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INTEGRATED TOURISM DEVELOPMENT IN ENVIRONMENTALLY VALUABLE TERRITORY OF SVÄTÝ JUR

Within the project PHARE CBC Slovakia/Austria we have elaborated the proposal of integrated development of tourism in an attractive landscape, which is significant from the viewpoint of protected areas. According to our own methodical procedures and the results of our study were these proposals into the planning documentation of cadastral of towns and municipalities of the micro region. The aim of the project was the coordination and harmonization of proposed activities with natural and cultural-historical landscape potential in the accordance with environmental protection and tourism development. The model area of the micro region was a group of villages and towns of similar natural, cultural-historical and socio-economical character, i.e. cadastral Svätý Jur, Slovenský Grob, Chorvátsky Grob, Grinava, Limbach and a town district of Bratislava III - Vajnory.

Introduction

The origin of environmental problems in the landscape is caused by the knowledge and also by the unwillingness of competent authorities to respect proposals of landscape plans. The purpose of these proposals is the identification of environmental threats of the landscape and the population, mitigation measures for their elimination and the ecologically functional development of human economic activities.

In a relation with the development of the tourism on regional and local level it is important to coordinate it in a harmony with other economic activities. The coordination of these economic activities in the landscape, except others, predates the origin of environmental problems, which should be evolved as the consequence of the discord with natural and cultural-historical landscape potentials.

The idea of integrated approach to the development of whatever activity is not new, but actual. It is the necessary condition of next human being. The protection of the environment and the determination of environmental limits are factors which were relatively getting round by authors of integrated tourism development studies.

The model territory presents viticulturist (Fig.1), Small-Carpathian landscape with high natural and social-economical diversity. Landscape's potential has conditions for intensive development of urbanization, recreational-sporting, agricultural and conservationist activities, which are not coordinated by the point of view of spatial possibilities and the intensity of tourism development.

Theoretical - methodical bases for integrated development of rural tourism

By correct approach the broader implementation of tourism function can contribute to the preservation of typical viticultural agriculture and settlements, cultural-historical landmarks in a harmony with the protection of ecological outstanding segments of landscape potentials and a landscape as a whole.

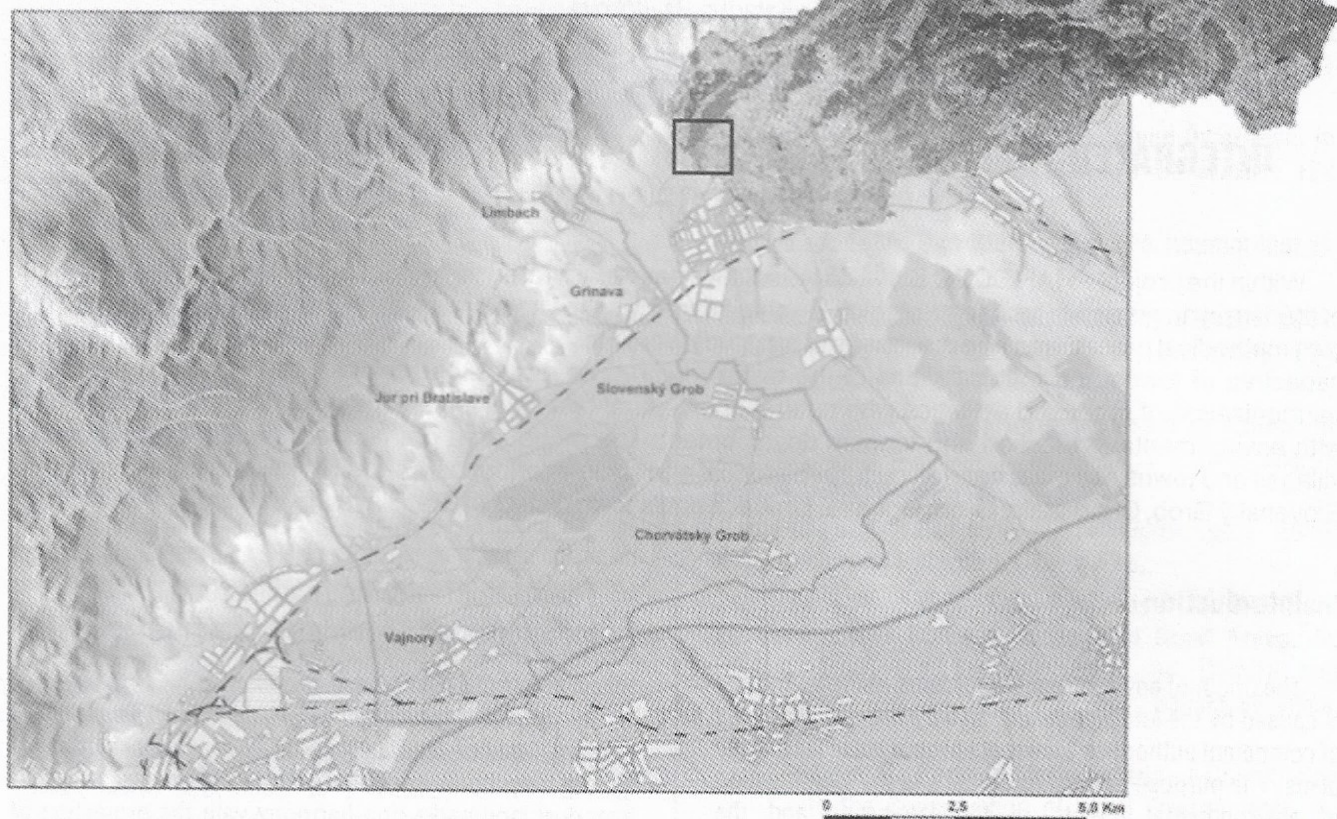
Integrated development of the tourism assumes complex process of natural, social-economic and cultural-historical landscape potentials' harmonization with spatial requirements of economic activities of a man.

The idea of integrated approach of tourism development, and of whatever activity, is relatively new, but actual. The reason is, that it is necessary condition for the man being. The protection of the environment and the determination of environmental limits, which were neglected by researchers working in this problematic till now, are getting ahead.

By the creation of new methodical procedure of the integrated tourism development we have continued the existing conceptual and others methodical approaches.

Conceptually new methodical approach is based on principles of environmental program of community's development on the threshold of 3rd millennium, which was decelerated during the UN conference on the environment - SUMMIT of the EARTH 92. The goal of mentioned environmental program is the creation of such a development, which guarantees the satisfaction of needs of present generations without threats of next generations. A harmony between a community development and a landscape potential is the basic idea of the environmental program.

Fig. 1. Microregion of Svätý Jur (model territory)



Methodologically we have based on these existing approaches:

- the methodology of LANDEP for the purpose of landscape-ecological planning (Ružička, Miklós, 1982),
- methodical approaches to the evaluation of conditions for tourism development by authors as Mariot, Krippel, Otrubova, Pavelekova (Mariot, 1983, Krippel, Otrubová, 1996, Paveleková, 2001),
- methodical approaches to the evaluation of conditions for country tourism in the landscape (Krnáčová, Štefunková, 1999, Spišiak, Krnáčová, Pavličková, 2000, Krnáčová, Pavličková, Spišiak, 2001, Štefunková, 2001, Krnáčová, Hrnčiarová, 2004).

In the scheme 1 the procedure of integrated tourism development is showed.

New methodological approach to the proposals of integrated tourism development

For the proposals of integrated development of rural tourism in the landscape we have created methodological approach (Krnáčová a kol., 2004) which is taking into

account comprehensive evaluation of landscape potentials with its developing possibilities. By this approach we were oriented on:

- complex analysis of natural and social- economic potentials of the landscape with the orientation on:
 - an analysis of localization assumptions which determine the places of the occurrence of localities which are interesting from the point of view of tourism (landscape spaces or artificial objects, both interesting from the point of view visitors),
 - an analysis of selection assumptions which characterize the ability of a society to active involvement into the tourism development (demographic and social-economic circumstances of a society),
 - an analysis of realization assumptions which directly support and make possible a participation of a society on a tourism development (communications, other material-technical assumptions),
 - an analysis of environmental assumptions which characterize a quality of natural sources and the environment as a whole, and a synthesis of phenomena and elements which support the tourism development (diversity and stability of a landscape, natural sources, cultural-historical sources and social-economic sources),

- a synthesis of phenomena and elements which limit the tourism development (natural risks and threats, contamination of the environment of present landscape structure),
- a synthesis of abiotic attributes, which delimit spatial layout of phenomena and elements (climate, relief, substrate, soil),
- a synthesis of environmental limits of the development (development of activities as: recreation, urbanization, agriculture, forestry) with a respect of the protection of natural sources and biodiversity,
- a creation of types of present landscape (of spatial-territorial units) for the localization of individual forms of rural tourism in a coordination with other economic activities of a man,
- a proposal of integrated development of tourism-spatial localization of different forms of tourism in a harmony with the development of other economic activities of a man.

- ecological alternative choice of activities, where potential suitability of forestry, agricultural and urbanization activities are proposed for homogeneous complexes in a harmony with the protection of natural sources and the biodiversity, and also with the development of chosen tourism forms possibilities, (Fig 2)
- functional choice of landscape potential types, which are created by the connection of areas with similar activities and an intensity of the utilization, e.g. forestry potential with extensive forms of recreation, forestry potential with recreational - breaking forms (intensive and extensive) and sporting forms of utilization, viticulturist potential (intensive and extensive), ploughed potential (intensive and extensive), urbanization potential (Fig 3).

Proposed types of landscape potential for the model territory are mentioned in the next overview:

FOREST POTENTIAL

Apart from natural values and functions (stability of a landscape, biodiversity, soil-protecting function, respiration function, retention function, etc.) the importance of the forest is also in their greatness of forest environment for recreational activities. Within the recreational-breathing and sporting activities in the frame

Results

Results of integrated tourism development in the micro region Svätý Jur are:



Fig. 2. Proposal of integrated tourism development
Alternative ecological proposal
(map slice)

- build-up area
- the activity proposal code

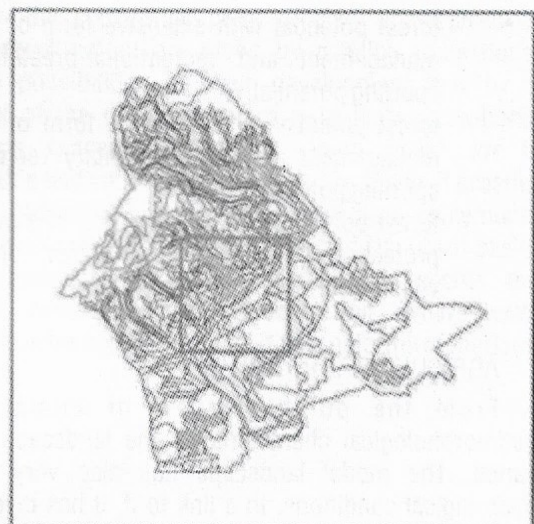


Fig. 3. Potentials of model territory

1. Forestry potential with recreational-breaking forms (intensive and extensive) and sporting forms of utilization



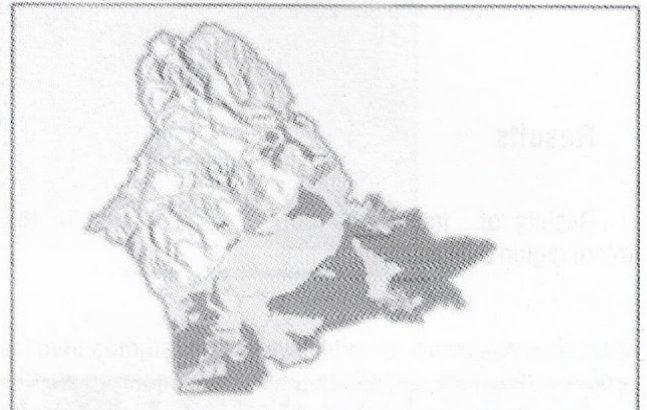
2. Viticulturist potential (intensive and extensive) with amended recreational-sporting potential and eco-stabilization vegetation



3. Learning potential



4. Ploughed potential with intensive utilization



of a breath and a recreation of holidaymakers the function of the forest is known in favourable physiological and psychological-aesthetic effect of a man. Each forest associations do not fulfill recreational function on a same level. They depend on an overall state of the forestry management, etc. Referring to the recreational functions of a forest it is necessary to speak about functional segmentation of a forest.

- forest potential with extensive form of forestry management and recreational-breathing and sporting potential,
- forest potential with intensive form of forestry management and complementary recreational-sporting potential,
- forest potential with the function of biodiversity protection and with complementary function of whistle tourism.

AGRICULTURAL POTENTIAL

From the point of view of climatic and geomorphological characteristics the landscape is very varied. The model landscape has also very specific hydrological conditions. In a link to it, it has diverse soil

cover with wide scale of productive and environmental characteristics. On those depends also optimal utilization of a land. The territory as a whole represents different and unique landscape, also from the point of view of biological important localities and cultural-historical objects and structures with environmental and aesthetical values.

a) ploughed land potential

- ploughed land potential mainly with intensive form of the utilization and with complementary ecostabilization vegetation,
- ploughed land potential with extensive form of the utilization and with complementary ecostabilization vegetation,

b) ploughed land-meadow potential

- ploughed land-meadow potential with extensive form of the utilization and with complementary ecostabilization vegetation and recreational-sporting potential,

c) ploughed land and vinicultural potential

- ploughed land and vinicultural potential mainly with intensive and extensive form of the utilization and with complementary ecostabilization vegetation,



d) vinicultural potential

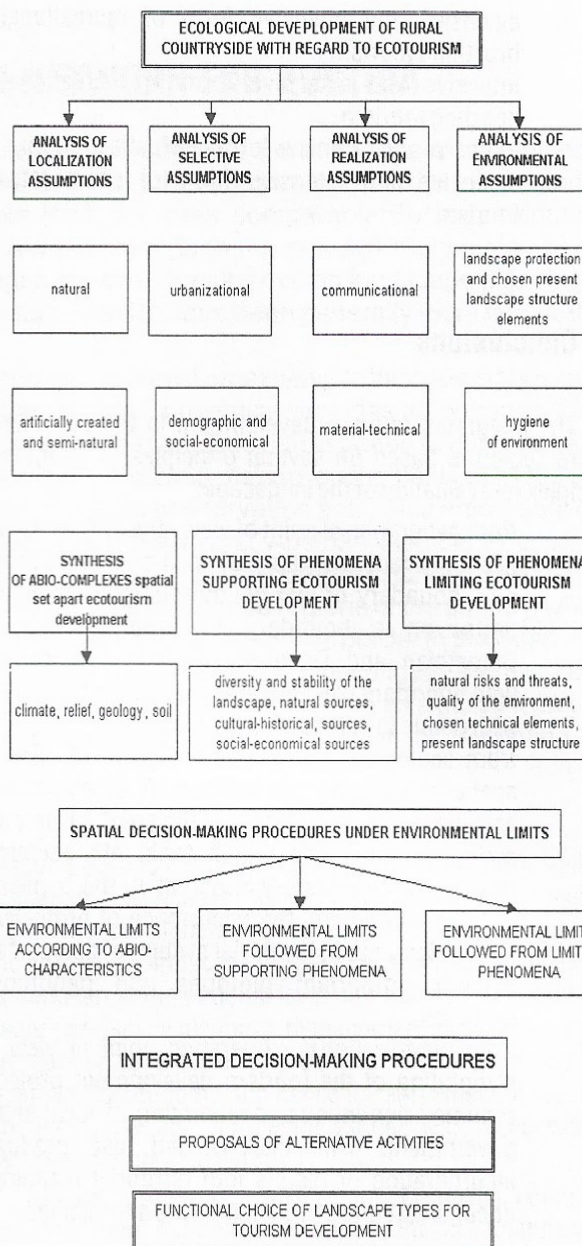
- vinicultural potential mainly with intensive form of the utilization and ecostabilization vegetation,
- vinicultural potential mainly with intensive and extensive form of the utilization and with complementary ecostabilization vegetation and recreational-breathing potential,
- vinicultural potential mainly with extensive form of the utilization and complementary ecostabilization vegetation and recreational-breathing potential.

URBANIZATION POTENTIAL WITH LIVING DEVELOPMENT

Urbanistic development of the micro region Svätý Jur is characterized with the extending of housing in Svätý Jur, Grinava and Limbach settlements at the foot of a hill of Small Carpathian parallel by the roadsides in the direction of Bratislava and Pezinok. Other specific features are as easy urbanization characterized with the shifting from strategic dominant at the foot of Carpathian to Danubian basin, so wide-spread housing, especially in Chorvatsky Grob settlement located close to the National Nature Reservation Šúr. Some nascent environmental problems (taking of the most quality soil and existing vineyards, non-respecting of landscape nature of Small Carpathian, threatening of National Nature Reservation Šúr by the wider housing in a contact zone, unresolved sewerage system, insufficient capacity of local waste water treatment and as a consequence of that - contamination of water resources, etc.) are connected with gradual building.

In elaborated or updating territorial planning documentations it is intended with the development of public utilities, living, shops and services with a concentration of vinicultural functions in a connection with tourism development.

- urbanization potential with the function of housing, multistory building and areas of public utilities with a function of living and with complementary ecostabilization function,
- urbanization potential for the housing and areas of public utilities with a function of accommodating and catering and with complementary ecostabilization function,
- urbanization potential with the function of recreational living - cottage colonies, gardening colonies with complementary ecostabilization function and recreational potential,
- urbanization potential for operating buildings a institutions (industrial areas, areas of economic yards) with complementary ecostabilization function.



POTENTIAL FOR TOURISM DEVELOPMENT

From the conceptual point of view possibilities of tourist development are given by existing recreational centers, possibilities of their development and by a proposal of the development of potentially recreational landscape spaces. The micro region Svätý Jur is inseparable tied with tourist events in the frame of broader territory, especially with Bratislava, vinicultural settlements located in Small Carpathian and a part of Danubian basin. The landscape of evaluated territory represents the complex functional-spatial tourist unit, where exist possibilities for broader scale of different forms of tourism, which are:



- extensive and intensive form of recreational-breathing tourism,
- intensive and extensive form of recreational-sporting tourism,
- intensive and extensive form of whistle tourism,
- extensive and intensive form of spa-curative tourism.

Conclusions

The integrated tourism development in the evaluated micro region is based on several principles. It imagines complex re-evaluation of the landscape:

- from geographical point of view - the micro region has important geographical position and location on a boundary of two geomorphologic different units, on a boundary of mountain Small Carpathian and Danubian lowland landscapes with important wetlands and mesophile biotopes, with points localities of water areas,
- from ecological and aesthetical point of view - spatial developing possibilities of all economic activities were re-evaluated in the point of view of environmental limits which took into account natural, cultural-historical potential, the hygiene of the environment, the occurrence of protected areas, elements of territorial system of ecological stability, important biotopes and genofond localities,
- from organizational - operating point of view - elaborating of the tourism development project assumed continuous collaborating of local self-governments with citizens and also gradual incorporating of results into territorial planning documentations of affected towns and villages.

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