

SLOVAKIA

Facilitating
diversification, creation
and development of
small enterprises, as well
as job creation

Location
Sklenec

Programming period
2014 – 2020

Priority
Priority 6 - Social Inclusion
and Economic Development

Measure
6.4 Support for investments
in creation and development
of non-agricultural activities

Funding (EUR)
Total budget 348 982.96
EAFRD 143 955.46
National/regional 47 985.16
Private 157 042.34

Project duration
2015 – 2016

Project promoter
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Website
n/a

In response to the increasing number of tourists, a small accommodation provider used RDP support to increase the capacity of his business and set up leisure activities.

Summary

In 2016, more than 5 million tourists visited Slovakia, which was a record number and a 15% increase compared to 2015. The increasing demand resulted the need to increase the capacity of tourist facilities and quality of the services offered.



A small rural accommodation provider used support from the rural development programme to construct three new wooden log cabins and thus increase his accommodation capacities. The beneficiary also set up leisure activities such as an outdoor swimming pool, a tennis court, a playground for children guests and a gazebo with possibility to barbecue and party.

Results

A 20 % increase of accommodated guests within the first year of operation after the project was completed.

Created one new job and maintained the original jobs.

Increased the offer of recreation services as now the facility offers the possibility to relax in a outdoor swimming pool, to play tennis, volleyball, street ball at the tennis court and a playground for children.

Lessons & Recommendations

- ❑ Today, visitors are not interested only for accommodation, but also to the possibility to relax and spend their free time in area of accommodation.
- ❑ The attractiveness of the site and high quality of the traditional materials used (wood) during the construction works played a key role in creating a unique complex supporting local rural tourism – including the possibility to visit a fallow deer park, cycling and hunting.
- ❑ Promotion activities are essential in ensuring that tourist facilities in remote rural areas will become visible to tourists.

Context

The region of Turiec spreads in the north-western part of Slovakia in the Turčianska kotlina basin, and is surrounded by the mountain ranges of Malá and Veľká Fatra, Kremnické vrchy, and Žiar. The valley is crossed by the Turiec river. Due to the beauty and natural assets of the area, the region is one of the most picturesque in the territory of Slovakia and it is sometimes referred to as the "garden of Turiec". The Malá and Veľká Fatra mountains are ideal for hiking, cycling, paragliding and mountaineering. The cultural heritage of this region includes traditional villages of popular architecture and rural manor houses from different historical periods.

The accommodation facilities that exist in the Turiec region but also in the whole Slovakia, are still not sufficient compared to the increasing number of visitors. Therefore, it was necessary to increase the accommodation capacities and improve the accommodation quality in order to satisfy the demand for higher standards. The accommodation facility in Sklene was offering 8 beds with no additional tourism services, and therefore needed to expand its capacity and offer more recreational activities.

Objectives

Specific objectives of the project included:

- to increase the accommodation capacity of the facility;
- to set up the infrastructure for new recreational activities.

Activities

The project used support from the rural development programme for the construction of 3 new wooden log cabins and extended the accommodation capacity from 8 to 14 beds and additional beds for 3 children under 6 years old. The beneficiary also used the support for the construction of a sport-relaxation complex which included an outdoor swimming pool, a tennis court suitable for volleyball and street ball, a playground for children and a gazebo. In addition, pavements and a parking lot were constructed. Finally, the beneficiary carried out gardening works and planted decorative trees and plants.



Main results

- Increased quality of accommodation through the new wooden log cabins of high standard, equipped with their own kitchen and bathroom, offering high comfort not only for individual guests, but also for families.
- Increased offer and quality of tourism services. The facility offers the possibility to relax in a outdoor swimming pool, to play tennis, volleyball, street ball at the tennis court, playground for children with different wooden attractions as climbing frame, swing and a sandpit.
- A 20% increase of accommodated guests was recorded. The number will be even higher in the future as these numbers refer to the first year of operation after the project was completed.
- The original jobs were kept and one new job was created.

Key lessons

- Today, it is necessary to provide visitors not only with accommodation, but also to the possibility to relax and spend their free time in area of accommodation.
- The attractiveness of the site and high quality traditional materials used (wood) during the construction works, enabled the beneficiary to create a unique complex supporting local rural tourism – including the possibility to visit a fallow deer park, cycling and hunting.
- In order to support rural tourism in areas such as the Sklene village, it is necessary to do promotion and collect references from the satisfied guests. Right after the project was completed, the promotion of the facility was taken over by Tourism Department at Ministry of Transport and Construction of the Slovak Republic. The website of the facility is under construction and soon the promotion of the site will be covered by the facility staff themselves.

Additional sources of information

n/a