

STRATEGY FOR THE TOURISM DEVELOPMENT IN THE TOKAJ REGION

JULY 2014

Elaborated by team of experts from Agency for the Support of Regional Development in Košice and Institute of Tourism of Lucerne University of Applied Sciences and Arts – Business within implementation of project TOKAJ IS THE ONLY ONE.

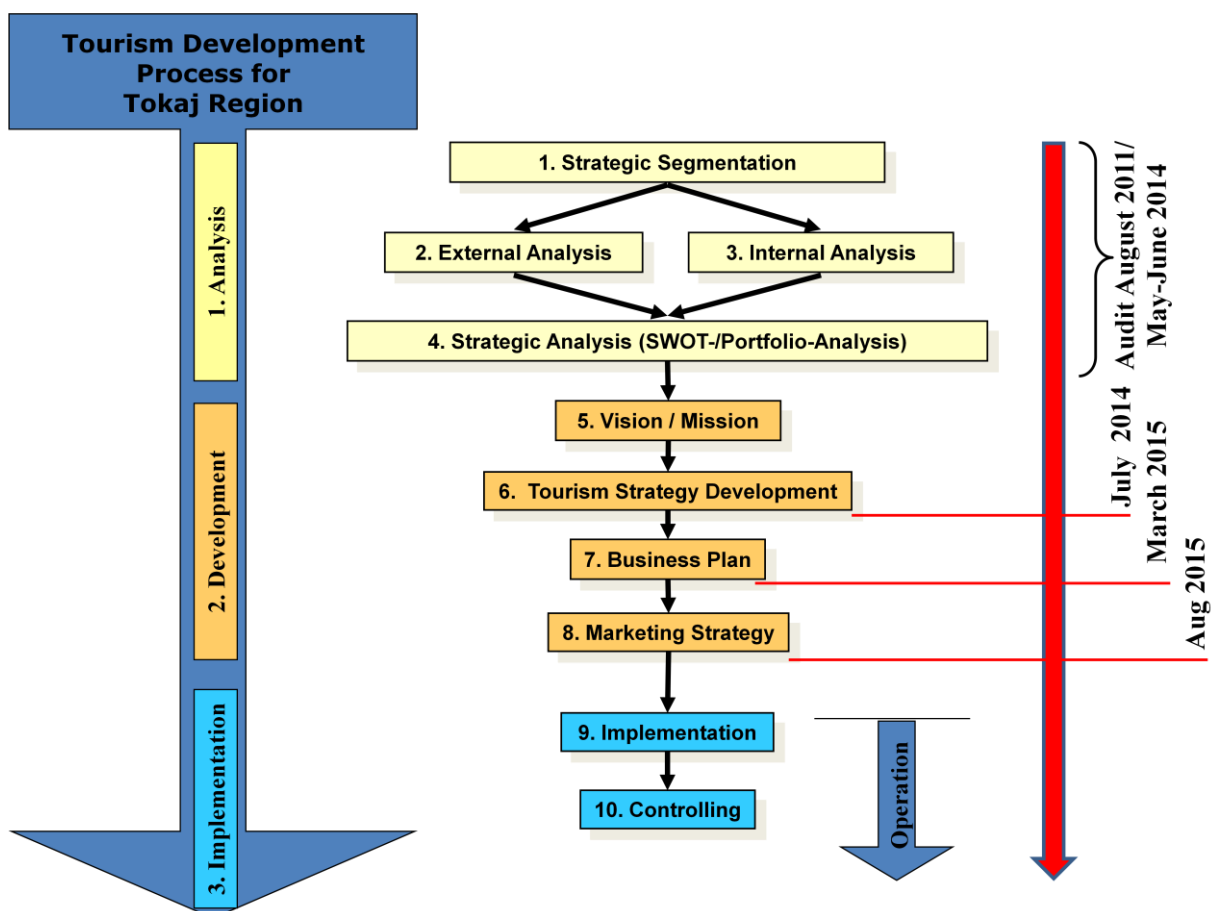
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INTRODUCTION

Tourism strategy for Tokaj region has the aim of exploring the existing potential for tourism development in Tokaj region based on evaluation of external and internal conditions.

At the moment, the brand TOKAJ only represents wine. TOKAJ wines are sold globally and represent a good marketing product – a strong brand. As presented in the chart below, on of the aims of the project TOKAJ IS THE ONLY ONE is to create the tourism development strategy of the Tokaj region, to prepare the business plan and, on its basis, develop the marketing plan. All these documents will be prepared on the basis of the promotion and support of such development intents in the region that will create favorable conditions for the extended offer of tourism services and products based on wine tourism.



The territory of the Tokaj wine region is one of the smallest not only in Slovakia but also in the global measurement - the region consists of seven municipalities, which by the Act no. 198/2010 Coll. are registered as the villages of the Tokaj wine-growing areas – Slovenské Nové Mesto, Čerhov, Malá Trňa, Veľká Trňa, Bara, Černočov and Viničky. Based on the decision of locals the other three villages – Borša, Ladmovce and Zemplín, located in the “buffer zone”, are included within the region. The gateway to the Tokaj region is near town of Trebišov, where the Natural History Museum is located and where the history of Tokaj wine region is presented.

Even though the original and popular wines of this region can help it to become a popular tourist destination, the tourist potential in this area is still unexplored and only partially developed. **Within this strategy, we try to define the way how the regional economy can get strengthened by a developing tourism, using the brand Tokaj as its main message.**

This strategy is divided into five parts, three of them are analytical and the last two contain vision and the strategy of the tourism development in the Tokaj region. The analyses cover mapping the situation in tourism, in wine-growing and their mutual connection into popular wine-tourism in the world environment, Europe and Slovakia. It is also inspired by what is offered and the potential of the region itself. The analytical part is enriched by the information “straight from the source”, i.e. from the participants of the strategic planning education (within the activity 2 of the project “Tokaj Is the Only One” *„Let’s plan the future of the Tokaj region together“*).

After the analytical part, the vision part follows. The vision of the region is interpreted from multiple perspectives and was presented to the members of the Tokaj Wine Route Association and partly to the public at the workshops organized within the project “Tokaj Is The Only One”. In the final chapter – the Strategy for the development of the Tokaj region – five strategic goals were proposed and these were broken down into objectives which are elaborated into details.

We do believe that this Strategy, developed on basis of the detailed analytical external and internal findings and on which we received feedback from the key stakeholders from the region, is a rationally developed strategic material which will serve further for development a business plan and a marketing plan for tourism development in the Tokaj region.

Authors

1. CONTEXT ANALYSES

1.1. TOURISM TODAY

World tourism – European tourism – tourism in Slovakia

WORLD TOURISM*

Travel & Tourism industry, becoming one of the most rapidly developing industries in the world, plays an important role in the economy of a country. The main positive economic impacts of Travel & Tourism relate to foreign exchange earnings, generation of employment and business opportunities.

For most of the countries, high unemployment remains a major concern. **The International Labour Organization predicts that employment will not recover to pre-crisis levels before 2015. Travel & Tourism can make a decisive contribution to the global jobs recovery, making employment creation in tourism a macro-economic goal within integrate policy packages.**

While the International Monetary Fund reminds us that global economic growth is still subdued; that weaker domestic demand, slower growth in emerging economies and a more prolonged recession in the euro area have increased downside risks to global growth prospects, **Travel & Tourism industry continues to expand.**



In 2013:

- **international tourist arrivals** (overnight visitors) **grew by 5%**, reaching a record **1,087 million arrivals**;
- **9,5% of GDP (US\$ 7 trillion) was generated by Travel & Tourism industry**,
- it created **6% of world's trade** – exports of goods and services (30% of export if we consider services alone),
- **Travel & Tourism industry generated nearly 266 million jobs - 1 in 11 (9%) of all jobs in the world**; many of them in lower qualification areas. Travel & Tourism is also a significant employer of women and young people.

Demand for international tourism was strongest for destinations in:

- Asia and the Pacific (+6%),
- Africa (+6%) and
- **Europe (+5%)**.

The leading sub-regions were:

- South-East Asia (+10%),
- **Central and Eastern Europe (+7%)**,
- Southern and Mediterranean Europe (+ 6%) and
- North Africa (+6%).

China has become the nation whose tourists spend the most money abroad, with more than 94 million people traveling overseas in 2013, spending in excess of US\$110 billion in total. Tourists from **Germany** and **the United States** were second and third. China's Tourism Bureau said that at least 100 million Chinese nationals will make an overseas trip in 2014, while people aged between 55 and 65 years old will make up the largest demographic of tourists.

UNWTO forecasts international arrivals to increase by 4% to 4,5% in 2014. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years. **2014 regional prospects are strongest for:**

- Asia and the Pacific,
- Africa
- **Europe**.

UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth.

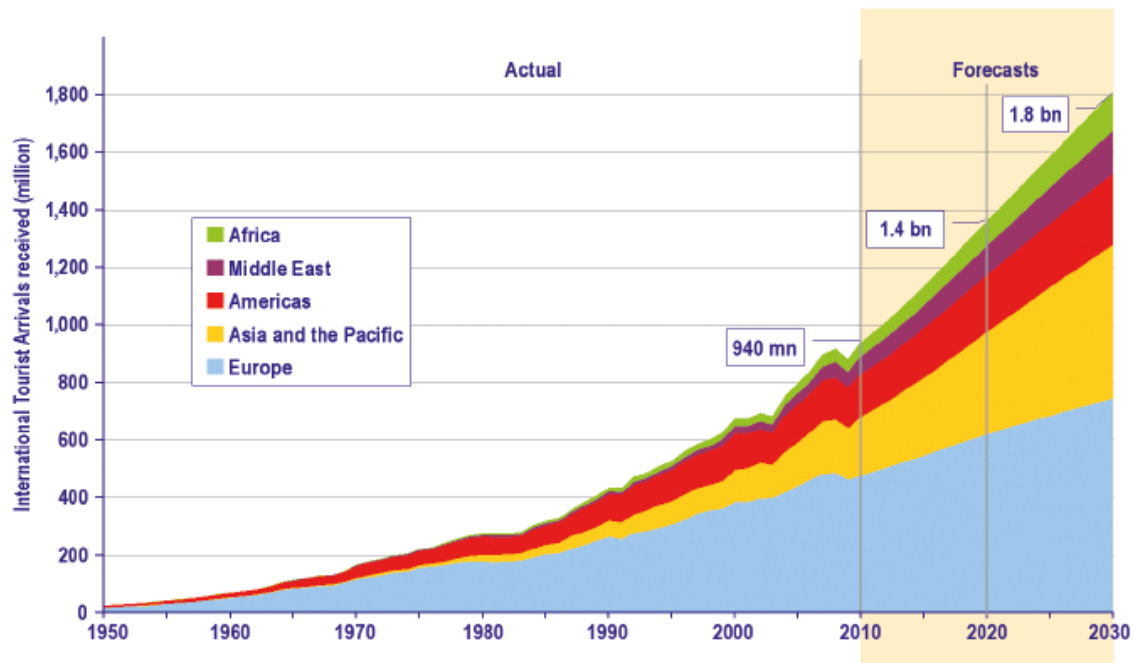
**based on findings from 2013 International Tourism Results and Prospects for 2014*

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy and a source of tourism know-how. For more info, please, visit unwto.org.

LONG-TERM OUTLOOK

UNWTO Tourism Towards 2030 is UNWTO's recently updated long-term outlook and assessment of the development of tourism for the two decades from 2010 to 2030.

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030

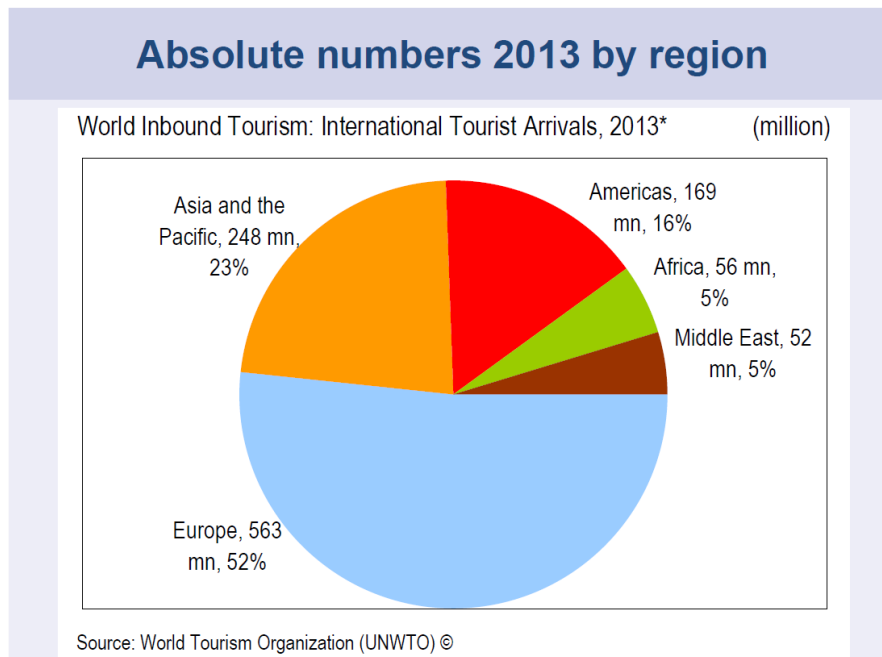


According to *UNWTO Tourism Towards 2030*:

- the number of international tourist arrivals worldwide is expected to increase by an average 3.3% a year from 2010 to 2030 to reach 1.4 billion by 2020 and 1.8 billion by the year 2030,
- between 2010 and 2030, arrivals in emerging destinations are expected to increase at double the pace of that in advanced economies,
- the market share of emerging economies increased from 30% in 1980 to 47% in 2012, and is expected to reach 57% by 2030, equivalent to over one billion international tourist arrivals.

EUROPEAN TOURISM

Europe is the most visited region in the world.



Accounting for 52% of all international arrivals worldwide, Europe reached 563 million tourist arrivals in 2013 - 29 million more than in 2012. This is particularly remarkable in view of the regional economic situation. By sub-region, **Central and Eastern Europe (+7%)** and Southern Mediterranean Europe (+6%) **experienced the best results.**

Tourism has been one of the strongholds of European economy during the economic crisis, and the positive trend will continue in 2014, with only 11% of Europeans expect not to go away. International tourism receipts increased by 2% in real terms totaling US\$ 458 billion (euro 356 billion), **representing 43% of the world total.**

WHY DO PEOPLE VISIT EUROPE ?

- Several thousand years of history can be explored
- Architectural must-dos in almost all countries
- Beautiful landscape – unique sceneries
- Fascinating cities...
- ...and picturesque small towns and villages
- Cuisine – many different cultures having unique gastronomical traditions of their own
- The proximity of all of its countries – Europe is small enough to see more than one country in two weeks
- Compact geography, convenient transportation - easy to get there and get around once you've arrived
- A lot of people speak at least basic English
- Usually safe, if you follow the local rules
- Finding your roots (true for many Americans)

According to the new Eurobarometer survey*, published on 13 Feb, 2014, the sector has been an engine of domestic demand-driven economic growth in 2013, with more people choosing to spend holidays outside of their own country but within the EU.

Only 11% of Europeans expect not to go away in 2014 because of the current economic situation. Four in ten Europeans plan to spend their main holiday in their own country (majority of people in Greece, Croatia, Italy and Bulgaria). Three in ten people expect their main holiday to be in the EU, and over four in ten intend to have at least one of their trips in the EU in 2014. A quarter plans travelling to a non-EU country (24%) but only 16% will have their main holiday outside the EU.

Further highlights of the Eurobarometer survey:

- In 2013 **70% of Europeans travelled** for either personal or professional reasons for **at least one overnight**. Only looking at the personal travel in 2013, most people went away for 4 to 13 consecutive nights (57%). To a large extent, this pattern is mirrored by the plans for 2014.
- Europeans prefer **sunlight and life on the beach** (46%).
- The same percentage of respondents mentions **the natural features** of a given place as the main reason why they would plan to return to the same tourism destination.
- **The top five EU holiday destinations remain unchanged since 2012**. Spain (15%, +5), France (11%, +3), Italy (10%, +2), Germany (7%, +2) and Austria (6%, +2) continue to be the most popular holiday destinations, all of which have witnessed an increase since 2012. Respondents in Greece, Croatia, Italy and Bulgaria are the most likely to take a holiday in their own country, whilst respondents in Luxembourg and Belgium are most likely to travel to another country in the EU. Respondents' plans for 2014 closely resemble those of 2013.
- **Tourists in Europe feel safe and very satisfied**. Respondents express a high level of satisfaction with most aspects of their 2013 holiday. A majority of respondents were satisfied with the safety (95%) and the quality (95%) of their accommodation.

**This Eurobarometer survey was carried out between 6th and 11th January, 2014 on 31,122 respondents from different social and demographic groups, who were interviewed via telephone (landline and mobile phone) in their mother tongue in the EU28 Member States, as well as in other 7 countries outside the EU, namely Turkey, the Former Yugoslav Republic of Macedonia, Iceland, Norway, Serbia, Montenegro and Israel.*

TOURISM IN SLOVAKIA

Tourism in Slovakia is based mainly on natural values of the country as the primary supply of tourism and only sustainable use of those assets can be a guarantee of a long-term sustainable development and quality of life of people.

2014 ANNUAL RESEARCH: KEY FACTS

*Based on figures from Travel & Tourism Economic Impact 2014 SLOVAKIA / World Travel&Tourism Council / wtcc.org
All values are in constant 2013 prices and exchange rates*

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was EUR 1.7bn (2.3% of total GDP) in 2013, and is forecast to rise by 4.2% in 2014, and to rise by 3.3% pa, from 2014-2024, to EUR 2.5bn (2.5% of total GDP) in 2024.

**2014
forecast**



GDP: TOTAL CONTRIBUTION

The total contribution (direct + indirect) of Travel & Tourism to GDP was EUR 4.2bn (5.8% of GDP) in 2013, and is forecast to rise by 4.1% in 2014, and to rise by 3.2% pa to EUR 6.0bn (6.1% of GDP) in 2024.



EMPLOYMENT: DIRECT CONTRIBUTION

In 2013, Travel & Tourism directly supported 56,000 jobs (2.4% of total employment). This is expected to rise by 3.2% in 2014 and rise by 1.3% pa to 66,000 jobs (2.7% of total employment) in 2024.



EMPLOYMENT: TOTAL CONTRIBUTION

In 2013, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 5.6% of total employment (130,500 jobs). This is expected to rise by 2.5% in 2014 to 133,500 jobs and rise by 1.0% pa to 148,000 jobs in 2024 (6.1% of total).



VISITOR EXPORTS

Visitor exports generated EUR 1.8bn (2.6% of total exports) in 2013. This is forecast to grow by 6.9% in 2014, and grow by 4.2% pa, from 2014-2024, to EUR 2.9 bn in 2024 (2.4% of total).



INVESTMENT

Travel & Tourism investment in 2013 was EUR 0.4 bn, or 2.6% of total investment. It should rise by 11.8% in 2014, and rise by 5.2% pa over the next ten years to EUR 0.7 bn in 2024 (3.4% of total).



WORLD RANKING (OUT OF 184 COUNTRIES):

Relative importance of Travel & Tourism's total contribution to GDP

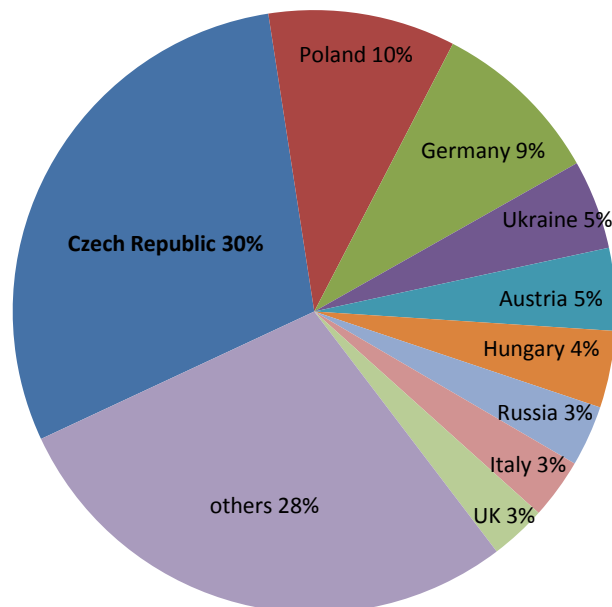
79 ABSOLUTE Size in 2013	143 RELATIVE SIZE Contribution to GDP in 2013	103 GROWTH 2014 forecast	148 LONG-TERM GROWTH Forecast 2014-2024
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In 2013:

Based on figures from Statistical Office of the Slovak Republic and National Bank of Slovakia, figures from Travel & Tourism Economic Impact 2014 SLOVAKIA / World Travel&Tourism Council / wtcc.org and information from Tourism development strategy until 2020

- Slovakia experienced its most successful year in tourism in the last five years with 4.049 million tourists visiting the country which is 7.3% more than in 2012,
- domestic travel spending generated 52.8% of direct Travel & Tourism GDP in 2013 (EUR 2.7bn) compared with 47.2% for visitor exports (e.g. foreign visitor spending or international tourism receipts).
- the number of foreign tourists increased to almost 1.67 million (7.3% more than in 2012) – Czech visitors traditionally made up the biggest group, followed by tourists from Poland, Germany, Ukraine and Austria

Number of visitors in 2013 in thous.



- local tourists remain hugely important to Slovakia's tourism sector – Slovaks made up almost 60% of the clientele (almost 2.34 million),
- tourists are staying in the country 2.6 days (foreign) and 3.0 days (Slovaks) on average,
- leisure travel spending (inbound and domestic) generated 70.1% of direct Travel & Tourism GDP in 2013 (EUR 2.7bn) compared with 29.9% for business travel spending (EUR 1.2bn),

However, in comparison of basic indicators within V4 countries (CZ, SK, PL, HU) Slovakia has the worst results (lowest number of accommodated visitors, lowest number of nights spent, lowest foreign currency incomes from inbound tourism, lowest foreign currency expenditures in passive foreign tourism, smallest share in export of goods etc.).

WHY DO PEOPLE VISIT SLOVAKIA ?

The areas in North and Eastern Slovakia are suitable for mountain and winter tourism and sport activities, South and West Slovakia provides possibilities for water vacations and use of thermal water. Almost all of Slovakia (divided into 21 tourism regions) possesses quantities of cultural, historical and natural attractions with possibilities of the all-year use thereof:

- **beautiful sceneries and natural attractions** – mountains, valleys, underground caves (12 publicly accessible, several of which are UNESCO LISTED); 9 national parks, 14 protected land areas, 12 000 km of marked hiking trails; opportunity to avoid crowds of tourists - one can feel as an explorer, not as a tourist,
- **cultural and historical wealth** – UNESCO cultural heritage, more than 100 castles and ruins registered as national cultural monuments (the highest number of castles and chateaux per capita in the world), traditional folk music, graphic arts; tourists have opportunity to learn a fascinating story of the history of the 20th century – from monarchy through to a democratic republic, fascist war state and communist Czechoslovakia up to independent Slovakia in European Union,
- **quality gastronomy and wines at affordable prices,**
- **great opportunities for relaxation** - more than 1200 thermal and mineral springs which creates conditions for the year round development of spa and health tourism, 19 natural healing spas built based on the natural healing waters and 6 natural healing spas built based on climatic conditions suitable for healing with total capacity of more than 12,000 beds; spa tourism generated 22% of all overnight stays in 2013 and 20% of whole turnover – the highest increase was noticed in facilities offering services of higher quality – “4- and 5-stars” hotels – mainly wellness and spa hotels,
- **possibility to experience diversity** – from the peaks of Tatras, through the second longest river in Europe, historical mining towns, deep caverns, authentic folklore, up to the cultural life in Bratislava and Košice.

Lonely Planet put Slovakia in as number 5 on its *Best in Travel 2013 – Top 10 countries* list, being best for “culture, adventure and off the beaten track”.

WHO IS WHO IN TOURISM IN SLOVAKIA ?

The main bearers of the decision-making processes in the formulation of state policy are:

NATIONAL LEVEL	THE COMMISSION FOR BUSINESS ENVIRONMENT AND TOURISM OF THE COMMITTEE FOR ECONOMY CONSTRUCTION AND TRANSPORT OF THE NATIONAL COUNCIL OF THE SLOVAK REPUBLIC
	THE GOVERNMENT OF THE SLOVAK REPUBLIC the objective of economic policy in tourism, declared in Manifesto for the period 2012 – 2016, is the fostering of competitiveness of tourism and a better use of its potential to eliminate regional disparities and create new jobs
	MINISTRY OF TRANSPORT, CONSTRUCTION AND REGIONAL DEVELOPMENT www.telecom.gov.sk THE TOURISM SECTION is responsible for: <ul style="list-style-type: none"> • Creating the conditions for the development of tourism as a State priority; • The formulation, implementation and monitoring of the State policy related to the development of tourism; • Elaborating the concept of the development of tourism and being responsible for its implementation; • The provision of required incentives and help for investments of the private sector in tourism; • Fulfilling the tasks and commitments of the Slovak Republic in different international organisations; • The elaboration of programs for the development of tourism and evaluation of their implementation; • Support activities of local self-governing authorities for the development of tourism and activities of regional tourism organizations etc.
	THE SLOVAK TOURIST BOARD www.sacr.sk is a governmental agency belonging to the Ministry of Transport, Construction and Regional Development. It is responsible for: <ul style="list-style-type: none"> • Marketing tourism at the national level; • Promoting Slovakia as a travel destination; • Supporting the sale of tourism products of the Slovak Republic etc. Slovak Convention Bureau (www.slovakconvention.sk) - an organizational unit of the Slovak Tourist Board; it was established to actively promote Slovakia and its congress potential thus ensuring a growth of events in the specific regions of Slovakia.
REGIONAL / LOCAL LEVEL	SELF-GOVERNING REGIONS – UNITS FOR TOURISM Regional authorities in 8 regions of Slovakia are responsible for: <ul style="list-style-type: none"> • Creating the conditions for tourism development and coordinating this development; • Coordinating the implementation of concepts and tasks related to the development of tourism, and • Delivering content, information, analysis and evaluation to the State administration in the field of tourism.
	REGIONAL TOURISM ORGANIZATIONS / LOCAL TOURISM ORGANIZATIONS non-profit organizations, established according to the criteria stated in Act no. 91/2010 on Support of Tourism, financed mainly from the state budget, acting as destination management organizations with the main role to act in coordination of various marketing activities of public and business sector in order to develop attractive tourist regions, competitive on the global tourism market

OTHER IMPORTANT INSTITUTIONS INVOLVED IN THE SLOVAK TOURISM

Slovak Association of Travel Agents	www.sacka.eu
The Slovak Tourism Association	www.zcrsr.sk
Association of Information Centres of Slovakia	www.aices.sk
Slovak Tourist Guides Association	www.ssscr.sk
Slovak Association of Rural Tourism and Agrotourism	www.agroturist.sk
Association of Hotels and Restaurants of the Slovak Republic	www.zhrsr.sk
Institute of Tourism	www.ustavturizmu.sk

TOURISM SPECIFIC LEGISLATION

National tourism legislation is harmonized with EU legislation, and the main law in force is **Act no. 91/2010 Coll. on Support of Tourism**, as amended and incl. all decrees.

Basic legislative conditions for business in tourism

- Act No. 513/1991 Coll. – Commercial Code, as amended – selected parts on business activities,
- Act No. 455/1991 Coll. on free-trade licensing, as amended – selected parts on free-trade, trades, obligations of entrepreneur, catering services, tour operator services, travel agency services, tourist guide services, accommodation services,
- Act No. 40/1964 Coll. – the Civil Code, as amended – selected parts on tour contract, accommodation contract etc.,
- Act No. 281/2001 Coll. on tours, conditions for business of tour operators and travel agencies and on amendment of the Civil Code,
- Decree of the Ministry of Economy of the Slovak Republic No. 277/2008 Coll., establishing classification symbols for categorising and ranking accommodation establishments,
- Act No. 511/1992 Coll. on administration of taxes and charges and on changes in the system of territorial financial authorities, as amended,
- Act No. 561/2007 Coll. on Investment Aid, as amended,
- Decree no. 11/2013 Coll. to the above mentioned Act, setting a template for investment aid for regional development in tourism.

The main document representing tourism policy in the country is [The strategy of the Tourism Development to 2020](#) (further “the strategy”). It is the document of the Ministry of Transport, Construction and Regional Development, adopted by the Government of the Slovak Republic in July 2013. It follows the “New Strategy of the tourism development of Slovakia to 2013” adopted in 2007.

The strategy defines vision, strategic goal, main product groups as well as framework and tools for achievement of the strategic goal. The document takes into consideration the previous development, existing potential and adopted related strategic documents.

The vision determines the potential of the tourism in Slovakia as the set of the natural, cultural and historical assets. Slovakia is comprehended as a country with a well developed, competitive tourism with quality destination management, quality services and qualified staff. All attributes of a developed tourism are in clear coexistence with the protection of nature and cultural values.

Strategic goal is defined as **a need to increase the competitiveness by an improved exploitation of the potential aiming to mitigation of regional disparities and creation of new jobs.**

The strategic goal is supported by the particular goals:

- Innovation of existing tourism products respecting demand trends,
- Improved exploitation of the natural, cultural and historical potentials of Slovakia in existing developed destinations,
- Support of destinations with good natural, cultural and historical potential in underdeveloped regions aiming to increase employment rate.

The strategy defines three main areas which will be decisive for achievement of the strategic goals:

1. Quality
2. Support of both – supply and demand
3. Promotion of Slovakia as a tourism country

Act no. 91/2010 Coll. on Support of Tourism, which was adopted in 2010 represents one of the most important system changes while creating a legislative framework for coordination within the tourism sector, in particular on the regional level (destination management) and framework for the state financial support to DMOs.

The complementary planning documents and initiatives	Years of implementation
Programming Declaration of the Government	2012-2016
Programme of the Stability of the Slovak Republic	2010-2015
Conception of the Spatial Development of Slovakia (last revision in 2013)	2011-
National Strategy of Development of Cycling Transport and Cycle Touring in the Slovak Republic	2013-
National Strategy of Regional Development of the Slovak Republic 2020/30	2010-2020/2030
Updated National Strategy for Biodiversity Protection	2012-2020
National Strategy on Sustainable Development	2012-2020
Marketing strategy of the Slovak Tourist Board	2014-2020
Regionalization of Slovak Tourism	2005-

1.2. TRENDS IN TOURISM

sustainable tourism – trends in travel & tourism industry*

**Text on sustainable tourism is based on works of M. Parkyn and V. Tyumeneva about sustainable tourism published on web page www.telta.de*

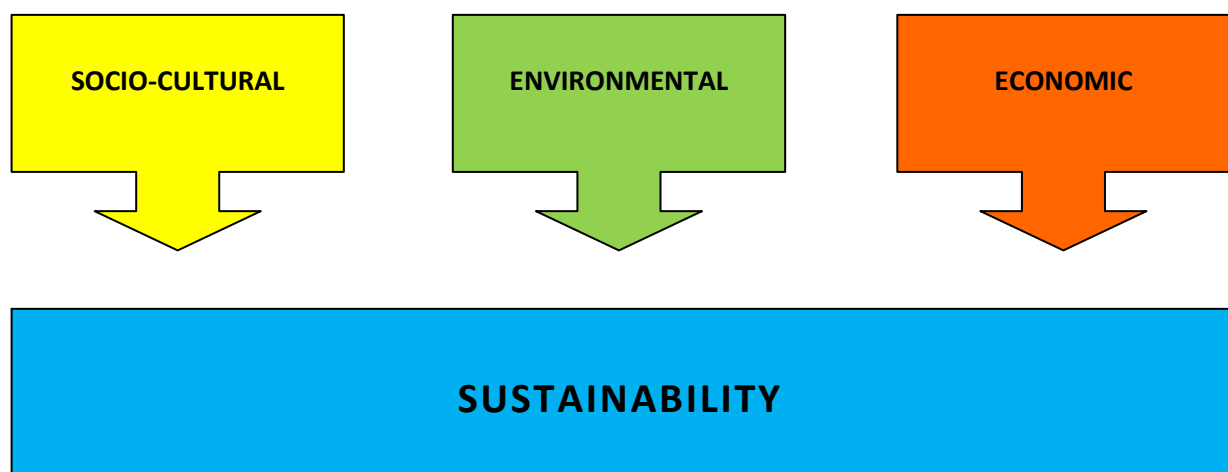
If we continue to use and promote the conventional type of tourism practiced today, we are in serious danger of damaging the very fundamentals of tourism – the natural environment and social heritage. Furthermore, through this damage we are infringing on the rights and the quality of life of the local communities in the destinations we visit.

Tourism can either help to preserve and support developing a community or be a threat to a community's cultural heritage and create other social problems within the area effected.

Tourism created economic benefits for host destinations. In developing countries it is a major industry and an important source of income. But, this wealth can also, when improperly managed, bring problems for tourism destinations.

The impacts of tourism can be very harmful to any environmental aspects – the over-exploitation of biological resources, damaging of vegetation, pollution, negative impacts on the built environment, destruction of habitats etc. At the same time, tourism can be beneficial to the environment.

The answer is sustainable tourism. **Sustainable tourism as a concept is comprised of three dimensions – socio-cultural, environmental and economic.** The main goal of sustainable tourism is **to find a balance between our economic, environmental and social needs**, and to bring these three issues in harmony. This maybe achieved through correct tourism management at tourism destinations, through our own actions when we are on holiday, through changes in governmental policies and/or through campaigning and lobbying by organisations.



The competitiveness of the tourism industry more and more is closely linked to its three dimensions of sustainability, as the quality of tourist destinations is strongly influenced not only by their natural and cultural environment and their integration into the local community but also by their specific tourism management.

<p style="text-align: center;">S O C I O - C U L T U R A L</p>	<p>In the last few years the mutual dependence between tourism and cultural heritage has become more evident. The cultural heritage of a place is one of the fundamentals of tourism and therefore is one of the basis for tourism growth in a destination. Tourism can generate funds that make conservation possible, can boost rural economies, and help preserve indigenous cultures as well as other cultural relics.</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <p>Negative impacts</p> <ul style="list-style-type: none"> - Change or loss of indigenous identity and values, - Culture clashes - "them or us", - Ethical issues (crime, child labour, prostitution and sex tourism) ... </td> <td style="vertical-align: top; width: 50%;"> <p>Positive impacts</p> <ul style="list-style-type: none"> - A force for peace and better social tolerance, - Strengthening communities, - Revaluation of culture and traditions, - Creation of more social equality, - Tourism encourages civic involvement and pride ... </td> </tr> </table>	<p>Negative impacts</p> <ul style="list-style-type: none"> - Change or loss of indigenous identity and values, - Culture clashes - "them or us", - Ethical issues (crime, child labour, prostitution and sex tourism) ... 	<p>Positive impacts</p> <ul style="list-style-type: none"> - A force for peace and better social tolerance, - Strengthening communities, - Revaluation of culture and traditions, - Creation of more social equality, - Tourism encourages civic involvement and pride ...
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If we are to ensure tourism continues to create wealth and jobs across nations, we need to look at how we can raise the competitiveness of our sector through new products that increase yield, innovative marketing that addresses the constant changing consumer and the new opportunities arising from major events or the development of low cost airlines.

Travel & Tourism industry is witnessing a series of powerful trends with real staying power, these trends represent both opportunities and challenges*:

✓ **New countries join the world travel leaders**

Despite financial crises, recessions, political turmoil and civil unrest in various parts of the world, travelling continues to be a global mega-trend. Today, one-third of the human race is travelling. The traditional “Big Three” – Germany, the USA and the UK have grown moderately last years. On the other hand, China continued its dramatic growth and Russia and Brazil are growing fast. The “new world middle class” is expected to double by 2030, resulting in 1.5 billion more middle-class people eager to travel the world.

✓ **Impact of Millennials**

Millennials (also known as the Millennial generation or Generation Y) – 18- to 35-year-olds, ethnically very diverse group, is a generation of global travellers. They’re more interested in urban than resort destinations. They’re more likely to travel in pursuit of favorite interests or activities and with friends in organized groups.

✓ **Seniors**

The “elders” target group is estimated between 1.3 and 1.6 billion worldwide in 2014. Seniors are the developed world’s wealthiest and most demanding – customer service is crucial to them. This group travels primarily for rest and relaxation on either short- or long-stay trips, and they favor safe, quieter, less congested destinations.

✓ **More multigenerational travel**

Number of multi-generational vacations, even planned as a milestone event, is increasing. Attracting the multigenerational market is about trading memories, convenience and value.

✓ **Travel & Tourism industry “getting mobile”**

The internet is increasing its dominance as a booking channel. Tourists use their smartphones and tablets for travel information purposes. Social media, including Facebook, Twitter, Skype, blogs, forums and review sites, now play a major role in travel planning for most people around the world. Experts predict that the present division into “offline”, “web” and “mobile” worlds would be replaced in future by “offline”, “digital” and “object” worlds. Context-related real-time content will rule the digital world: “push” marketing using social media such as FB or Twitter would become much more creative than simply “pull” via Google. Much more creative marketing, clear differentiation of products and services and transparency about activities within industry will be required by tourists.

✓ **Luxury travel**

Luxury travel continues to be a robust segment of the industry. Number of millionaires grows constantly – travelers from US, Japan and Europe will continue to dominate luxury travel space through 2020.

✓ **Sleep Cheap” as the next mega-trend**

At the same time, it seems that “low-cost beds” will be the next big trend in the industry after the rise of “low-cost flights” over the last decade. Over the last years, budget hotel chains are expanding rapidly, hostels are improving and diverse private accommodation forms have sprung up. Private and alternative accommodation has grown by 31% and budget accommodation by 15% while luxury is up 19% but mid-market accommodation has grown only 8%. The hotel operators are being driven into new extremes – luxury or budget.

✓ **Culinary tourism**

Culinary tourism is one of the most dynamic and creative segments of tourism – currently, 88% of destinations consider gastronomy strategic in defining their brand and image.

✓ **Creative tourism**

Creative tourism is defined by UNESCO as “travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place, and it provides a connection with those who reside in this place and create this living culture”. The creative tourist differs from a cultural tourist in that he or she is active and interacts with the locals. It is about an engaged and authentic experience.

✓ **Active adventures**

Adventure travelling attracts travelers who are seeking out way to stay active and healthy on the road. Adventure travel includes two out of three criteria – nature, culture and physical activity; increasing number of travelers are planning an adventure activity on their next trip.

✓ **Tours and city holidays**

Since 2009, the volume of city trips in Europe has increased by 47% while the largest segment, sun and beach holidays, grew only by 12% and countryside trips declined by 10%. Tours and city holidays by consumers in emerging markets have driven tourism growth in the last years and this trend is expected to continue.

**based on data from of [The Top Trends to Shape Travel in 2014 and Beyond](http://www.resonanceco.com) by Resonance Consultancy (www.resonanceco.com) and [ITB World Travel Trends Report 2013/2014](http://www.ipkinternational.com) by IPK international (www.ipkinternational.com)*

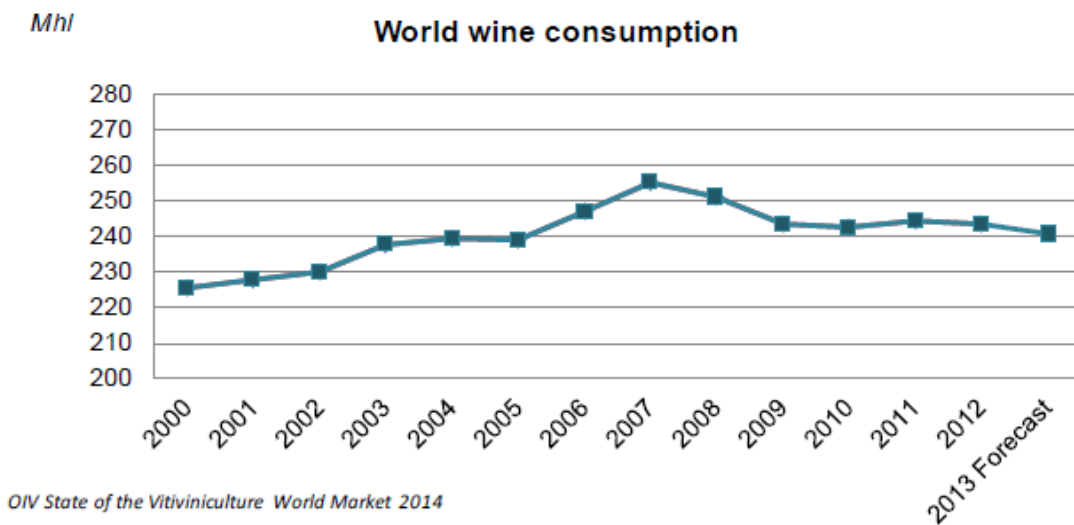
1.3. WINE TODAY AND EXPECTED TRENDS

wine in the world – wine in Europe – wine in Slovakia

WINE IN THE WORLD*

- World wine consumption dropped slightly in 2013 to 238.7 millions of hectoliters – recovery yet to take place
- The United States became the biggest internal market in the world in terms of volume
- Early estimates of the 2014 harvest: low wine production in the southern hemisphere

The long-awaited recovery that will mark the end of the financial and subsequently economic crisis, which began in 2008, is still to take place. Furthermore, the 2012 vitivinicultural year was marked by a very low level of world production that restricted world consumption levels at the end of 2012, and particularly in 2013. All of this resulted in a **2013 world wine consumption of between 234.4 and 243.1 millions of hectoliters** (further only “Mhl”), corresponding to 238.7 million of hectoliters, a decrease of 2.5 Mhl compared with 2012.



In **Europe**, in line with the trends of previous years, traditional producer countries resumed their decline between 2012 and 2013 - a decrease of:

- 2.1 Mhl in France (with 28.1 Mhl of wines consumed),
- 0.8 Mhl in Italy (21.7 Mhl) and
- 0.2 Mhl in Spain (9.1 Mhl).

As for **China**, the rapid increase in consumption since the beginning of the 2000s appears to have come to a sudden end. Chinese wine consumption is evaluated at 16.8 Mhl in 2013 - a decline of 3.8% between 2012 (17.5 Mhl) and 2013.

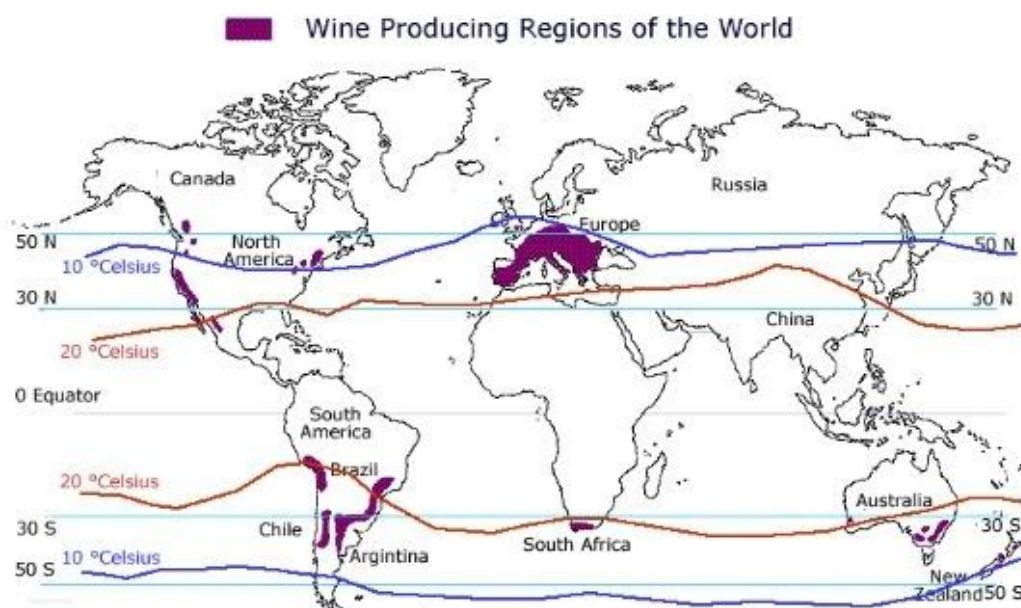
The United States, with 29.1 Mhl of wines consumed (excluding vermouth and special wines), **became the primary internal market in the world in terms of volume in 2013**.

The main **South American countries** (Argentina, Chile and Brazil), South Africa and Romania recorded a rise in their wine consumption compared with 2012.

World wine trade in 2013 decreased in volume terms by 2.2%, to 98 Mhl, although growing prices allowed for an increase in total revenues of 1.5% up to 25.7 billion EUR. The relative low harvest in 2012 was partly responsible for this decline in the volumes exported in 2013, which pushed prices up to **an average of 2.62 EUR per liter**.

Among **the top world markets for wine**, the first five in value account for more than half of total imports in Euros and 49% of total litres imported in 2013. **The USA, UK, Germany, Canada and China** reached a total amount of 12.9 billion Euros and 4.6 billion litres.

In 2013, the total world area under vines (including the area not yet in production, whether harvested or not, and regardless of the grapes' final destination) **remained stable** in relation to that of 2012 (7,528 thousands of hectares) **at 7,436 thousand of hectares**. The rate of decline of EU vineyards has significantly slowed since the end of the EU programme to regulate wine production potential.



According to the forecasts, **world wine production in 2013** (excluding juice and musts) stood at **278.7 Mhl** which is +24 Mhl compared with 2012 production.

**based on information from reports [The wine market: Evolution and trends](#) and [State of the vitiviculture world market](#) from International Organisation of Vine and Wine (OIV), May, 2014*

The OIV is the intergovernmental organisation of a scientific and technical nature of recognised competence for its work concerning vines, wine, wine-based beverages, table grapes, raisins and other vine-based products. It is composed of 45 Member States. For more info, please, visit www.oiv.int.

WINE IN THE EUROPEAN UNION*

2013 EU-27 wine consumption is expected to continue the current downward trend. Total domestic consumption in 2012/2013 was estimated at 154,2 Mhl and forecast for 2013/2014 is 153,2 Mhl (this calendar year includes Croatia that joined the EU on July 1, 2013). EU-28 wine per capita wine consumption has been falling for decades especially in Southern European countries, where changing lifestyles and tastes, anti-alcohol drinking campaigns, and health concerns have affected overall demand. Meanwhile, in the Northern Member States consumption is neutral or increasing slightly but focused more on branded wines or varietal wines than PDO/PGI wines. Another relevant development is the increasing demand for bulk wines, due to lower transport costs.

The European Union (EU-28) is the world's leader in wine production, with almost half of the global vine-growing area and approximately 60 % of production by volume. Italy, France, and Spain are the largest EU wine producing countries, representing 80 percent of total output, followed by Germany, Portugal, Romania, Greece, and Austria. Wine is an important sector also in Hungary, Bulgaria, Croatia, and Slovenia.

2013 EU-28 wine production is still preliminarily estimated at 167 Mhl, 18.7% up from the previous year as notable increases occurred in Spain (+43%), Italy (+12%), and Portugal (+10%) thanks to ideal weather conditions that allowed for extended hang time and flavor development. Significant increases were also registered in France (+ 8.6%), Romania (+32%), Greece (+17.5%), Croatia (+10%), Hungary (+9%), and Austria (+5%). Only Germany's production is estimated to decrease by 6 % from the previous year as a result of unfavorable weather conditions during flowering.

The EU-28 is expected to remain the world's leading wine exporter and importer in 2013, exporting 18.8 Mhl valued at \$10.9 billion, while importing 13.4 Mhl valued at \$3 billion. Bottled wines represent the largest share of EU-28 exports, while the majority of imports are comprised of bulk wine to be bottled and then traded again. EU-28 main wine suppliers are Chile, South Africa, Australia, and the United States.

The United States is expected to remain the leading EU-28 export market in 2013, representing 25.9 percent of the total volume and 28.7 percent of the total value. It was also among the largest extra-EU export partners for France (\$1.3 billion), Italy (\$1.2 billion), and Spain (\$0.3 billion). Switzerland was the second largest importer of EU wines in value terms (\$1.1 billion).

EU-28 vine-growing area has been declining over the past few years due to shrinking margins and the implementation of the new Common Market Organization (CMO) grubbing-up scheme. According to the EU Commission, 175,000 hectares (Ha) were taken out of production between 2009 and 2011, the last year of the program. The 2013 EU area under vines is therefore the second in 3 years not to be influenced by these premiums. However, this does not mean that the community vineyard is permanently stabilized in the long-term. Some countries (i.e., Spain and Italy) are still forecasting a reduction in their vineyards. Cumulative reductions in the surface areas of Member States are one of the effects of the low EU production levels observed in recent years.

**based on information from EU-28 Wine Annual Report and Statistics 2014 from February 2014*

WINE IN SLOVAKIA

Slovakia is a winegrowing and winemaking miniature of Europe. It has an unexpectedly wide array of well-known, as well as completely new, original varieties. Not by chance – the geological and climate diversity of the country enables the growing of many wine varieties. This diversity means large potential in terms of the typical nature of the Slovak wines.

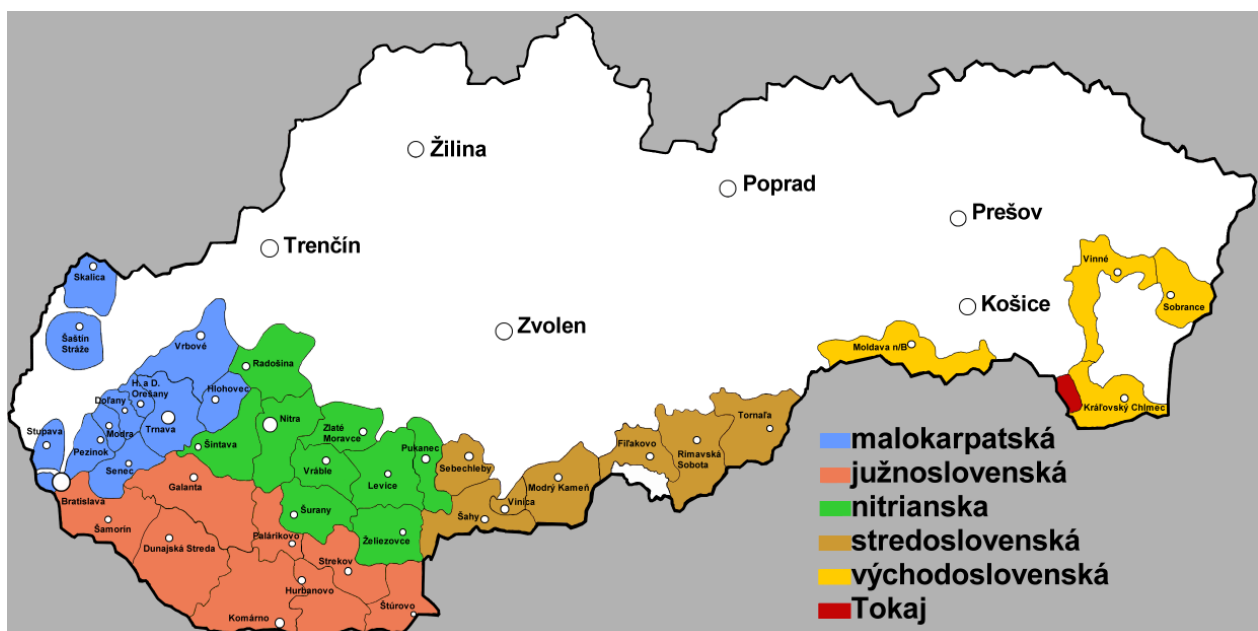
The Slovak vineyard region is divided into into six vineyard areas:

- Malokarpatská - Lesser Carpathian wine region,
- Južnoslovenská - South Slovak wine region,
- Nitrianska / Nitra wine region,
- Stredoslovenská / Central Slovak wine region,
- Východoslovenská / The East Slovak wine region,
- Tokaj / the Tokaj wine region,

which are further divided into **40 wine districts** and **603 winegrowing municipalities**.

The only exception is Tokaj, which is a part of larger famous area, mostly located in Hungary. The most world-known region is Tokaj, which is known by wine experts from Hungary as well, as it is located on the border of both countries (Slovak part – approx. 10% of currently planted vineyards in the whole region). Tokaj wines from Slovakia score with lovers of naturally sweet wines.

Each of the regions has its own specific natural conditions and distinctive history.



Even though being country with such small production, Slovak wines continue to rank amongst the best wines in the world at prestigious world competitions, such as Vinalies Internationales Paris (in 2014 one third of 149 samples were awarded), Concours Mondial de Bruxelles, Finger Lakes International Wine Competition or Bacchus Wine International Competition.

Facts & figures*



annual per capita wine consumption : 12 - 14 l
only 1/3 from it is Slovak wine



vineyards in production: ca 10 000 ha



white grape varieties portion: 74%
the most planted white variety: Veltínske zelené



red grape varieties portion: 26%
the most planted red variety: frankovka modrá



average annual wine production: 250 - 350 thous. hl



average annual import of wine: 400 - 600 thous. hl
in value: 60 mio EUR
30% Italy / 30% Spain / 20% Hungary / 20% others



average annual export of wine: 100 - 180 thous. hl
in value: 20 mio EUR
95 % Czech Republic / 5% to 30 other countries across the globe



400 registered wineries
a typical Slovak winery is family owned



Top 20 wineries produce 85% of wine
Top 100 wineries produce 99% of wine



90% - wine with protected designation of origin
or protected geographical indication

* based on data published in the latest report from Research Institute of Agricultural and Food Economics (a public research institution, reporting to the Ministry of Agriculture of the Slovak Republic) from December 2013, covering period of wine year 1.8.2012-31.7.2013 and statistics of the Statistical Office of the Slovak Republic

WINE ROADS IN SLOVAKIA

Lesser Carpathian Wine Road

The oldest representative of wine tourism in Slovakia, Lesser Carpathian Wine Road was established from the initiative of the Slovak Union of Rural Tourism and Agro tourism in 1992. More than 30 members are offering accommodation and catering services, wine tasting in a stylish environment, visiting vineyards, pottery workshops, wine shops with possibility to buy high quality wines for the private wine collection. The strength of the Lesser Carpathian Wine Road is promotion of activities and events and increasing quality of the Carpathian wine. Number of visitors in last 5 years has doubled and during wine festival, occurring after the harvest of the grapes it is even four times higher. One of the reasons of such rapid development of wine tourism is proximity of the capital city Bratislava where population with the highest purchasing power in Slovakia is concentrated.

Wine Road Zahorie

Skalica, having excellent conditions for wine tourism development, is the best known wine sub- region within the Lesser Carpathian wine region. This sub-region is located on the border with Lower Austria and South Moravia which is a good base for cross-border cooperation. Wine road Zahorie was established in 2003 and it covers the territory within the districts Malacky, Senica and Skalica. It connects 42 municipalities, 11 wine producers and 8 companies from the western part of Slovakia. Wine road Zahorie is focused on promotion and presentation of region Zahorie at numerous tourism exhibitions and fairs, supporting of regional SMEs performing not only in viticulture and viniculture, but also in folk crafts, rural tourism and agro tourism. Cross-connection of viniculture, region history and crafts and natural attractiveness create altogether very interesting tourism product which has perspective in terms of cross-border cooperation - connection to the wine roads in Lower Austria (Weinviertel) and South Moravia.

Kameninska Wine Road

Since 1999, Kameninska wine road expanded from original 6 to 16 municipalities – today, the entire Lower Pohronie is a part of the wine road with connection to the bike trails along the Hron and the international Danube Bike Trail. Visitors will find the region's fine wines and gastronomic specialties in the pleasant distinctive picturesque cellars. The most popular event in the region is a wine festival in Strekov, involving more than 40 wine-growing business entities. The festival is held in the vineyards of Strekov, festival attendance is around 8,000 domestic and foreign visitors.

Nitra Royal Wine Road

Nitra Royal Wine Road was formed as a “younger sister” of Lesser Carpathian Wine Road. Association for Tourism established and registered the Nitra Royal Wine Road in 2003 and it involves grape growers, vintners, tourism entrepreneurs, government representatives from Nitra wine region and South Slovak wine region. Wine road consists of many branches - Hornonitrianska, Dolnonitrianska, Tribecsko-Tekovska, Povazska etc. One branch runs into the Zelizovsky vineyard sub-region.

Modrokamenska Wine Road

Modrokamenska Wine Road was opened in April 2005 by the civic association for

development of the Velky Krtis region at the castle Modry Kamen. The founders may thus contribute to the development of the Velky Krtis region, this project was supported by EU. Modrokamenska Wine Road follows the strategy for tourism development in the district of Velky Krtis.

Turnianska Wine Road

Turnianska Wine Road goes through the Moldava vineyard sub-region. It was established by the civic association Krasturist and it involves small wine producers, accommodation and catering providers, craftsmen and other tourism business stakeholders. Association has focused on promotion of tourism in the Slovak Karst with its historical monuments, traditions, customs and local gastronomic specialties of Gemer-Turna area.

Tokaj Wine Road

Tokaj Wine Road starts in the district town of Trebisov, passes into the Tokaj micro-region through the village Velaty towards Cerhov, Velka Trna, Mala Trna, Bara, Vinicky, Borsa and Slovenske Nove Mesto. From Vinicky it continues to villages Ladomor and Zemplin which, together with the municipality Borsa and the Tokaj vineyards are historically linked to the micro-region. There are produced high quality wines famous across Europe. Tokaj Wine Road hides great natural, cultural and historical potential and together with the outstanding wine quality represents an exclusive winetourism region.



1.4. WINE TOURISM

where – why - how

The tradition of wandering the vineyards, wine shops and cellars originated in Italy. The first wine route is nearly 80 years old. **Wine tourism** or “oenotourism” or “enotourism” has become an important form of tourism since the mid 90’s when one could observe a steady growth of tourists interested in wine who displayed relatively high spending power. Connection of tourism and wine industries offers great opportunities – traveller who engage in culinary and wine tourism attractions during their travels, tend to stay longer and spend more in the destinations they visit. **At the global level, wine tourism is growing and is considered to be a driver for the economic and social development of many rural areas. Wine tourism is compatible with other types of tourism:**



Today, one can enjoy wine tourism in “new world” and “old world” wine regions:

new world wine regions

- the US
- Canada
- New Australia
- New Zealand
- South Africa
- Latin America - Mexico, Central America and the Caribbean, Argentina, Chile and the rest of South America

old world wine regions

- France - Burgundy, Northeast France, Rhone, South of France, Bordeaux and Southwest France, Loire
- Spain - Northern Spain, East coast and the balearic Islands, central and southern Spain
- Portugal - northern Portugal, southern Portugal and Madeira
- Italy - northwest Italy, Northeast Italy, central Italy (Tuscany), Mezzogiorno
- Germany & Switzerland
- Northern, Eastern and Southeastern Europe

The **motivations of wine tourists** are different based on age, interest or nationality. The prime motivating factors for visitors are grape wine tasting and/or experiencing the attributes of a grape wine region. **The most often indicated major motivations are:**



The benefits of wine tourism are:

- **increased sales** – today, the income of wine tourism services represents around **20% of global wineries' income in the world's major wine regions,**
- **higher margins** – direct sale,
- visitor can provide **direct feedback** – the tasting room becomes a customer research lab,
- **increased revenues** for stores, restaurants, hotels and **the local community.**

In a survey*, conducted by Zephyr Adventures between Dec 30, 2013 and Jan 3, 2014 in which 70 wine tour operators from 12 separate countries took part, responses indicated they expect a **21.4% increase in customers served in 2014**. In fact, all but one operator predicted an increase in the number of customers, indicating the optimism for growth in organized wine tours is pervasive. At the same time, when asked **“what is the biggest challenge you face as a wine tour operator?”**, **56% responded “Finding Customers”**.

Other findings from the survey:

- When asked to label their customers’ wine knowledge, tour operators say 30% are “oenophiles”, 48% are “wine fans”, and 22% are “novices”.
- Most wine tour customers travel as a couple or with friends; there are slightly more females than males; and the bulk of participants’ ages is spread equally among the 30s, 40s, and 50s.
- The average wine tour company was founded in 2006, meaning it is entering its eight year of doing business.
- 86% of wine tour companies are owner operated and 54% have no full-time employees.
- The size of wine tour operators ranges dramatically, from a few per year on high-end personalized tours to over 50,000 customers taken on day tours or simply winery transport services.
- Vacation Tour Operators cite “Location” and “Quality of Wineries” as the two most important factors on how their customers choose a tour.
- The average group size of wine tour vacations is only seven-eight persons and 85% of these operators will take a group consisting of only one or two people.

** Zephyr Adventures, organizers of the annual Wine Tourism Conference and Wine Tourism Day; more info on www.winetourismconference.org and www.zephyradventures.com*



2. AUDIT OF THE TOKAJ REGION'S RESOURCES

Slovak part of Tokaj Wine Region is historically defined as the region of "Upper Zemplin" or "Horne Medzibodrozie and Zemplin Hills". Historically, it is an integrated part of the Tokaj region, with its vast areas situated in Hungary (about 11,149 ha of classified vineyards of which an estimated 5,500 are currently planted).

For over fifty years, there has been a long-running dispute between Hungary and Slovakia over the wine term "Tokaj". The issue has heated up after the European Commission had recently given Slovakia the go-ahead for registering one of its wine regions, hitherto known as Tokajská Vinohradnícka Oblast under the name of Vinohradnícka Oblast Tokaj. Tokaji in Hungarian, hailed as "the king of wines and the wine of kings" by King Louis XIV of France, has been produced for centuries in the north-east of Hungary, at the southern part of the Zemplén mountains. It was declared a World Heritage Site in 2002 on account for its viticulture traditions and landscape. The region is also the first in the world to produce wine from botrytized grapes.

The Tokaj region was redefined in 1908 and was split up in 1918, with the majority of vineyards going to Hungary and a small section of vineyards going to Czechoslovakia which is now Slovakia today. In 1959, as part of the Treaty of Trianon from World War I, four more villages were added to Czechoslovak, three of which had been mentioned in the original 1798 Tokaj delineation. The exact number of hectares within Slovakia is under dispute as well.

Slovakia had previously asked to officially register the term "Tokaj" in Slovak, but the request had been rejected by the European Commission. However, the current agreement would give Slovakia similar rights as Hungary for regulation and quality control over the wine. Many Hungarian producers are concerned the reputation of their vintage wines could be jeopardized. Although, Slovaks producers say their region is at a disadvantage due to the strict regulations imposed upon them.

In the past, EU regulations on geographical indication ordered French and Italian producers to relinquish using the Tokaji brand name, including its spelling varieties. It was also later proven that those wines had no correlation to Hungarian Tokaji wine. The European Union also settled the issue with Australia and the United States and both countries agreed to phase out the use of the Tokaji brand name.

The situation with Slovakia where about 10 per cent of the Tokaji region resides reminds yet to be resolved for both countries with further proceedings

Slovakia retains popular wine brand Tokaj

*The producers of Tokaj wine in Slovakia may continue to use the brand name after the CJEU's decision (Case C-31/13P) on **13 February 2014** dismissing Hungary's Appeal and holding that the listing of the Slovak wine name "Vinohradnícka oblasť Tokaj" in the E-Bacchus register of protected designations of origins did not constitute an actionable measure within the meaning of Article 268 TFEU.*

The wine-growing region of Tokaj is located in both Hungary and Slovakia. At Slovakia's request, in connection with the EU's replacement of the lists of quality wines produced in specific regions ("psr") with the E-Bacchus database, the European Commission registered the protected designation of origin 'Vinohradnícka oblasť Tokaj' in the E-Bacchus register.

Hungary challenged the registration and brought an action for annulment of the entry of this protected designation of origin. The CJEU held that the General Court was correct in its finding that, as the name 'Vinohradnícka oblasť Tokaj' was protected automatically under Regulation No. 1234/2001 (as amended) before its entry in the E-Bacchus register, the entry as such was not capable of producing legal effects. The inclusion of wine names in the E-Bacchus database has no effect on the protection which those wine names enjoy at EU level under the transitional regime which the GC had, rightly, concluded was automatic.

The Tokaj region in Slovakia is an administrative part of Kosice Self – Government Region, part of Trebisov district. The Tokaj region includes following wine villages: Bara, Cerhov, Cernocho, Mala Trna, Velka Trna, Slovenske Nove Mesto, and Vinicky. Three other municipalities are included as a part of Tokaj: Borsa, Ladmovce a Zemplin.

Slovak Tokaj Wine Region is bounded by the creek Roňava on the west, Bodrog River in the south, cadastral borders of villages: Vinicky, Bara, Cernocho on the east, cadastral borders of villages Velka Trna a Cerhov in the north. **The Tokaj region’s area is defined by the law (Annex of Act no. 332/1996) – includes 908.77 hectares (highlighted red on the map). Wine-growing areas situated in the territory of municipalities, may only be used as a vineyard. Only grapes, which are grown here, can be used for the production of Tokaj wines.** It is the smallest wine region in Slovakia.

The Tokaj region in Slovakia



Tokaj Wine Region doesn't include a single town in its area. **Population density reaches 57 inhabitants per km², which are about 53 inhabitants per km² below the Slovak average (110 per km²).**

The territory of the Tokaj Region is a typical example of rural area in Slovakia.

The Tokaj region (Trebisov district), along with neighboring districts, represents the area of the least prosperous regions of south-eastern Slovakia. It can be characterized by a high range of social dependence, with relatively large group of population being socially excluded (characterized by an unstable working career, low social status, distorted consumption patterns, reduced individual and group aspirations, restricted access to education, limited social contacts, etc...).

GENERAL DESCRIPTION OF THE TERRITORY

(31 Dec, 2012)

5718 inhabitants

- living in 10 municipalities in the area of 102,6 km²

the biggest and the smallest village by its area

- Zemplin - 14,67 km², Cernochov – 6,16 km²

the biggest and the smallest village by its number of inhabitants

- Borsa (1210) – Cernochov (203)

Up to 31 December, 2012 there were 5 718 residents of the Tokaj region. From the point of view of gender, there were more women with 51,75% (2959) than men with 48,25% (2759).

The population density is lower by almost **half compared to the national average**, with only 57,4 inhabitants per km². The greatest population density is around the village of Borša with 127 inhabitants per km², and the lowest around the village Zemplín, with 27 inhabitants per km². Significant population growth has been experienced by Slovenské Nové Mesto and Čerhov from the year 2007. The most significant declines have been recorded in the villages of Borša a Veľká Trňa.

The average age of the residents of Tokaj in 2012 was **39.33 years** (38.62 years for men and 41.5 years for women). This is **higher than the average for Slovakia**. The highest average age, in other words the oldest residents, is in the village of Černochov, while the youngest residents are in the village Slovenské Nové Mesto.

62% of entire population of the Tokaj region is Slovak and 36% of inhabitants are Hungarian. Roma ethnic is less than 1%, the rest are Ruthenian, Ukrainina, Czech and Russians.

Religion of the population is very colorful. Dominant church is Roman Catholic (39%), the Reformed Christian Church (27%) and Greek Orthodox Church (25%).

Nearly 35% of population in the Tokaj region have their primary education completed, about 34% have secondary or vocational education without graduation. **Fully secondary educated is about 27% of population.** Only **4% of the population have a degree from University.**

Just **15% of the residents are employed locally** in the villages of the region, most go out of the area to work, especially to towns (Trebišov, Kráľovský Chlmec, Čierna nad Tisou or Košice). Since the area is agricultural in nature, employment in the industry is low. In agriculture, it is mainly about jobs in viticulture, cropping and less about animal products. **The regional job market**, including the Tokaj region, is characterized by a **high level of unemployment**, with a **high share of long-term unemployed** people and a high proportion of low- skilled citizens. **The unemployment rate in the Trebišov district** where the Tokaj region is located, is **22,17%** (to 31 March, 2014).

2.1. NATURAL RESOURCES

Five areas of European importance are situated in the Tokaj region (part of Protected Landscape Area Latorica), which represent last remains of the most valuable biotopes and biotopes of endangered species on the European continent.

LANDSCAPE CHARACTER DESCRIPTION

The Tokaj region is situated in the Eastern-Slovakia Lowland (geomorphologic unit: area), as a part of Eastern-Pannonia (geomorphologic unit: province) (Mazur, E., Luknis, M. 1986). In its southern part, Zemplin Hills stand out with its moderate relief. They belong to Matransko-Slanske area, which is a part of internal Western Carpathians. With its area of 101 km², they are classified as smaller mountains.

Altitude ranges from 105 up to 130 meters above the sea level, in upper parts it reaches up to 469.6 meters, which is the highest peak in the region – Rozhladna hill. Despite the small size of the region, it has very unique and diverse composition. In this region, we can find limestone, sandstone, gneisses and volcanic rocks – andesites, rhyolites and tuffs. Soils, which are rich in mineral elements, were formed on these rocks and together with specific climatic conditions (air humidity near lowland rivers Bodrog, Latorica, Ondava and their network of dead canals); they have created natural conditions suitable for growing grapes. Zemplin Hills, situated in warm climate areas, are drained by the river Bodrog. In winter, temperatures vary between -2 and -4 °C, in summer months, they are reaching an average of 17 to 20 °C. Number of days with the snow cover is 50 to 70. Relief of the countryside is diversified by vineyards and the nature is incredibly rich and interesting in unique communities of species of plants and animals.

MINERALS AND THEIR POTENTIAL USE

The rich subsoil of the Tokaj region is represented mostly by rhyolites, andesites as a result of neovolcanic activity. Recurrent volcanic activity and rapid cooling of hot lava have formed the characteristic glassy rocks: volcanic glass – obsidian, perlite and smolok. Resources of raw materials – anthracite and lignite are located in Velka Trna municipality. The non-metallic materials are represented by bentonite, clay, black shale and claystone, zeolite, limestone and obsidian (Ladmovce). Large deposit of perlite is situated in Mala Bara and there is also a large deposit of building stone in this territory. Some of these materials are very unique and they cannot be found anywhere else in Slovakia (obsidian) (State Geological Institute of Dionyz Stur, 2009). The use of these materials has a potential to contribute to the development of the economy, development of business activities, jobs. This all should be conducted in accordance with the main land use, which is the cultivation of grapes and wine production.

CURRENT SITUATION IN ENVIRONMENTAL INDICATORS

Water Quality

Bodrog River, which was formed by a confluence of rivers Latorica and Ondava, flows through the territory. At the point, where river Bodrog is crossing state borders of Slovakia, it has the lowest elevation in the Tokaj region and even within the territory of Slovak

Republic – 94 meters above the sea level in municipality Klin nad Bodrogom. Water quality is influenced by the quality of smaller rivers and creeks flowing into the Bodrog. The water of river Bodrog is characterized by reduced level of water quality (reduced quality according to chemical indicators). This region has a huge amount of underground water supplies. In the surrounding of villages Borsa, Vinicky a Mala Trna, thermal water streams (temperature 37.8 °C) were discovered, which potential is not used.

Air Quality

The territory doesn't have any major source of air pollution. The Tokaj region is exposed to long-range pollution (transfer of emissions) and so the air is mild or moderately polluted. The average annual ground-floor concentration of carbon dioxide and nitrogen dioxide, as well as the annual average concentration of emissions is significantly below the limit.

Soil Quality

There are several types of soil within the Tokaj region, whose quality and usability for agriculture purposes are determined by the subsoil substrate. Soils are not contaminated, they are clean and safe. Agricultural soils are particularly vulnerable to surface water in cases, when appropriate agro-technical measures are not implemented (tillage of slopes, vineyard establishment on the slopes).

***Environment of the Tokaj region is not disturbed
by any major local or regional sources of pollution.***

USE OF LAND AND NATURAL RESOURCES

Land is primarily used for agriculture purposes, mainly as arable land and land for cultivation and growing of grapes. The largest area is covered by arable land (47.74 %), followed by permanent grass (18.68 %) and vineyards (4.34 %). The largest non-agriculture area is occupied by forest land (16.40 %).

Land Fund	Area (ha)	Area (%)
Arable land	10 910	47.74
Vineyards	991	4.34
Hop-field	0	0.00
Gardens	829	3.63
Orchards	0	0.00
Permanent grass land	4 268	18.68
Forest land	3 747	16.40
Water	122	0.53
Build-up areas	550	2.41
Other areas	1 432	6.27
Total	22 849	100.00

Source: Statistical Office of the Slovak Republic

From the total area of 22 849 ha, forest land covers 3 747 ha, which means that area is afforested by 16.40 %. Compared to national average (41 %) of forestation, it is by 24.6 % less in the Tokaj region. Deciduous trees, especially beech, are dominated.

TOKAJ REGION AS A WINE-GROWING REGION

The uniqueness of the Tokaj region in terms of suitability for wine growing is in the harmony between climate and soil.

Close water resources, increased air humidity and fogs, which occur very often, contribute to ideal conditions for growing grapes. Rocks found in the soil on the Zemplin hills are mainly acidic. Most of the vineyards unfold across the upper and central parts of the hills on the stony and tufa ground. These types of soil create favorable thermal conditions for the Tokaj grape varieties during the climatic swings at night-time and daytime. Their suitability comes from the fact that during the day they absorb heat from the sunrays, which they then radiate during the night, evening out the thermal differences between various times of day. This makes the grapes ripen quicker and creates favorable conditions for the bouquet and aromatic elements to be found in Tokaj wine.

People have also contributed to the uniqueness of region's environment, as they introduced a special technology for grape cultivation. Years of practice in growing grapes have contributed to the cultivation of several varieties of grapes, which are perfectly adapted to the environment: **Furmint, Lipovina, Yellow Muscat a Zeta**. From these varieties of grapes, an exceptional **Tokaj Wine** is produced*.

**In terms of Act no. 182/2005 Coll. on viticulture and viniculture, only varieties Furmint, Lipovina, Yellow Muscat a Zeta can be used when replacing extinct shrubs or establishing new ones. Tokaj wine can be marketed only if it is made exclusively from grapes of varieties Furmint, Lipovina, Yellow Muscat and Zeta.*

Only those varieties are capable of being exalted grown until they can be classified as nobly rotten raisins, cultivated on warm slopes, where ripening is accelerated and favorable conditions for the creation of bouquet and aromatic flavors in wine are available. The three Tokaj grape varieties possess particular quality notably that over the course of a long, warm autumn, nobly rotten raisins are created by **the Botrytis cinerea Persoon rot** in the case of late harvests and these are the basis for the production of Tokaj selections. In the production process, varieties of grapes need to be represented. **The basic Tokaj grape variety is Furmint, which makes up 65% of the Tokaj wine production; the second Tokaj variety is Lipovina, which makes up 25% of wine, and the further Tokaj grape variety is Yellow Muscat, which represents a proportion of about 10% of the Tokaj wine production.** It is a well-known fact that the production of Tokaj wine is based on oxidizing technology, from the moment of the harvest and the grape processing itself. It begins with the over-ripening of the grape, the selection of nobly rotten raisins, the fermentation of the mashed product and the soaking of the nobly rotten raisins and continues with the oxidation of the young wine as soon as it is made, and ends with several years of ageing in wooden casks. The traditional production of Tokaj wine is based on many years of gradual oxidation in small (136-250 l) oak casks, in deep tufaceous cellars, at a constant temperature of 10-12°C, an atmospheric humidity of 88-95%, and the effect of the *Cladosporium cellare* cellar mould. This helps to create favorable conditions for a long-term aging of wine.

The entire recipe for the ageing of Tokaj wine is the secret of cellar masters who protect this secret of how to obtain the highest quality for this royal beverage very dutifully. These secrets are passed down from generation to generation and are the very key to the uniqueness of Tokaj wine.

PROTECTED AREAS AND NATURA 2000 SITES

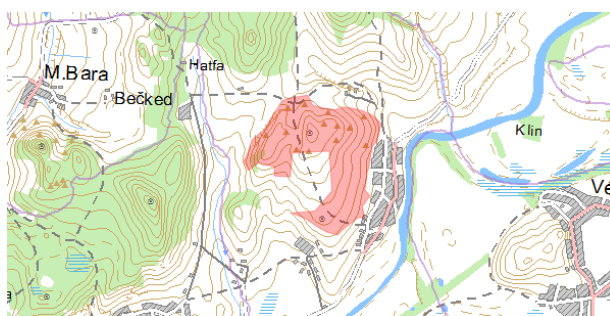
There are several areas in the region of Tokaj, in which occurrence of many precious species of fauna and flora became a reason for conservation and protection of these areas. Occurrence of unique fauna and flora is determined by outstanding geological, land and climatic conditions, characteristic for the Tokaj region.

Protected Landscape Area Latorica



Protected Landscape Area Latorica is a protected area of a lowland type with alluvium areas along the rivers Latorica, Bodrog and Ondava. Southern part of this territory is a part of Zemplin Hills. Total area covered by this protected landscape is 23 198 ha. Following precious and endangered plants are found in this area: *Aldrovanda vesiculosa* L., *Armoracia macrocarpa*, *Cardamine parviflora*, *Nuphar lutea*, *Nymphaea Alba* L, *Trapa natans*, *Stratiotes aloides* L., *Beckmania eruciformis* and other. Fauna includes: turtle (*Emys orbicularis*), chiropterous (*Myotis myotis*), rear horse (*Mantis religiosa*), *Acrida ungarica*, Little Egret (*Egretta garzetta*), Purple Heron (*Ardea purpurea*), Great Cormorant (*Phalacrocorax carba*), White-tailed Eagle (*Haliaeetus albicilla*), Eurasian Penduline-Tit (*Remiz pendulinus*). In 1993, Protected Landscape Area Latorica was included in the List of Ramsar Sites of international importance (Ramsar Convention (Convention on Wetlands of International Importance especially as Waterfowl Habitat) is an international agreement for conservation and sustainability of wetlands).

National Nature Reserve Kasvar



National Nature Reserve was established in 1953. It is located in the eastern part of Zemplin Hills, in cadastral territory of Ladmovce. It is a part of Protected Landscape Area Latorica. It was proclaimed to protect rare calcareous and xerotherm thermophilic flora and fauna communities. Rare species of fauna and flora are represented in this area.

Protected site Borsiansky les

Protection of biotope of European importance is a main objective and reason for proclaiming of protected site Borsiansky les. Willow-poplar alluvial lowland forests near the river Bodrog, where animals of European importance find their natural habitat: *Lucanus cervus*, *Unio crassus*, *Bombina bombina*. This area has been protected since 2009.



NATURA 2000 Sites

NATURA 2000 is name for the network of protected territories within the European Union member countries. The main objective is to preserve the natural heritage and to conserve biological diversity for the Europe as a whole. This network should provide the protection for some of the most endangered species of wild animals, wild plants and natural biotopes. NATURA 2000 consists of 2 types of territories:

- Special Protection Areas, SPA – proclaimed based on Birds Directive – in terms of Slovak national legislation: **protected bird areas**;
- Special Areas of Conservation, SAC - proclaimed based on Biotopes Directive - in terms of national legislation: **areas of European importance**.

PROTECTED BIRD AREAS

Protected Bird Area Medzibodrozie

Special Protection Area covers an area of 35 745 ha. in the Tokaj region, particularly in cadastre of villages: Zemplin, Ladmovce, Vinicky and Borsa.

Medzibodrozie is one of the top three areas in Slovakia for nesting following species: Ferruginous Pochard (*Aythya nyroca*), Black Kite (*Milvus migrans*), Montagus Harrier (*Circus pygargus*), Common Tern (*Sterna hirundo*), Little Egret (*Egretta garzetta*), Great White Egrett (*Egretta Alba*), Little Crake (*Porzana parva*), Purple Heron (*Ardea purpurea*), Great Bittern (*Botaurus stellaris*), Chlidonias hybridus, Little Bittern (*Ixobrychus minutus*), Tawny Pipit (*Anthus campestris*), Western Marsh-Harrier (*Circus aeruginosus*), White Stork (*Ciconia ciconia*), *Nycticorax nycticorax*, Red-backed Shrike (*Lanius collurio*) and one of five places for nesting: Common Scops-Owl (*Otus scops*), Common Redshank (*Tringa tetanus*), Garganey (*Anas querquedula*) and European Bee-eater (*Merops opiaster*).

1 % of national population of species is nesting here: Common Kingfisher (*Alceda atthis*), European Honey-buzzard (*Pernis apivorus*), Syrian Woodpecker (*Dendrocopos syriacus*), Black Stork (*Ciconia nigra*), Wood lark (*Lullula arborea*), Middle Spotted Woodpecker (*Dendrocopos medius*), Corn Crake (*Crex crex*), Barred Warbler (*Sylvia nisoria*), Collared Flycatcher (*Ficedula albicollis*), Crested Lark (*Galerida cristata*), Eurasian Wryneck (*Jynx*

torquilla), Common Quail (*Coturnix coturnix*), Spotted Flycatcher (*Muscicapa striata*), Sand Martin (*Riparia riparia*), European Turtle-Dove (*Streptopelia turtur*), Common Stonechat (*Saxicola torquata*) and Lesser Grey Shrike (*Lanius minor*).

AREAS OF EUROPEAN IMPORTANCE

National list of proposed areas of European importance in Slovakia has been declared by the Ministry of Environment of the Slovak Republic by the Decree no. 2004-5,1 from 14th July, 2004.

Kovac meadows

The territory has an area of 148 ha and it is located in cadastre of Borsa and Klin nad Bodrogom. Protected biotopes: willow-toplar and alder forests, stagnant water with floating vegetation and/or submerged vegetation and alluvial meadows.

Limestones in Ladmovce

The territory has an area of 337, 7 ha and it is located in cadastre of Ladmovce. Protected biotopes are: Pannonia thermophilous oak forests, thermophilous and xerophilous shrubs and herbaceous communities situated on calcareous soil.

Borsa forest

Purpose of the protected area: Willow-poplar alluvial lowland forests and animal species of European importance. Its area covers 7.4ha and it is located in the cadastre of village Borsa.

Bodrog

Bodrog River, which was formed by a confluence of rivers Latorica and Ondava (near Ladmovce village), flows through the territory of: Borsa, Klin nad Bodrogom, Ladmovce, Nova Vieska pri Bodrogu, Streda nad Bodrogom, Vec, Vinicky and Zemplin. Protected biotopes are: Willow-poplar and alder forests, lowland rivers with its fauna and flora.

Latorica

River Latorica marginally passes through the territory of the Tokaj region as well (in cadastre of Zemplin). It is also listed as a protected territory of European importance.



PROTECTED SITE

According to Act issued by the National Council of the Slovak Republic on state environmental protection, six protected areas are categorized. Protected sites are one of those, which include: smaller areas with an occurrence of rare or endangered species of fauna, flora or raw materials. They are protected mainly for educational purposes. Vineyard hill – Borsuk, special for its volcanic soil and thermophilous vegetation, is situated in the Tokaj region. For example, *Galeopsis segetum*, *Inula helenium* L., *Onosma Tornensis* and *Artemisia absinthium* can be found in this area.

2.2. CULTURAL AND HISTORICAL HERITAGE

There are 15 national cultural monuments recorded on Monuments Board of Slovak Republic on the territory of Tokaj. It includes unique churches, castles and cellars.

Overview of national cultural monuments in municipalities within the Tokaj region

Based on Register of immovable national cultural monuments

BARA	Mala Bara – Romanesque church from the half 13 th century
BORSA	Manor - House – Birthplace of Francis Rakoczi II. from the 2 nd half of the 16 th century
	Reformed church originally Romanesque style from the half of 13 th century
CERNOCHOV	Classical church of the Reformed Christian Religious Organization from 1793 with a tower from the 19 th century
MALA TRNA	Reformed Renaissance church was built in 1656 on the remnants of the old Gothic church
	Collection of Tokaj wine cellars tuffs from the 15 th and 16 th century
SLOVENSKE NOVE MESTO	St. Stefan’s Church, Roman-Catholic Classicist Church from the first half of the 19 th century
VELKA TRNA	Collection of 32 Tokaj wine cellars – tuff cellars from the 15 th century
	Reformed, originally Romanesque Church from the half of the 13 th century
VINICKY	St. Joseph’s Chapel, Roman Catholic Chapel from the 18 th century, originally in Baroque Style
	File of cellars from the 16 th century
	The iron lattice bridge
ZEMPLIN	County House from 1668
	Greek Roman Catholic church of the Ascension of the Lord from the 19 th century
	Reformed church with the preserved Gothic ground plan from the 14 th century

EVENTS

Tokaj area is famous for its **events**, which are characteristic for the high public attendance and are very popular for its traditional well organization, rich program and especially informal atmosphere. Integrating feature of such events is clear. They contribute to closer understanding and coordination of activities in area of tourism services throughout the territory of Tokaj. They provide an opportunity to present traditions, habits, customs and human potential to its citizens and visitors from surroundings and abroad. Majority of events is financed by common funds: rural, private and third sector funds. Organizers of events are municipality office in cooperation with civic associations and vintners. Large role in organizing major cultural events plays Regional educational center Trebisov.

Overview of traditional events in the Tokaj area municipalities

February	<p>Name of event: Competition in cutting of grapevine Date of event: February 2011 Characteristics: traditional competition in cutting of grapevine Place of event: Vinicky Organizer: Secondary vocational school</p>
April	<p>Name of event: Building of „MAJ“ in Mala Trna Date of event: April 30, 2011 Characteristics: authentic preview of customs and traditions associated with building of „MAJ“ Place of event: area between cellars in Mala Trna Organizer: Municipality of Mala Trna, Regional educational center Trebisov</p>
	<p>Name of event: Building of „MAJ“ in Cerhov Date of event: April 30, 2011 Characteristics: authentic preview of customs and traditions associated with building of „MAJ“ Place of event: relax center Cerhov Organizer: Municipality of Cerhov, Regional educational center Trebisov</p>
May	<p>Name of event: Tokaj in Europe and „Dedovizen“ Date of event: May 1, 2011 Characteristics: presentation of customs, food, crafts, and traditions of Slovaks living abroad. Tokaj wine tasting. Interesting meeting of European Slovaks on border with Hungary – without borders. Place of event: Open-air theatre in Slovenske Nove Mesto Organizer: Municipality of Slovenske Nove Mesto, Regional educational center Trebisov</p>
	<p>Name of event: St. Urban's Day Date of event: third week in May 2011 Characteristics: Tokaj cellar tour combined with tasting of wine and traditional specialties from Zemplin. Place of event: Nizna 233, Velka Trna Organizer: Tokaj Regnum</p>
June	<p>Name of event: Tokaj Festival Date of event: June 26, 2011 Characteristics: Multi-genre festival for celebration of Tokaj, linking of genres, cultures, nations and nationalities. A special train comes to municipality of Borsa. Accompanying activities are in other municipalities of „Medzibodrozie“. Place of event: Borsa – Rakoczi Manson, Vinicky, Ladmovce, Zemplin Organizer: Cultural centers in Medzibodrozie and Poesies</p>
July	<p>Name of event: Sacred varieties of Tokaj Date of event: July 3, 2011 Characteristics: Tokaj in a different way. Sacred art of Tokaj - revival of points of interests – historical monuments on Tokaj wine road through the sacred music, singing, revival of Christian traditions, historical theatre fragments in non-traditional places. Place of event: Sacred historical monuments in Tokaj area /Romanesque church in Velka Trna .../ Organizer: Municipality of Velka Trna, Regional educational center Trebisov</p>

<p>September</p>	<p>Name of event: That's how it was made Date of event: September 23, 2011 Characteristics: House of traditions revives by authentic activities: baking bread in traditional furnace, previews of baking traditional cakes of Tokaj, previews of weaving rugs of Tokaj, preview of wine producing. Interactive activity – possibility to integrate visitors to these activities. Place of event: House of traditions in municipality of Cerhov Organizer: Municipality of Cerhov, Regional educational center Trebisov</p>
	<p>Name of event: Wine harvesting in Tokaj Date of event: September 23, 2011 Characteristics: Celebration of work in vineyards, offer a wide-range of activities: tasting of Tokaj wine, traditional cakes and other foods, presentation of traditions, customs, folklore, crafts, accompanying sport events, attractions for children and adults. Place of event: Open-air theatre in municipality of Cerhov Organizer: Municipality of Cerhov, Regional educational center Trebisov</p>
	<p>Name of event: Day of open cellars Date of event: last Saturday in September 2011 Characteristics: Tokaj cellar tour combined with tasting of wine and traditional specialties from Zemplin. Place of event: Nizna 233, Velka Trna Organizer: Tokaj Regnum</p>



2.3. TOURIST INFRASTRUCTURE

Transportation – accessibility

The Tokaj region is located in the southeastern part of Slovakia. Administratively, it falls under the Košice Self-Governing Region, and the district of Trebišov.

The Tokaj region borders **Hungary on its southern side**. For EU citizens, there is free cross-border travel on the I/79A Slovenské Nové Mesto – Sátoraljaújhely road and through the village on foot and for cyclists. Crossing is also possible by rail. Outside the defined Tokaj region but close to it are still the land crossings at Streda nad Bodrogom - Karos (up to 3.5 tonnes), and Veľký Kamenec - Pácin (up to 3.5 tonnes). River crossing is possible using the Bodrog river.

Road transport

The area of the Tokaj region is served by three major road transport axes: in the east-west direction - the I / 50 road (Košice - Michalovce), the Hriadky village road to Trebišov, in the north-south direction – towards the I/79 (Vranov - Hriadky - Trebišov - Slovenské Nové Mesto - Kráľovský Chlmec- Čierna nad Tisou - Ukrainian border) and the II / 552 south road following the direction (Košice - Slanec - Zemplínsky Klečenov – Zemplínske Jastrabie – heading to Veľké Kapušany). The area in question is only crossed by one first class road directly the I/79, the other roads are third class. In addition to 13.1 km (mainly intersections), which is managed by the regional government, they are administered by the municipalities.

River transport

The River Bodrog with a total length of 64.8 km (15 km of which is on the Slovak side of the border) is formed at the **confluence of the Ondava and Latorica by the village of Zemplín**. It is a right tributary of the Tisza River. It crosses the border with Hungary near the village of Klin nad Bodrogom (the lowest place in Slovakia - 94.3 m above sea level) and Borša. The Bodrog River is the only waterway in the east of Slovakia (that is navigable for large motor passenger and cargo ships). According to the state of the water, the depth reaches a minimum of 230 cm and a maximum of 510 cm, the width is 30 m). The village of Ladmovce has a cargo port, which could also be used for tourism. But currently the most used is the **port in the village of Streda nad Bodrogom** that is immediately adjacent to the village of Viničky. The Bodrog is also navigable even at its lowest water level from Streda nad Bodrogom all the way to the village of Tokaj (Hungary), where it joins the Tisza.

Railway transport

Railway track no. 190 is passing through the region. There are only few railway stations (stops) in the Tokaj region (Cerhov, Slovenske Nove Mesto and Borsa). Shuttle trains provide daily accessibility within the region (8801,8831, 8803, 8805, 8807 and 8809) 6 times a day. One speed passenger train 1965 – 1 time a day.

Bus Transport

SAD Michalovce provides public transport in this region. Transportation is provided through 6 short-distance lines and 1 long-distance line.

Other kinds of public transport

The closest airport is situated in Kosice (about 70-75 km distance). Airport Kosice is the second largest airport with scheduled air services in Slovakia, with the status of international airport (Kosice International Airport) in the Schengen area of the European Union. There is also an agricultural airport in Slovenske Nove Mesto.

Cycle routes

International tourist trail, called EB (Eisenbach-Budapest) is passing through the region, which involves Slovenske Nove Mesto, Mala Trna, Velka Trna, with the connection to the west – Slanske Hills, Lake Izra and Kosice.

Following cycle paths are connecting the Tokaj region with other territories:

- Slanska bike trail MTB Alzbeta through the Dolnozemplinska bike trail – Velka Izra location,
- Borsa – Satorajuhely (HU),
- Michalany – Felsegregmec (HU) – newly built link on the Hungarian side, guide signs needed on the Slovak side
- Zemplin – Trebisov – possible continuation of green mark bike trail.

Currently, Tokaj area is lacking the basic infrastructure for visitors, both pedestrians and cyclists. In Slovakia, cyclists have to use existing state roads, forest roads any other roads, because the numbers of bike trails are very limited.

Accommodation

There are different accommodation facilities with total capacity of 250 beds in the area of the Tokaj region, offering accommodation:

- in cottages (Hatfa, Mala Trna, Velka Trna) or hostel (Slovenske Nove Mesto, Vinicky);
- family owned pensions (Mala Trna, Velka Trna, Vinicky);
- accommodation possibilities in privat houses (Mala Trna).

There are many other accommodation possibilities close to the region – especially pensions, less of private accommodation possibilities.

Restaurants

There are two restaurants open daily in the region – in Viničky and Slovenské Nové Mesto. Other restaurants are open only on order.

Bank, post and internet services

From the point of view of infrastructure of insurance and banking, the Tokaj region has no insurance company, commercial bank or foreign bank. The residents of these villages do not even have ATMs available. All these services are provided only in the town of Trebišov. Postal services are provided in the villages of: Borša, Čerhov, Ladmovce, Slovenské Nové Mesto and Veľká Tria.

Health care

In health care, an important role is played by Slovenské Nové Mesto. In this village, apart from a separate dentist out-patient office there is also a fast medical help. There is no pharmacy in the territory itself. Almost a comprehensive health care for the villages in the Tokaj region is provided in Trebišov.

The villages of Tokaj and their role in tourism

The municipalities in the region are gradually realizing the potential of their region and are gradually mobilizing their population, businessmen as well as each other to greater activity and involvement in tourism. Until now, it has mainly consisted of the following activities: organization and co-organization of events, the acquisition and use of resources for the implementation of various development projects, acquisition, processing and providing information in the field of tourism, attractions, promotion, presentation at regional exhibitions and fairs, interregional and international cooperation, providing advice and methodological help in tourism and regional development, the establishment of municipal museums, social spaces and rest areas, construction and marking of bike routes and cycle ways, the implementation of information signs. Many communities want to foster the development of basic tourism infrastructure, such as the provision of accommodation by providing their own capacities, or as agents.

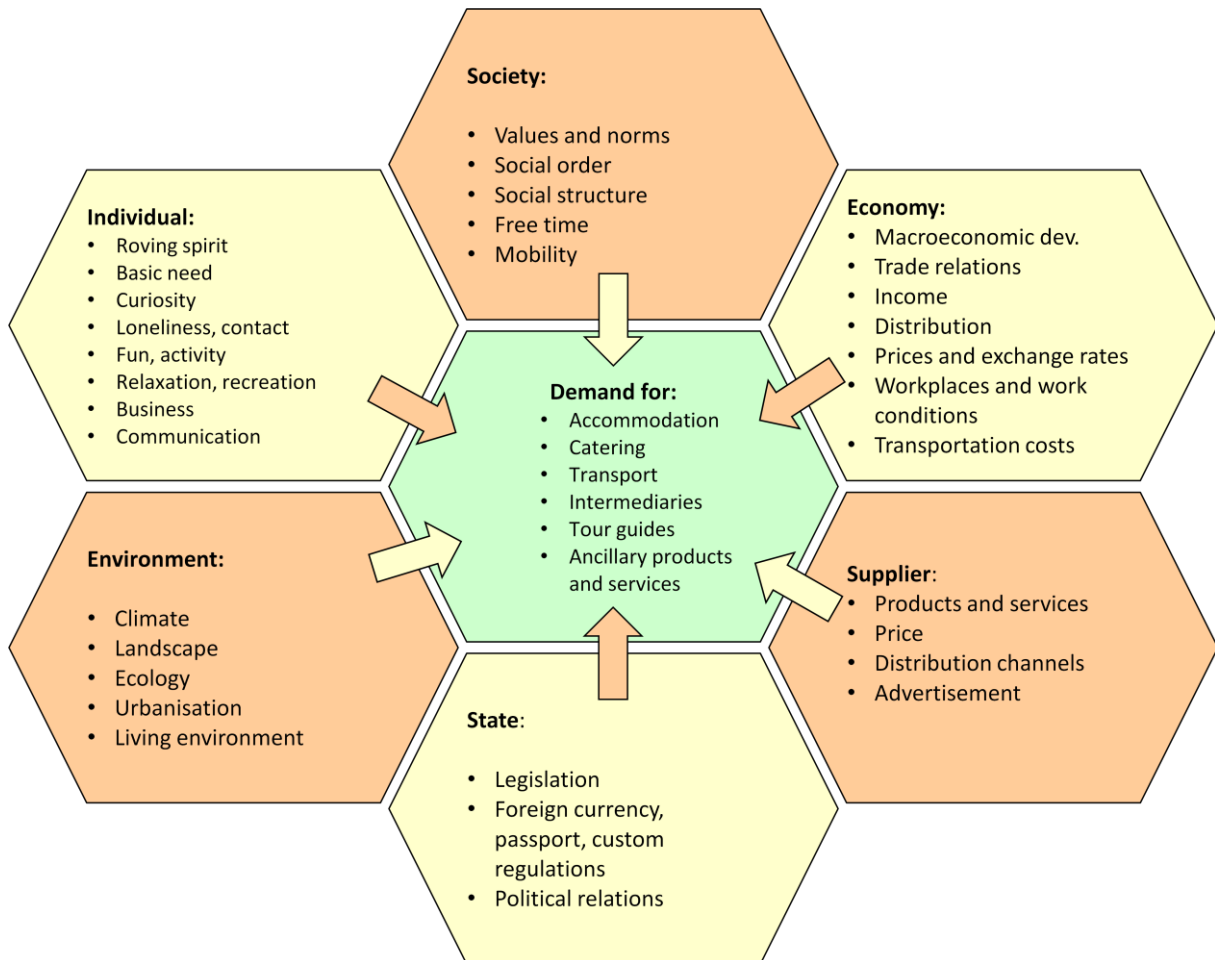
In the region of Tokaj, municipal office operates in each of 10 municipalities.

Civic organizations

There are 30 civic organizations within the region of Tokaj, most of them are active. Most of civic organizations are located in Mala Trna. Their main activities are sports (football), winery activities and activities focused on the development of tourism in the region.

2.4. TOURISM DEMAND

Being able to develop interesting and marketable tourism products, it is important to be familiar with **influencing factors of tourism demand** and address them in business and marketing activities:

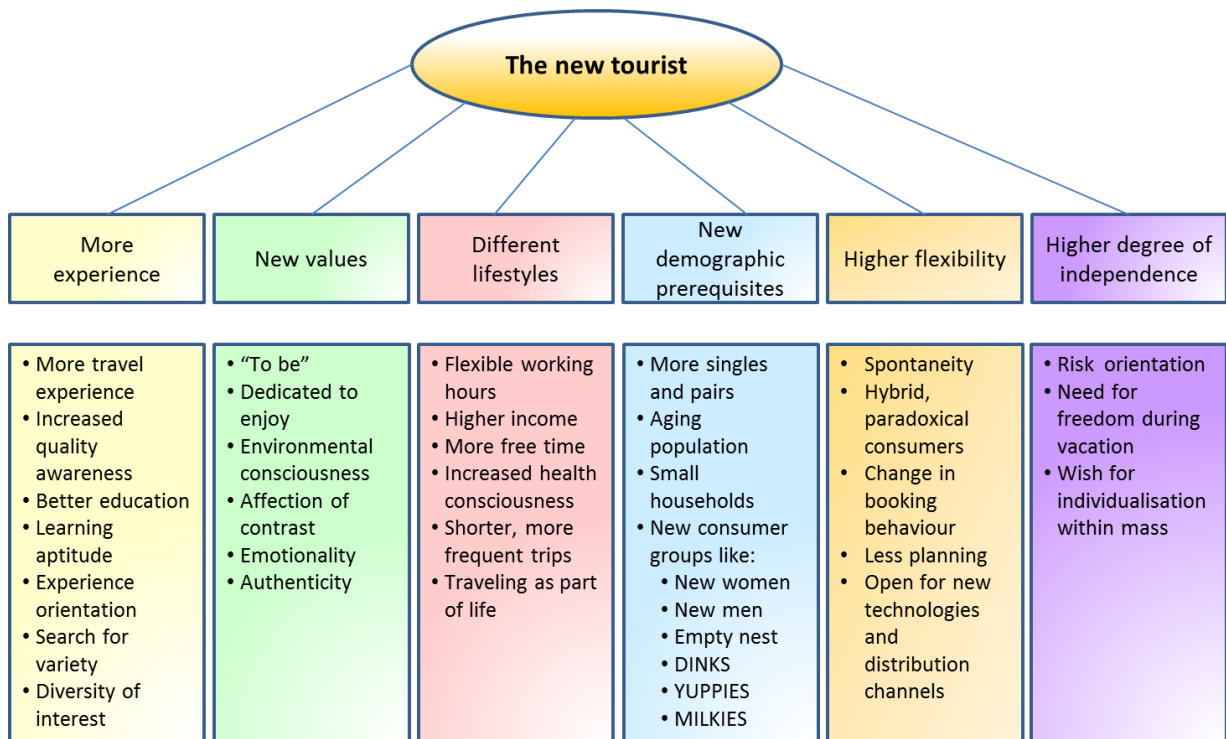


Source: Freyer in Hinterholzer and Jooss: *Social Media Marketing und - Management im Tourismus*, 2013, p. 40

In addition one needs to understand the global trends shaping the tourism demand. The following aspects are some key trends:

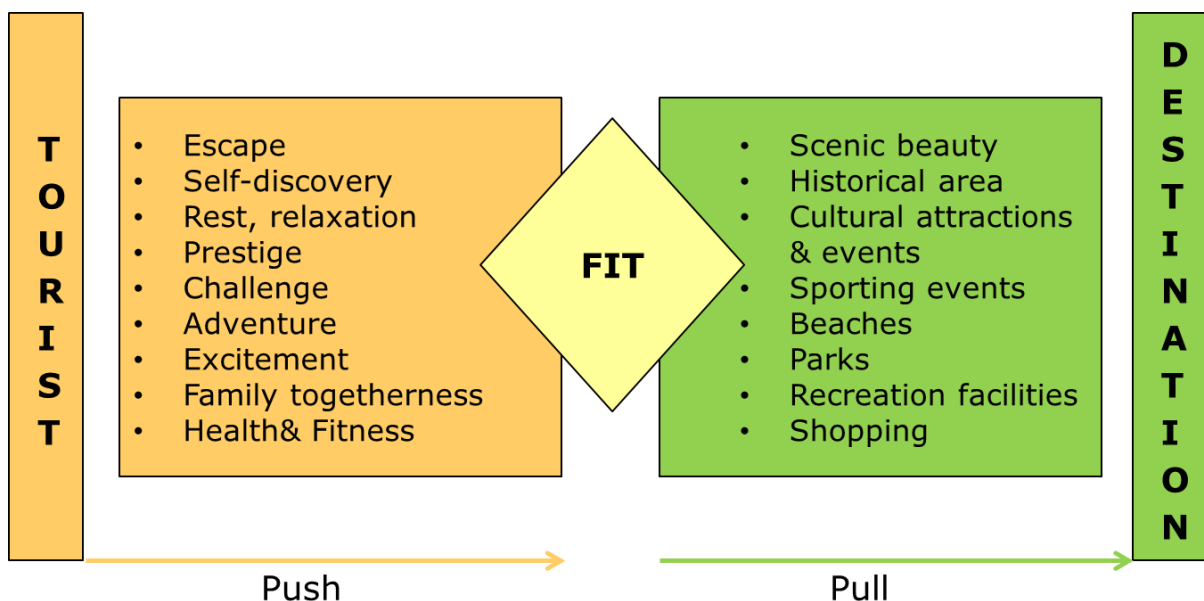
- **Globalisation - localisation divide**
- **Rise of low cost carriers / cheaper transport cost and greater accessibility**
- **Aging generation and increased life expectancy**
- **Changes in household composition**
- **Population location and high international migration**
- **Increased prosperity and attitudes towards work, leisure and tourism**
- **New ethical values and attitudes**
- **New technology**
- **Fragmentation of tastes**

As a summary from trends, motivations, and influencing factors we nowadays may draw and define a another version of the so called new tourist:



Source: Poon, 1993, p114ff, adapted in Bieger, 2008, p14

Understanding all these new developments and framework, the Tokaj Region may not only focus the own, internal resources, ideas and goals, but needs to accept such movements that can not be influenced by the region and its players. The overall goal of tourism is the ideal and maximum fit between the tourist and his motivations (Push) and the offer and activities from the destination (Pull).



All this has to be transferred to the Tokaj Region as a new destination, that fulfills the tourist's expectation. But unfortunately by today, we have very less information on the Tokaj visitors. Based on data from survey done in the Tokaj region by authors, it is known that:

Visitors who come into the region are staying for 1 day max. (more than 70 % of our today's guests).

This is primarily because of buying/tasting wines and visitors go directly to the winecellars. There is lack of information/promotion of the other touristic attractions and lack of accommodation capacities and catering services to offer them additional services to stay longer.

Visitors who come into the region are mostly from remote areas (more than 50 km away) with the aim to taste/buy Tokaj wine.

One can only assume that their next stop will be Hungarian part of the Tokaj area, mostly because of better services provided in Hungary.

67 % of visitors are Slovak, 23 % of Hungarian. Czech and Ukrainian nationalities are represented in very small numbers. **The majority of visitors are in productive age (25-62 years).** Seniors and younger groups don't belong to the majority of visitors.

Men represent the majority of visitors of the Tokaj region. This is primarily related to wine tasting in Tokaj Wine Region, which is still closer related to men than women. Group of friends are the majority of visitors (72%), rather than families with children (21%). It is closely related to company events (teambuilding events) organized in the Tokaj area. People commute mostly by car, rather than railway transport (not sufficient enough). The number of families is still poor, as the wine cellars and the tourism region itself do not offer kids programs while the parents are having a wine degustation tour.

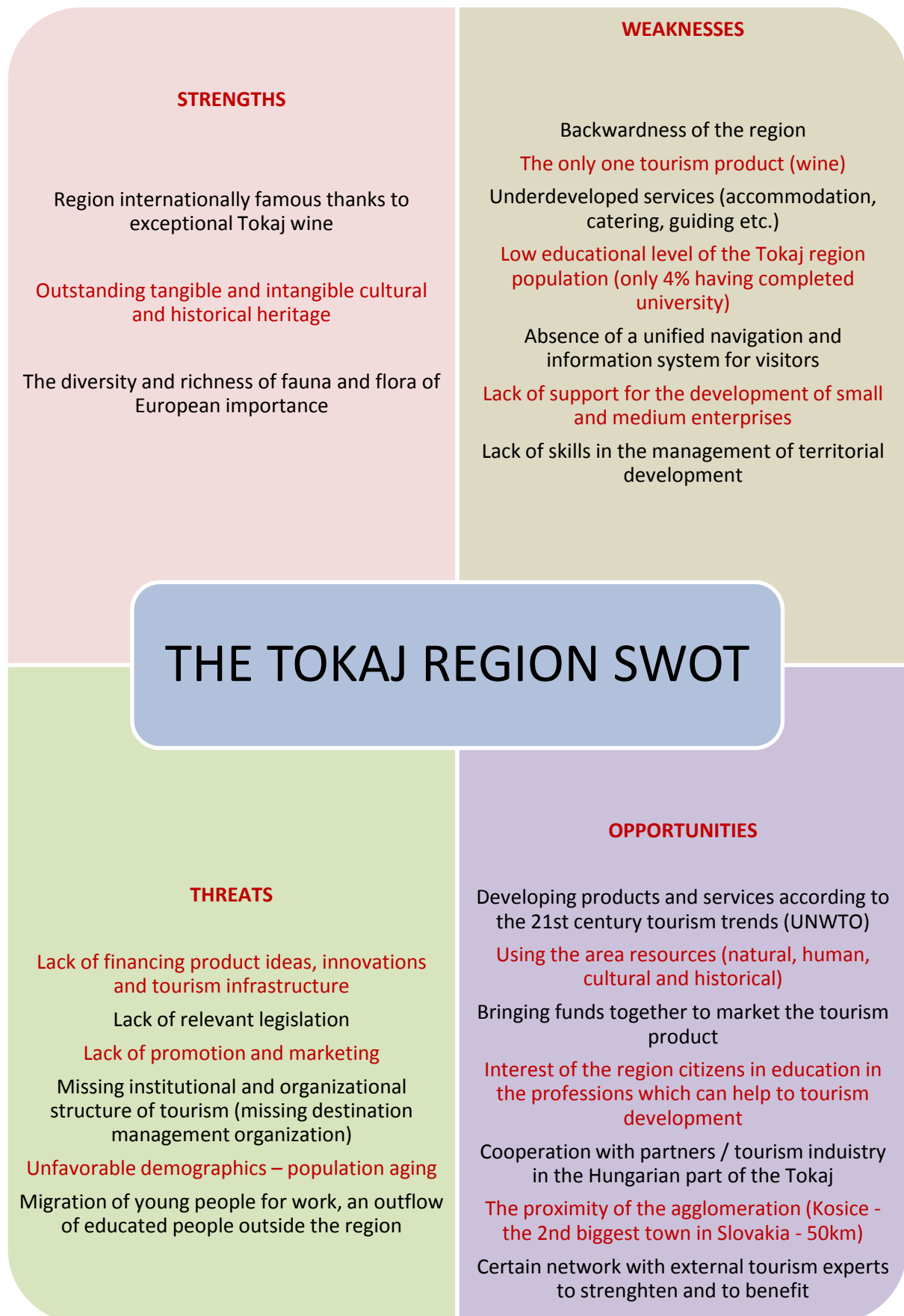
Visitors come especially in summer and autumn. In winter and spring, the Tokaj region is almost empty (without visitors).

People come to the Tokaj region in groups of 5 or more, individuals coming to the region are very rare to see.

63% of visitors come to the area based on family or friend advise. Travel agencies are not involved in tourism of the Tokaj region (because they normally do not know the Tokaj Wine Region at all or do not know what kind of arguments they could offer to their clients to visit this region). Many visitors (33%) come to the region individually based on information provided on internet.

Business Plan and Marketing Plan, going to be elaborated between Autumn 2014 and Spring 2015, will deal in details with the Tokaj visitor profile, market influences and market potentials for different nature and culture related market segments in the Tokaj regions.

3. SWOT ANALYSIS



TOKAJ'S 4 TOP AIMES

For a successful vision of the region of Tokaj it is necessary to focus on “top aims of the region”, which could be implemented in the shortest time and which can raise awareness and economic impacts of the Tokaj tourist region. We propose four aims that are complementary to the region's wine history, expand the products and service offerings, to animate the image of the new Tokaj as a “real tourist” region to the public.

1. TOKAJ ON THE TOURIST MAP OF EUROPE - TOKAJ AS THE BRAND OF THE SMALLEST AND SWEETEST WINE DESTINATION IN EUROPE

The region offers a unique product – wines, which the visitor cannot find elsewhere. The Tokaj region is known not only as a brand of quality and unique wine, but also as an ideal place for spending an active holiday full of experiences. The brand of the region is its story, a history that is consistent with the history of the region and the people who live here are proud of their region. The region has a distinctive brand with a suitable logo, naming, slogan for gradual and planned marketing not only at home but also abroad, thanks to well-prepared and targeted advertising.

2. WELCOME THE TOKAJ CELLARS – TOKAJ HAS THE BEST ORGANIZED WINE TOURISM

Tokaj has become famous for organizing wine making events, which are organized throughout the year at regular intervals (apart from wine they offer an extended range of products and services). Regular events have become part of the program of many travel agencies, and winemakers appreciate customers and the increased sales of wine. They invest more into tourism than in previous years.

3. OUTSTANDING TANGIBLE AND INTANGIBLE CULTURAL AND HISTORICAL HERITAGE

Tokaj wine's greatest glory and admiration was to be found at the royal court of King Louis XIV. (1638-1715) where it obtained the title of “VINUM REGUM – REX VINORUM” meaning “THE WINE OF KINGS, THE KING OF WINES”. Although, the history of growing vine in the Tokaj region is even older, the beginnings are dated since Roman invaded into Pannonia (3rd century AD). One of the jewels of the region are the historical Tokaj cellars were built in 15th-16th century (*source: Juraj Zadansky: The History and Presence of the Tokaj Wine, 2009*).

4. TOKAJ VINEYARDS BY BIKE – TOKAJ AS THE BEST IN PROVIDING CYCLE ROUTES

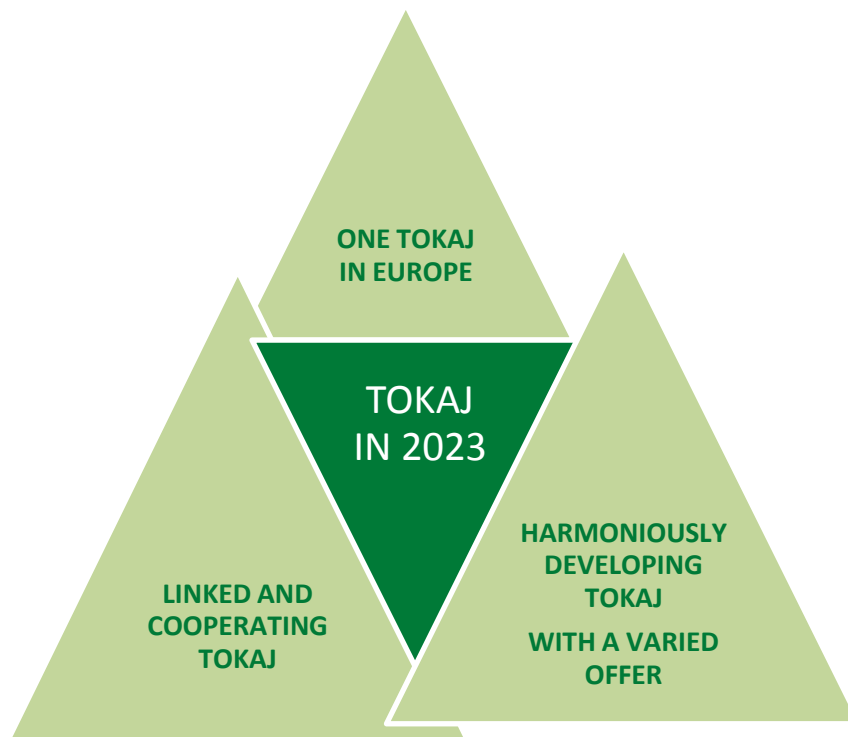
Although the paths and routes for cyclists in the Tokaj region are relatively short, they are well marked, equipped with places to relax, picnic, information boards about the history of the region and the mysteries of growing grapes and wine production. In the high season and weekends there are tasting booths open for tourists. Information and maps are available at the information offices, all information sites, service providers, and on the web.

4. VISION FOR TOKAJ 2014-2023

This vision aims to name, in a simple and comprehensive way, the stage that has to be reached in the region of Tokaj by 2023, the implementation of which could significantly contribute to the improvement of the quality of local citizens' life.

The vision for Tokaj is based on the development of the region of Tokaj as a wine region, building the Tokaj brand as the world-famous wine brand, which needs to be „recast“ into the regional brand, into products and services to be offered to visitors.

The vision takes into consideration broader relations existing within the regions of Eastern Slovakia, Slovakia and within the trilateral cross-border region: Eastern Slovakia, North-Eastern Hungary and the western part of Ukraine – Transcarpathia.



The vision stems from the knowledge of current natural, human and material resources, which are described in more detail in the Audit of the Tokaj of the Tokaj region, but at the same time is also linked with the future aims.

SLOVAK AND HUNGARIAN TOKAJ VERSUS EUROPEAN TOKAJ

2014	2023
Tokaj region Slovak and Hungarian („divided“)	One European Tokaj (without borders)
<p>The Slovak part of Tokaj consists of the northern projection of the entire Tokaj region, 90% of which belongs to Hungary. With its area and status among other tourist attractions, services and facilities and the overall visibility on the map of Europe, the region is „negligibly“ small and, proportionately to this, overlooked by tourism. The Hungarian part is listed in the UNESCO World Heritage List and it is presented all over the world as the „entire“ Tokaj, disregarding the Slovak part of the region.</p> <p><i>Inclusion of the Slovak part of Tokaj in the UNESCO List would have enormous impact in terms of global publicity and promotion in tourism, even though it will require that Slovak part will deliver a tourism offer of at least the same level as Hungarian part.</i></p>	<p>There is only one Tokaj“ („<i>Tokaj je len jeden</i>“). Both in Slovakia and in Hungary, Tokaj is presented as a <u>region „without borders“</u>, with joint marketing and promotion on the market, on tourist maps portrayed as one. The joint Tokaj region concept is in accordance with the promotion of <u>cross-border cooperation between European regions</u>, as well as with the efforts to create a Europe of the Regions. Quality of services and the variety of offered products have increased significantly.</p> <p><i>The issue of “joining“ of the Slovak and Hungarian parts of Tokaj could be seen as a model project focused on overcoming of inherited European issues.</i></p> <p><i>The issue of the joint region promotion and presentation needs to be included in Košice Self-governing Region’s plans.</i></p>

TOKAJ – “ISLAND” (BORDERED) VERSUS LINKED AND COOPERATING TOKAJ

2014	2023
Isolated Tokaj – the region on its own	Open Tokaj – the region offering varied services
<p>The Slovak part of the Tokaj region, consisting of 7 wine-growing municipalities, is unique among the wine-growing regions of Slovakia and, gradually, it succeeds in increasing its visibility in Europe and in the world. However, there are no developed products other than wine and it does not have sufficient capacities in the field of core tourist services offered to visitors. This „Island Tokaj“ is too small to be able to accommodate as many tourists as its potential could allow.</p> <p><i>It is extremely difficult to estimate the tourism development potential of a location. It is linked to growing numbers of visitors per day, accommodation capacities, length of stay, number of overnight stays, bed utilization percentage, number of catering facilities, etc.</i></p>	<p>The region is a tourist „destination“ where visitors come and go as if it was a concert hall filled with pleasant experiences. It offers complex tourist products and high-quality services. It is easily accessible from places near and far and there are partnerships established with distant cities, regions and states located along the <u>historical Tokaj wine trade route</u>, in which it often presents its wines and other products. <u>Cycle routes in Tokaj connect it to neighboring regions.</u></p> <p><i>Cities lying along the historically documented route used for exporting of wine to Poland, Russia, Vatican, France and other places potentially represent important marketing partners in the process of Tokaj wines and tourist services promotion.</i></p> <p><i>It is important that the cycle routes are connected in all directions – westwards – with Košice; northwards – with Trebišov and Štrápa; southwards – with the Hungarian part of Tokaj; and eastwards –with the river Bodrog area and with Ukraine.</i></p>
Small and big winemakers’ Tokaj	Prosperous winemakers’ Tokaj
<p>Minor winemakers are too small to make a living of winemaking and they only make wine for their own consumption. <u>Small winemakers</u> are slowly disappearing. In communism, private winemakers were crushed by collectivization, some of them surviving only as minor wine producers. Still, several major producers have emerged, representing Tokaj wine, as well as the art of Tokaj winemaking today. Opposition of the small and the big creates a „mental block“, resulting in the assumption that the stronger ones always win and „take over“ the entire area, so that there is no space left for the minor ones. And that does not create a good atmosphere for winemakers’ cooperation.</p> <p><i>For the development of wine tourism in the region of Tokaj and for the optimal utilization of its potential, it will be vital to identify minor winemakers and motivate them to engage in the provision of services for tourists. It is important to look for incentive programs for the preservation of the local traditional methods of wine production.</i></p>	<p>Tokaj has become a region of „prosperous“ winemakers, whose wines and services create aptly diversified offer typical for this region of wine and tourism. It is unquestionable that major winemakers are doing well, benefiting from the improved promotion and accessibility of the Tokaj region, which result in the increase of the number of visitors coming to the region. Moreover, this has created a space for the development of small winemakers, too, and increased the overall „wine and tourist value“ of the region. <u>Clamant aid for minor winemakers is provided mostly indirectly.</u></p> <p><i>Mainly in the form of family accommodation services training; education in the field of winemaking and grapevine processing technologies for winemakers; for other inhabitants: renewal of forgotten traditional products and services, guide services and language skills.</i></p>

TOKAJ FAMOUS FOR ITS WINE VERSUS HARMONIOUSLY DEVELOPING TOKAJ WITH A VARIED OFFER

2014	2023
“Unicolor” wine Tokaj	“Multicolored” tourist Tokaj
<p>So far, the region of Tokaj is only linked to winemaking only – visitors come because of wine and leave with wine. Tokaj wines fully benefit from the popularity of the Tokaj brand. Tokaj brand is truly a strong brand, however, it is also the brand linked to „a single commodity“, which <u>lacks the „tourist destination brand“ content. As the present proofs, a broad and sustainable economic development of the region can’t be reached with this single oriented offer; Tokaj needs additional pillars.</u></p> <p><i>Development of the Tokaj region as a tourist destination can be secured only by such development, which would help to „discover“ the entire region and sell also other products and services connected with visiting of the region and staying here. These are mainly the modern forms of regional tourism focusing on local specialties and authentic environment, including traditional crafts, products, cuisine, habits and orally transmitted, as well as written local legends and stories.</i></p>	<p>Tokaj is the place to be for tourists, offering high-quality services and products, tourist packages and experiential mix attractive for visitors. Increased number of facilities and attractiveness, as well as the consequential increase of the number of visitors coming to the region represent dynamic factors, which influence both the structure of offered services and their gradual diversification. Tourism development promotion results also in the winemakers’ clientele expansion <u>by means the winemakers themselves could not initiate.</u></p> <p><i>Bicycle tourism can serve as a typical example here. Wine producers can see this type of tourism as an activity that is not interesting for them, as it does not result in direct selling of wine. However, visitors coming to the region due to cycling represent winemakers’ potential clients.</i></p>
Chaotically reacting Tokaj	Tokaj developing in a coordinated way
<p>In the typically „chaotic“ market environment, both inhabitants and entrepreneurs in the Tokaj region react mainly to demand. Yet, their individual activities are restricted and limited by financial resources available for them. Particular interests of individuals in the region work like <u>differently oriented forces.</u></p> <p><i>Inhabitants are likely to feel the need as well as the opportunity to develop various forms of business related to winemaking and tourism services. However, the region lacks „the force“ – an institution or a platform respected by all, which would help to coordinate local business activities.</i></p>	<p>Various groups, organizations and business entities are well informed about their mutual intentions. <u>Common information exchange platform</u> exists in the region. Larger projects are coordinated and the regional Vision for Tokaj is shared and owned by all key partners. Local projects are interconnected, linked to larger projects and focus in more detail on local problems solving, while being compatible with the intentions of the region of Tokaj, region of Košice, Slovakia and those of the European Union. Regional development is monitored through measurable criteria and is continuously evaluated.</p> <p><i>Common platform assumes institutionalized cooperation with accepted joint vision and common objectives. It has authority sufficient to integrate partial projects.</i></p>

5. STRATEGY FOR THE TOURISM DEVELOPMENT IN THE TOKAJ REGION

In order to increase the chance of Vision for Tokaj by 2023 fulfillment, topics are divided into phases. The 1st phase (2012 – 2015) contains the activities listed in the project „TOKAJ JE LEN JEDEN“ („TOKAJ IS THE ONLY ONE“) supported from the Swiss-Slovak Cooperation Program and from the State Budget of the Slovak Republic. These activities are focused on the topics, which are realistically possible to achieve and which have the potential to „raise awareness“ of changes in Tokaj as the region of tourism. In terms of an optimum development of the wine region as a tourist destination, the topics listed below extend the portfolio of products and services and create a picture of the new, „truly touristic“ Tokaj region in the public. Wine theme will always be present here and, as such, it does not need to be stressed, even if we are still talking about wine tourism.

The next phase (2016 – 2023) will be divided into two ways – **inside the Tokaj region** – boost (increase) of different activities which will be initiated by the locals to solve problems (listed in SWOT). These locals had been motivated and inspired during the first phase (by activities done in the project Tokaj).

Outside the Tokaj region – activities will be oriented on strengthening cooperation with the Hungarian part of the Tokaj region.

1st Phase of the Vision Implementation: 2012 - 2015

Cooperating Tokaj – good relations make good neighbors

People living in the Tokaj region know each other, their own needs and, in harmony with the region's natural, cultural, historical and human resources, they work together in order to increase the quality of their lives by extending and improving the portfolio of goods and services for tourists. ***The cooperation is facilitated by means of a common platform operated and coordinated by the Tokaj Wine Road Association or its service organization.*** As this organization involves all important stakeholders in the Tokaj region, it has a sufficient authority and is able to implement common goals and integrate partial projects for the benefit of the entire Tokaj region.

Don't Know Tokaj Yet? - Tokaj region promotion

The region offers a unique product – wine that is not to be found anywhere else. The region of Tokaj is well-known not only as a unique high-quality wine brand, but more and more as an ideal destination for active holidaymakers looking for pleasant experiences, too. There is a story behind the regional brand, which is in accordance with the region's history; and local people are proud of their region. The region has a unique brand with a fitting logo, name and slogan suitable for gradual and well plotted marketing not only at home, but also abroad, thanks to the targeted and well-prepared promotion.

Welcome to Tokaj Cellars – Organization of wine tourism in Tokaj is getting better

The region of Tokaj has become ***well-known for organizing wine events all year round on fixed dates***, with extended offer of products and services other than the ones linked to wine. Regularly held events have been incorporated into programs of various travel agents and winemakers are happy about the increased numbers of clients and wine sales growth. Winemakers themselves invest into the tourism more than before.

You Won't Get Lost in Tokaj – Tourist information system in Tokaj is getting better

Tokaj region is unique not only due to its wines, but also thanks to the **excellent tourist information system**. The region boasts information boards and resting places with information for tourists, as well as the scenic tower. **Information and maps are available from information offices, all information points and from service providers, as well as on the web**. Service providers themselves take care of updating of the relevant web pages. Brochures and maps are compatible with printed presentations of other tourist destinations in Slovakia published by the Slovak Tourist Board. Potential of electronic/digital marketing and social media is being used, the region is ready for “e-tourist” and even “m-tourist” (mobile-tourist with Smartphone, Tablet and other devices).

Tokaj Vineyards by Bike – Tokaj is excellent in marking of cycle routes and facilities along them

Currently there are several projects concerning the cyclo routes creation running (connecting Tokaj with near lake Sirava, then in the east towards to Medzibodrožie and in the west towards to Kosice) + cycloroutes in Tokaj are connected to Hungary (in Slovenske Nove Mesto) so Tokaj will not be isolated anymore. Even though the cycle routes and tracks in the Tokaj region are relatively short, they are famous for their **excellent marking, facilities, resting places, information boards on the region's history and on the secrets of grapevine growing and winemaking**. Except “classical” navigation and information system, visitors will have an access to the information about the region using the most advanced technologies – GIS, GPS guide through the mobile navigation device applications, especially for the most popular formats (e.g. mobile phones, smartphones with Android OS (iPhone, Nokia), Windows mobile OS, etc. The feature allowing the system to be used by "classical" Garmin, TomTom etc. devices will be included, too.

STRATEGIC GOAL 1 WINEMAKING HERITAGE UTILIZED TO DEVELOP TOURISM

Target state: „production and quality of original Tokaj wine and new innovative wine production techniques achieves, considering the size of the region, a high share of the sweet wine market and the quality is appreciated“

1.1. MAINTAIN THE QUALITY OF WINE PRODUCTION AND INCREASE IT (WHEN AVAILABLE)

- maximize the production of the original vineyards and focus on quality permitted grape varieties,
- create regional monitoring and information system about the climate and oenological situation,
- establish an effective system of incentives for keeping original Tokaj wine production processes,
- establish and develop cooperation among Slovak and Hungarian wine growers and winemakers in promoting their common interest – to attract visitors,
- use wine-growing and wine processing technology and local wines themselves as a "taste" and a world exclusive brand of the region.

1.2. OFFER NEW PRODUCTS BY UTILIZING THE AUTHENTIC TOKAJ ENVIRONMENT

- identify new products based on tradition, authenticity of the region and environment,
- invent modern style elements in wine production in the sense of the past, but also as a forward looking region,
- create a catalogue of original forms, as well as architectural and artistic decoration of houses (photo, visualization, design),
- create examples of good practice in wine tourism activities.

1.3. INTENSIFY THE EXPORT OF TOKAJ WINE TO INTERNATIONAL MARKETS TO SUPPORT THE MARKETING OF THE REGION

- attend international wine fairs, festivals and promotion of wines from Tokaj region,
- participate on Slovak National Collection of Wines (every year),
- participate on interantional wine tasting competitions,
- increase quality of coordinated promotion by modern design of bottles and lables.

STRATEGIC GOAL 2 INCREASING THE CAPACITY AND QUALITY OF TOURIST INFRASTRUCTURE AND SERVICES

Target state: *“small and medium-sized accommodation capacity is provided continuously and in sufficient volume and adequate quality for the visitors“*

2.1. OFFERING DIFFRENT TYPES AND CATEGORIES OF ACCOMODATION

- create a catalogue of investment opportunities and aims for building of small and medium-sized accommodation capacities,
- create an integrated system of comprehensive offers of accommodation services,
- develop recommendations for municipalities (land-use plan and infrastructure) and entrepreneurs to prepare investment plans to build modern campgrounds, family guesthouses etc.

2.2. TRADITIONAL FOOD OFFERED IN VARIED CATERING FACILITIES

Target state: *“traditional food in the Tokaj region is to a sufficient extent accessible with unlimited supply in catering facilities in the region or very close to it“*

2.2.1. Extend the range of gastronomic services and local dishes

- increase the number of catering facilities, cake shops and cafés,
- organize gastronomic events to promote combination between regional dishes and local wines,
- organize trainings and workshops for promoting traditional food,
- create a regional cookbook of collected traditional local recipes,
- use regional gastronomy products in the range of souvenirs for visitors.

2.2.2. Extend the range of local wines

- support owners of wine cellars in preparing them to host wine tourists,
- support cooperation among winemakers in order to develop different types of programs for visitors,
- open a representative information center where regional wine could be sold,

- enhance the presentation of wines from Tokaj in restaurants, cafés, wine shops in Košice and the more distant larger cities (e.g. on the historic Tokaj wine road to Poland).

2.3. IMPROVE LOCAL TRANSPORT

2.3.1. Extend services for cyclists and for different forms of active tourism

- revitalize and extend the cycle routes network in the Tokaj region,
- create conditions for renting bikes, bike stands etc., (traditional bikes and E-bikes too)
- equip the cycle infrastructure with resting places, seats, information boards,
- build sightseeing tower in the region,
- support development of new “thematic” routes (Nordic walking, horse riding, geo-caching, and alike),
- connect the Tokaj cycle route infrastructure with regional cycle routes system in the Košice region and with Hungary (south).

2.4. DEVELOP AN INTEGRATED INFORMATION SYSTEM AND INFORMATION SERVICES

Target state: „No one will get lost in the Tokaj region anymore “

- build Tokaj Information center where beside information, service for cyclists is provided, shop with local products etc.,
- build TOKAJ region entry portals which mark the entry points into the region,
- build information boards which provide basic information about municipalities and region,
- build direction signs giving directions to important places,
- create new technology tools GIS, GPS guide and interactive maps etc.

STRATEGIC GOAL 3 CREATION OF A REGIONAL BRAND

Target state: “TOKAJ brand is known not just because of the excellent wine, but because of wide variety of regional products and tourism services“.

3.1. CREATE A BRAND AND RULES FOR THE CREATION OF PRODUCTS

- create a name or a brand (logo, slogan) representing what the Tokaj region has to offer tourists and create its design manual,
- create a destination programme for the Tokaj region,
- establish an effective system of incentives for the development and innovation of tourism products,
- organize trainings and workshops focusing on products into packages, branding the region and other common elements.

3.2. CREATE A BUSINESS AND A MARKETING PLAN

Target state: “the Tokaj region is famous as a popular wine destination where it pays off to stay longer to enjoy it “.

- elaborate the complete business plan to transfer the strategic goals to the operational

- levels and to set the guidelines for the stakeholders and the central tourism organisation
- development of a marketing plan for tourism in the Tokaj region, implement the activities,
 - control its implementations and monitor the outcomes regularly,
 - focus of all stakeholders operating in the region on “luring” of the visitors to the region and keeping them in TOKAJ and its surroundings as long as possible.