourable for summer recreation almost during all its length and possesses unique small-pebble and sand beach resources. The sea basins are located in temperate and subtropical latitudes that determine climatic conditions favourable for recreation and health improvement. The usual July temperature in the north-west (in Odesa resort) is +22 °C, on the south coast of Crimea +26 °C, in the east (on resorts of the Azov coast) +24 °C. The south coast of Crimea is closed by mountains from northern winds and maintains temperatures over 0 °C (up to +6 to +8 °C); the “velvet” season of popular beach recreation lasts there until the middle of October.

The history of summer sea recreation dates back to the 19th century, when the first sea resorts for wealthy strata of the Russian Empire were established. The infrastructure of Crimea had started to actively develop after the construction of summer residencies of several last Emperors of the Russian Empire, and, since 1919, of sanatoria for the Communist elite of the USSR. The popularity peak of the Ukrainian Black Sea resorts was in the 1980s—about 60% of all tourists from the whole USSR improved their health there (Table 13.5).

Under conditions of severe service and price competition with more developed and popular among Ukrainians sea resorts of Bulgaria, Turkey and Montenegro, Ukrainian centres of beach recreation refer, as to their service level, to the categories of national and regional resorts. Nevertheless, the number of Russian visitors does not go below 20–15% even in small settlements on the Black Sea coast, and in larger towns each fourth visitor is an international tourist.

The recreational system of Crimea is the main territory of summer sea recreation and tourism in Ukraine. It comprises 69–74% from the total number of summer sea tourists and simultaneously provides 1.5 million beds together with apartments of the private sector. Every summer more than 3.5–4.0 million people (0.9 million of

Table 13.5 Rating of major sea resorts and their importance for summer sea recreation and tourism

Status	Location
International	Yalta, Odesa, Yevpatoriya, Alushta, Sudak, Koktebel, Feodosiya
National	Saky, Sebastopol, Foros, Cimeyiz, Alupka, Miskhor, Goursuf, Novyi Svit, Sergiivka, Zatoka, Koblevo, Zaliznyi Port, Lazurne, Skadovsk, Genichesk, Berdiansk
Regional	Chomomorske, Olenivka, Okunivka, Mymyi, Shtormove, Mykolaivka, Kacha, Katsiveli, Koreiz, Livadiya, Partenit, Soniachnohirske, Rybalske, Morske, Kurortne, Prymorskyi, Kerch, Shcholkino, Mariupol, Ochakiv, Chernomorka, Kinburn

them being international visitors) rest and improve their health in specialized sanatoria and holiday homes as well as in the private sector.

The territory of the north-west coast of the Black Sea, which includes Odesa, Mykolayiv and Kherson regions, is the second one as to the amount and popularity of tourist flows. The infrastructure of more than 20 settlements mostly corresponds to the level of 1–3* (inexpensive social tourism), but beginning with the 2000s, the process of land withdrawal for the construction of tens of elite wellness, spa and park hotels of the 5* category and water parks has begun. According to statistical data, more than 1.0–1.4 million tourists stay on this resort territory every summer.

The third territory is the north coast of the Azov Sea in Kherson, Zaporizhzhia and Donetsk regions. There are 12 main resorts with a developed infrastructure of private apartments, holiday homes, sanatoria, 3–5* hotels, children’s holiday camps, and territories for campers. According to statistical data, more than 0.7–1.1 million tourists rest there every summer.

Summer water tourism on Ukrainian rivers is determined by their ecological conditions. Popular beach recreation is developed in the neighbourhood of large cities located on the largest rivers—the Dnieper, the Siverskyi Donets, the Desna, the Pivdennyi Buh, the Ros, the Dniester, the Inhul, the Inhulets, the Horyn, the Sluch, the Zbruch, etc. Only in Kyiv, the capital of Ukraine, up to 350 people daily (more than 50% of them being children and youth) spent time on the Dnieper beaches during August weekends in 2010–2011.

Above- and underwater sports are developed based on about 120 societies and amateur clubs. They are mostly connected to the regulated by dams so-called artificial seas on the Dnieper River. A cascade of the Dnieper reservoirs includes Kyivske, Kanivske, Kremenchutske, Dniprodzerzhynske, Dniprovske and Kakhovske “seas” with a total water level of 6979 km² and volume of 43.8 km³ of water.

The largest mountain rivers of the Ukrainian Carpathians (the Cheremosh, the Prut, the Tisza, etc.) are used for amateur and organized, by travel agencies, rafting, kayaking and canoeing. In recent years, these water sports are becoming more and more popular among a young generation of Ukrainian tourists.

Certain reserves specialize in the organization of beach recreation and ecotours on protected water objects, among them biosphere reserves (Chornomorskyi, Dunayskyi), state reserves (Kazantypskyi, Karadagskyi, Dniprovsko-Orilskyi, Poliskyi, Rivnenskyi, etc.) and national parks (Synevyr, Shatskyi, Pirpyat-Stokhid, Azov-Syvashskyi, Dzharylhatskyi, Desniansko-Starohutskyi, Biloozerskyi, Velykyi Luh, Buzkyi Hard, etc.).

13.5.3 Rural Tourism

Rural tourism is considered to be a priority type of tourism in Ukrainian legislation in the context of the revival and socioeconomic development of rural areas. In Ukraine, rural tourism had certain traditions of development in the 20th century: recreation in the homes of Carpathian villagers at the beginning of the 20th century and stays in villages near sea and mountain recreational centres in the 1960s–1980s. During the last decade, rural tourism in Ukraine demonstrates a broad spectrum of forms and the broadening of territorial development, embracing almost all regions of the country. The most popular tourist activities on rural territories include short- and long-term recreation in private homes and cottages, qualified tourism (alpine skiing, hiking and boating), cultural (ethnographic) and natural (ecological) tourism. Such forms of rural tourism as agrotourism based on villages and farms, culinary tourism with wine and cheese routes and participation in culinary festivals, as well as visits to Cossack farms and historical objects on rural territories are being developed.

Sacral objects (especially wooden churches), traditional rural buildings and cultural landscape, rural mode of life and traditions, local fests and proximity to natural resources (woods and water) are main attractions of Ukrainian rural tourism.

To provide lodging services, private homes (>70%), cottages and cottage settlements, and rural holiday homes, hotels and hotel complexes with places to eat (“kolyby,” pubs and living yards) are used. Lodging in old traditional houses is extremely popular. From a spatial perspective, rural homes have a dispersed character of location in the centres of rural tourism and agrotouristic places.

It should be noted, however, that social and technical infrastructure in many centres of rural tourism and agrotouristic places is not sufficiently developed: local roads are in unsatisfactory state, and social services, centralized water supply and draining are absent.

The most developed centres of rural tourism and agrotouristic places are located in the Carpathian region (Zakarattia, Ivano-Frankivsk, L’viv and Chernivtsi regions), on the Black and Azov seas coasts, the Dnieper territory, on Polissia and the Podillia Uplands. In particular, there are more than 2500 rural homes and cottages in four Carpathian regions, where the number of beds ranges from 3 to 25, with 7–9 beds on average. The most basic services in Carpathian rural homes include lodging, homemade food, water health treatments, rent of alpine skiing equipment and organization of excursions.

The most popular territories of rural tourism in the Carpathian region are Yaremche and Kosiv with neighbouring villages, village settlements near main skiing and balneological resorts as well as places with winemaking, traditional crafts and preserved ethnographic traditions.

Polissia villages near Shatskiy Lakes (Volyn region), Podillia villages near the Dniester (Ternopil and Khmelnytskyi regions), central Ukrainian villages near the Dnieper (Kyiv, Cherkasy and Kherson regions), the Black and Azov Seas villages as well as villages in mountainous regions of Crimea are popular sites of Ukrainian rural tourism. A survey conducted at agrotouristic centres and places has shown that the majority of tourists comes from the cities-millionaires (Kyiv, Odesa and Dnipropetrovsk) and regional centres of Western Ukraine.

During the last decade, new organizational and territorial trends in the development of rural tourism have appeared in Ukraine. Special thematic centres of rural tourism—Cossack farms, ethnographic farms, rural zoos, and model mountain meadow farms that are simultaneously tourist attractions and service providers appeared. Innovative forms of rural tourism functioning as cooperatives, clusters and agrotouristic networks are also being introduced.

The routes of green tourism that are used by travel agencies and local history societies have been elaborated for main districts of rural tourism. The Carpathian Green Ring, Carpathian Wine and Cheese tour, Talisman of Kherson Region, Kyiv Wisp, The Ethnographic Crimea and others are among the most popular routes. These routes and tours successfully combine natural and cultural attractions on rural territories, rural homes and traditional agricultural activities and crafts.

The Association for the Promotion of Rural Green Tourism in Ukraine (created in 1995), which has its sites in the majority of administrative centres, provides informational and advertising support for this kind of tourism. It unites about 30% of rural tourism enterprises. The activities of the Association are realized via a webpage, publication of catalogues and guidebooks, and organization of the Annual Ukrainian Fair of Rural Tourism.

13.5.4 Business Tourism

During the last decade, one can see in Ukraine a vivid world tendency towards the increase of the number of business visitors and the quantity of business events. The most popular forms of business trips to Ukraine are as follows:

- participation in conferences, congresses, exhibitions and fairs;
- trips of business partners to participate in negotiations, presentations or marketing activities;
- trips to sport competitions, especially in the context of the UEFA EURO 2012.

The statistical data 2010–2011 show an essential part of business tourism in Ukraine. In 2010–2011, the number of business tourists who made use of travel

Table 13.6 Exhibitions and fairs in 2005–2013 in Ukraine

	2005	2006	2007	2008	2009	2010	2011	2012	2013
Total number of events	1094	1107	1088	1174	1076	1127	1116	1010	922
Out of the total number of events:									
Exhibitions	572	566	593	653	512	510	497	480	403
Fairs	522	541	495	521	564	617	619	530	519
Total area used by exhibition organizers, thousand, m ²	1231.1	1539.6	1476.3	1836.4	1267.2	1268.1	1282.7	1040.1	908.9
Total exhibition area of exhibition centres, thousand, m ²	202.6	209.6	169.5	192.5	196.1	206.0	202.0	201.0	201.0
Number of participants	66,376	74,082	74,937	82,453	68,745	73,367	69,616	62,645	55,895
— International	3571	3862	4684	4940	3168	3164	3275	3073	3015
Number of visitors, thousand people	9834	11,891	11,006	13,309	10,629	11,161	9351	6732	5597

agencies was 7.5–8% of the total number of tourists. During the UEFA EURO 2012, 325,000 international football fans came to Ukraine.

Active development of exhibitions in Ukraine is also representative. The number of participants of exhibitions in 2005–2013 was ranging between 60 and 80,000 people every year (Table 13.6). During this period, the annual number of exhibitions and fairs was more than 1000. Many visitors attend exhibitions and fairs— from 9.3 to 13.3 million people.

The elements of infrastructure of business events are important part of business tourism. This primarily refers to exhibition halls. The most popular conference and exhibition halls are located in Kyiv (International Exhibition Centre, 10,000 people), Donetsk (Donbass Arena stadium), Kharkiv (Britannia hotel), Odesa (the “Renaissance” Banquet House), L’viv (Palace of Arts), Yalta (Oreanda hotel) Truskavets (Rixos Prykarpattya resort).

The annual catalogue of business tourism, “Conference service in Ukraine,” shows 167 hotels, sanatoria and holiday homes that provide for rent conference halls, accommodation and services to business tourism in different regions of Ukraine. The majority of them are concentrated in Crimea (31), the city of Kyiv (30), Odesa (21), Zakarpattia (14) and L’viv (11) regions.

The exhibitions and fairs related to tourism industry are often held in Ukraine, for example the “Ukraine” International Tourist Salon (Kyiv), the “Black Sea Odyssey” International Tourist Fair-Exhibition in Odesa and the “TourExpo” International Tourist Exhibition in L’viv. The UIIT (Ukraine International Travel and Tourism Exhibition) holds a special place in the presentation of tourism business. More than 500 companies from 70 countries of the world participate in it.

Incentive tours, aimed at providing services by travel agencies to corporate clients, are becoming more widespread. Several tens of travel companies in Kyiv, Odesa, and L’viv are united into the Association of Business Tourism.

13.5.5 Spa Tourism and Wellness

Spa tourism is one of the oldest and most popular types of tourism in Ukraine. The first resort Shklo in L’viv region was mentioned in the documents as early as in 1576. Now there are 46 spa resorts of international significance and 13 resorts of local importance in Ukraine. They comprise 532 sanatoria and holiday houses with medical services, which can provide simultaneously more 150 thousand beds. There are also 265 territories for recreation and tourism.

Ukraine possesses a resource base represented by mostly all balneological types of mineral water: carbonic, radonic, sulphidic, ferric, bromidic, iodine-bromidic and iodic, siliceous, water with a heightened content of organic substances, waters without specific components, etc. Mud resorts use peat, silt and sapropelic muds deposited in large quantities in lakes and salt lakes of Crimea, Odesa, Kherson and Zaporizhzhia regions.

Sanatoria are unevenly distributed over the territory of the country (Table 13.7). A majority of them are concentrated in Crimea (16.1%), Donetsk (16.1%), Odesa (10.5%) and L’viv regions (5.1%). The most popular are the two following wellness and spa tourism locations—Crimea and L’viv region. Crimea boasts of 5 spa resorts—Yevpatoria, Saky, Yalta, Alushta and Gourzuf. In L’viv region, there are three spa resorts—Truskavets, Morshyn and Skhidnytsia. Among other resorts, the largest ones of international level are Odesa, Sloviansk, Berdiansk, Myrhorod, Khmilnyk, Svaliava, Solotvyno and Yaremche.

A specialized net of children’s sanatoria (26.1 thousand beds normally and up to 35 thousand beds during the most intensely visited month) comprises 38.5% of the total number of sanatoria. Every year more than 200 thousand children improve their health in sanatoria.

Spa and wellness tourism in the current understanding of the concept of health-improving service was introduced in the beginning of the 2000s in Ukraine based on the borrowed international experience. Modern spa complexes and resort & spa hotels of the country appeared as a result of (a) building of new objects with a five-star level of service and (b) modernization of separate classical sanatoria in popular resorts with valuable balneological resources. The examples of the first model are VIP Resort & Spa Hotels of Crimea: Palmira Palace, Respect Hall,

Table 13.7 Rating of main spa resorts and their importance for the development of spa tourism (2010)

Status	Location
International	Truskavets, Yalta, Yevpatoriya, Odesa
National	Saky, Alupka, Alushta, Miskhor, Goursuf, Skadovsk, Genichesk, Sloviansk, Berdiansk, Myrhorod, Khmilnyk, Svaliava, Solotvyno, Yaremche, Vorokhta
Regional	Syniak, Slavske, Mariupol, Kuyalnyk, Zatoka, Serhiivka, Ochakiv, Chernomorka, Koblevo, Zaliznyi Port, Lazurne
Local	Shklo, Velyki Liubin, Nemyriv, Cherche, Sataniv, Novyi Mizun, Kvasy, Carpathians, Shayan, Vyzhenka, Prymorsk, Novoazovsk

Seasons Resort, Sea Spa Resort, Park Hotel SPA Seaside Park and 1000 and one Night, etc. The examples of the second model are Resort & Spa Hotels of Truskavets: Rixos Prykarpattia, Luxury Resort Geneva, Royal Grand Hotel Truskavets, Royal Promenade, Mariot Medical Центр, The Fifth Ocean, etc. The development of the infrastructure of spa and wellness resorts is one of the main strategies of the development of spa resorts and recreational territories of Ukraine. Nowadays it is seen as a dynamic business with very good perspectives.

13.5.6 Wine Tourism

Trips to the south and west of Ukraine aimed at visiting vineyards, winemaking centres and wine cellars attract both Ukrainian and international tourists. Wine tours to Zakarpattia, Crimea, Odesa, Kherson and Mykolayiv regions, where traditional centres of winemaking are located, enjoy increasing popularity.

The Institute of Grapes and Wine “Magarach” (Yalta), National Industrial and Agrarian Association “Massandra,” wineries “Soniachna Dolyna” (Sudak, Soniachna Dolyna), “Novyi Svit” and “Koktebel,” which have unique enotecas and offer tours to wineries with wine tasting rooms, facilitate the development of wine tourism. Wine festivals, the Festival of Copyright Wine “Lively Wine of Ukraine,” Art Wine Fest and others are annually conducted there.

Various exhibits and wine tasting rooms have been established to stimulate the marketing of producers (Shabo, Izmail winery, Odesa champagne winery, Inkerman winery, “Koktebel” and others). The wine tasting complex “Massandra” was opened in 2001 in the Main Cellar built in 1894–1897 by Prince L. Golitsyn. The enoteca of the Association which contains more than one million of vintage wines is recorded in the Guinness Book of Records. Every year about 50,000 tourists visit its unique cellars, where dry, dessert, strong and liqueur wines are kept.

The Shabo Centre for the Culture of Wine (the village of Shabo, Odesa region) is the first and only educational complex in Ukraine which combines a museum labyrinth, original cultural objects, historical wine cellars and modern high technology production. The Shabo Centre for the Culture of Wine is a social project of

the Shabo Company included into the first European Map of Wine Museums. Its main aim is to facilitate the culture of wine consumption in Ukraine and to draw attention to the quality of wine. In Crimea, there is the project “Great Wine Road” (initiated in 2002) which includes visits to vineyards, wineries and tasting rooms of the “Zolota Balka” company, S. Perovska winery, Inkerman winery and others.

Wine tourism is somewhat different in Zakarpattia. As winemaking has been traditional here, there are many small private wineries in Berehove, Mukachevo, Uzhgorod, Vynogradiv and Irshava districts which produce wine only from local grapes.

Wine cellars in the village of Serednie, Uzhgorod district, are the oldest in Zakarpattia. They were built in the 16th century and will be 455 years old in 2012. As they were dug in tuff, the ideal conditions for wine ageing are created by natural ventilation through the capillaries of the rock. The wines of Serednie wine cellars were included by the UNESCO into the ten of the best wine cellars of Europe.

Tasting rooms in private wine cellars, stylized restaurants, tasting rooms in the Medieval style in the cellars of the Palanok, Vynogradiv, and Schönborn palaces are extremely popular in Zakarpattia. Together with visits to wineries and tasting rooms, tourists are offered, trips to the closest natural, historical and cultural attractions, creameries and other local businesses. In Irshava district, it is possible to make a “Wine Trip” by a narrow-gauge railway from the beginning of the last century, from which one see everyday life of local residents along the route and taste wines. Every year several wine festivals are held: White Wine in Berehove, Sunny Drink, Red Wine and the autumn festival of new wine “Zakarpattia Beaujolais” in Uzhgorod, Ugochanska vine in Vynogradiv, etc., where winemakers have an opportunity to demonstrate and sell their produce. According to the data of their organizers, about 150,000 tourists visit these festivals every year.

Some tour operators developed their own wine tours, for example “Wine Pearls of Ukraine,” “Zakarpattia Wine and Cheese Tour,” “The Crimean Sun in the Wine Glass,” “An Anthem to a Vine,” “The Talisman of Koktebel” and “Yalta May Tour.” The number of the participants of such tours is increasing every year. Recently, a project of the Council of Europe on wine tourism development has been initiated. Odesa, Crimea and Zakarpattia will become its centres, and L’viv will manage the project implementation. For example, the number of tours to Zakarpattia will double by 2025—to 2.6 million people every year, and the planned income to the budget of the city will increase by three times (to 12 billion of hryvnia annually).

13.5.7 Geotourism

Geotourism is a relatively new kind of tourism in Ukraine. Although pedestrian, water, bicycle and car trips to picturesque and unique geological objects and places have been popular for a long time in all regions of the country, it is only now that informational and educational aspects of such trips have started to attract attention.

The Carpathians, the Crimean Peninsula and Podillia Upland are the most popular geotouristic regions of Ukraine. The objects most visited by tourists are concentrated there.

It is possible to outline the most popular geotouristic objects and routes in the *Ukrainian Carpathians*. There are several tourist paths in their highest part—the Chornogora: 2000 m Mountains of the Carpathians; Mountainous Lakes—Brebneskul, Nesamovyte and Maricheika; and a number of mountain routes in the Carpathian Biosphere Reserve and National Park “Karpatskyi.” The region of the Volcanic Carpathians (Zakarpatia region) is interesting and not difficult for visitors. Geotouristic objects located there include the domes of extinct volcanoes and other traces of volcanic activity: mountains Antalovetska Poliana and Palanok, and the Enchanted Valley rock complex (Fir-Tree Stone). Skole and Upper Dniester Beskids are rich in geological heritage. The most popular and visited geotouristic objects there are the Dovbush Rocks (a rock complex near the village of Bubnyshche made of Yamna sandstones up to 80 m of height, 200 m of width and up to 1 km of length) and Urych rocks (erosion relics of massive Yamna Palaeocene sandstones up to 50 m of height) with valuable geological, geomorphological, historical and cultural heritage.

The Crimea Peninsula can be called an alfresco geological museum. The southern part of the peninsula is occupied by the Crimean Mountains which stretch along the Black Sea coast for 180 km from the south-east to north-east with the width of 60 km. There are more than 1000 sinks, 135 caves, mines and pits on the Chatyr-Dag massive. The majority of them are inaccessible for regular visitors, and only two caves—Marble on the Chatyr-Dag and Kyzyl-Koba (Red) on Dolgorukivska yaila are visited by tourists. The Ghost Valley on the south-eastern slope of Demerdzhi mountain—a complex of chimera rocks (more than 100) formed as a result of the weathering of upper Jurassic conglomerates (weathering niches, cornices, subsided and bastion forms), are among the most popular geotouristic objects of the Crimean peninsula. The Kara-Dag Natural Reserve, mountains-laccolites Ayu-Dag and Kastel, the Great Canyon of Crimea and the valley of the Bodrak River often become the objects of geotouristic tours.

On the Kerch peninsula, to the north of the village of Bondarenkove, there is a well-known Bulganatske field of mud volcanoes.

The Podillia Upland is popular due to its variety of well-studied objects of geoheritage, which are concentrated on relatively small territories and are accessible for tourists. The most popular are the Podillia Tovtry, a canyon of the Smotrych River, gigantic Karst labyrinths in gypsum and the canyon of the Dniester River. Tovtry is an arch-like ridge, 50–60 m of height, the relics of coast reefs, formed by parallel coastlines of old Miocene seas. The Karst gypsum caves of the Podillia Dniester area are popular among tourists. There are more than 100 caves there, and the majority of them are protected: the Optymistychna cave (214 km, the longest gypsum cave in the world), Ozerna (116 km), Cryshtaleva (22.6 km), Verteba (8 km), Mlynky (36 km), Atlantis (1.8 km), Yuvileyna (1.7 km) and Dzhurynska (1.2 km) have been announced to be of national geological value. In the canyon-like valleys of the Dniester and its left tributaries of the Strypa, Dzhuryyn,

Seret and Zbruch, a strong complex of sedimentary sequences is being exposed off the youngest ones—anthropogenic, and the oldest ones—Silurian sediments of the Palaeozoic Era. In the lower part of the Dniester canyon, Silurian and Devon sediments are exposed, and above them—Cretaceous and neogenic sediments. The Silurian and Devon sediments in Trubchyn, Zalishchyky, Ivan-Zoloty, Ustechko and Vistra deserve special attention. They have a great scientific value, and some of them are of global significance. The canyon of the Smotrych River (80 ha) and outcrops of Wend and Silurian in the neighbourhood of the city of Kamyanets-Podilskyi (Khmelytskyi region) are the other popular geotouristic places.

On the *Dnieper Upland*, the Kaniv Hills, Butskiy and Tiasmynskiy canyons in Cherkasy region seem to be promising geotouristic objects. The Kaniv Hills (the most known of them are Chernecha, Kniazha—221.2 m, Maryany Hills—224.4 m) were formed in the district of Kaniv dislocations, known for the dislocation of the sediments of its sedimentary cover, which are folded and form scaly and sleeve structures.

The places of the oldest rock outcrops—sediments of the Ukrainian Crystalline Shield—will be interesting for geotourists. Such a phenomenon can be observed in the valleys of the rivers Sluch, Southern Buh and in the exposed parts of open pits. The Southern Buh River is the only in Ukraine where rapids have been preserved in their natural form that add a mountainous character to the river. The Southern Buh cuts the crystalline rocks of the Ukrainian Crystalline Shield, which outcrop here to the surface.

Overall, the territory of Ukraine is extremely promising for the development of geotourism. Nowadays, the interest in geotouristic attractions is growing due to the improvement of information supply and the development of touristic infrastructure. The Geological Service of Ukraine, scientific institutions specializing in earth sciences, Ukrainian Branch of ProGEO, administrations of nature-protected territories with rich geoheritage, and some tour operators actively popularize geotouristic trips and objects. In general, geotourism in Ukraine is in its infancy: the appropriate infrastructure is insufficient, some interesting objects are located in inaccessible places, and there is a lack of informational and educational materials, as well as experts in geotourism. Currently specialists develop the mechanisms of management of promising geotouristic objects and of establishing new for Ukraine forms of geoheritage protection and use—geoparks. In the west of Ukraine, two geoparks can be opened in the mountainous part of the Ukrainian Carpathians—Rocky Beskids and Volcanic Carpathians, one geopark in the Precarpathians—The Galician Dniester region, and three geoparks in Western Podillia—Fossil Barrier Reef, Podillia Gypsum Karst and The Dniester Canyon.

In 2014, as a result of implementing a two-year international project “Geo-Carpathians—Polish–Ukrainian tourist path” supported by the EU, a cross-border Polish–Ukrainian geotourist path was created; the path is 700 km long and covers 28 most attractive geotourist attractions (16 of them in Ukraine) of the Carpathians.

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Erratum to: Geography of Tourism of Slovakia

Peter Čuka

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In the original version of the book, in Chap. 11, interpreter's name "Anna Senková" has to be removed from author group. The affiliation of author "Peter Čuka" has to be changed to "Faculty of Geography and Biology, Institute of Geography, Pedagogical University of Cracow, Cracow, Poland," and the belated corrections received have to be carried out. The erratum chapter and the book have been updated with the changes.

The updated online version of this chapter can be found at
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