

## Assessment Criteria for National Tourism Development Strategies -Slovakia-

This analyses was prepared on the base of Assessment Criteria and Methodology for a National Sustainable tourism development Strategy of CEEweb for Biodiversity (Sustainable Tourism Working Group)

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### **1. Introduction to the assessment of the Strategy of the tourism development to 2020**

The strategy of the tourism development to 2020 (further in “the strategy”) 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 permeated also in figures /GDP/.

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

The Law 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.

## **2. National Tourism Strategy as a public document**

The Ministry of Transport, Construction and Regional Development published the information of the document which is available on the public site:

<http://www.telecom.gov.sk/index/index.php?ids=104109>

The attached material consists of eight items (all documents available in Slovak language):

1. The strategy
2. Government Decree
3. Annex 1 – Charts
4. Annex 2 – List of DMOs
5. Annex 3 – Overview of state subventions for DMOs
6. Annex 4 – Map of DMOs
7. Annex 5 – SWOT
8. Annex 6 - Actions for sustainability

### **3. Sustainable tourism development foundations in the document**

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.

There is no separate document specifically dealing with the **sustainable** tourism. Sustainability issues are incorporated in the document and there are several parts in the document which refer to sustainability issues. As one of the most important are to be mentioned:

- Reference to the Conception of the spatial development of Slovakia, in concrete: prefer construction of recreational facilities in urban space to free landscape, support of alternative transport means, avoid degradation of protected areas
- Special chapter devoted to the nature protection and zoning
- Special chapter with focus on education and capacity building
- Recommendation to respect the requirements of the nature protection when considering development of ski resorts
- Special action in field of Quality is dedicated to sustainability of tourism

Annex 6 to the strategy represents the most coherent part on sustainability issues of the whole document and composes of list of measures for prevention, elimination, mitigation and compensation of assumed impacts of the strategy on the environment

1. secure development of a methodology for determination of carrying capacity for a sustainable tourism development in cooperation with the Ministry of the Environment
2. elaborate principles of possible tourism development in protected areas of Slovakia (including NATURA 2000 sites)
3. take into consideration environmental criteria when implementing the strategy
4. evaluate the natural potential of particular regions when developing the strategic documents and adopt efficient measures for a sustainable tourism development
5. carry out SEA on the strategic documents resulting from the strategy
6. carry out EIA on specific projects in order to secure optimal solutions and localizations, selection of proper environmental technologies, balance of environmental, social and economic aspects of the projects
7. consider aspects of sustainability and balance of short-term and long-term impacts as well as balance of local, regional and national benefits of projects when setting up selection criteria for projects
8. apply criteria for project selection respecting protected area and species
9. avoid loss of the agriculture and forest area when proposing the technical part of specific projects
10. apply the Law on protection and use of agriculture land when taking over the land for tourism purposes
11. apply the Law on forests when taking over the forest land for tourism purposes
12. respect regional and local documents when developing documents resulting from the strategy with a regional and local impact
13. compensation for protected areas and species according to the existing legislation
14. when developing new tourism project respect landscape structure
15. carry out actions affecting cultural monuments or cultural values of the area only after approval of respective authorities

16. secure that all relevant legislation related to sustainability issue is respecting when implementing the strategy

**The document basic information**

Name of the main document representing tourism policy in the country	Years of implementation
The strategy of the tourism development to 2020 (Ministry of Transport, Construction and Regional Development)	2013-2020
Names of the complementary planning documents and initiatives (linked to the other sectors for example such as in point no.9 in the evaluation table)	Years of implementation
<ul style="list-style-type: none"> <li>- Programming Declaration of the Government</li> <li>- Programme of the Stability of the Slovak Republic</li> <li>- Conception of the spatial development of Slovakia</li> <li>- National Strategy of the development of transport by bicycles and bike tourism</li> <li>- National strategy of regional development of the Slovak Republic</li> <li>- Updated national strategy for biodiversity protection</li> <li>- National strategy on sustainable development</li> </ul>	<ul style="list-style-type: none"> <li>2012-2016</li> <li>201-2015</li> <li>2011-</li> <li>2013-</li> <li>2010-</li> <li>2012 – 2020</li> <li>2012 – 2020</li> </ul>
The documents' achievements and future projects	Years of implementation
<ul style="list-style-type: none"> <li>- Marketing strategy of the Slovak Tourism Board</li> <li>- Law on the tourism support</li> <li>- Regionalization of Slovak tourism</li> <li>Future projects:                             <ul style="list-style-type: none"> <li>- Zonation</li> </ul> </li> <li>- Quality standards</li> </ul>	<ul style="list-style-type: none"> <li>2014-2020</li> <li>2010-</li> <li>2005-</li> </ul>

## The evaluation table

Name of an indicator	Scores (S) and Weights (W)	
<b>I Description of the document and elaboration process</b>	<b>W<sub>I</sub> = 0.1</b>	
1. The documents representing tourism policy in the country	<b>S = 3</b> if yes	
<ul style="list-style-type: none"> <li>- general plan of social-economic development</li> <li>- sectoral plan (national tourism strategy)</li> <li>- operative plan for government actions and agendas</li> <li>- the strategy is published in an easy-to-read version which does not exceed 100 pages comprising major targets</li> </ul>	S <sub>1</sub> S <sub>2</sub> S <sub>3</sub> S <sub>4</sub>	3 3 3 3
2. The national strategy sets out clear priorities, goals, policies, objectives, interventions and expected results that contribute to improving biodiversity protection and meeting national and global commitments in the:	<b>S = 1</b> if just the long term vision (up to 10 years) is included <b>S = 2</b> if sustainable tourism is included by enhancing issues where tourism can make a difference <b>S = 3</b> if sustainable tourism and biodiversity protection is included	
<ul style="list-style-type: none"> <li>- vision of national tourism policy</li> <li>- goals of national tourism policy</li> <li>- objectives of national tourism policy</li> <li>- operational measures/tasks</li> <li>- expected results/indicators</li> <li>- expected results (outcomes) of national tourism policy</li> </ul>	S <sub>5</sub> S <sub>6</sub> S <sub>7</sub> S <sub>8</sub> S <sub>9</sub> S <sub>10</sub>	3 2 2 3 2 2
3. Targets or norms are established by governments (in other strategic documents as well) considering areas such as:	<b>S = 1</b> if the relevant planning document exists <b>S = 2</b> if the tourism issues are included in the document	

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	<p><b>S = 3</b> if the tourism issues and biodiversity protection is included  <b>S = 4</b> if there are targets set which influence tourism sector  <b>S = 5</b> if there are targets set which influence tourism sector and biodiversity protection</p>																
<ul style="list-style-type: none"> <li>- land-use zoning</li> <li>- ecosystem functioning</li> <li>- biodiversity conservation and sustainable use</li> <li>- sustainable transport</li> <li>- green house gas reduction in the tourism industry</li> <li>- climate change adaptation and mitigation in destinations</li> <li>- waste reduction and management</li> <li>- poverty alleviation/mitigation</li> </ul>	<table> <tr><td>S<sub>11</sub></td><td>3</td></tr> <tr><td>S<sub>12</sub></td><td>3</td></tr> <tr><td>S<sub>13</sub></td><td>5</td></tr> <tr><td>S<sub>14</sub></td><td>4</td></tr> <tr><td>S<sub>15</sub></td><td>1</td></tr> <tr><td>S<sub>16</sub></td><td>1</td></tr> <tr><td>S<sub>17</sub></td><td>3</td></tr> <tr><td>S<sub>18</sub></td><td><input type="checkbox"/></td></tr> </table>	S <sub>11</sub>	3	S <sub>12</sub>	3	S <sub>13</sub>	5	S <sub>14</sub>	4	S <sub>15</sub>	1	S <sub>16</sub>	1	S <sub>17</sub>	3	S <sub>18</sub>	<input type="checkbox"/>
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S <sub>16</sub>	1																
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S <sub>18</sub>	<input type="checkbox"/>																
4. Strategy formulation process includes the following actions:	<p><b>S = 1</b> if the information about the document formulation is available for stakeholders  <b>S = 2</b> if the stakeholders are invited to the meetings or other form of involvement into the formulation process  <b>S = 3</b> if the active contribution was accompanied by research on the type of tourism the stakeholders want to host</p>																
<ul style="list-style-type: none"> <li>- baseline information is gathered on the basis of multi-stakeholder consultations</li> <li>- local communities are involved in the consultations and their active role in destination management is recognized</li> <li>- public and private sector work together during the consultations</li> </ul>	<table> <tr><td>S<sub>19</sub></td><td>1</td></tr> <tr><td>S<sub>20</sub></td><td>3</td></tr> <tr><td>S<sub>21</sub></td><td>1</td></tr> </table>	S <sub>19</sub>	1	S <sub>20</sub>	3	S <sub>21</sub>	1										
S <sub>19</sub>	1																
S <sub>20</sub>	3																
S <sub>21</sub>	1																
<b>II Situation analysis and programming</b>	<b>W<sub>II</sub> = 0.2</b>																

<p>5. The tourism resources and market analysis for national tourism development</p>	<p><b>S = 1</b> if there are major stakeholders and elements of supply and demand of tourism market included  <b>S = 2</b> if there are major stakeholders and elements of supply and demand of tourism market included (including separate analysis of country's tourism destination and regions)  <b>S = 4</b> if there are major stakeholders and elements of supply and demand of tourism market included (comprising separate analysis of country's tourism destination and regions) and natural resources are presented from the point of view of ecosystem services</p>	
<ul style="list-style-type: none"> <li>- domestic (national) market: major stakeholders (tour operators, travel agents, national and regional authorities, NGOs etc.)</li> <li>- tourism supply: products, services, infrastructure and facilities</li> <li>- demand of the domestic market (income, costs, positive and negative trends in demand, working hours)</li> <li>- strategic planning method analysis (e.g. SWOT)</li> <li>- needs for further development and official forecasts</li> </ul>	<p>S<sub>22</sub> S<sub>23</sub> S<sub>24</sub> S<sub>25</sub> S<sub>26</sub></p>	<p>2 2 1 2 2</p>
<p>6. Political factors and international aspects of tourism development</p>	<p><b>S = 1</b> if the description includes the national destination only  <b>S = 2</b> if the description includes the national and regional destinations  <b>S = 3</b> if the description includes the national and regional destinations and their <i>competitiveness</i> is described</p>	
<ul style="list-style-type: none"> <li>- product and infrastructure development, general industrial policy starting points</li> <li>- destination marketing</li> <li>- reinforcing the image of the country as a tourist destination</li> </ul>	<p>S<sub>27</sub> S<sub>28</sub> S<sub>29</sub></p>	<p>2 2 1</p>

<ul style="list-style-type: none"> <li>- benchmarking (product, strategic)</li> <li>- the strategy gives the answer to which type of tourism is best for the national destination</li> </ul>	<p>S<sub>30</sub> 1 S<sub>31</sub> 1</p>	
<p><b>III The grade of enhancement on sustainable approach to tourism in policies</b></p>	<p><b>W<sub>III</sub> = 0.1</b></p>	
<p>7. Linkage of tourism to other sectors (the grade of complementation of management documents of the following sectors with tourism development planning)</p>	<p><b>S = 1</b> if there are tourism issues involved in documents  <b>S = 3</b> if there are targets within the documents which define how tourism will help to solve problems of other sector (e.g. agrotourism complements aims of rural development strategy)  <b>S = 5</b> if there are targets within the documents which define how tourism will help to solve problems of other sector involving the quality of live for host and visitor  <b>S = 6</b> if there are targets within the documents which define how tourism will help to solve problems of other sector involving the quality of live for host and visitor and there is a special chapter in tourism strategy describing the connections</p>	
<ul style="list-style-type: none"> <li>- environmental policy</li> <li>- agriculture and forestry</li> <li>- regional and rural development policy</li> <li>- transport strategy</li> <li>- health policy</li> <li>- employment policy</li> </ul>	<p>S<sub>32</sub> 3 S<sub>33</sub> 3 S<sub>34</sub> 3 S<sub>35</sub> 3 S<sub>36</sub> <input type="checkbox"/> S<sub>37</sub> 1</p>	
<p>8. Reference to sustainable tourism agreements, conventions, protocols, EU policy towards development of sustainable tourism and nature conservation:</p>	<p><b>S = 2</b> if there is a reference to at least 1 document  <b>S = 3</b> if there is a reference to 2  <b>S = 4</b> if there is a reference to more than 2</p>	

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<ol style="list-style-type: none"> <li>1) the Global Code of Ethics for Tourism (GCET) as a comprehensive set of principles designed to guide key-players in tourism development (WTO)</li> <li>2) the United Nations Convention on Biological Diversity, especially Decision VII/14 Biological Diversity and Tourism and Decision V/25: Biodiversity and tourism, 2004</li> <li>3) The Charter for Sustainable Tourism (developed in Lanzarote, Canary Islands) Spain, 1995</li> <li>4) EU Sustainable Development Strategy (EU SDS) with indications for national policies on law foundation for sustainable development of tourism, implementation of principles for tourism in other sectors of state activity and enhancement on scientific research on relations between tourism development and environment protection</li> <li>5) the Agenda for a Sustainable and Competitive European Tourism</li> <li>6) European Charter for Sustainable Tourism in Protected Areas</li> <li>7) Agenda 21 as a comprehensive plan of action to be taken by governments in every area in which human impacts on the environment, Rio de Janeiro, 1992</li> <li>8) The Pan-European Biological and Landscape Diversity Strategy (PEBLDS) adopted at the 3rd Ministerial Conference "An Environment for Europe", Sofia, 1995</li> <li>9) EU Strategy for the Danube Region, the Carpathian Convention (Tourism Protocol)</li> <li>10) Other related to sustainable tourism development (fill with the name): 10.1. Strategy of Lisboa .....</li> </ol>	<p>S<sub>38</sub></p>	<p>3</p>
<p>9. Social benefits and community profits</p>	<p><b>S = 3</b> if there are outcomes defining how tourism will contribute to the evaluated issue  <b>S = 4</b> if there are outcomes defining how tourism will contribute to the evaluated issue and recommendations for regional level tourism development strategies are included</p>	

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<ul style="list-style-type: none"> <li>- tourism is valued as the contributor to country's economy (preferably in %)</li> <li>- preservation and development of the culture in the region</li> <li>- distribution of income and prospects for employment</li> <li>- support to cultural heritage and local identity</li> <li>- maintenance of community infrastructure</li> <li>- participation of indigenous and local communities (e.g. community based tourism)</li> </ul>	<p>S<sub>39</sub> 4</p> <p>S<sub>40</sub> 3</p> <p>S<sub>41</sub> 3</p> <p>S<sub>42</sub> 3</p> <p>S<sub>43</sub> 3</p> <p>S<sub>44</sub> 3</p>
<b>IV Participation of institutions in tourism management</b>	<b>W<sub>IV</sub> = 0.1</b>
10. Setting up and enabling a National Tourism Organization as:	<b>S = 3 if yes</b>
<ul style="list-style-type: none"> <li>- a national body for tourism businesses and destinations</li> <li>- a source of best practice, offering tourism business advice</li> <li>- a custodian of the national product database</li> </ul>	<p>S<sub>45</sub> 3</p> <p>S<sub>46</sub> 3</p> <p>S<sub>47</sub> 3</p>
11. Enhancement on bottom – up approach in destination management	<b>S = 3 if yes</b>
<ul style="list-style-type: none"> <li>- local tourism bodies are responsible for a tourism destination which reflects the natural geography of an area's visitor economy (rather than local public sector or electoral boundaries)</li> <li>- the tourism policy gives the possibility for tourism bodies to band together into larger groups voluntarily</li> <li>- ensuring financial sustainability of the bodies with minimum reliance on public funds (can act as partners with local authorities or local business partnerships)</li> <li>- reduction of taxes to central level</li> <li>- supporting creation of <i>Destination Management Organization</i> rather than Marketing Organizations</li> </ul>	<p>S<sub>48</sub> 3</p> <p>S<sub>49</sub> 3</p> <p>S<sub>50</sub> 3</p> <p>S<sub>51</sub> -</p> <p>S<sub>52</sub> 3</p>

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<ul style="list-style-type: none"> <li>- partnership between public sector and local authorities and local businesses and attractions</li> <li>- recognition of role of the bodies for Regional Development Strategies</li> </ul>	<p>S<sub>53</sub></p> <p>S<sub>54</sub></p>	<p>3</p> <p>3</p>
<p>12. There are responsibilities determined for the strategy implementation for the following bodies:</p>	<p><b>S = 5 if yes</b></p>	
<ul style="list-style-type: none"> <li>- ministries</li> <li>- the local and regional governments</li> <li>- tourism business associations, clusters, tourism entrepreneurs etc.</li> <li>- the non-governmental sector</li> <li>- protected area authorities, environmental institutions etc.</li> </ul>	<p>S<sub>55</sub></p> <p>S<sub>56</sub></p> <p>S<sub>57</sub></p> <p>S<sub>58</sub></p> <p>S<sub>59</sub></p>	<p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p>
<p><b>V Sustainable development of tourism businesses, supply of services and special enhancement addressing nature protected areas</b></p>	<p><b>W<sub>V</sub> = 0.2</b></p>	
<p>13. Plans to increase the number of environmentally oriented tourism providers and offerings by:</p>	<p><b>S = 1</b> if recommendations of the following actions are listed  <b>S = 2</b> if there are operative actions described for the implementation  <b>S = 3</b> if there are operative actions described and indicated bodies responsible for the implementation of these actions</p>	
<ul style="list-style-type: none"> <li>- support of certification and labelling schemes</li> <li>- strengthening cooperation between (organisation and financing) public and private entities as well as partnerships for sustainable tourism development</li> <li>- educational programs for tourist staff and their professionalization in the framework of tourism environmental impact and social responsibility</li> </ul>	<p>S<sub>60</sub></p> <p>S<sub>61</sub></p> <p>S<sub>62</sub></p>	<p>3</p> <p>3</p> <p>2</p>
<p>14. Grade of incentive and encouragement to sustainable practices in tourism companies:</p>	<p><b>S = 1</b> if country has sustainable policy for resources</p>	

	management with relevant legislation <b>S = 2</b> if the legislation provides alternatives for resources' using <b>S = 3</b> if state government stimulates sustainable practice with finance benefits (tax reducing, tariff reducing)						
<ul style="list-style-type: none"> <li>- energy efficiency</li> <li>- efficient water management solutions</li> <li>- waste management</li> </ul>	<table border="1"> <tr> <td>S<sub>63</sub></td> <td>1</td> </tr> <tr> <td>S<sub>64</sub></td> <td>1</td> </tr> <tr> <td>S<sub>65</sub></td> <td>1</td> </tr> </table>	S <sub>63</sub>	1	S <sub>64</sub>	1	S <sub>65</sub>	1
S <sub>63</sub>	1						
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S <sub>65</sub>	1						
15. Support for financial contribution from the tourism industry to nature protection services:	<b>S = 3</b> if there are: a system or instruments with relevant legislation and rules <b>S = 4</b> if there is evidence (data) that stakeholders use these instruments						
<ul style="list-style-type: none"> <li>- enhancing regional marketing as the foundation for sustainable tourism development, particularly in UNESCO biosphere reserves and national parks</li> <li>- areas close to or in populated regions are protected for nature-based recreation</li> <li>- incorporating the European Union network of Natura 2000 sites in tourism territorial development and marketing</li> </ul>	<table border="1"> <tr> <td>S<sub>66</sub></td> <td>3</td> </tr> <tr> <td>S<sub>67</sub></td> <td><input type="checkbox"/></td> </tr> <tr> <td>S<sub>68</sub></td> <td>3</td> </tr> </table>	S <sub>66</sub>	3	S <sub>67</sub>	<input type="checkbox"/>	S <sub>68</sub>	3
S <sub>66</sub>	3						
S <sub>67</sub>	<input type="checkbox"/>						
S <sub>68</sub>	3						
<b>VI Tourism strategy measures</b>	<b>W<sub>VI</sub> = 0.1</b>						
16. Indicators and targets comprise important part of the strategy	<b>S = 4</b> if yes <b>If no</b> go to indicator no. 22						
<ul style="list-style-type: none"> <li>- strategy includes targets to be fulfilled</li> <li>- strategy recommends indicators for monitoring</li> <li>- targets are combined with indicators in order to measure impacts</li> </ul>	<table border="1"> <tr> <td>S<sub>69</sub></td> <td>4</td> </tr> <tr> <td>S<sub>70</sub></td> <td><input type="checkbox"/></td> </tr> <tr> <td>S<sub>71</sub></td> <td><input type="checkbox"/></td> </tr> </table>	S <sub>69</sub>	4	S <sub>70</sub>	<input type="checkbox"/>	S <sub>71</sub>	<input type="checkbox"/>
S <sub>69</sub>	4						
S <sub>70</sub>	<input type="checkbox"/>						
S <sub>71</sub>	<input type="checkbox"/>						



- percentage of change in the total number of tourists	S <sub>83</sub>	<input type="checkbox"/>
- growth in % of the surface of the areas which are used for tourism	S <sub>84</sub>	<input type="checkbox"/>
<b>(c) socio-cultural</b>		
- increase/decrease in cultural activities or traditional events and level of participation	S <sub>85</sub>	<input type="checkbox"/>
- level of awareness of local values and cultural heritage	S <sub>86</sub>	<input type="checkbox"/>
- number of local businesses related to the local culture (handicrafts, music, food)	S <sub>87</sub>	<input type="checkbox"/>
- extent of traditional land use	S <sub>88</sub>	<input type="checkbox"/>
- number and quality of infrastructure development stimulated by tourism	S <sub>89</sub>	<input type="checkbox"/>
- percentage of locals using tourism related infrastructure	S <sub>90</sub>	<input type="checkbox"/>
- proportion of tourism revenues reinvested by administration in public responsibilities	S <sub>91</sub>	<input type="checkbox"/>
- tourism's contribution to the preservation of cultural goods	S <sub>92</sub>	<input type="checkbox"/>
- evaluation of the local inhabitants' experiences with and attitudes towards tourism (percentage of locals who are satisfied with tourism development)	S <sub>93</sub>	<input type="checkbox"/>
- evaluation of the tourists' experience	S <sub>94</sub>	<input type="checkbox"/>
<b>(d) service and product quality</b>		
- number of Green Tourism Business Awards	S <sub>95</sub>	<input type="checkbox"/>
- number and type of tourism attractions, tourism products and visitor infrastructure	S <sub>96</sub>	<input type="checkbox"/>
- quality measures of accommodation, food, transport and other services	S <sub>97</sub>	<input type="checkbox"/>
- evaluation of safety	S <sub>98</sub>	<input type="checkbox"/>
- tourists' satisfaction evaluation (percentage of return visitors, visitor expectations versus experience measure, satisfaction rating for those visitors whose experience exceeded their expectations (in 1-5 scale, 1 (much worse than expected) to 5 (much better than expected))	S <sub>99</sub>	<input type="checkbox"/>
- length of the tourism season	S <sub>100</sub>	<input type="checkbox"/>
- existence and quality of visitor/information centers, interpretative materials (e.g. brochures, panels), guided tours, trails, cycling routes, signage (length of trails, number and language of signs)	S <sub>101</sub>	<input type="checkbox"/>
- level of training (guards, guides, information, catering, management, etc.)	S <sub>102</sub>	<input type="checkbox"/>

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<p><b>(e) general environmental impacts</b></p> <ul style="list-style-type: none"> <li>- intensity of use (tourist/hectare or km of trails, carrying capacity indicators, level of use of protected areas and natural environment)</li> <li>- percentage of tourism businesses with appropriate resource management</li> <li>- behavior and attitudes of tourists and locals towards environmental protection</li> <li>- type and extension of protected areas, percentage of extended surface of protected areas and creation of new ones</li> </ul>	<p>S<sub>103</sub> S<sub>104</sub> S<sub>105</sub> S<sub>106</sub></p>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>
<p><b>(f) ecosystem quality</b></p> <ul style="list-style-type: none"> <li>- revenue from tourism allowed to environment protection activity</li> <li>- number and quality of direct engagement of tourism business in projects and programmes for the improvement of environment</li> <li>- effectiveness of resource management measured e. g. by amount of waste and water consumed per tourist per day</li> <li>- scale of impacts due to tourism infrastructure (e. g. erosion caused by trails, consumption of territory)</li> <li>- type and percentage of transport facilities used (tourists arriving by car, train, etc., number of tourists using public transport)</li> </ul>	<p>S<sub>107</sub> S<sub>108</sub> S<sub>109</sub> S<sub>110</sub> S<sub>111</sub></p>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>
<p><b>(g) biodiversity</b></p> <ul style="list-style-type: none"> <li>- percentage of endangered species</li> <li>- habitat status changes measures</li> <li>- monitoring of tourist flow is mentioned</li> <li>- tools for tourist flow mitigation are previewed</li> </ul>	<p>S<sub>112</sub> S<sub>113</sub> S<sub>114</sub> S<sub>115</sub></p>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>
<p><b>(h) environmental policy and management</b></p> <ul style="list-style-type: none"> <li>- amount of financial contribution of tourism to funding of conservation</li> <li>- number and type of measures to engage locals in protection activities (meetings, programs, expenditure)</li> <li>- percentage of locals actively involved in conservation activities</li> <li>- percentage of tourism managers with environmental training</li> <li>- percentage of tour operators and hotels with an environmental strategy or policy</li> <li>- existence of a land use or development planning process including tourism</li> <li>- existence of the environmental impact assessment legal procedure</li> </ul>	<p>S<sub>116</sub> S<sub>117</sub> S<sub>118</sub> S<sub>119</sub> S<sub>120</sub> S<sub>121</sub> S<sub>122</sub></p>	<p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>

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<b>VII Financing and Implementation of the National Tourism Strategy</b>	<b>W<sub>VII</sub> = 0.2</b>	
18. Financing	<b>S = 1</b> if there are indicated concrete institutions who are responsible for financing <b>S = 2</b> if there is indicated concrete amount for each measure implementation	
<ul style="list-style-type: none"> <li>- financing is secured through governmental and voluntary resources for the entire period of the strategy</li> <li>- the strategy implementation is accompanied by a micro-loan program for local businesses respecting sustainability criteria</li> </ul>	S <sub>123</sub>	1
	S <sub>124</sub>	<input type="checkbox"/>
19. Monitoring and Evaluation	<b>S = 0</b> if no <b>S = 3</b> if yes	
<ul style="list-style-type: none"> <li>- M&amp;E is a substantial part of the strategy</li> <li>- the strategy has clearly described ways and means of monitoring, including the responsible body and intervals of monitoring</li> <li>- the periodical monitoring is made public</li> <li>- there are simple qualitative along with quantitative data gathering means employed (household survey of local residents and visitor questionnaire, Delphi technique or in-depth interviews or focus group interviews of environmental expert groups)</li> <li>- tourism research on tourism market (product quality, visitor satisfaction with products and marketing) as well as relation tourism-environment (contribution of tourism to community economies, impact on nature and support for nature protection) in academic and expert institutions will assist and complement the strategy monitoring analysis</li> <li>- there is a specification of data sources for strategies' evaluation (according to</li> </ul>	S <sub>125</sub>	0
	S <sub>126</sub>	0
	S <sub>127</sub>	0
	S <sub>128</sub>	0
	S <sub>129</sub>	0
	S <sub>130</sub>	0

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what data is available at national level and where the new research is required)		
20. Execution	<b>S = 1</b> if there are roles and responsibilities for private and public sector (governmental institutions, NGO, etc.) <b>S = 2</b> if there is given time scale for each strategy measurement <b>S = 3</b> if there is a financing for implementation	
<ul style="list-style-type: none"> <li>- the strategy identifies clear roles and responsibilities of various stakeholders for the implementation of the strategy</li> <li>- the strategy has an integrated adaption tool, which allows for the review of the strategy after a given period of max. 10 years</li> </ul>	S <sub>131</sub>	2
	S <sub>132</sub>	1
<b>Total Score (TS) = W<sub>I</sub> · ΣS<sub>1-21</sub> + W<sub>II</sub> · ΣS<sub>22-31</sub> + W<sub>III</sub> · ΣS<sub>32-44</sub> + W<sub>IV</sub> · ΣS<sub>45-59</sub> + W<sub>V</sub> · ΣS<sub>60-68</sub> + W<sub>VI</sub> · ΣS<sub>69-122</sub> + W<sub>VII</sub> · ΣS<sub>123-132</sub></b>		<b>TS = 21,7</b>
<b>Maximum Score (MS) = 45</b>		
<b>Percentage in which a strategy fulfills given indicators (P)</b> <b>P = (TS / MS) x 100%</b>		<b>P = 48,22 (Intermediate)</b>

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### **Recommendations:**

Sustainable tourism represents a tool for protection of biodiversity and ecosystem stability on the one hand and a tool for public awareness and social and economical development of the local people on the other hand.

Biodiversity plays an essential role in the development of the sustainable tourism. Taking into consideration the relation between the attractions of the area based on natural values and potential threats from an uncontrolled tourism development, there are some strategic approaches to be followed:

- develop and implement national, regional and local plans for sustainable tourism development which will respect the carrying capacity of the environment and local communities in close cooperation with authorities competent for the management of the nature resources
- develop a national strategy of the sustainable SME tourism businesses
- in protected areas develop soft forms of tourism which are in line with the aims of the biodiversity protection
- enhance the system of regulations (e.g. seasonal restrictions, entrance fee, local transport etc) aiming to keep the visitor numbers within the carrying capacity of particular protected areas
- restrict the creation of further big tourism centres, especially in protected areas
- support of small recreation centres respecting carrying capacity
- support the guided tours in areas with high biodiversity
- support of sustainable means of travel

