

WP3 Activity 3.2A / UP Transnational Market Research

final results for Austria



Object of research

Transnational Market Research within the Interreg Project EcoVeloTour in order to gather an overview about regional specifics and the touristic structure in the participating countries along the EuroVelo network, focusing on cycle- and ecotourism.

Sample

Participation of Project Partners and their respective stakeholders (e.g. tourism boards, administrative districts) from countries involved in the EcoVeloTour project (Austria, Bulgaria, Germany, Hungary, Romania, Serbia, Slovakia). 118 participants in total.

Survey Methodology

Preparation: development of questionnaire with several feedback-loops within the EcoVeloTour project consortium.

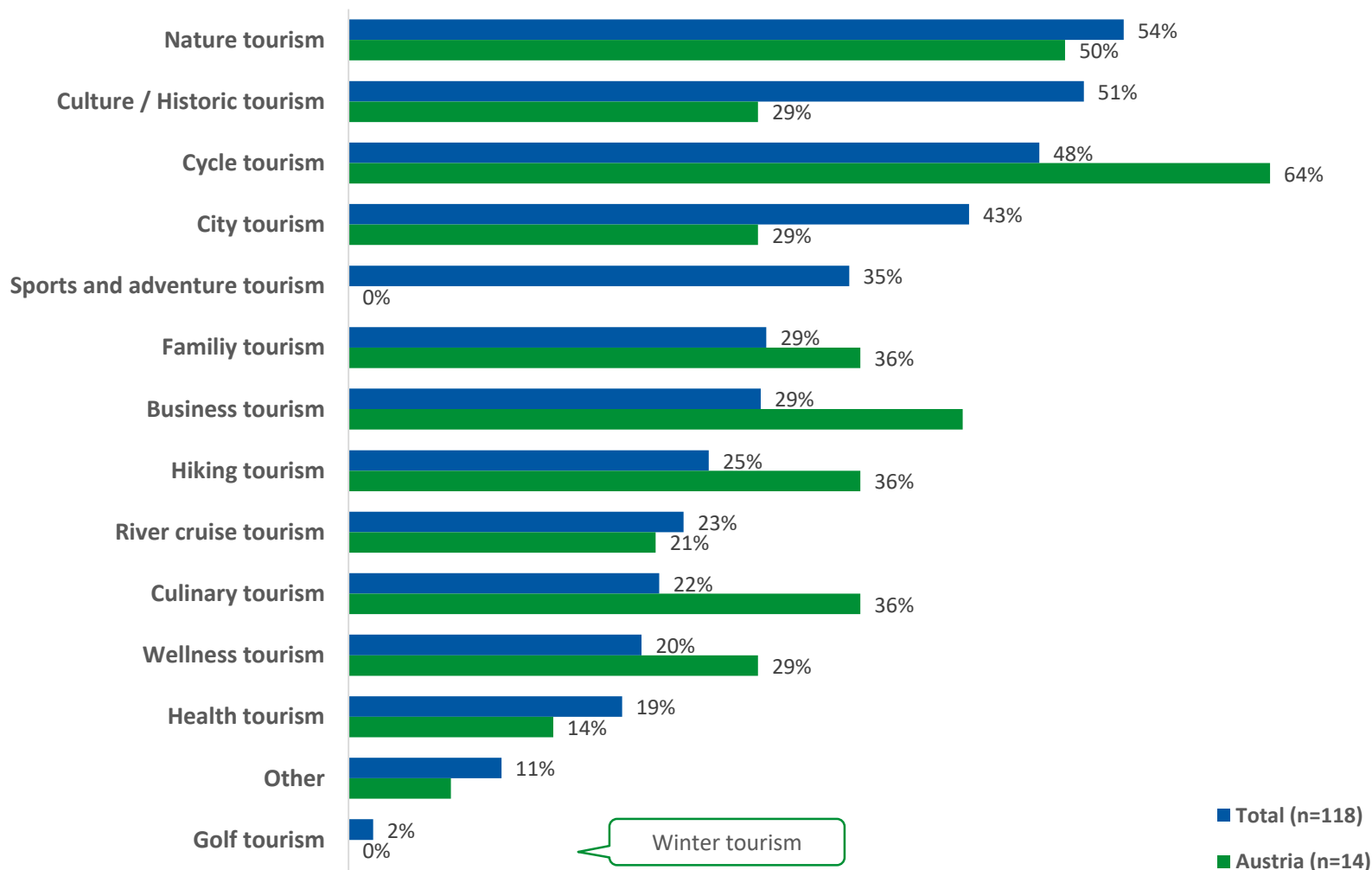
Conduct: Online Survey with possibility to attach and upload further information.

Survey Period

February 2019 to April 2019.

Strategic positioning in tourism

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)



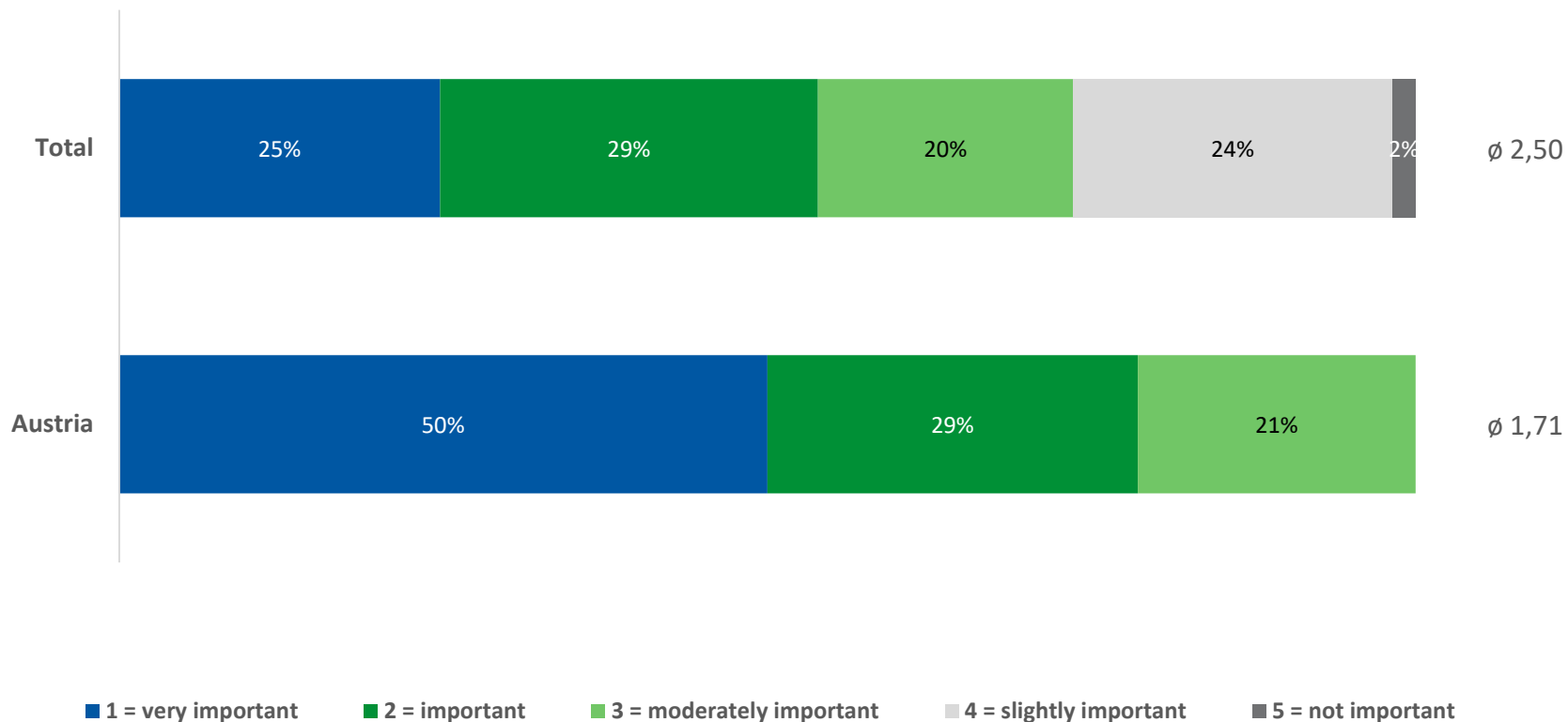
What is or are the unique selling proposition(s) of your region?
all respondents (Multiple answers possible.)

Unique selling propositions*

- Beautiful and varying landscape
- Between two capitals
- Culinary - "delicatessen store" of Austria
- Cycling
- Danube: perfect cycling path
- Future-oriented city
- Historical city centre
- Nature adventures
- Scenic diversity: glaciers to wine
- Thermal springs
- Traffic free cycle routes
- UNESCO City of Media Arts

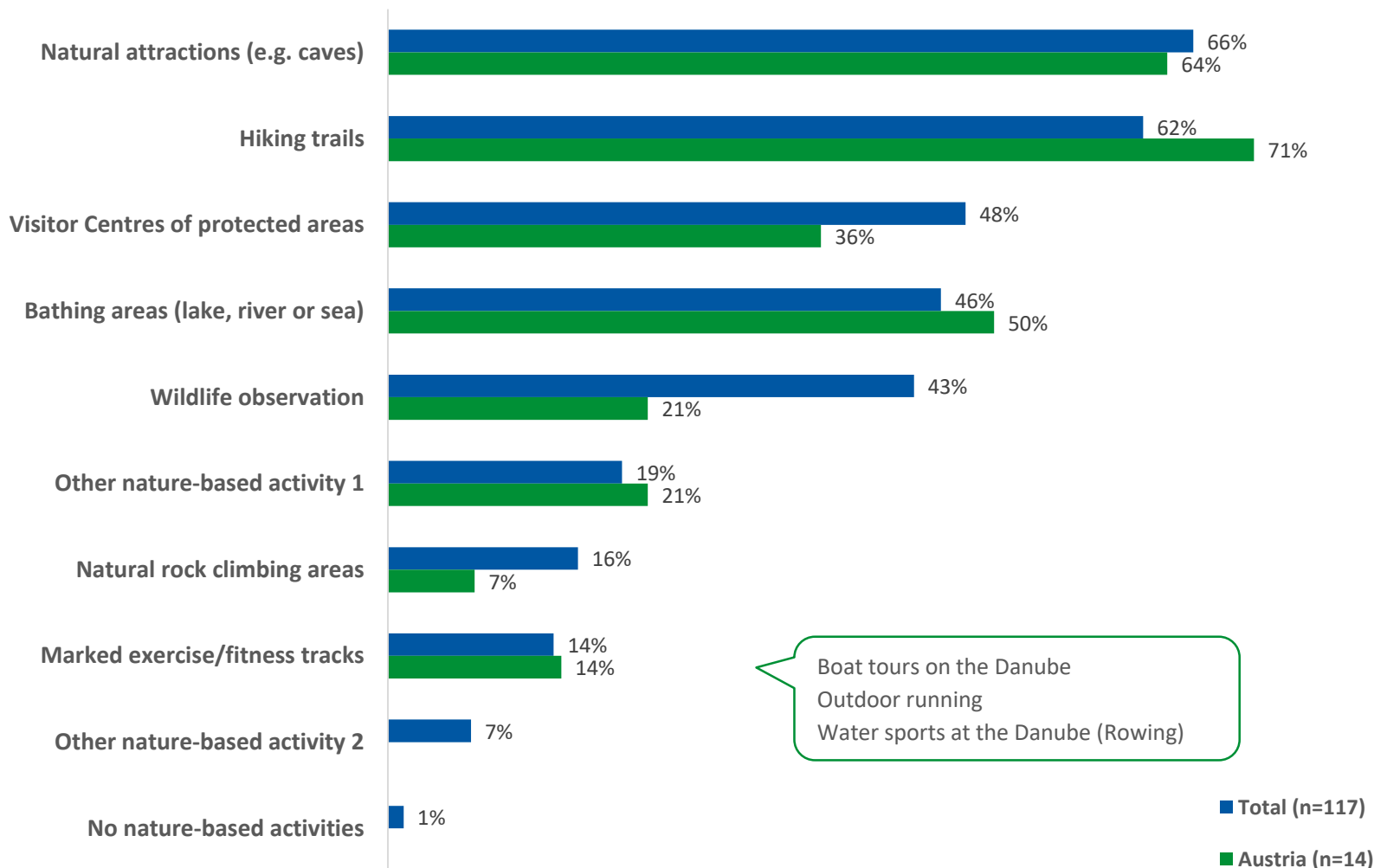
*examples; see whole list in detailed results

How important is cycle tourism in your region?
all respondents



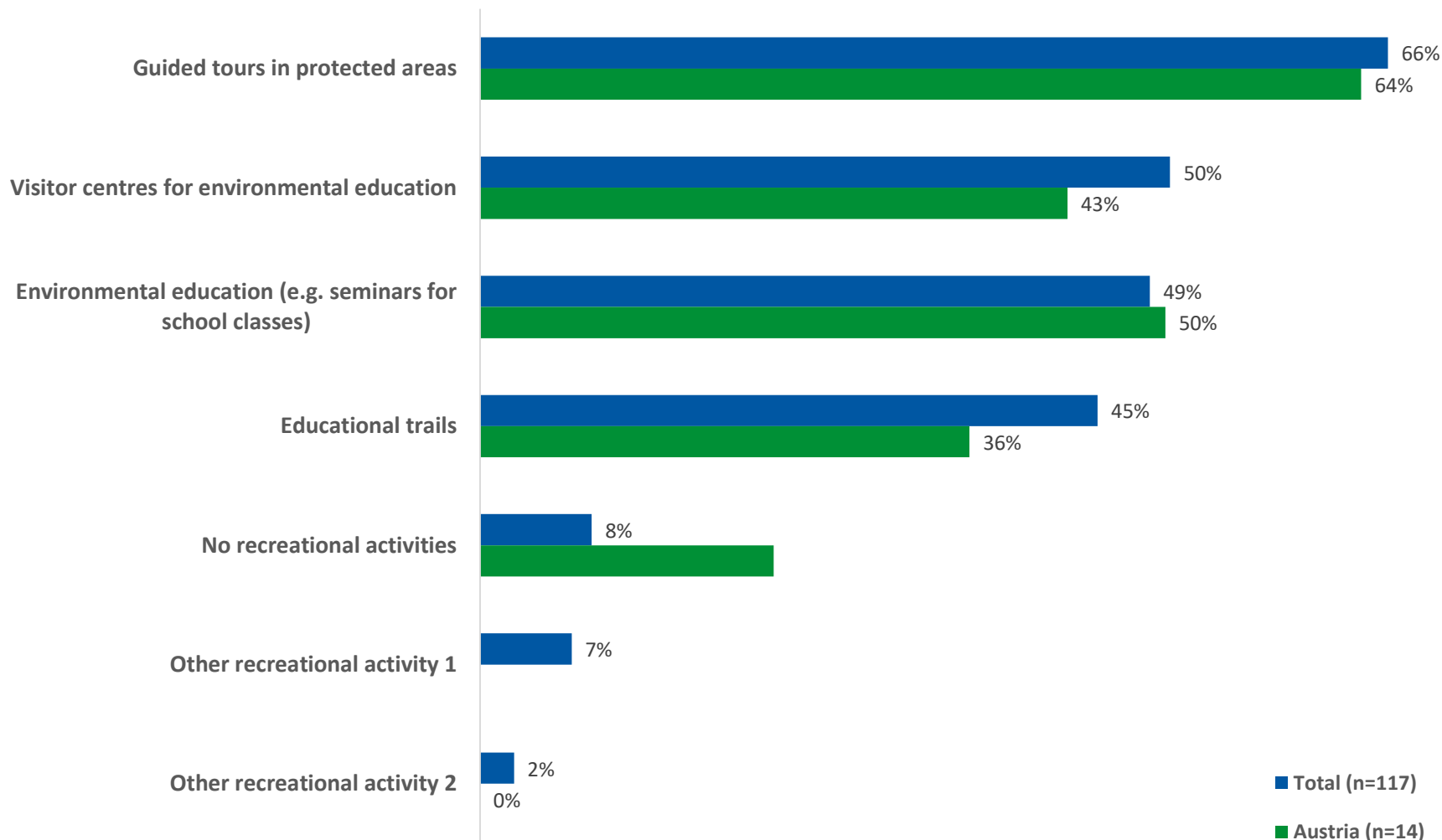
Nature-based activities

Which nature-based activities are offered and marketed in the region besides cycling?
all respondents (Multiple answers possible.)



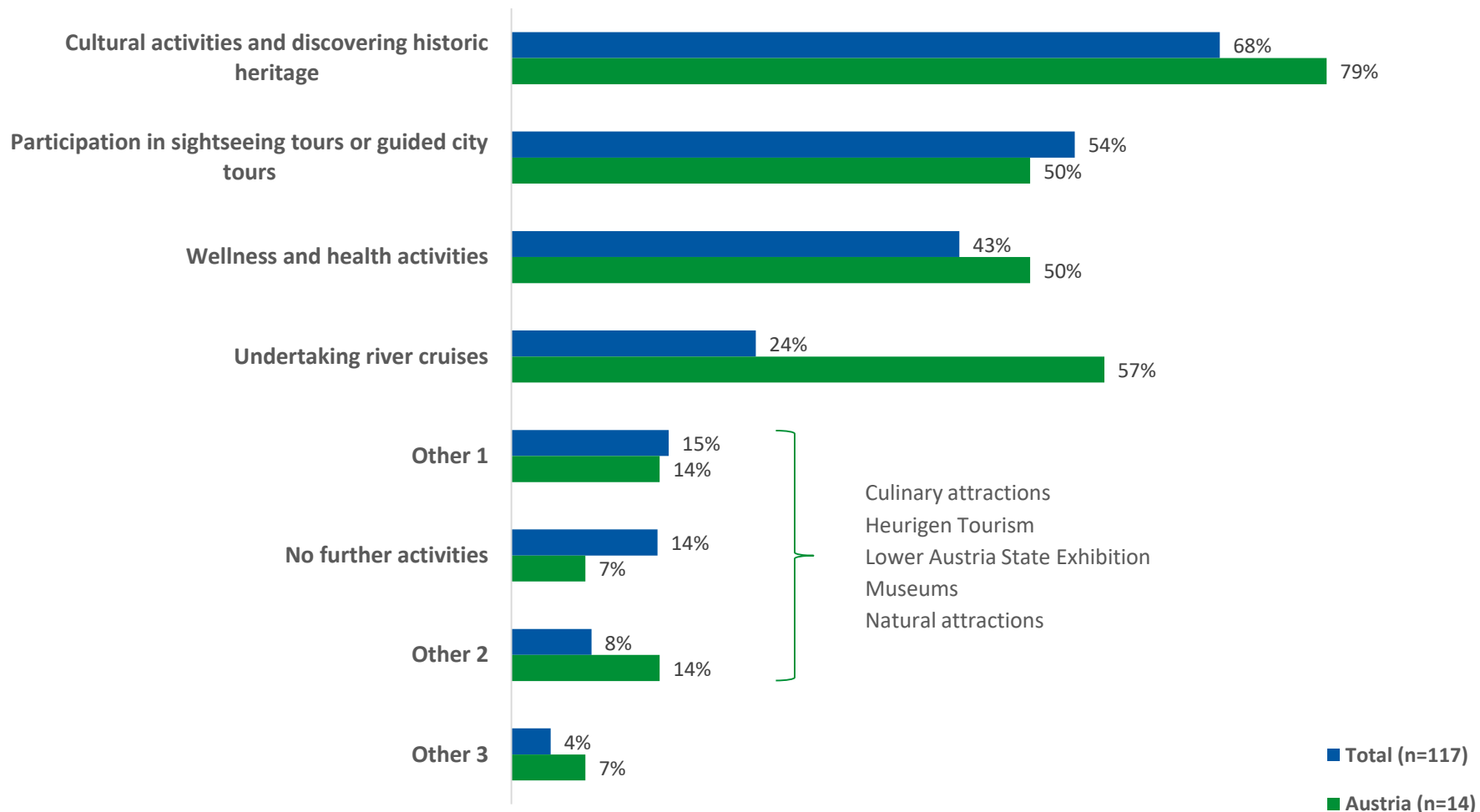
Recreational activities

Which recreational activities with environmental education as a key component does the region offer and market?
all respondents (Multiple answers possible.)



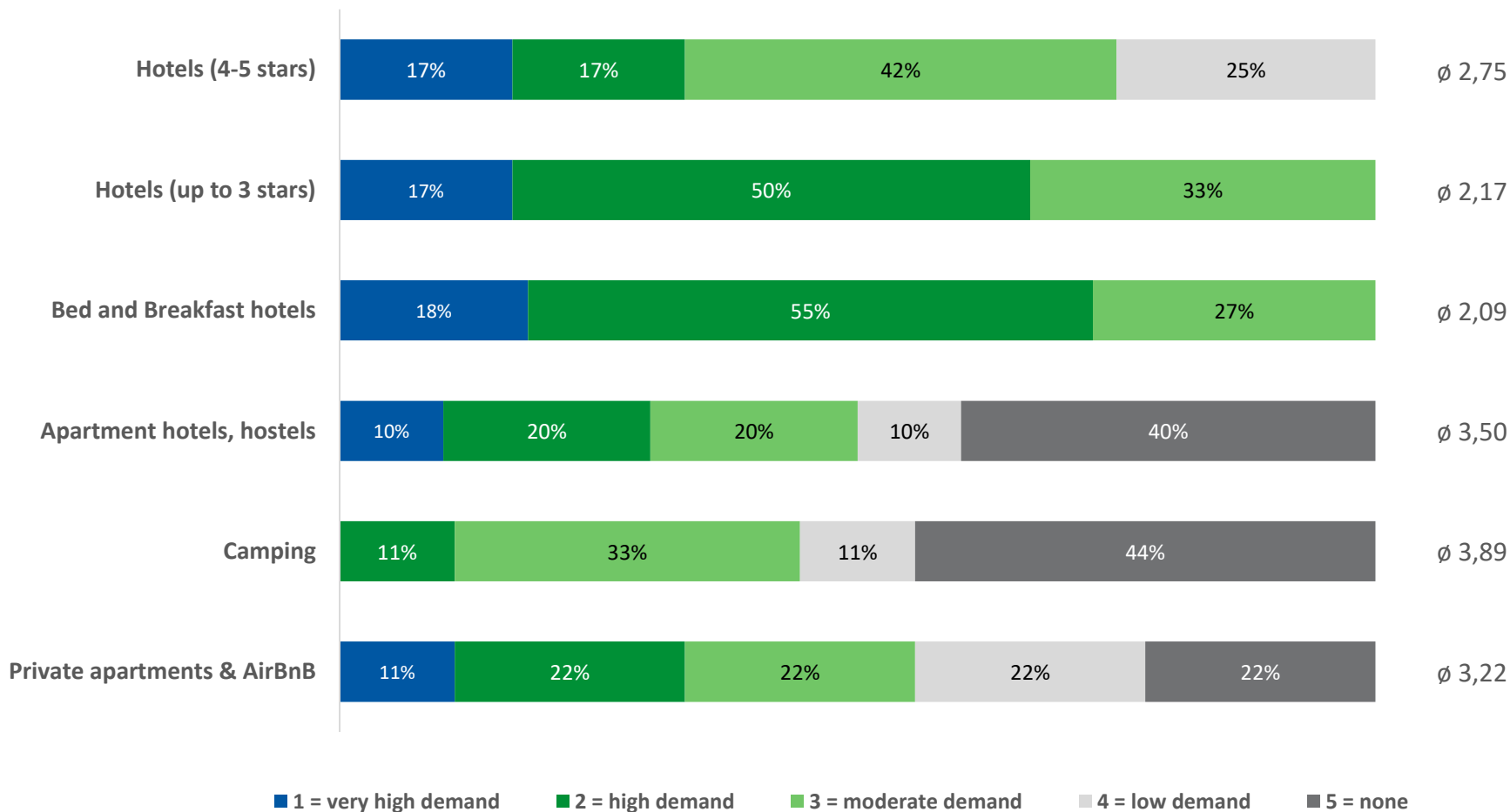
Offered activities for cycle tourists

Which activities does your region offer for cycle tourists?
all respondents (Multiple answers possible.)



Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.
all respondents



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?
all respondents (examples)

Strengths

- Linz as a hub along the Danube
- Lots of touristic attractions, cultural heritage
- Many points of interest within few miles
- Nationalpark, Naturparke
- Regional busses provide services to all municipalities
- Various possibilities to move around in the region (Hiking, Cycling, ...)

Weaknesses

- More adequate hotels needed for cycle tourists
- Mostly city tourism, short stays, arrivals per plain, not very eco-friendly
- Few asphalted cycle path
- Transport connection of the Danube region is good (Train, Bus, Airport)

Opportunities

- Improve cycle tourism offers for cyclists of the EuroVelo routes
- Increase number of bikers
- Strong brand „Danube“
- inexpensive holiday destination without mass tourism
- new tourism law

Threats

- Many cycle routes and offers, oversupply of cycle routes
- Cycle tourism is not a priority for Vienna -> more investments in other tourism sectors
- Little importance of the topic „mobility“
- No central competence (responsible person) for all mobility offers in the Upper Austrian Danube region

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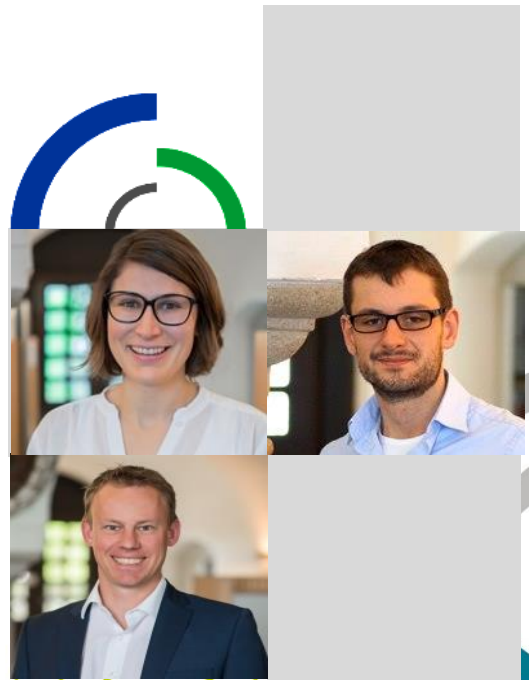
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WP3 Activity 3.2A / UP Transnational Market Research

final results for Bulgaria



Object of research

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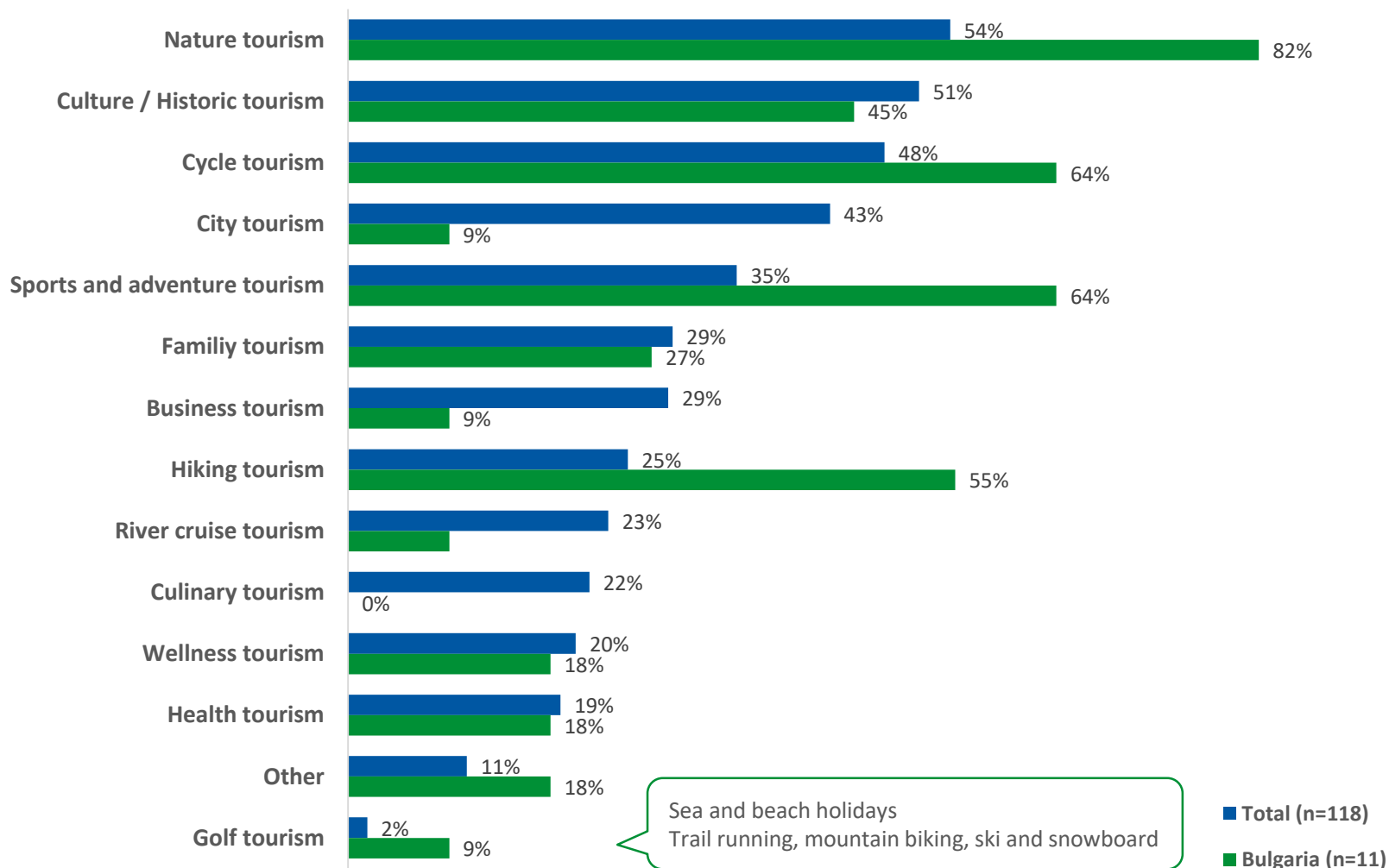
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Survey Period

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Strategic positioning in tourism

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)



What is or are the unique selling proposition(s) of your region?
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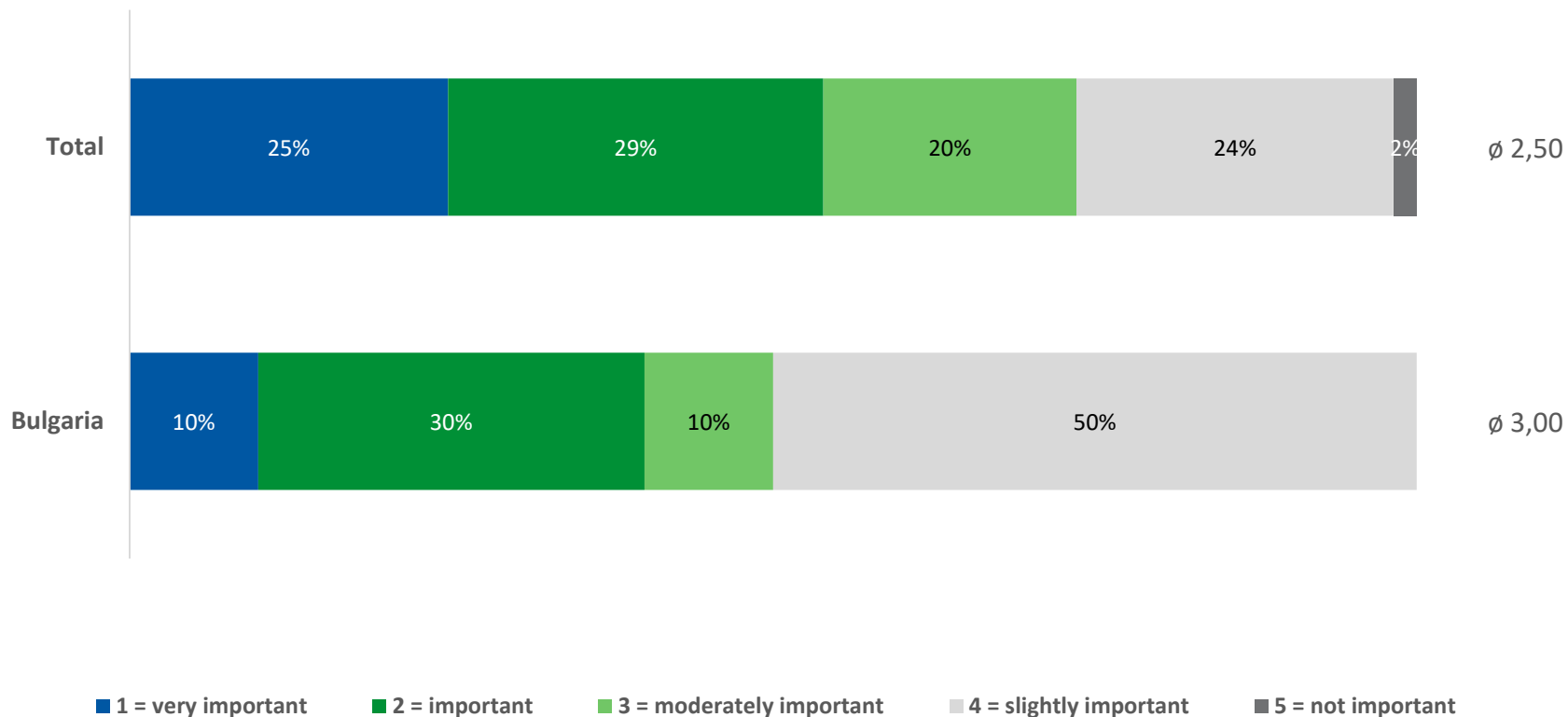
Unique selling propositions*

- All season destination
- Alternative Tourism
- Bicycle and green tourism
- Black Sea coast
- Cultural heritage from ancient Roman times
- Hot thermal springs
- Karst forms (caves, gorges, passages)
- Rural environment
- Traditional food
- UNESCO World Heritage Sites

*examples; see whole list in detailed results

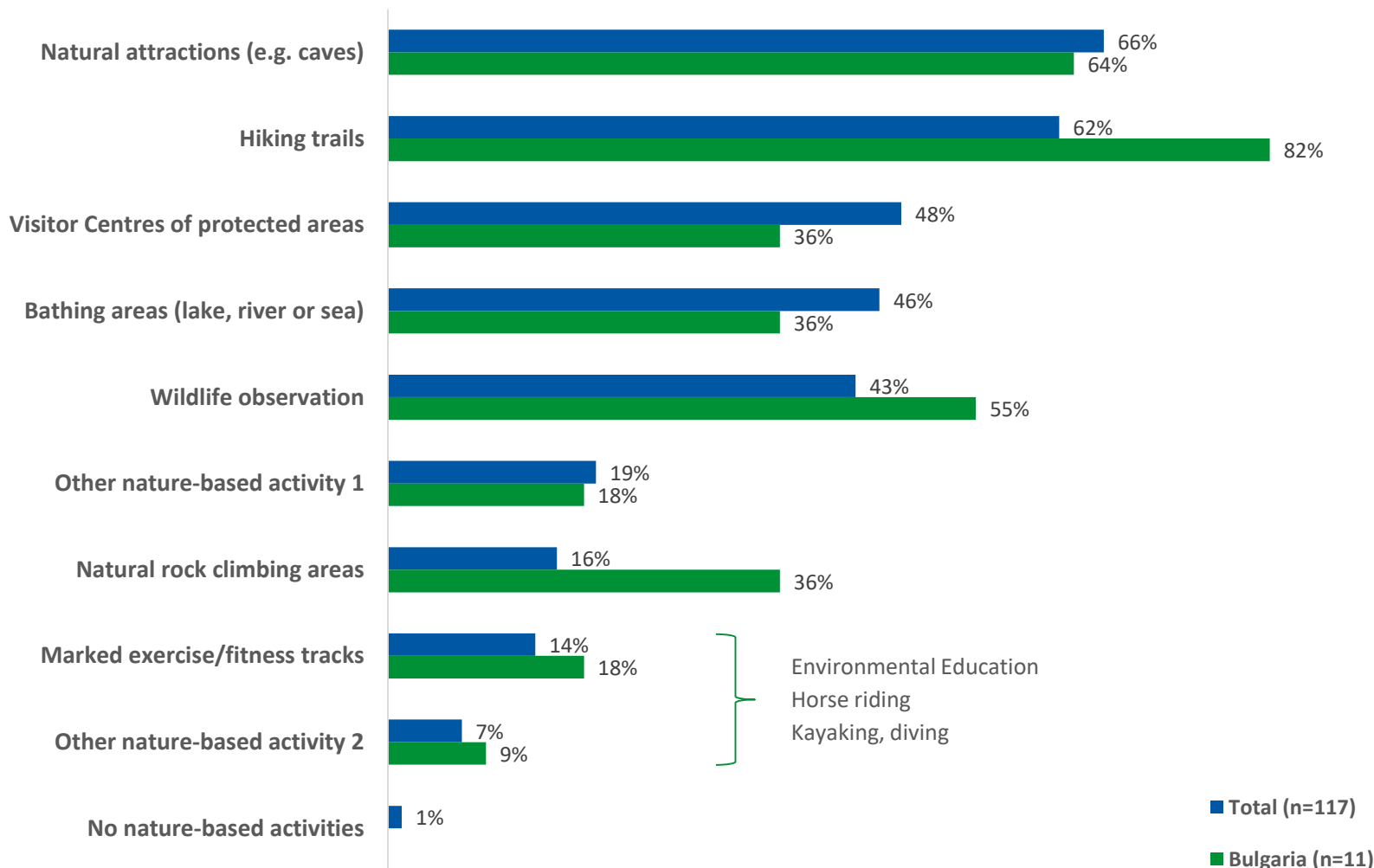
Importance of cycle tourism

How important is cycle tourism in your region?
all respondents



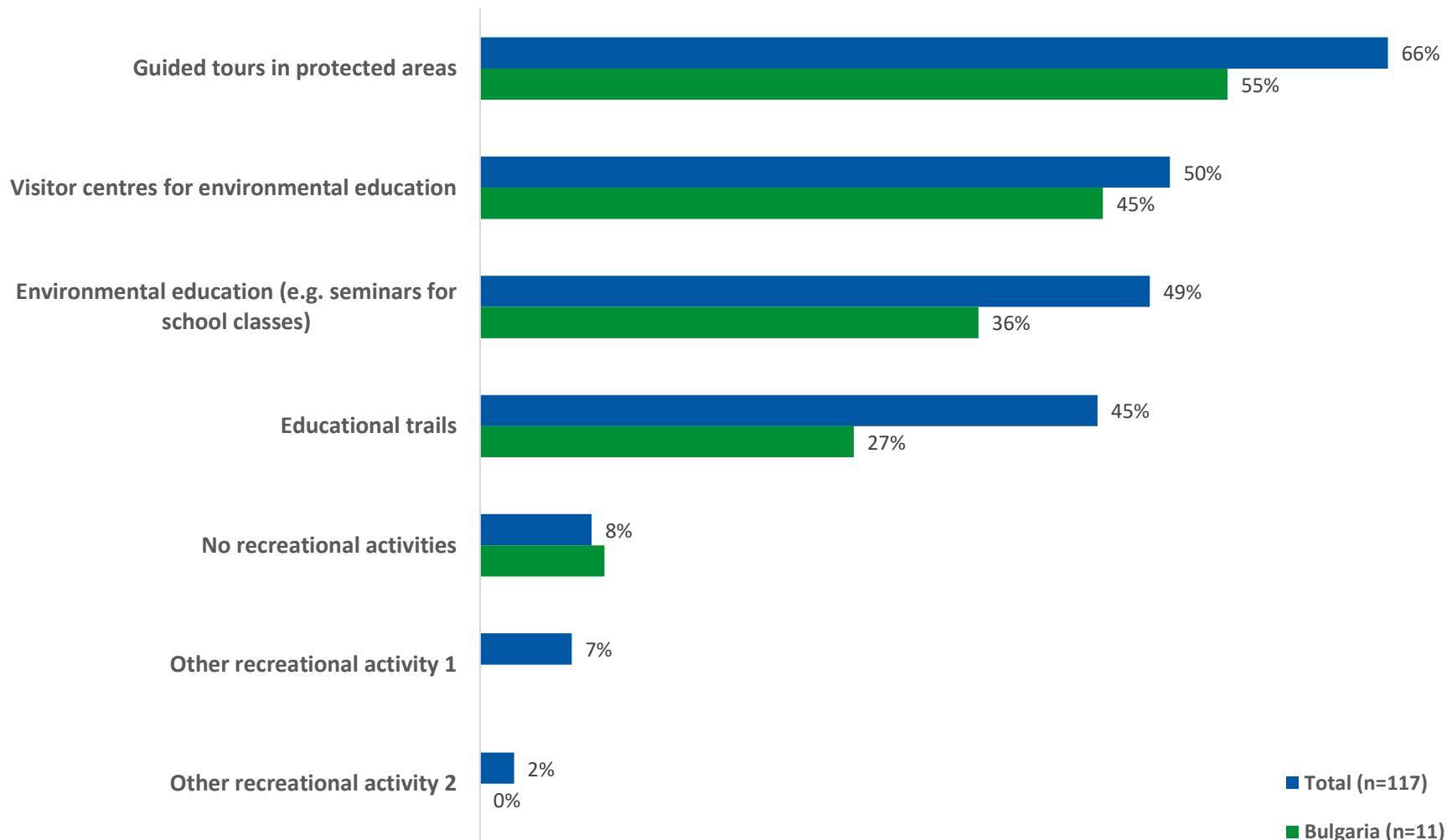
Nature-based activities

Which nature-based activities are offered and marketed in the region besides cycling?
all respondents (Multiple answers possible.)



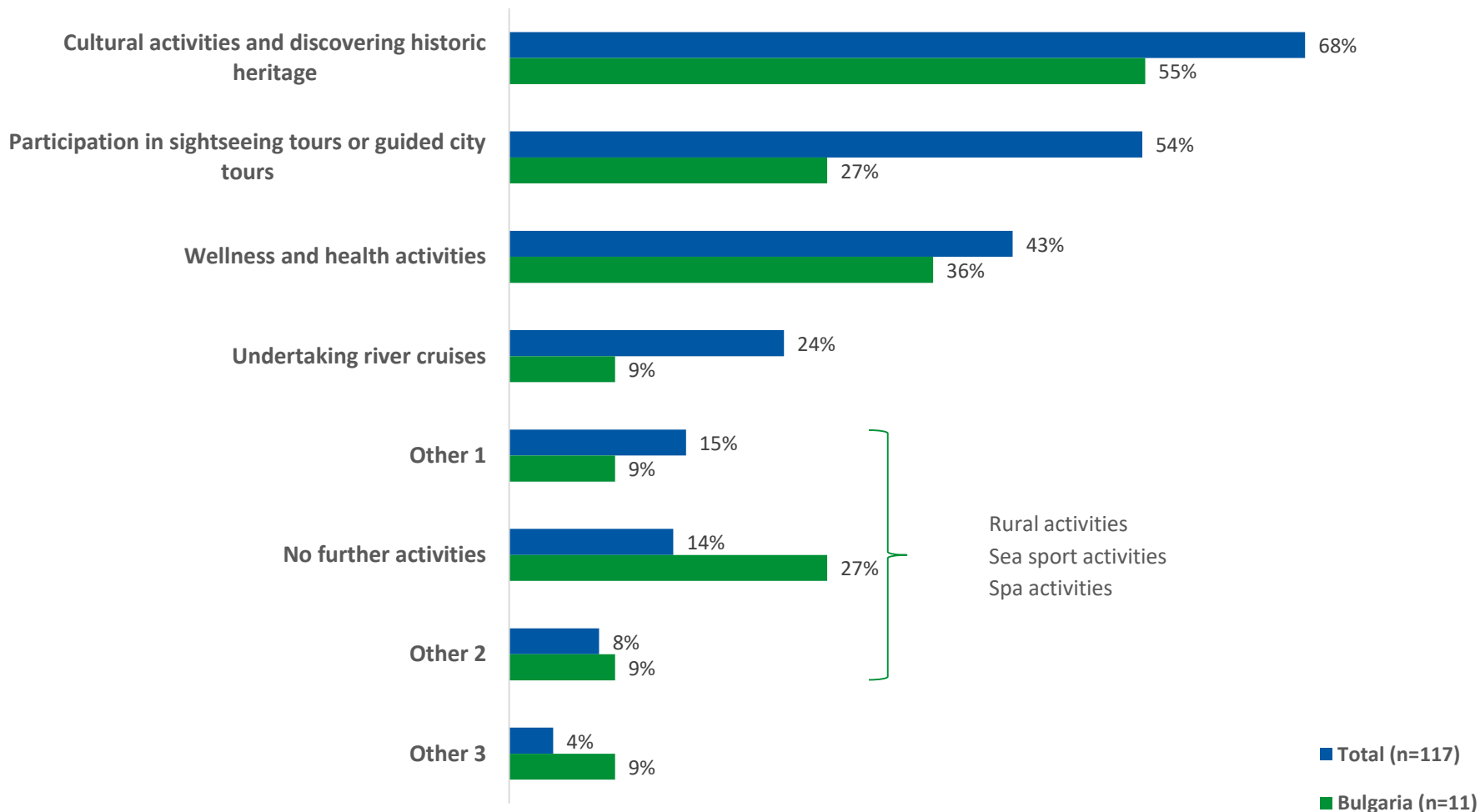
Recreational activities

Which recreational activities with environmental education as a key component does the region offer and market?
all respondents (Multiple answers possible.)



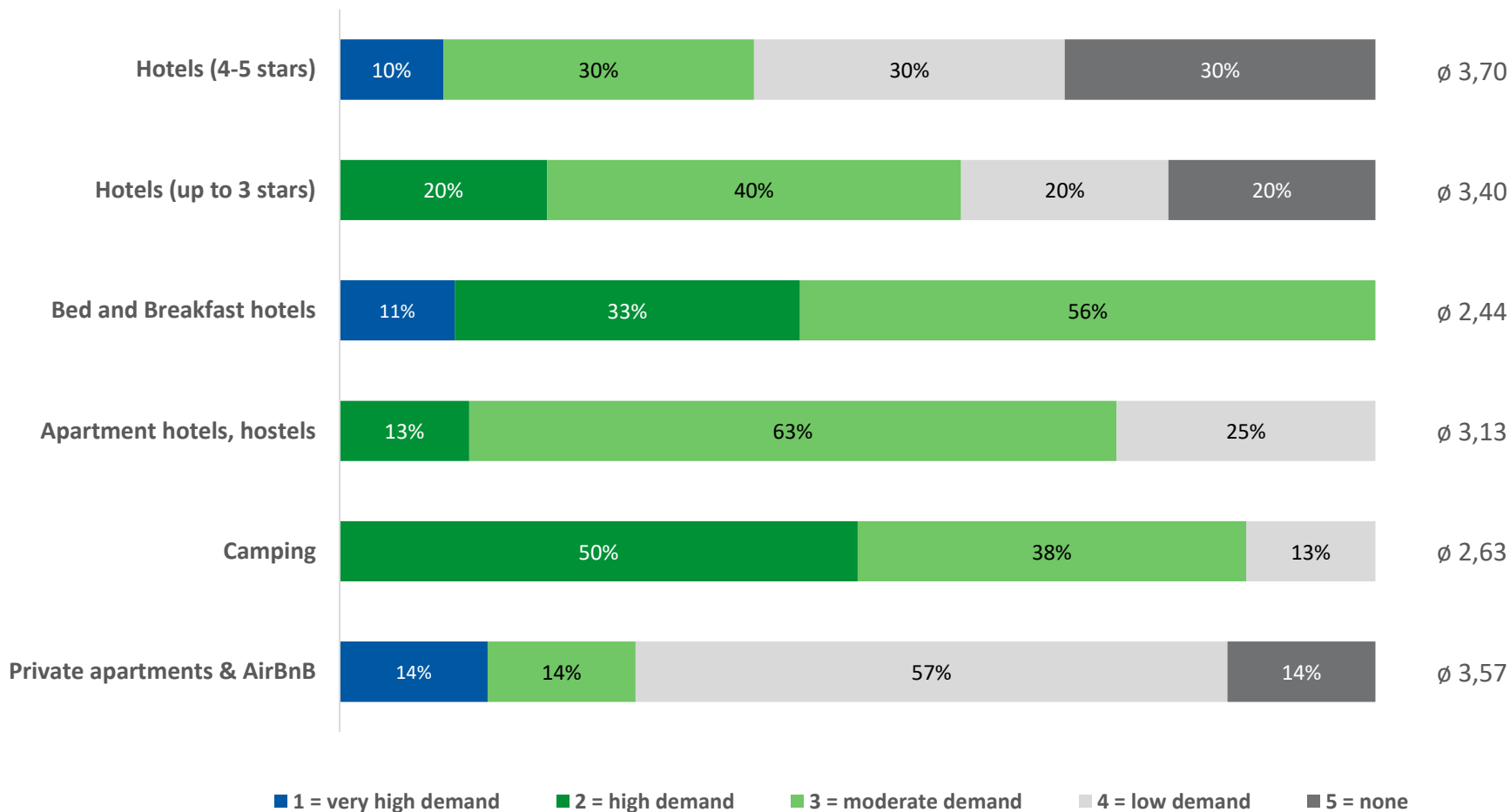
Offered activities for cycle tourists

Which activities does your region offer for cycle tourists?
all respondents (Multiple answers possible.)



Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.
all respondents



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?

all respondents (examples)

Strengths

- Attractive destinations - Danube, Black Sea, UNESCO sites
- Wide secondary road network with little traffic
- Beautiful nature and natural resources
- Green tourism
- Nature

Weaknesses

- Lack of political awareness and continuous strategy
- Underdeveloped attractions and sites of interest in the vast inner areas
- Insufficient accommodation options in the region
- Not enough services, infrastructure and signs for cycling tourists, e.g. in Osogovo region: due to missing signposting hiking and cycling is hardly possible alone but only with guides*

- There are new border crossings with Romania suitable for bicycle routes*
- Fostering innovations and touristic diversification e.g. in Osogovo region: offer retreat programs in the mountains, themed hiking and cycling trails, hobby courses about folklore or producing dairy products*
- The railroad Sofia-Skopje (passing through the region) is to be developed soon (there is an agreement between the two countries, financing is approved)
- Financing of initiatives and infrastructure supporting cycling from European projects
- More marketing campaigns to create a consistent national identity of Bulgaria with focus on natural tourism, develop new niche markets*
- Promotion through journalistic and tour-operator tours*
- Capacity building of locals for Ecotourism and training local guides (including foreign languages)*
- Focus on senior citizens target group and health and spa tourism in Osogovo region*

Opportunities

Threats

- Poor economic sustainability of the local eco and tourism businesses needed to set bike routes
- Concentration of the all-inclusive sea tourism
- Many restrictions and requirements
- Intensifying of motorized traffic on roads from the routes. Lack of strategy

*additional notes extracted from the uploaded files

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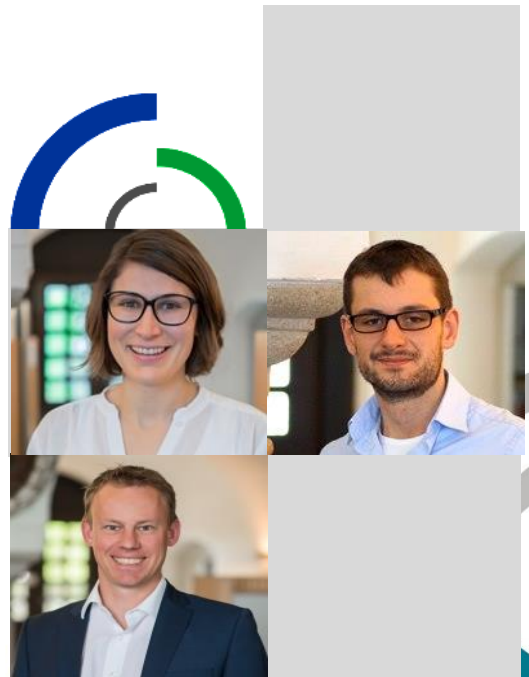
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WP3 Activity 3.2A / UP Transnational Market Research

final results for Germany



Object of research

Transnational Market Research within the Interreg Project EcoVeloTour in order to gather an overview about regional specifics and the touristic structure in the participating countries along the EuroVelo network, focusing on cycle- and ecotourism.

Sample

Participation of Project Partners and their respective stakeholders (e.g. tourism boards, administrative districts) from countries involved in the EcoVeloTour project (Austria, Bulgaria, Germany, Hungary, Romania, Serbia, Slovakia). 118 participants in total.

Survey Methodology

Preparation: development of questionnaire with several feedback-loops within the EcoVeloTour project consortium.

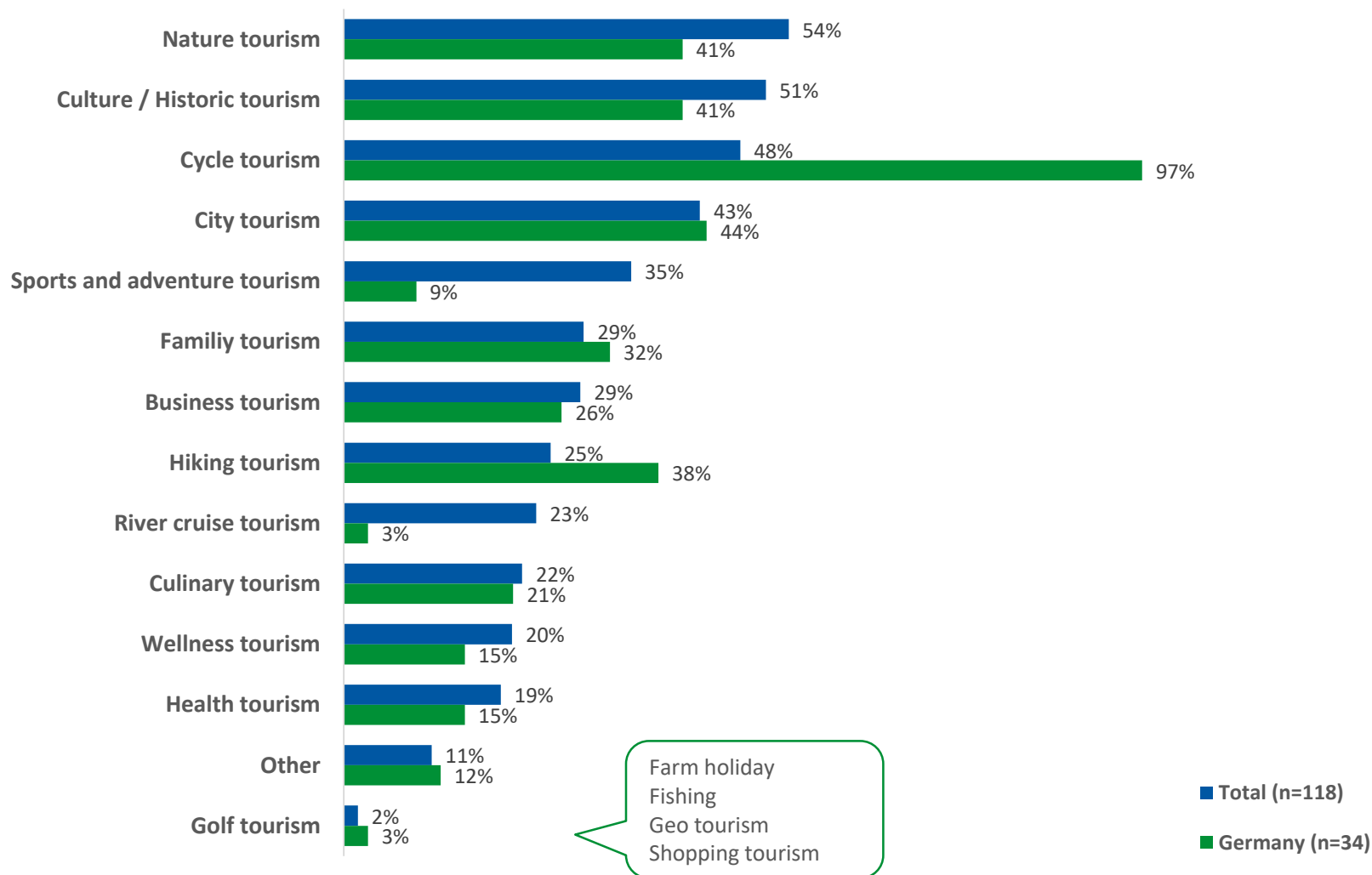
Conduct: Online Survey with possibility to attach and upload further information.

Survey Period

February 2019 to April 2019.

Strategic positioning in tourism

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)



What is or are the unique selling proposition(s) of your region?
all respondents (Multiple answers possible.)

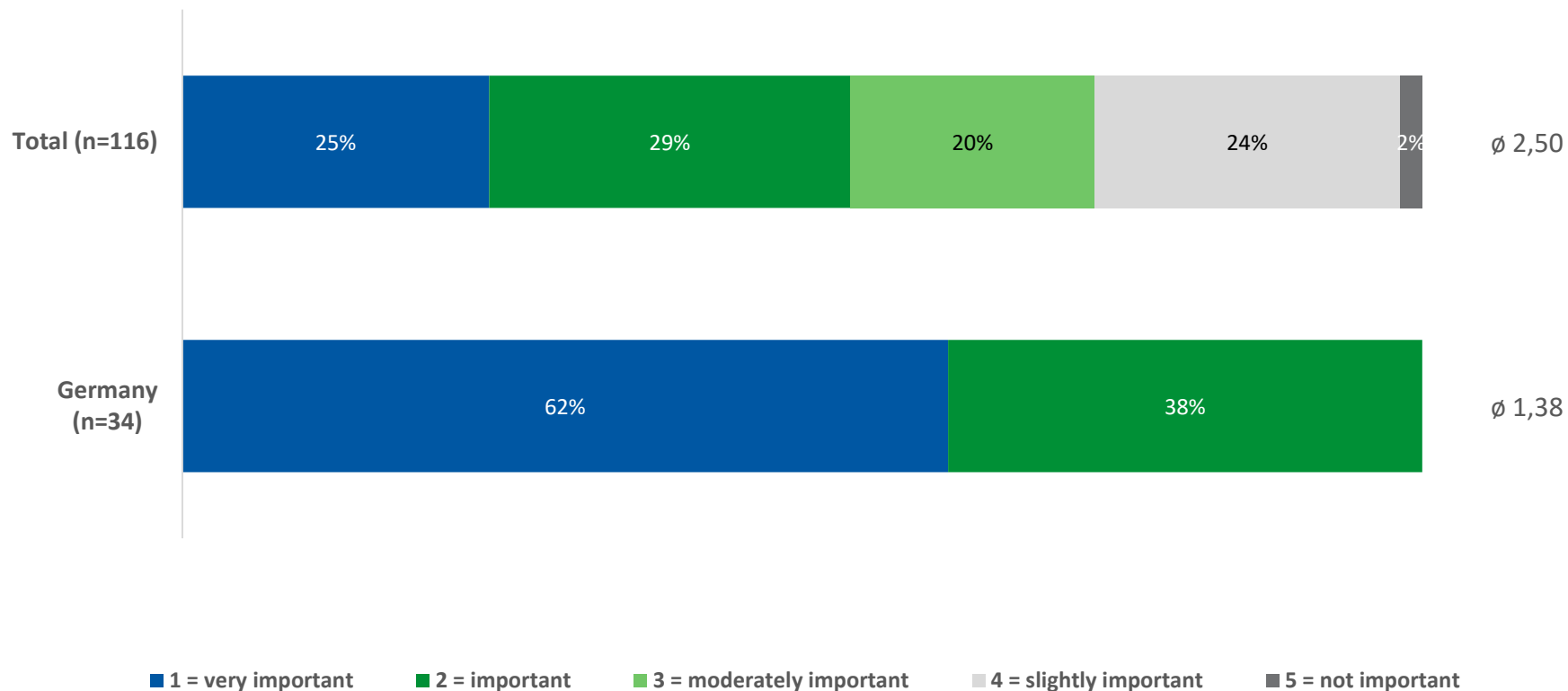
Unique selling propositions*

- Audi - Headquarter of the car manufacturer
- Bavarian cuisine and traditions
- Biosphere region Swabian Alb
- BMW city
- Castle riches
- Diverse nature
- Geology
- Hiking trails
- Historic old towns
- National park
- Oktoberfest
- Thermal spa

*examples; see whole list in detailed results

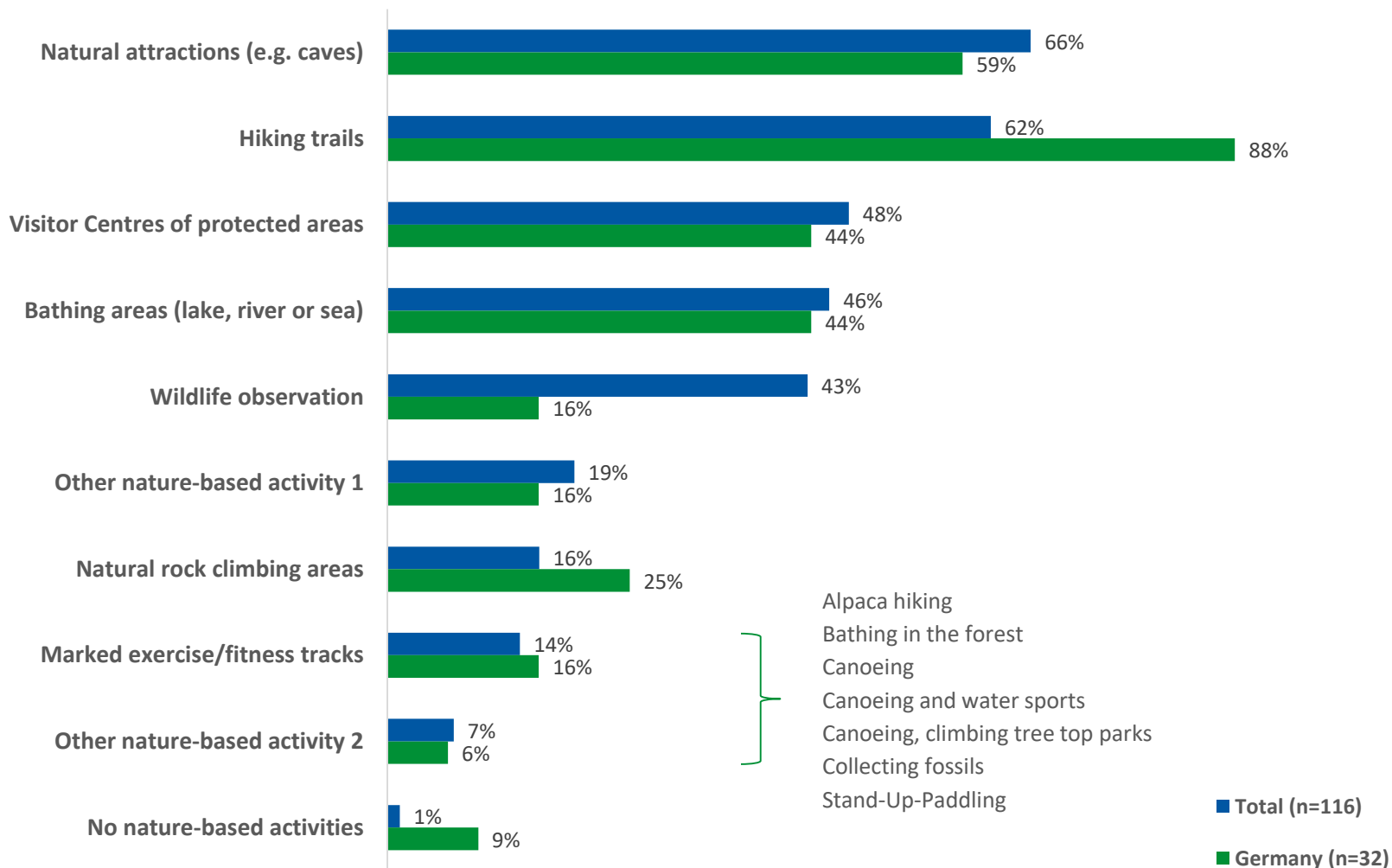
Importance of cycle tourism

How important is cycle tourism in your region?
all respondents



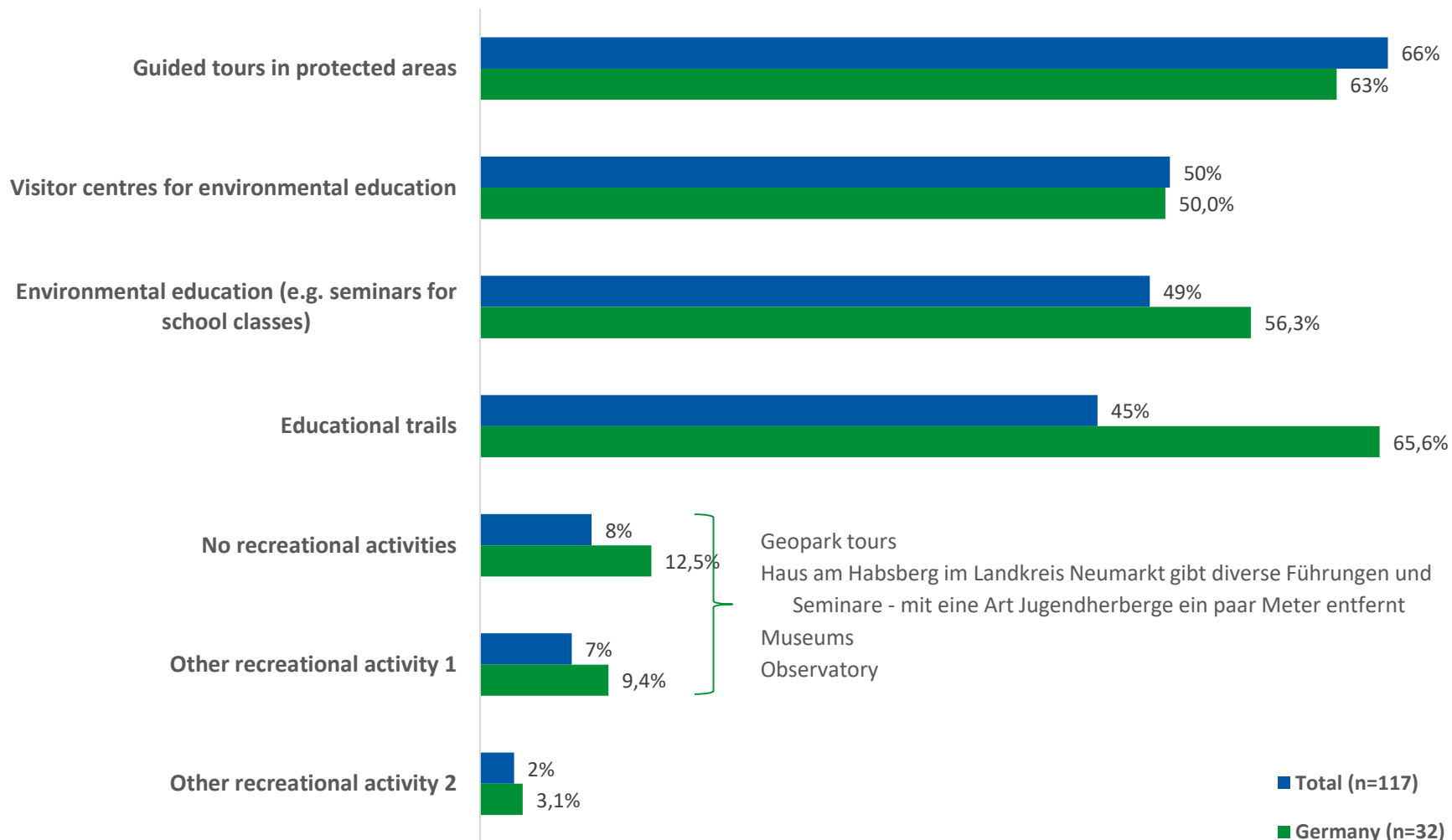
Nature-based activities

Which nature-based activities are offered and marketed in the region besides cycling?
all respondents (Multiple answers possible.)



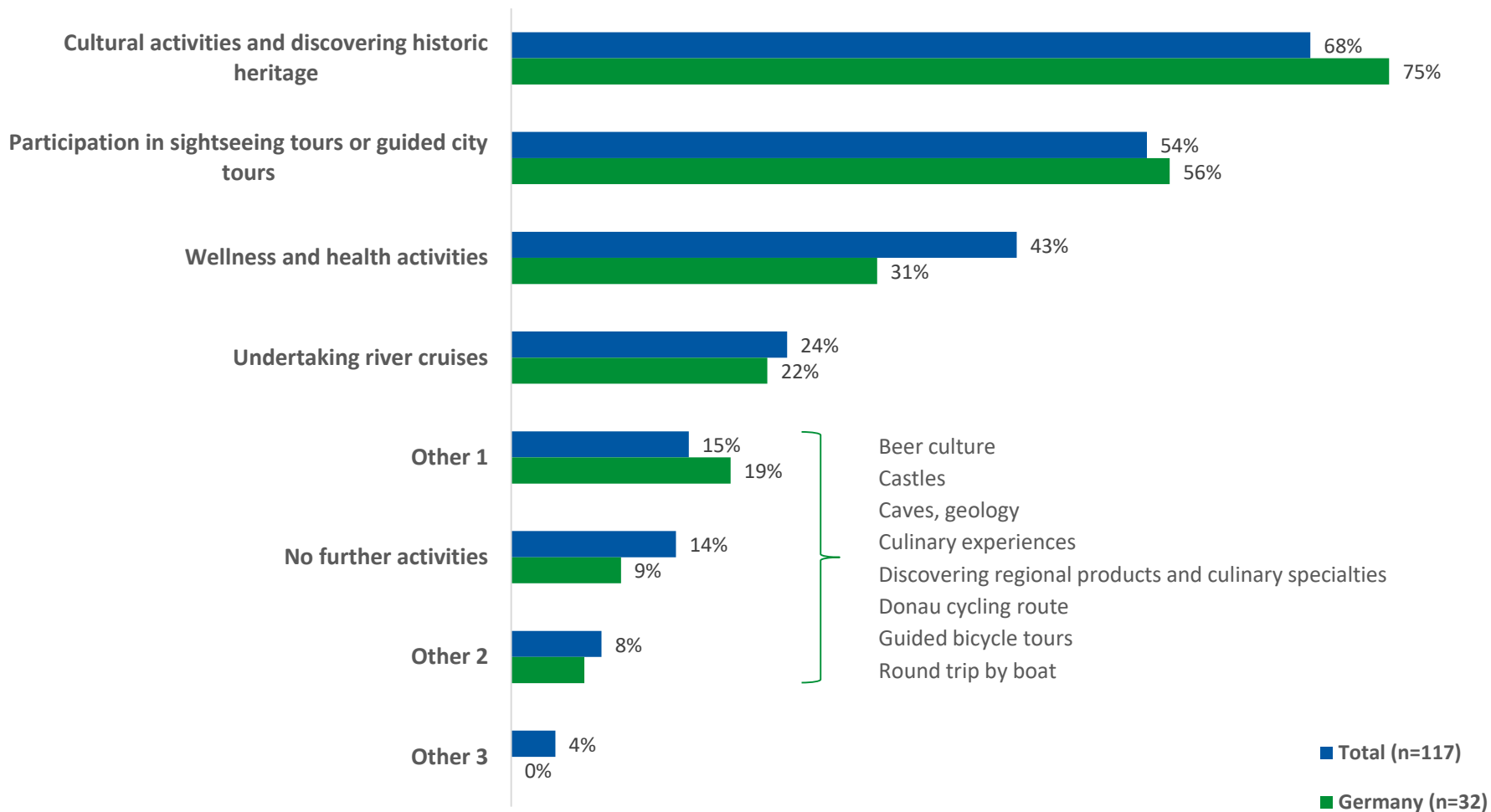
Recreational activities

Which recreational activities with environmental education as a key component does the region offer and market?
all respondents (Multiple answers possible.)



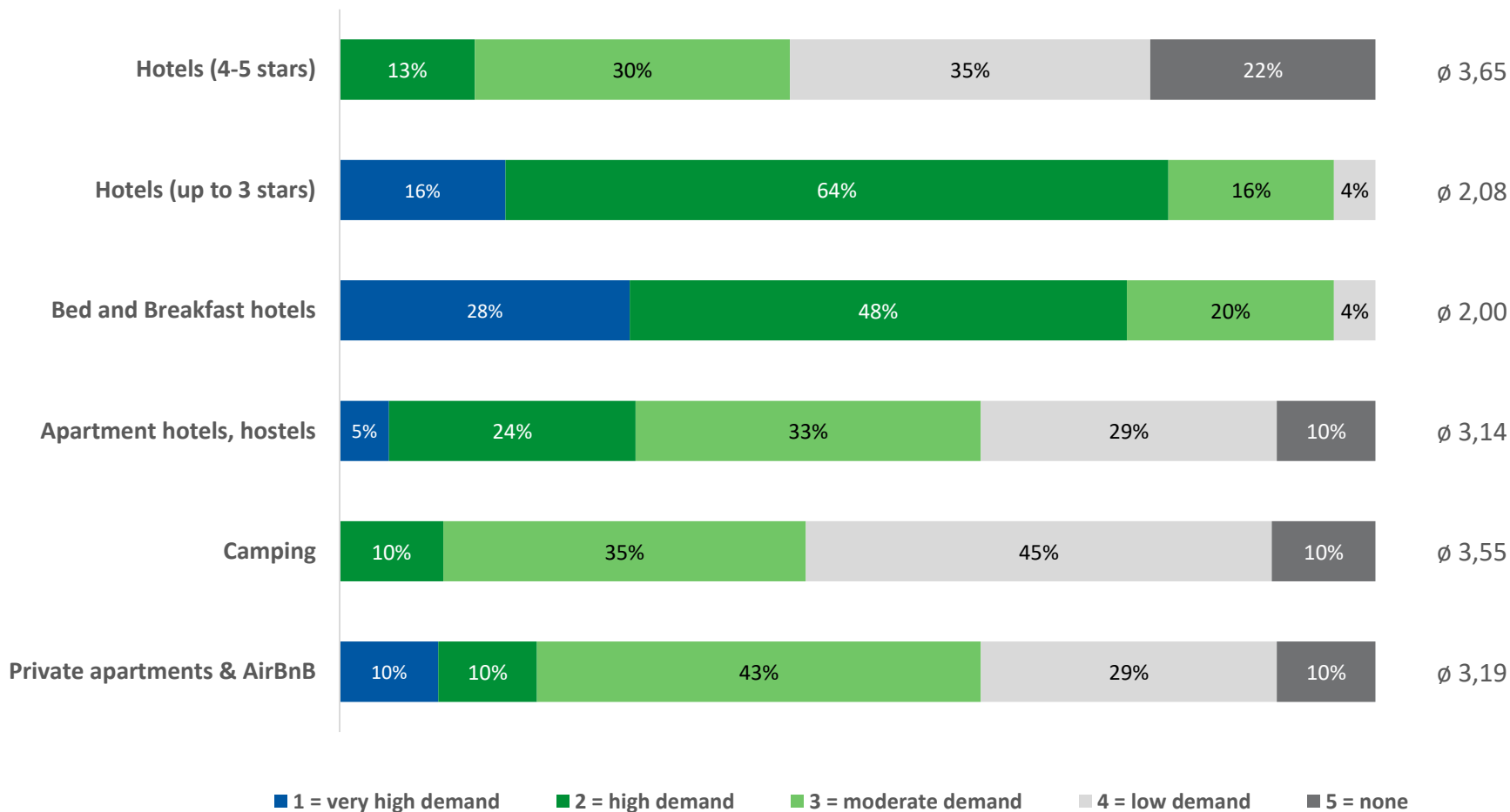
Offered activities for cycle tourists

Which activities does your region offer for cycle tourists?
all respondents (Multiple answers possible.)



Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.
all respondents



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?

all respondents (examples)

Strengths

- attractive landscape and routes, positive image, river routes (easy to cycle), good culinary offer along side
- Many natural and cultural attractions and protected areas along EuroVelo 6 and 13, e.g. historical architecture (castles, gardens from various epochs), UNESCO World heritage Romans & Limes, stones and fossils from the Jurassic period in the Altmühltal*
- unspoiled nature diverse high-quality routes

Weaknesses

- Not done enough to promote Ecotourism
- Big city traffic and densely populated area Ulm/Neu-Ulm, lack of environmental awareness of hotels and politicians
- People often do not know our region
- Limited bike transportation in buses and trains
- Lack of quality consciousness, instead prices are kept too low*
- Low expenditures of guests especially regarding shopping and local products*
- Lack of investment in new accommodation*
- Lack of workforce*
- No competitive health and wellness offer and too little bad weather options in the Altmühltal*

- Growing demand inbound but also incoming
- Sightseeing, bird watching, beer gardens
- More offers for cycling tourists, e.g. new thematic cycling routes and connection existing routes in the Altmühltal*
- New guests, open-minded towards ecofriendly travel
- Developing new products service innovations (e.g. in the Altmühltal: developing the adventure stone quarry ("Erlebnissteinbruch"))*
- Sharpening brand image and finding unique narratives for a region, e.g. the Altmühl as the slowest river of Germany → Slow Travel, relaxing holidays*

- Decline of traditional gastronomy in rural regions, growing international competition in bike tourism
- Have not taken the chances of Ecotourism
- Less accommodation and gastronomy due to lack of next generation or bureaucracy or lack of qualified staff
- Industrial agriculture and ongoing sprawl of residential areas leads to a loss of cultural, typical landscape*
- Conflict of spacial use through tourism and especially trend sports e.g. mountain biking, free rock climbing*

Opportunities

Threats

*additional notes extracted from the uploaded files



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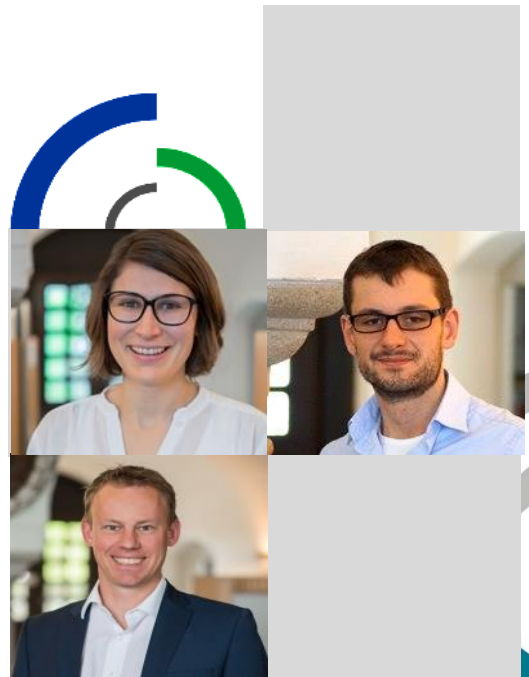
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WP3 Activity 3.2A / UP Transnational Market Research

final results for Hungary



Object of research

Transnational Market Research within the Interreg Project EcoVeloTour in order to gather an overview about regional specifics and the touristic structure in the participating countries along the EuroVelo network, focusing on cycle- and ecotourism.

Sample

Participation of Project Partners and their respective stakeholders (e.g. tourism boards, administrative districts) from countries involved in the EcoVeloTour project (Austria, Bulgaria, Germany, Hungary, Romania, Serbia, Slovakia). 118 participants in total.

Survey Methodology

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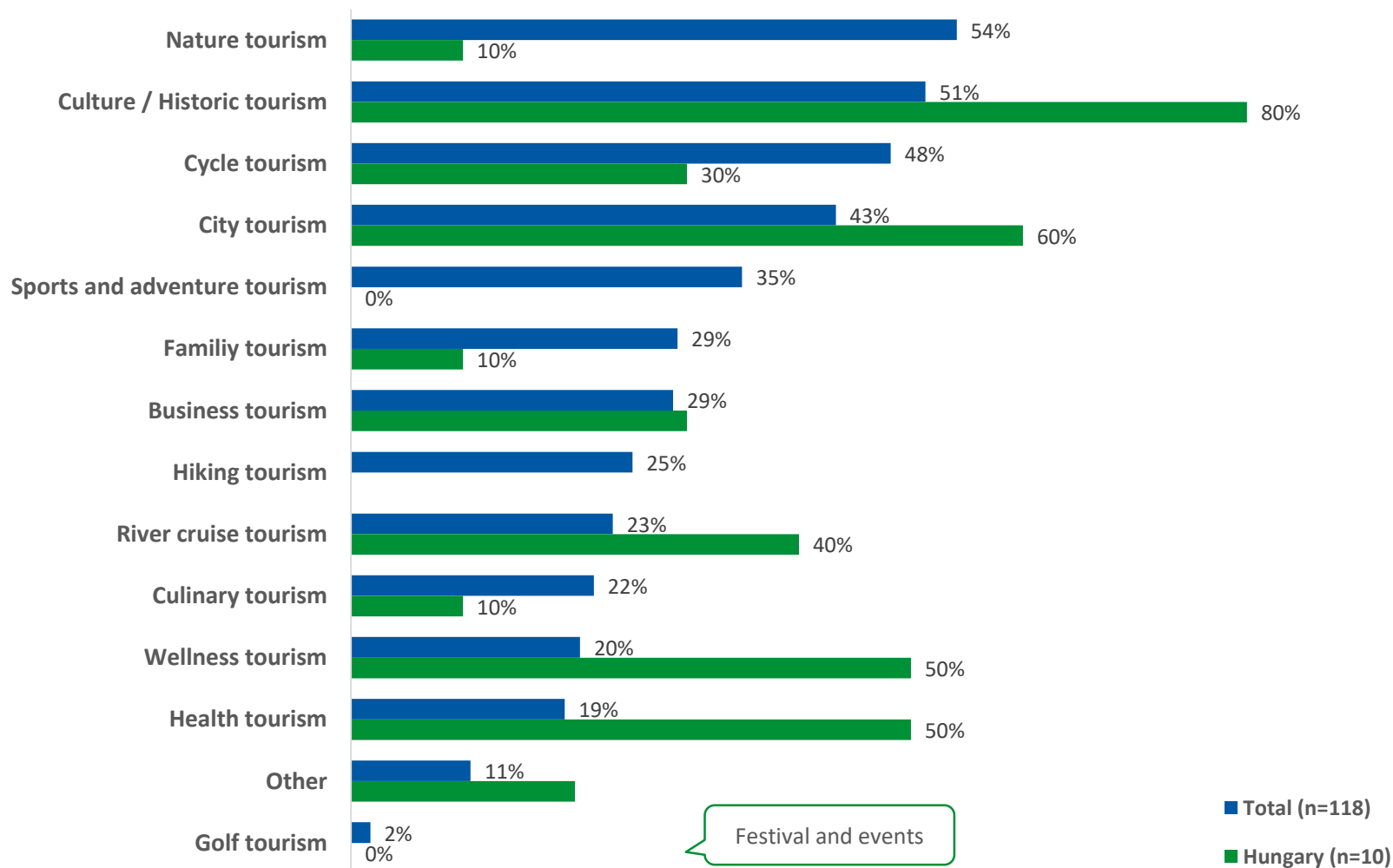
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Survey Period

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Strategic positioning in tourism

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)



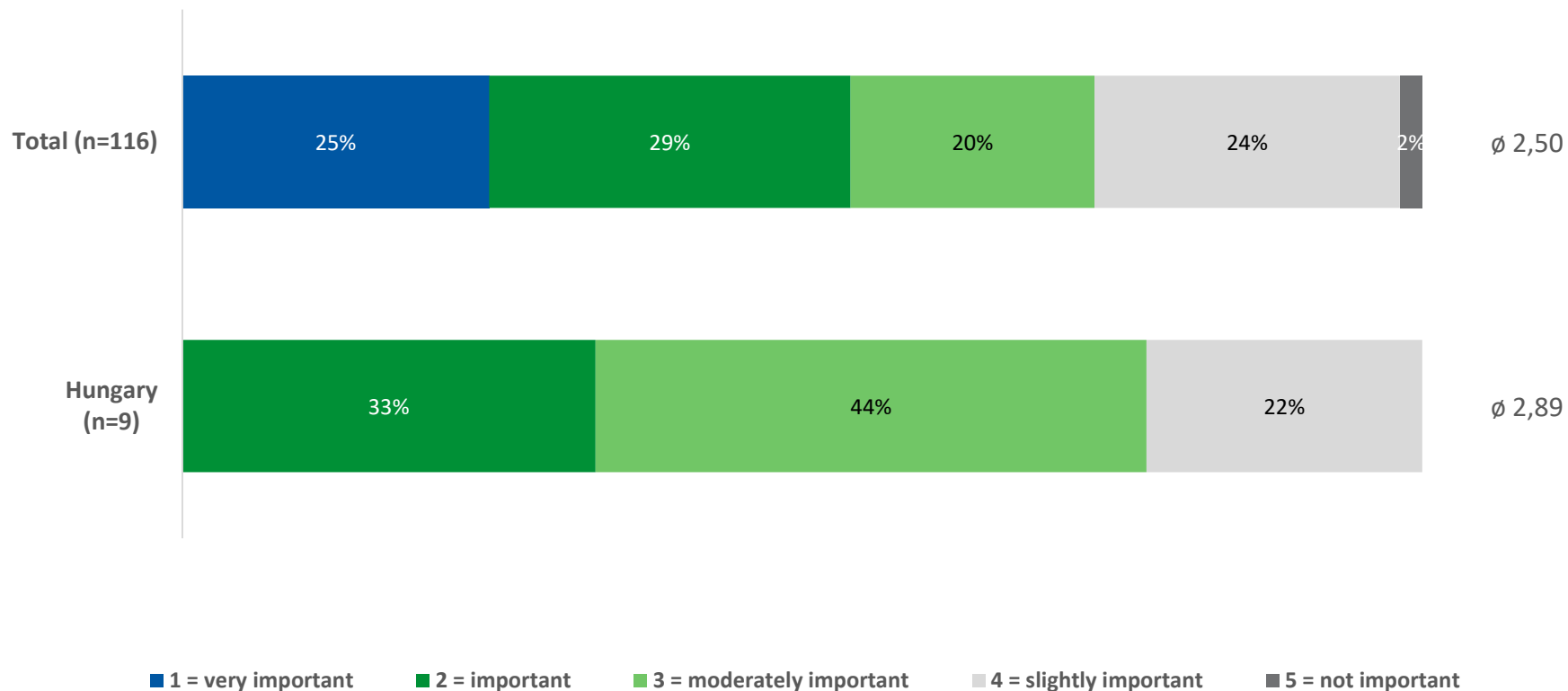
What is or are the unique selling proposition(s) of your region?
all respondents (Multiple answers possible.)

Unique selling propositions*

- Central location of the country, good accessibility, excellent public safety, compared to other metropolises in the world
- European top destination
- Good value for money – an affordable destination both for MICE and leisure visitors
- History, culture and national heritage
- Several special destinations in the vicinity of the capital
- Thermal springs/baths
- Unique symbiosis of river, city and the local heritage

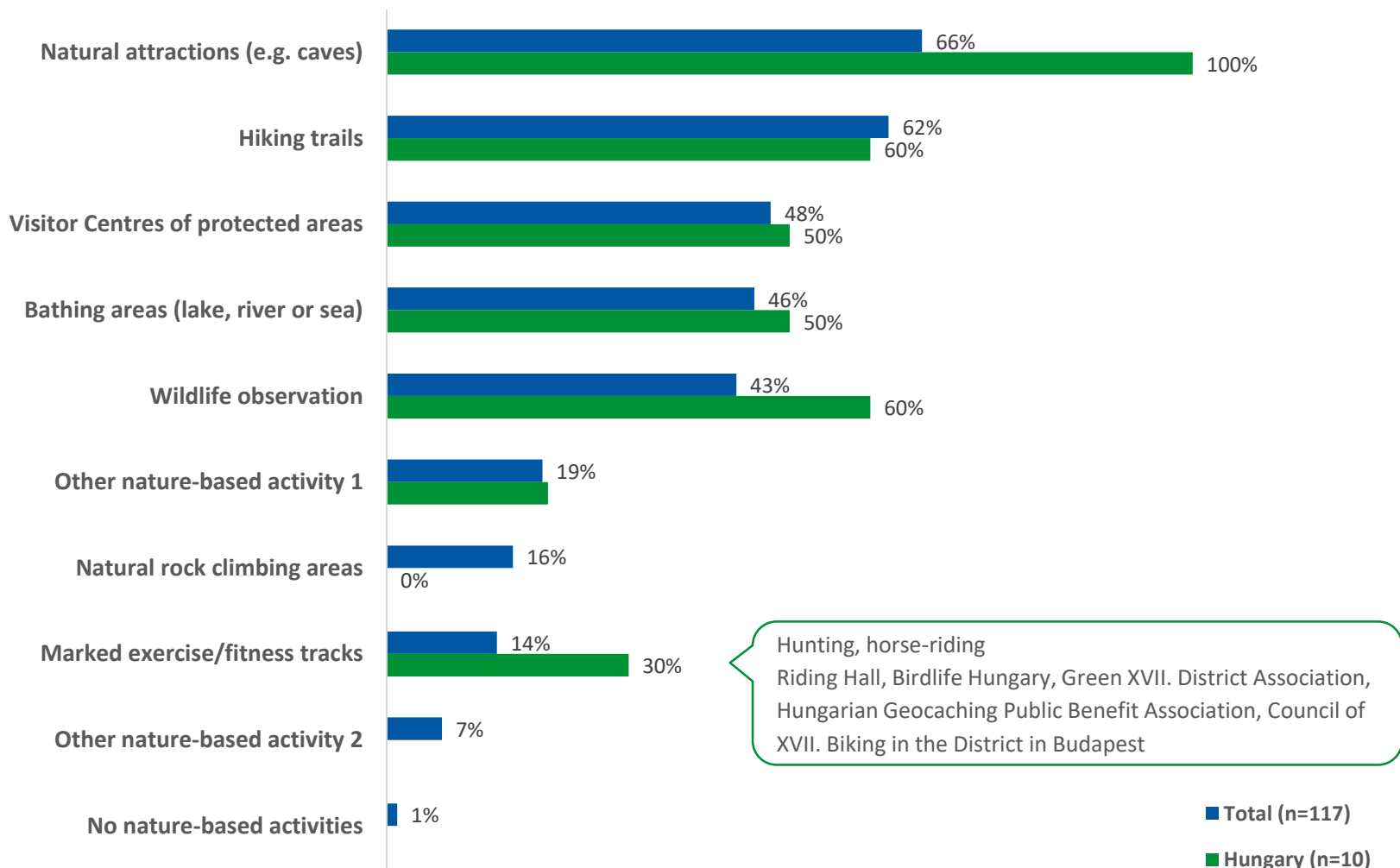
Importance of cycle tourism

How important is cycle tourism in your region?
all respondents



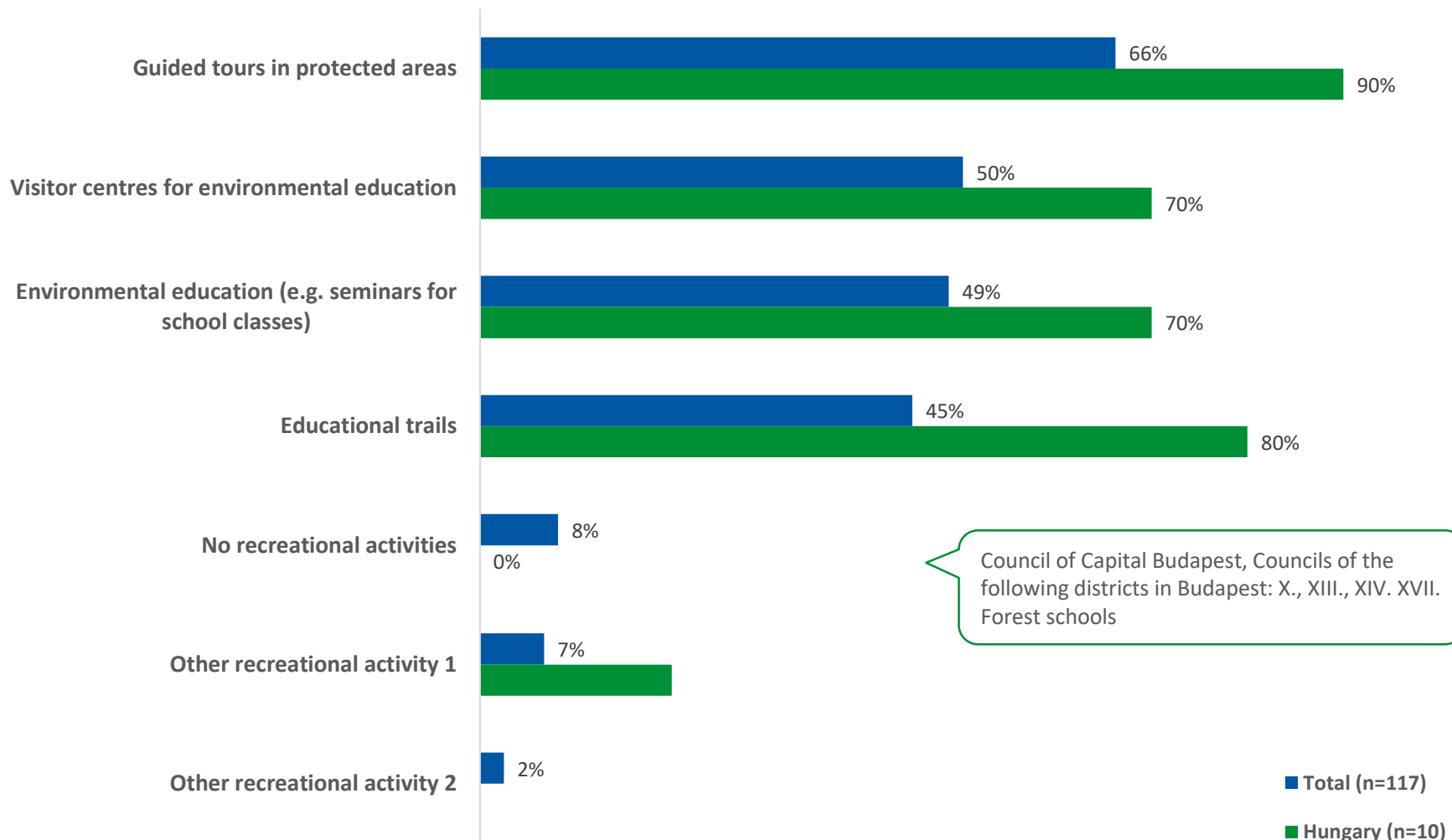
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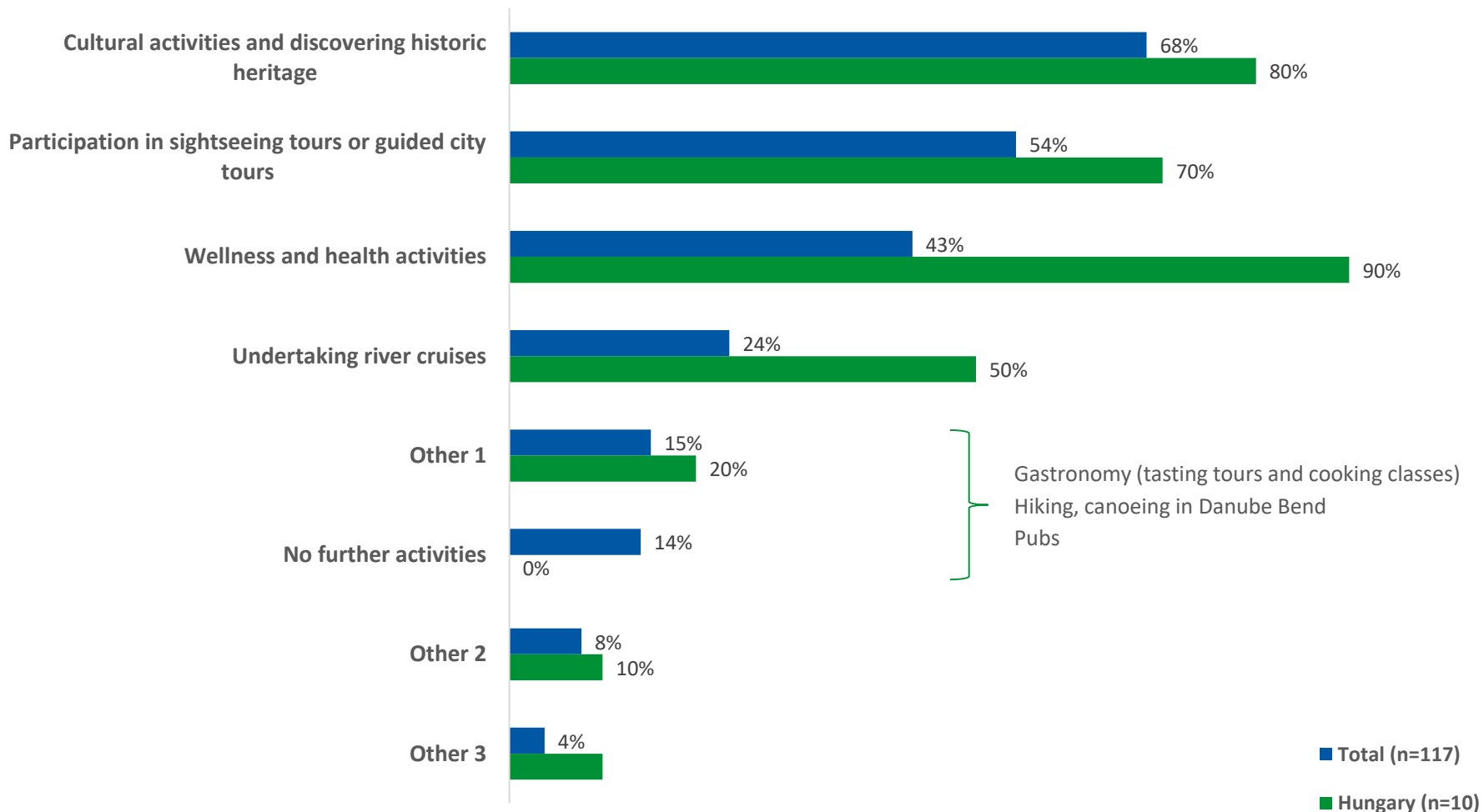
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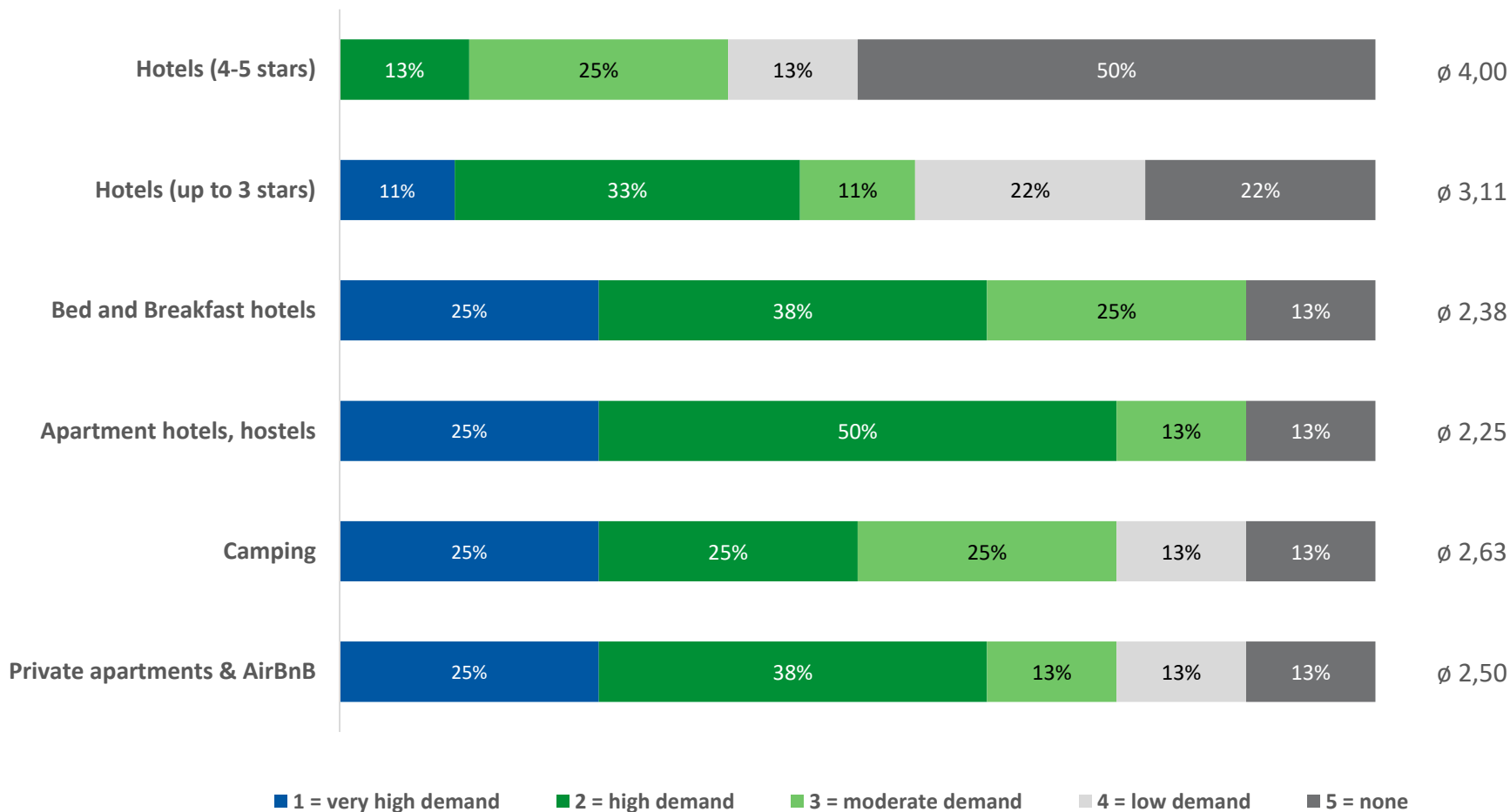
Offered activities for cycle tourists

Which activities does your region offer for cycle tourists?
all respondents (Multiple answers possible.)



Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.
all respondents (Multiple answers possible.)



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?
all respondents (examples)

Strengths

- Flat terrain ideal for biking, Baths, as they are the perfect activities

Weaknesses

- Lack of strong and integrated management and leadership, therefore no common interests for cycling tourists - problems of too complicated red tape (bureaucracy) -the West-Balkan atmosphere of the country - licenses, permissions, maintenance (a safe place out of the Western comfort zone) - fragmentation
- Very bad condition of bike lane all along the Hungarian part

- On the international level biking tourism is really going upwards and getting more and more popular demand for biking is also sharply rising
- Beautiful landscapes, cultural heritage and Budapest's strong touristic appeal

- The preferences of the locals decision-makers are very different from the interests of the eco- and biking tourism also the threatening propaganda of "how dangerous biking is" is not really good

Opportunities

Threats

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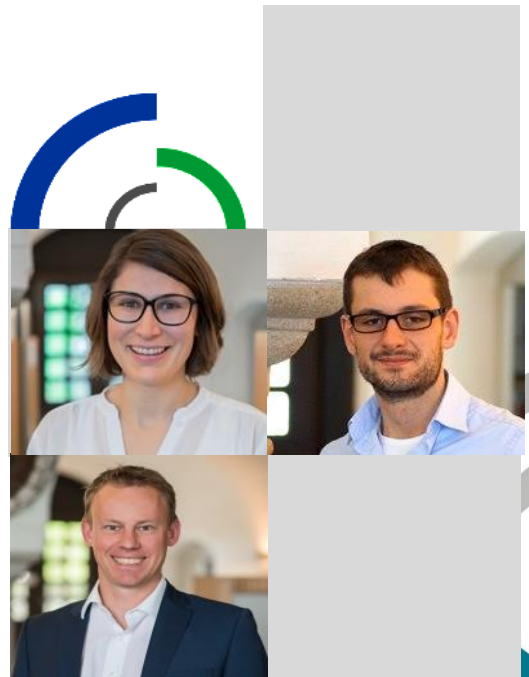
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WP3 Activity 3.2A / UP Transnational Market Research

final results for Romania



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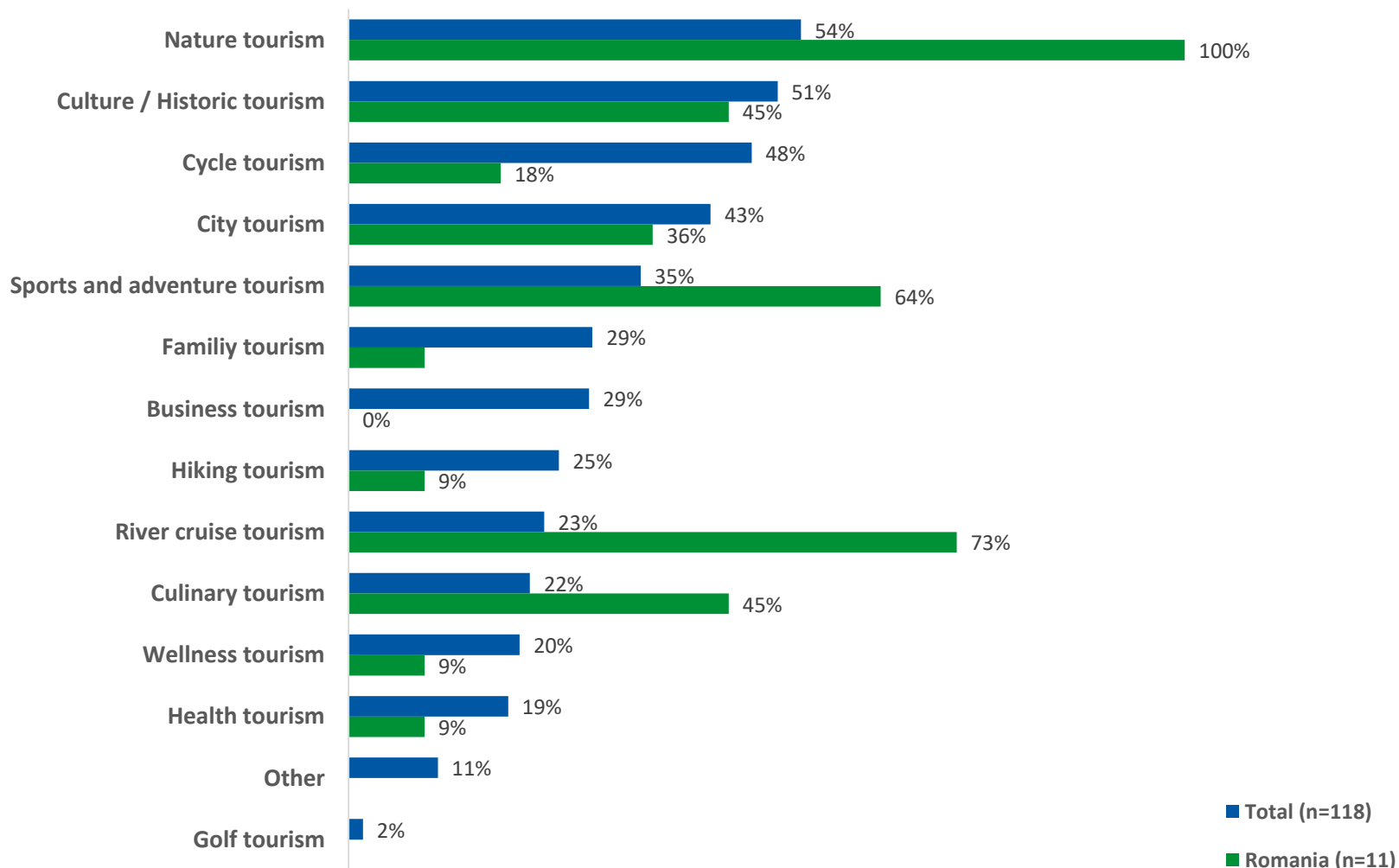
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all respondents (Multiple answers possible.)



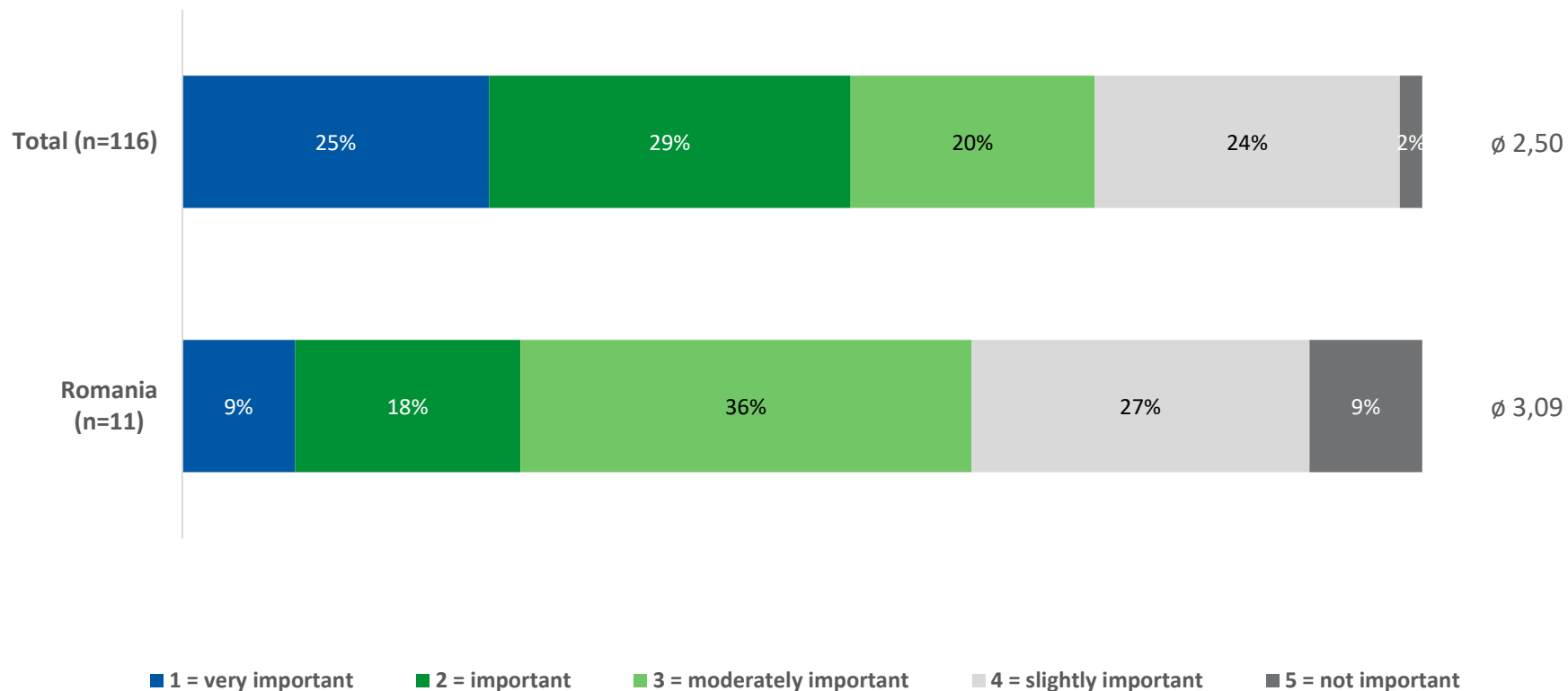
What is or are the unique selling proposition(s) of your region?
all respondents (Multiple answers possible.)

Unique selling propositions*

- Adventure tourism
- Culture and traditions
- Danube Delta
- Nature and adventure
- Ornithological Tourism
- The unique Danube Delta
- Wildlife tourism

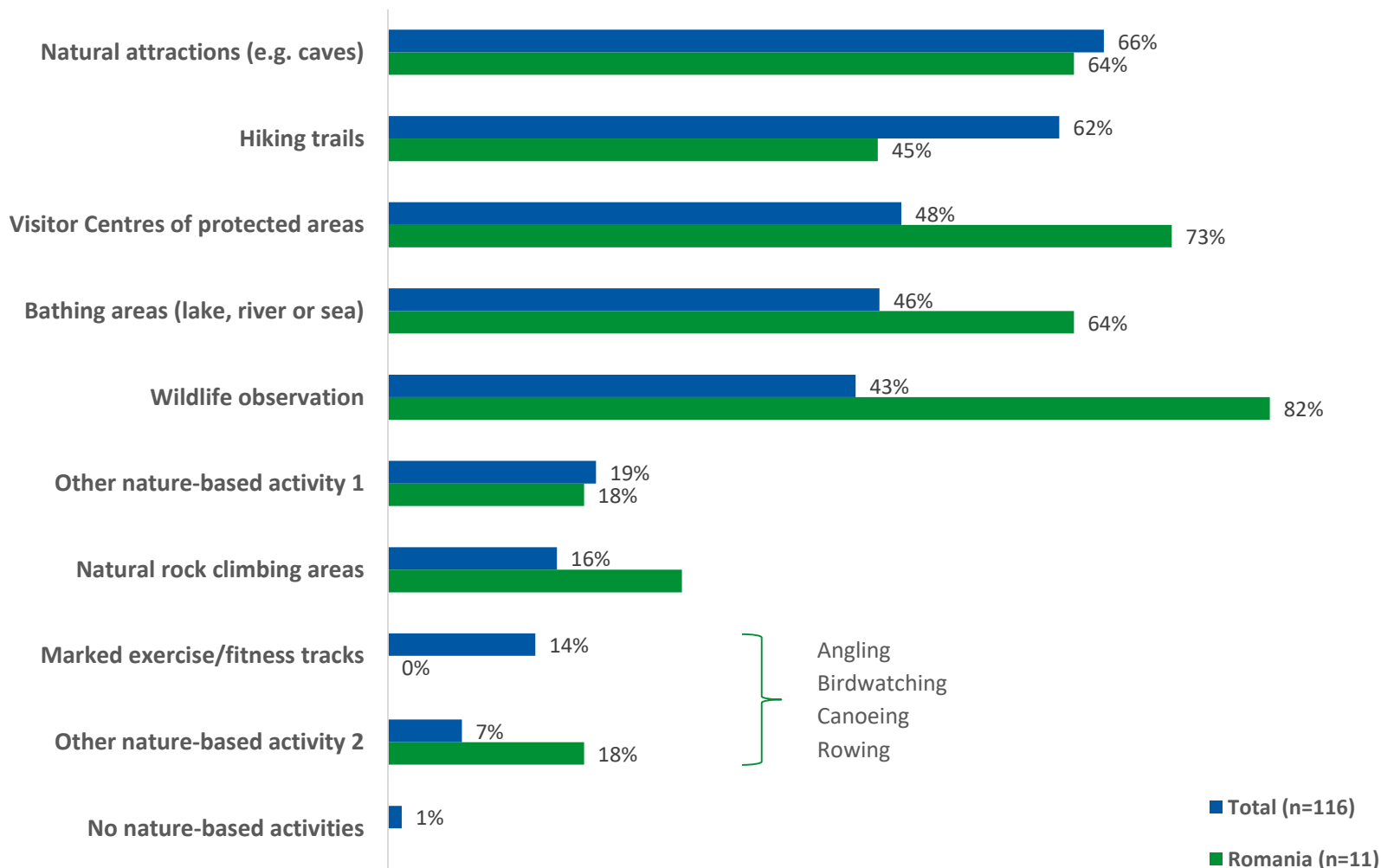
Importance of cycle tourism

How important is cycle tourism in your region?
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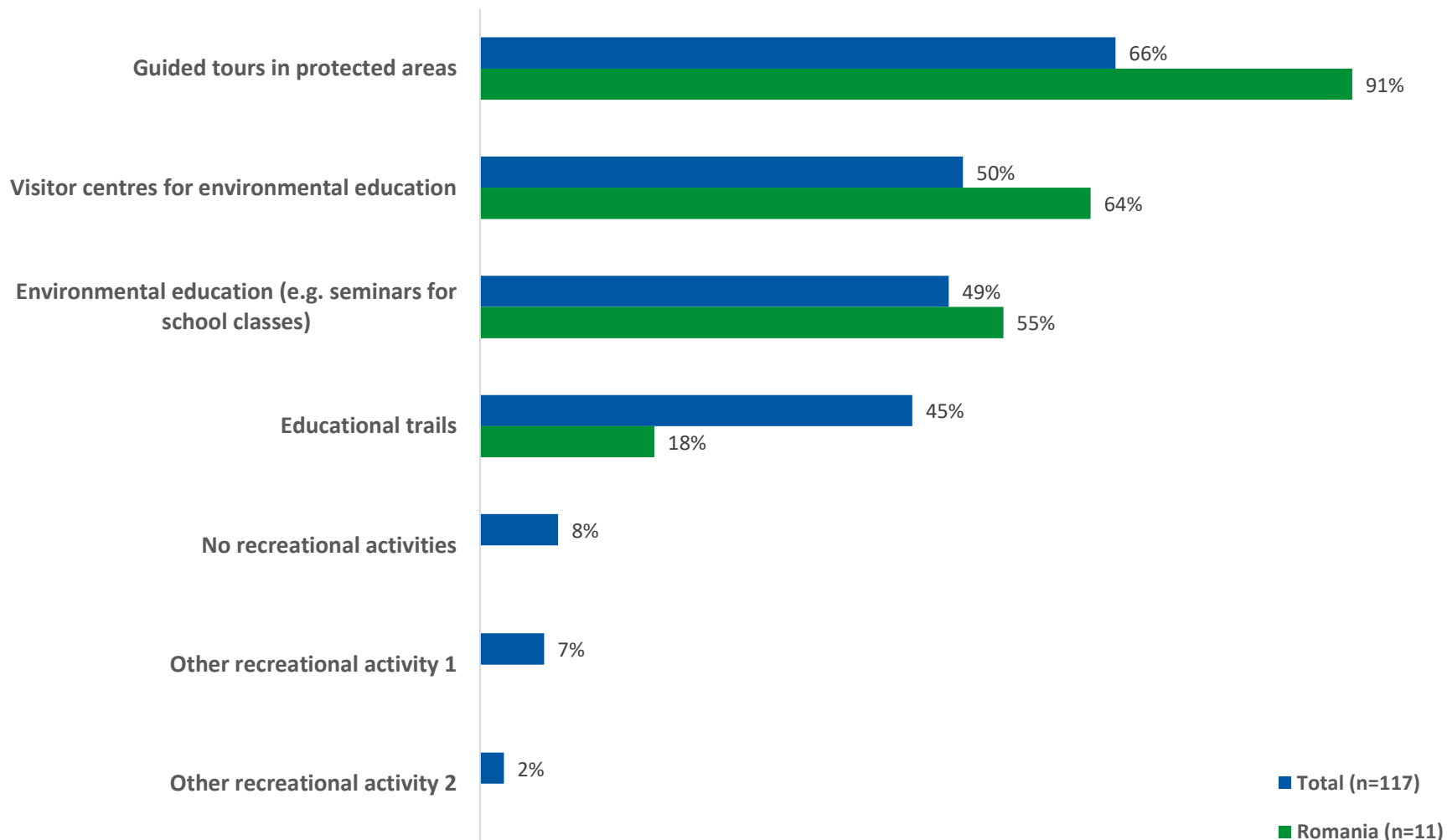
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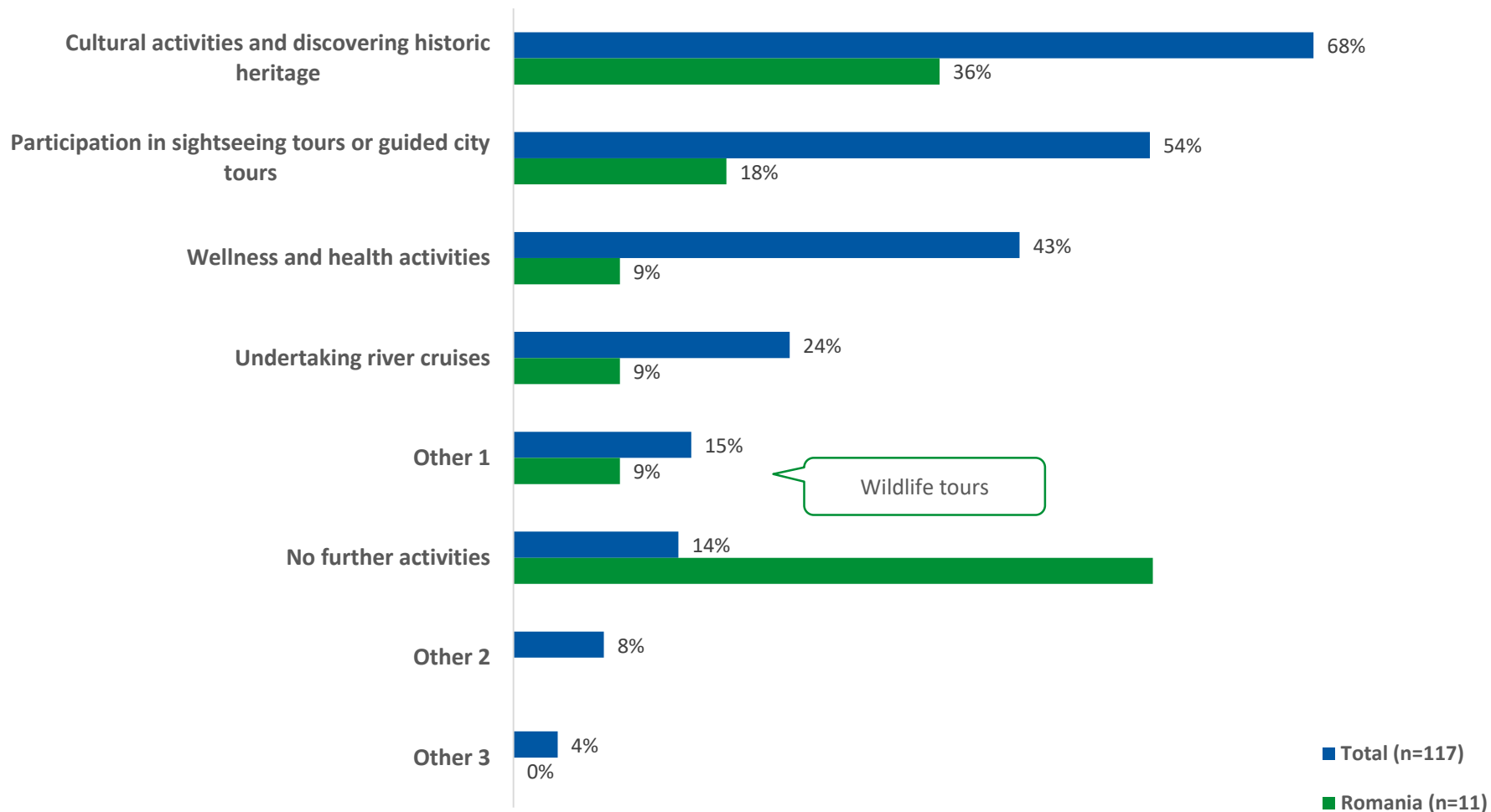
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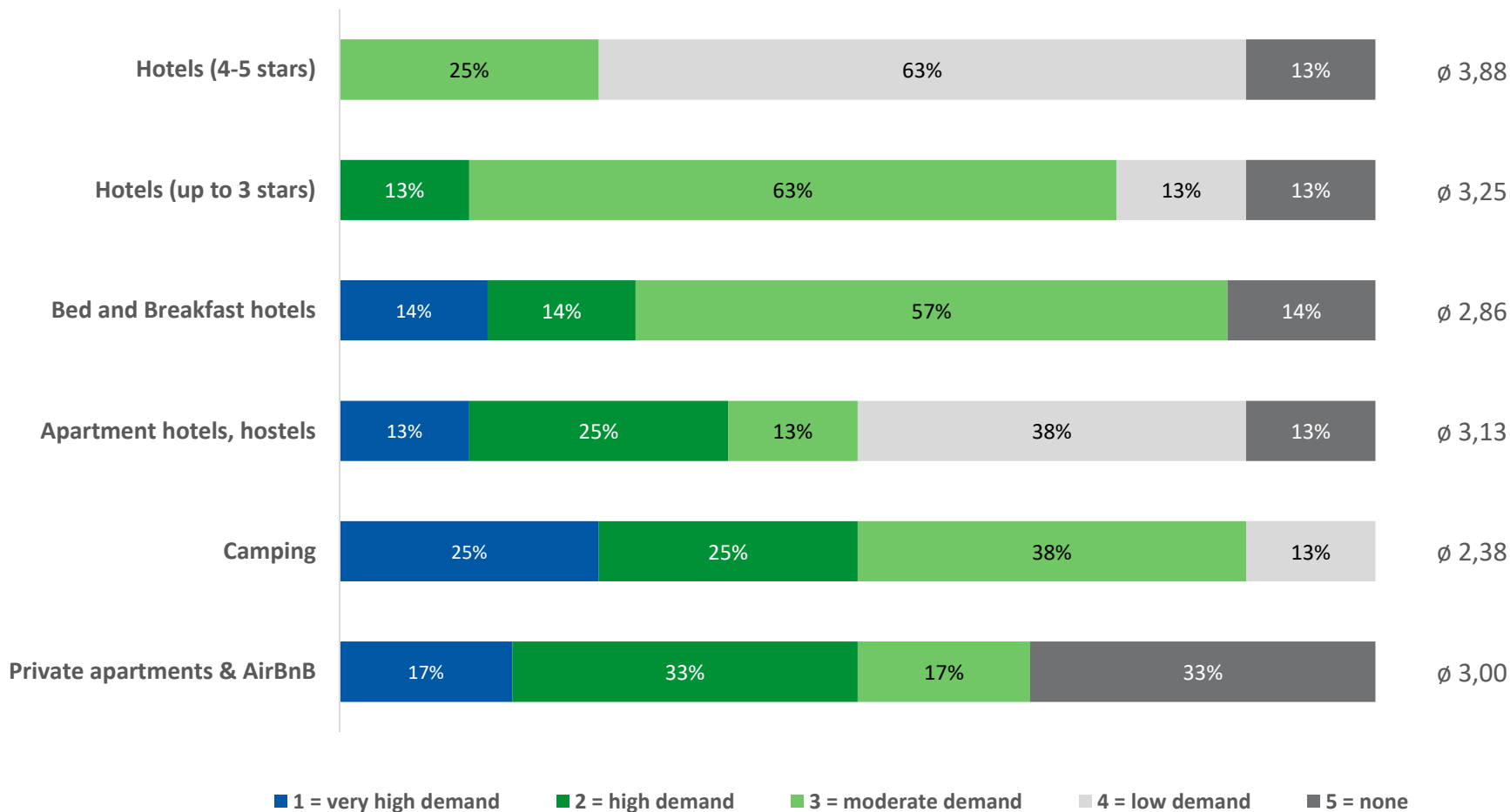
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Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.
all respondents



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?

all respondents (examples)

Strengths

- Friendly people
- Good organisational skills
- Good routes, beautiful places and really good natural resources for this
- Landscape

Weaknesses

- Bad roads
- Personal
- Bad infrastructure and not enough output for this
- Infrastructure

Opportunities

- Cheap accommodation
- Many tourists that are really interested in the area
- European initiatives
- Landscapes

Threats

- Third parties involved
- Pollution
- Agriculture, pressure upon nature
- No effective partnership between administration and business, lack of legislation for cycling tourism

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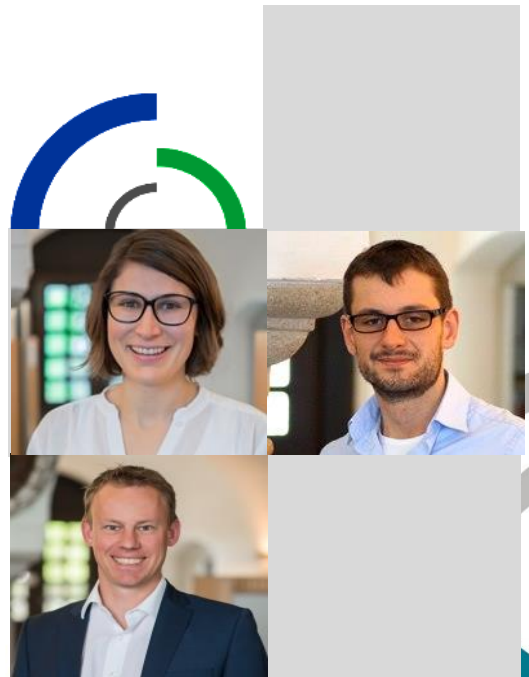
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WP3 Activity 3.2A / UP Transnational Market Research

final results for Serbia

Object of research

Transnational Market Research within the Interreg Project EcoVeloTour in order to gather an overview about regional specifics and the touristic structure in the participating countries along the EuroVelo network, focusing on cycle- and ecotourism.

Sample

Participation of Project Partners and their respective stakeholders (e.g. tourism boards, administrative districts) from countries involved in the EcoVeloTour project (Austria, Bulgaria, Germany, Hungary, Romania, Serbia, Slovakia). 118 participants in total.

Survey Methodology

Preparation: development of questionnaire with several feedback-loops within the EcoVeloTour project consortium.

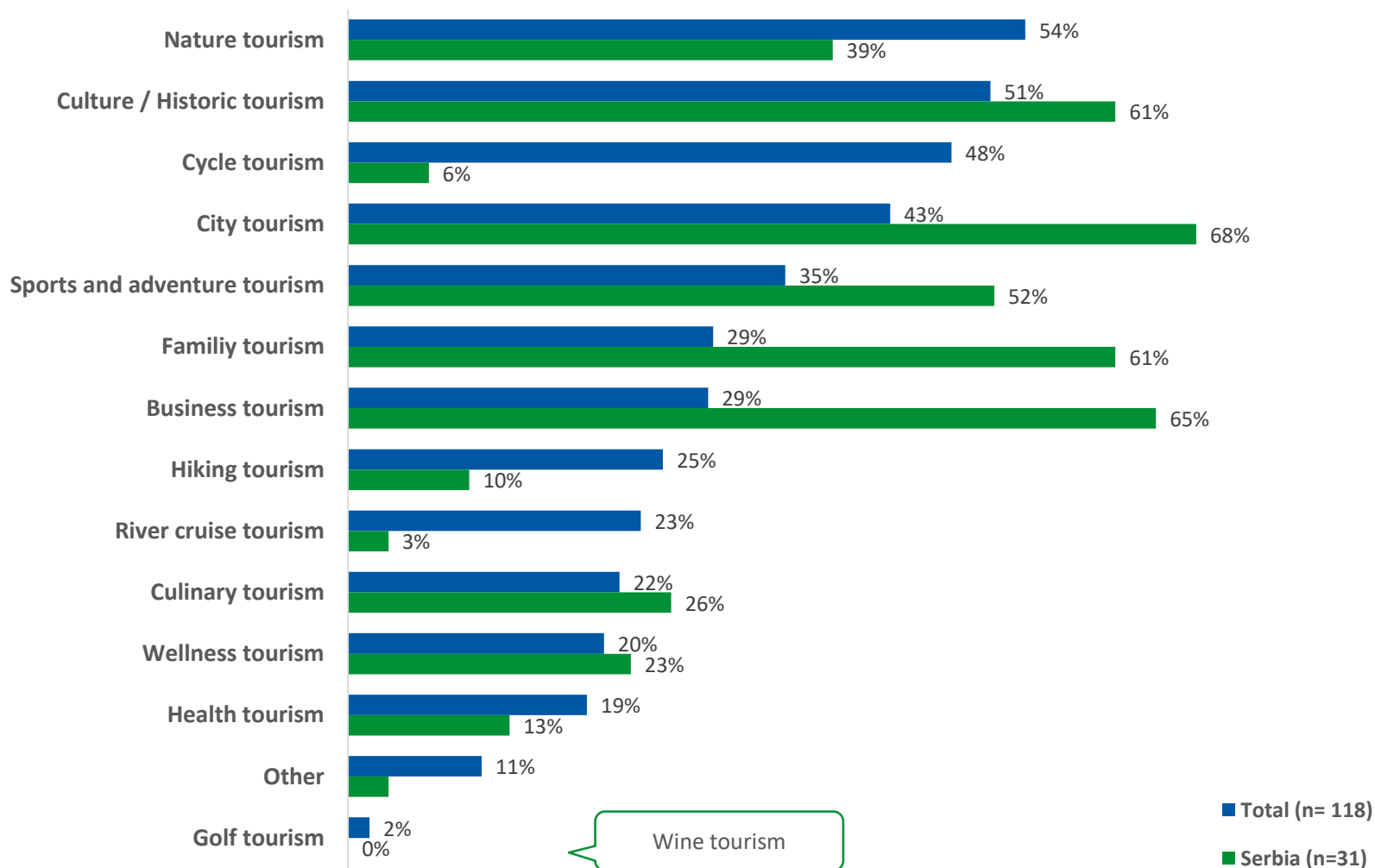
Conduct: Online Survey with possibility to attach and upload further information.

Survey Period

February 2019 to April 2019.

Strategic positioning in tourism

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)



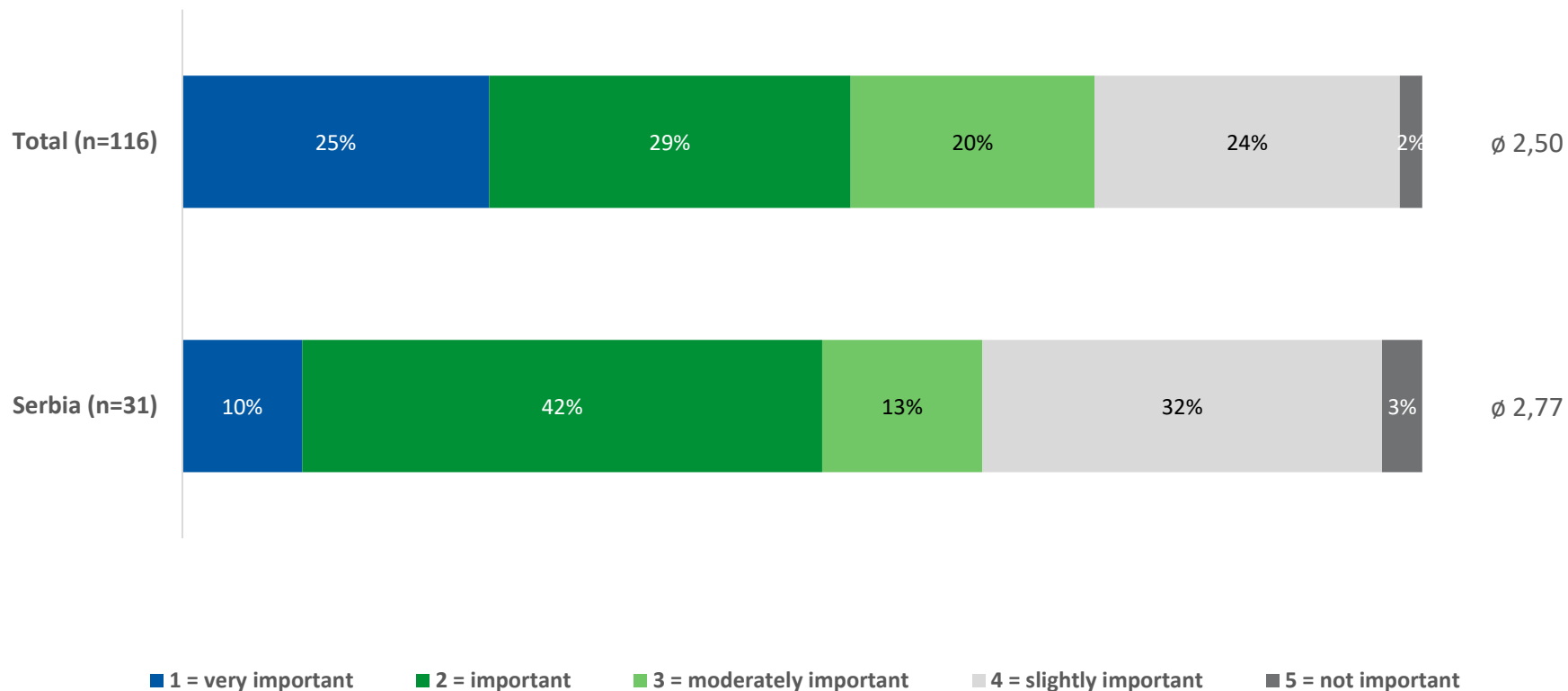
What is or are the unique selling proposition(s) of your region?
all respondents (Multiple answers possible.)

Unique selling propositions*

- Art nouveau architecture
- Beautiful nature
- Congress and cultural tourism
- Cultural heritage and tradition
- Festivals
- Natural diversity
- Thermal spring
- Unique nature, rivers, mountains, lakes

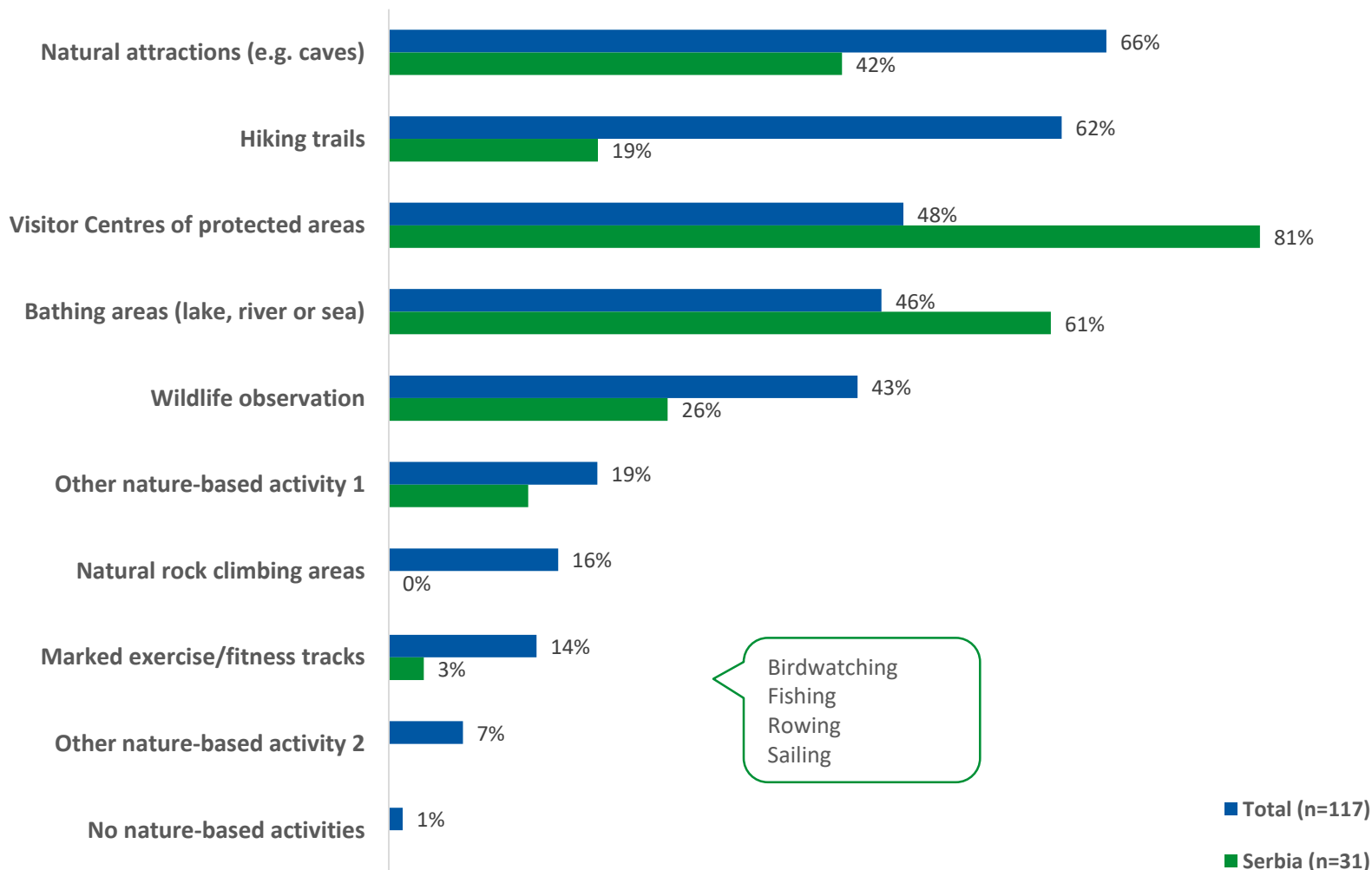
*examples; see whole list in detailed results

How important is cycle tourism in your region?
all respondents



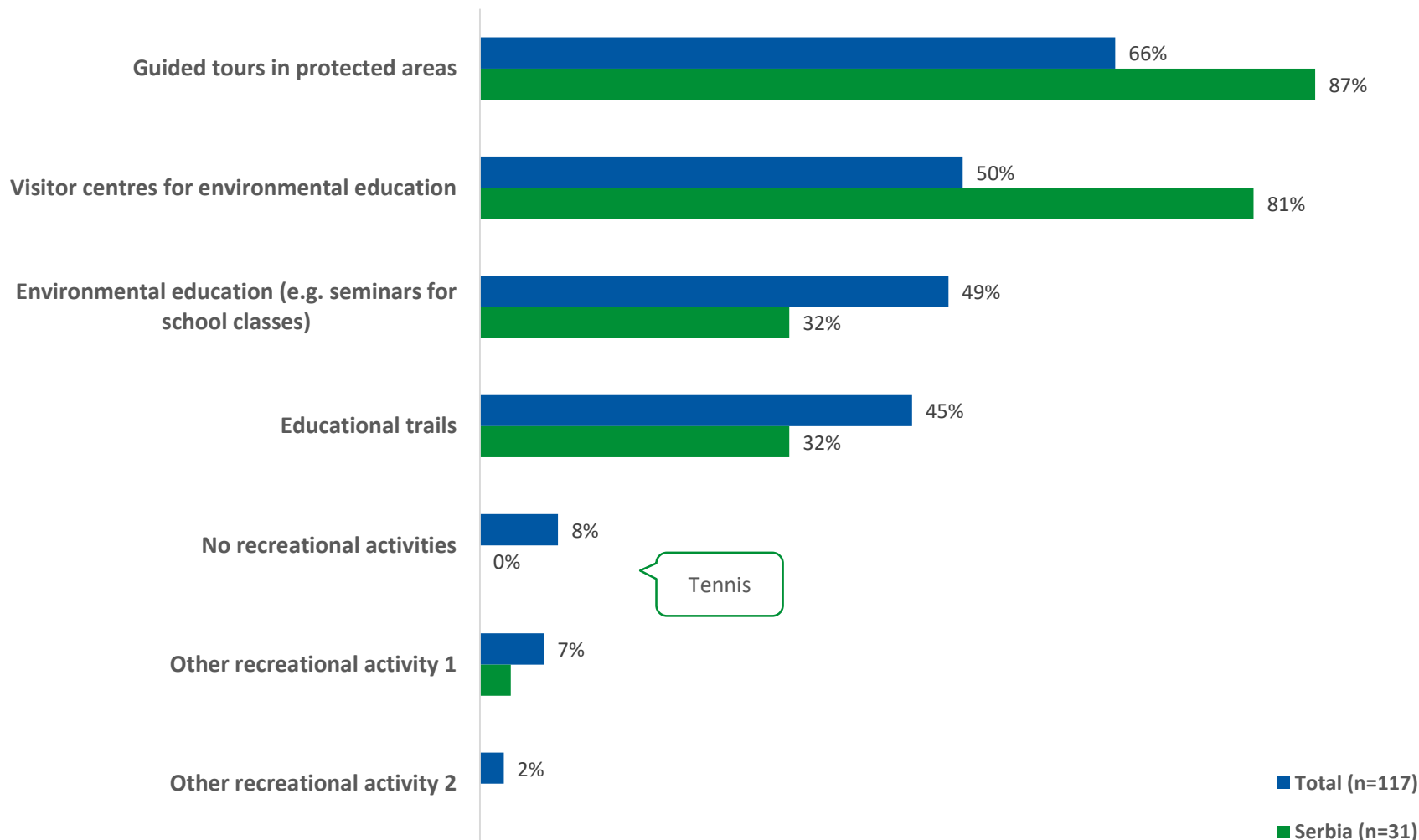
Nature-based activities

Which nature-based activities are offered and marketed in the region besides cycling?
all respondents (Multiple answers possible.)



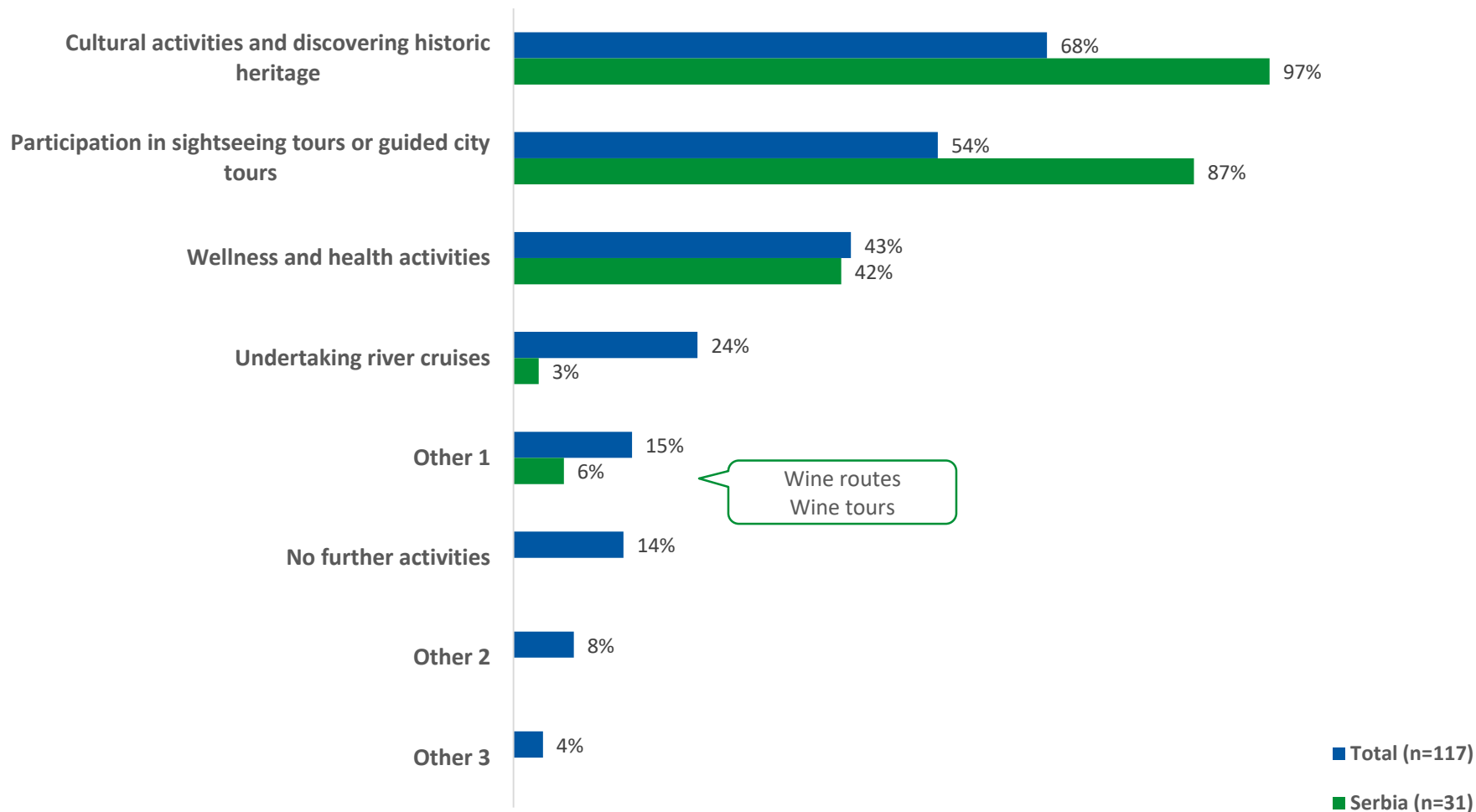
Recreational activities

Which recreational activities with environmental education as a key component does the region offer and market?
all respondents (Multiple answers possible.)



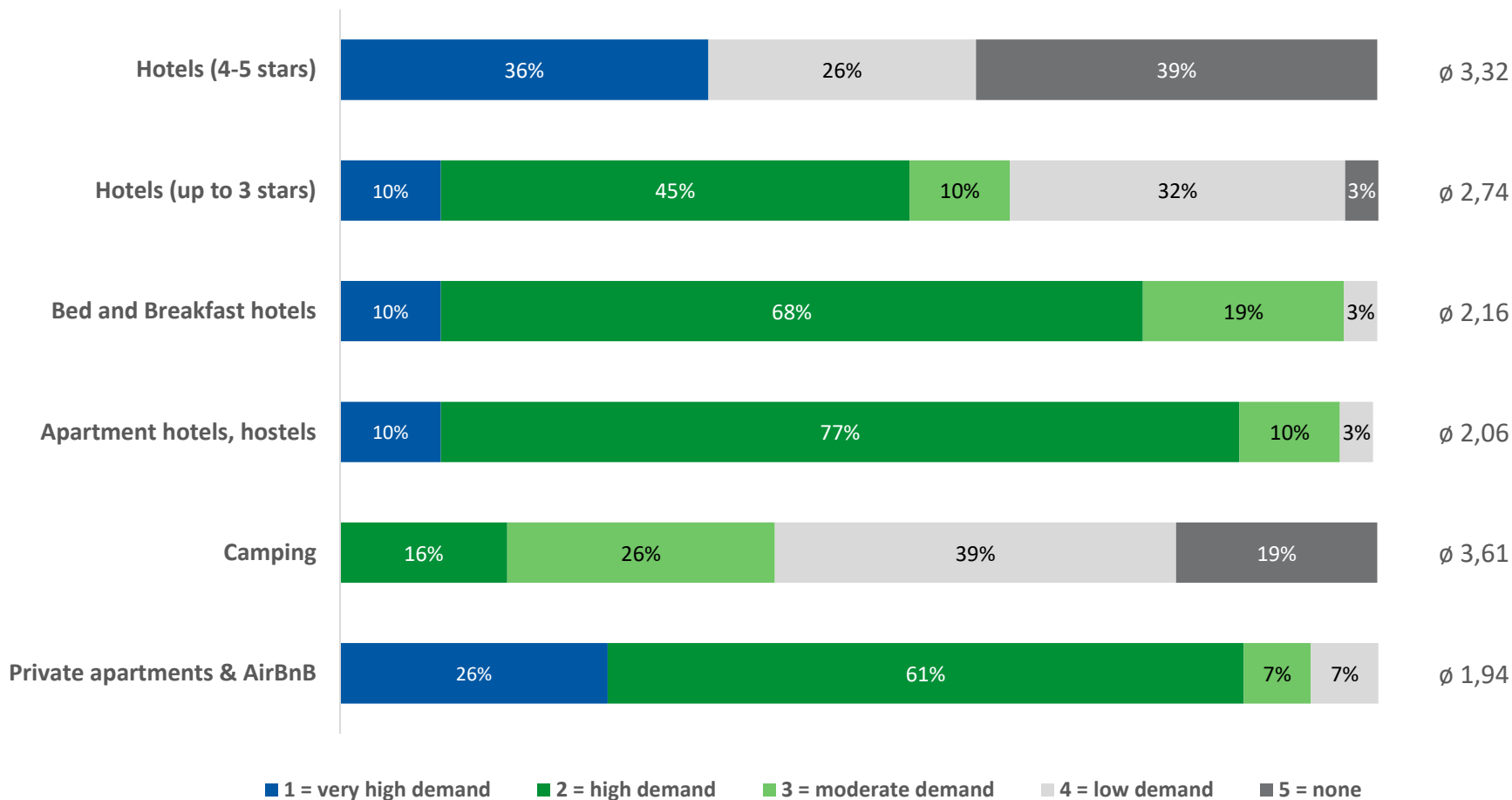
Offered activities for cycle tourists

Which activities does your region offer for cycle tourists?
all respondents (Multiple answers possible.)



Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.
all respondents



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?

all respondents (examples)

Strengths

- A guest house with more than 50 beds
- Biodiversity, thermal springs,
- Rich historical and cultural heritage and culinary specialties, e.g. traditional wineries in Vojvodina*
- Connecting countries and regions
- Bicycles are used as a means of transport and therefore there are bicycle trails in the city and the surrounding area

Weaknesses

- Lack of tourist agencies that offer cycling tours
- Not sufficiently developed touristic attractions, offers and high-quality services*
- Bad marketing, obsolete presentation of the regions, lack of information in foreign languages*
- Low level of infrastructure for cyclists, e.g. lack of resting areas infoboards, no modern cycling trails, poor public transportation*
- Unresolved property issues, e.g. thermo-mineral resources, use of other public spaces and resources*
- Uncoordinated use of cultural and historical heritage (e.g. castles)*
- Lack of accommodation capacities*

- Different and very interesting natural assets, insufficiently explored region
- European integration
- Touristic demand: more foreign tourists, upward trend of short breaks, aging of the travelling population, growing demand for health and spa products*
- Further diversification of touristic products:
in North Backa region: tourist valorization of existing sport offers like sport clubs or horseback riding, in Palic and Vojvodina region: focus on spa and health tourism*
- Synergies between Pannonian regions (especially in developing touring products)*

Opportunities

- Low number of tourists
- Political changes
- Investments in cycling routes
- Very bad infrastructure
- Depopulation of the region, aging of the population, outflow of trained young staff*
- Regional competition of similar destinations instead of cooperation*
- Inadequate and inefficient protection of natural and cultural assets: e.g. unplanned construction projects taking up space around touristic attractions and bad water quality at Lake Palic due to agriculture*

Threats

*additional notes extracted from the uploaded files



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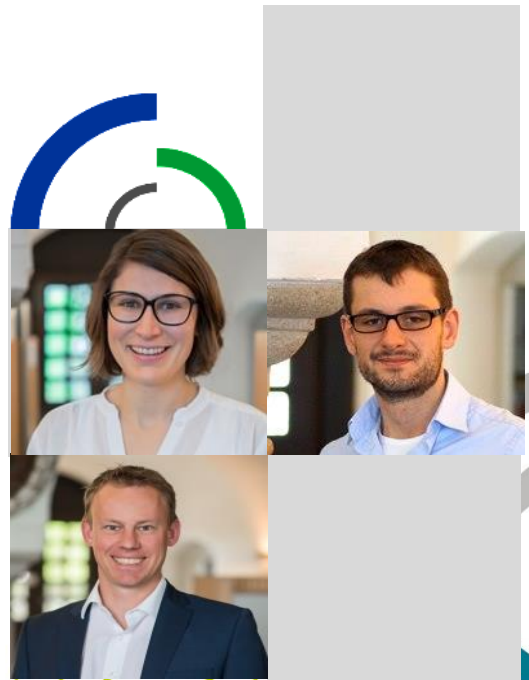
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WP3 Activity 3.2A / UP Transnational Market Research

final results for Slovakia



Object of research

Transnational Market Research within the Interreg Project EcoVeloTour in order to gather an overview about regional specifics and the touristic structure in the participating countries along the EuroVelo network, focusing on cycle- and ecotourism.

Sample

Participation of Project Partners and their respective stakeholders (e.g. tourism boards, administrative districts) from countries involved in the EcoVeloTour project (Austria, Bulgaria, Germany, Hungary, Romania, Serbia, Slovakia). 118 participants in total.

Survey Methodology

Preparation: development of questionnaire with several feedback-loops within the EcoVeloTour project consortium.

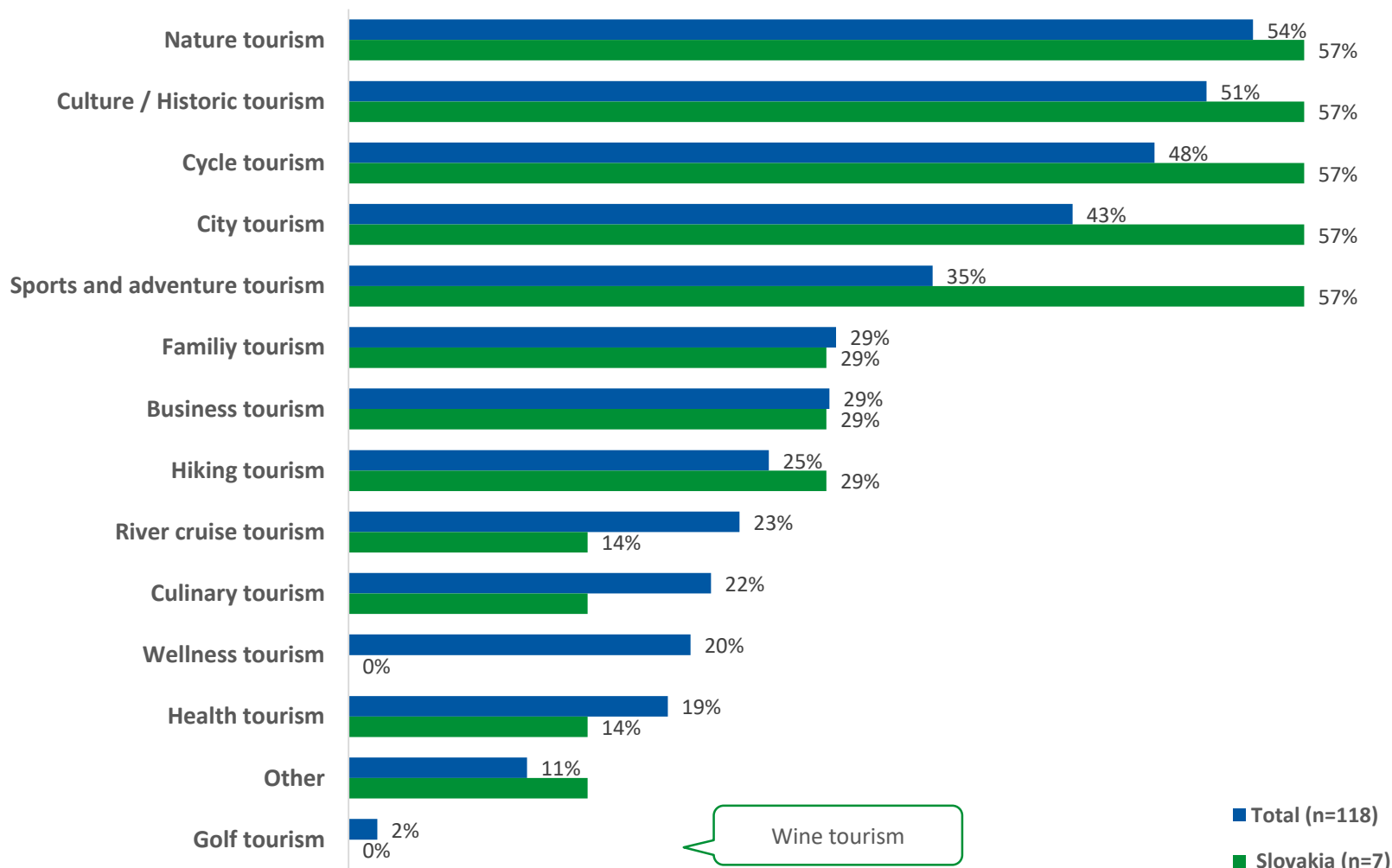
Conduct: Online Survey with possibility to attach and upload further information.

Survey Period

February 2019 to April 2019.

Strategic positioning in tourism

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)



Unique selling proposition(s)

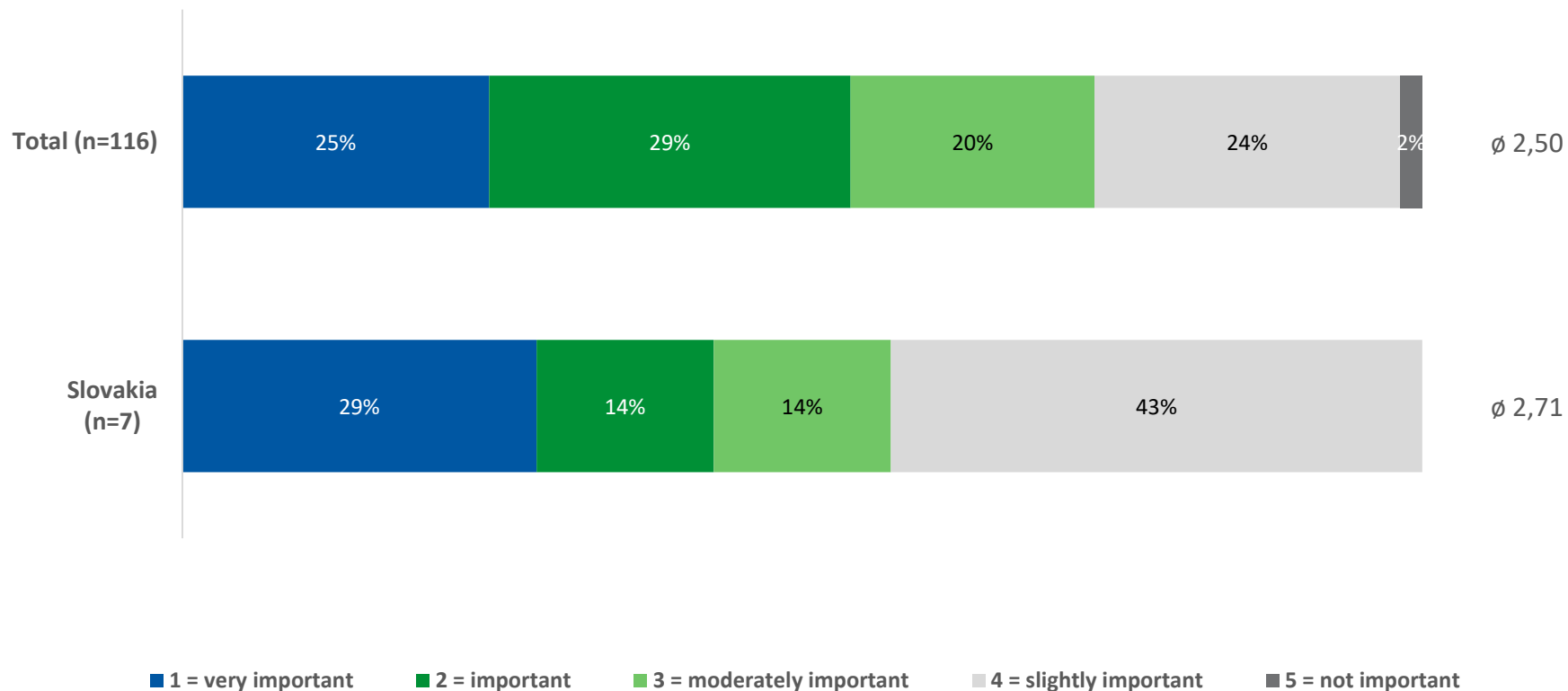
What is or are the unique selling proposition(s) of your region?
all respondents (Multiple answers possible.)

Unique selling propositions*

- 18 Unesco sites within 100 minutes by car from Košice
- Culinary
- Historic culture
- Nature tourism
- River cruise
- Sightseeing
- Six caves listed in UNESCO
- Two national nature parks
- Wine

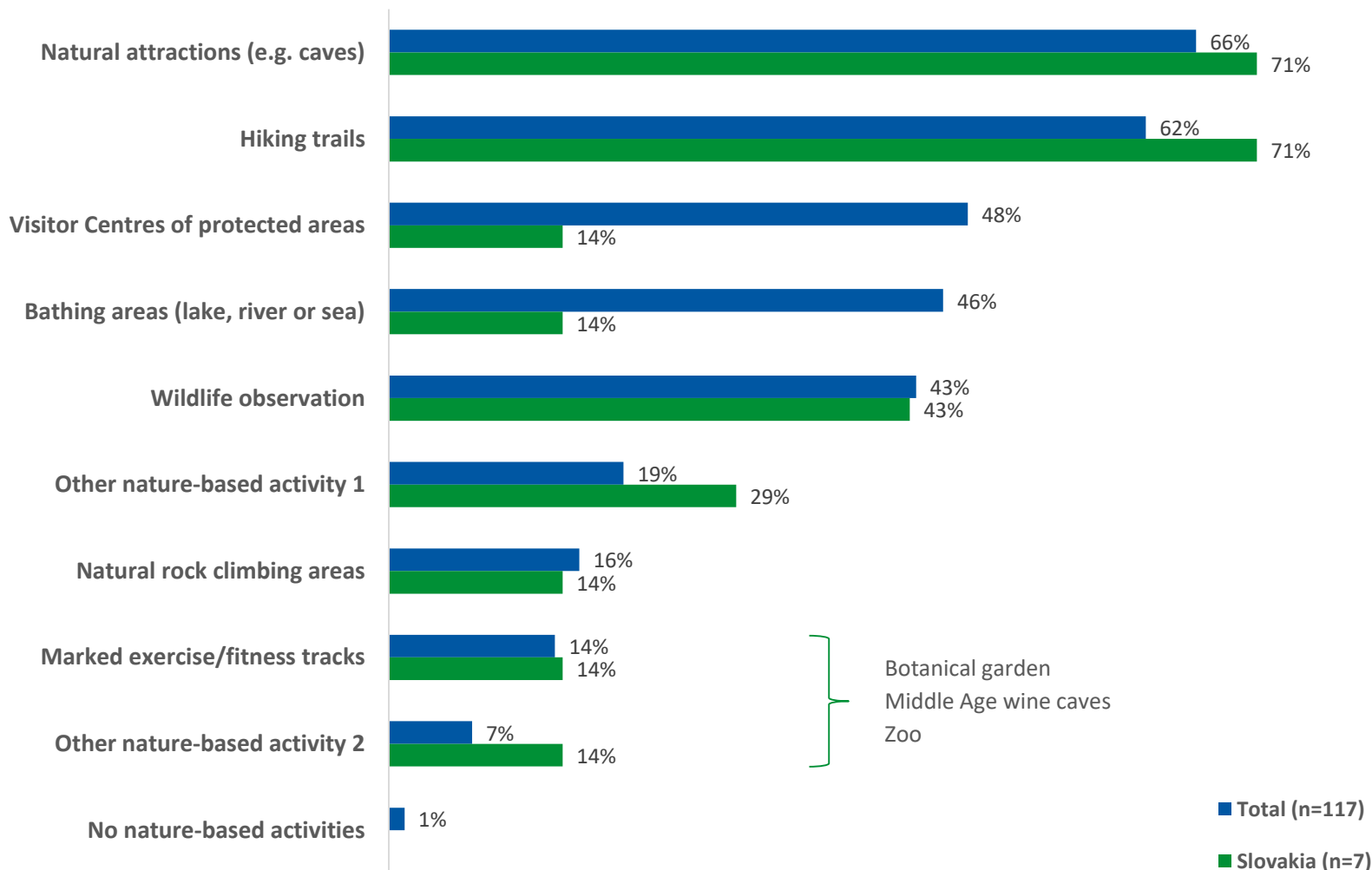
*examples; see whole list in detailed results

How important is cycle tourism in your region?
all respondents



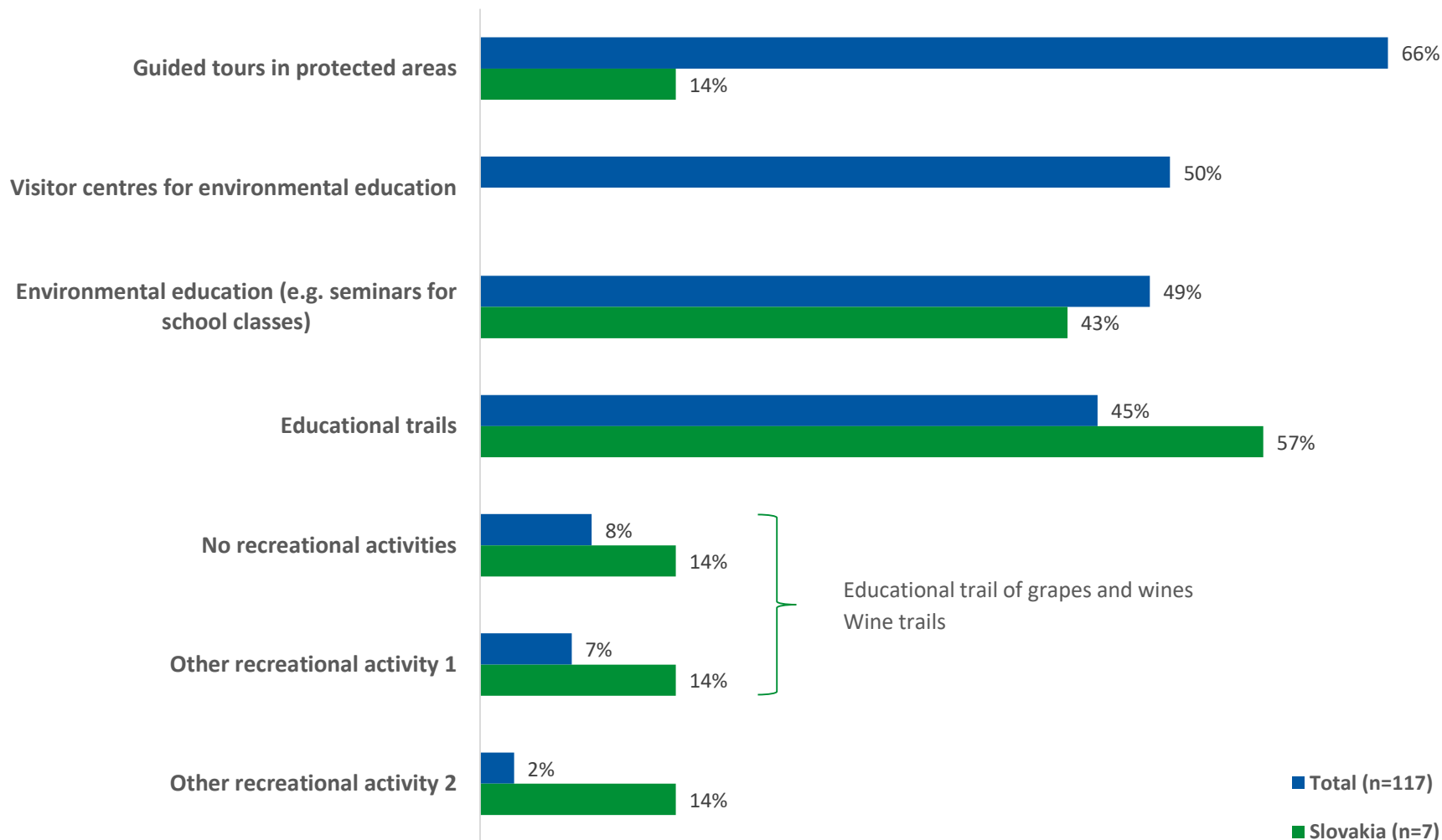
Nature-based activities

Which nature-based activities are offered and marketed in the region besides cycling?
all respondents (Multiple answers possible.)



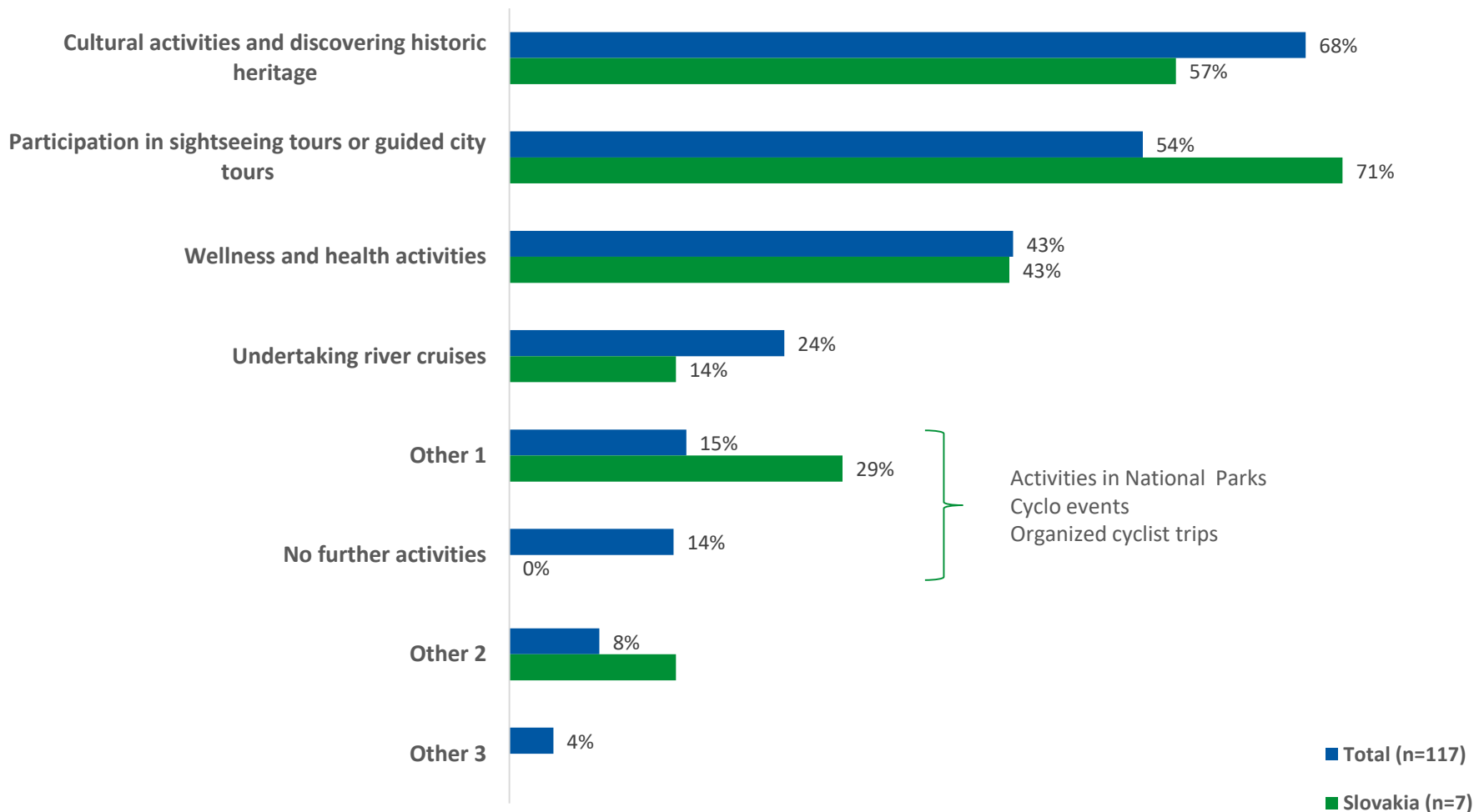
Recreational activities

Which recreational activities with environmental education as a key component does the region offer and market?
all respondents (Multiple answers possible.)



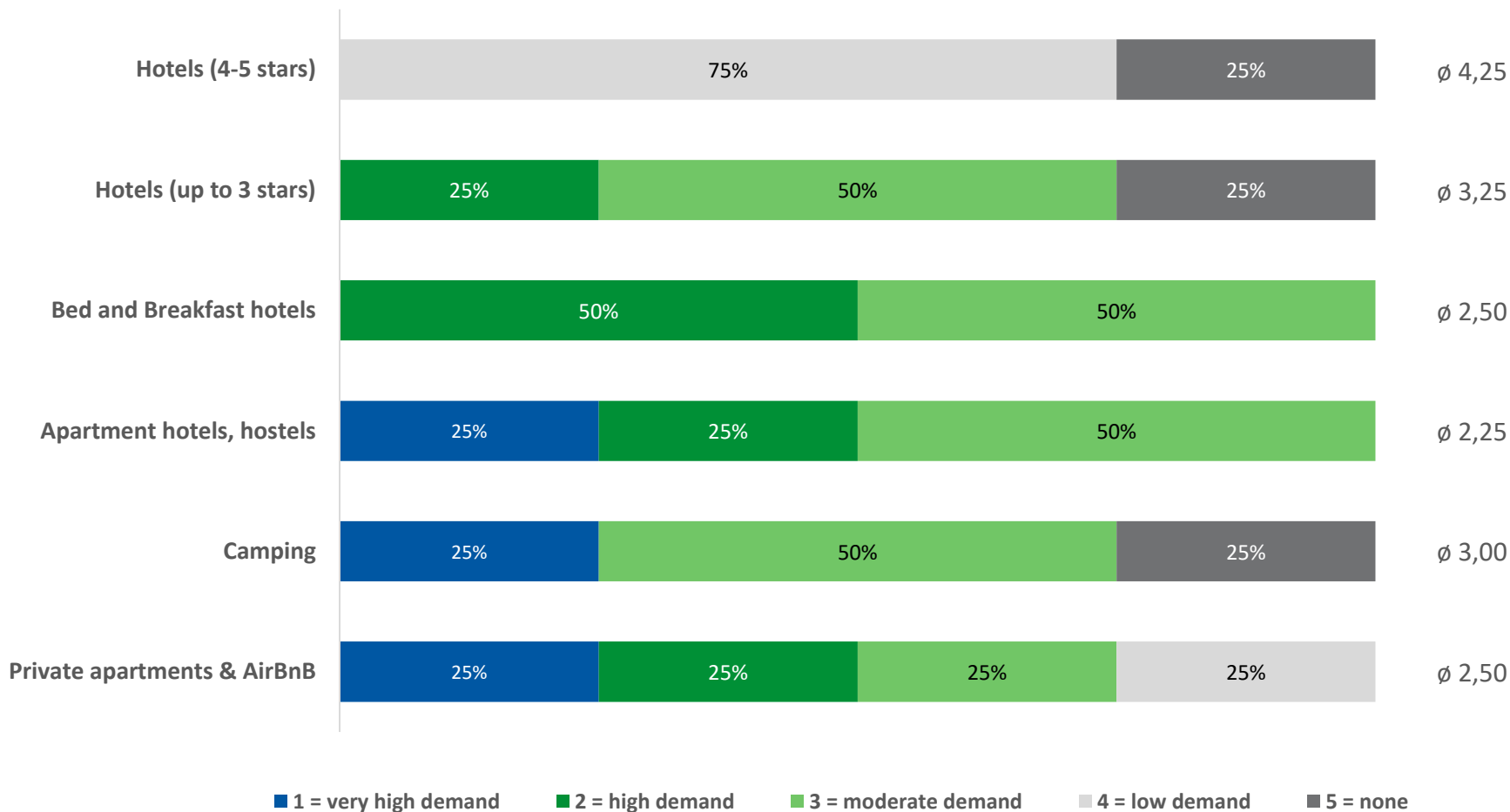
Offered activities for cycle tourists

Which activities does your region offer for cycle tourists?
all respondents (Multiple answers possible.)



Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.
all respondents (Multiple answers possible.)



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?

all respondents (examples)

Strengths

- Beautiful nature, good landscapes for cyclists, efforts of communities
- EuroVelo is planned along the river Hornad Pleasant nature, Tourist attractions in the area
- Natural wealth, great potential for Ecotourism development
- Nature, weather conditions, landscape, river, accommodation
- Tokaj region internationally known for it's wine*

Weaknesses

- Weak infrastructure, no data about cyclists, no systematic monitoring of cyclists, weak touristic products offered for cyclists, low financial support for these activities
- Lack of tourist services
- Bad cycling infrastructure and high density of cars
- Institutional fragmentation of tourism actors*, no destination management organization
- No uniform marketing appearance and information system for visitors*
- Insufficient support for small and medium-sized enterprises*
- High outflow of money generated through tourism because the entrepreneurs involved are not from the region and many products are imported to the region*

- Small business initiation and job creation, Water tourism potential, Potential for cross border tourist products
- Possible use of ESIF (Mapping of the use of European Structural and Investment Funds)
- Cultural and historical heritage (e.g. archeology in Tokaj region*), cross-boarder cooperation
- Intensify cooperation with partners, e.g. with tourism industry in the Hungarian part of the Tokaj region*
- Improve education and create job opportunities in the tourism industry*
- Touristic diversification and better communication about existing products and strengths, e.g. for Tokaj region: promote as an easy cycling area, promote natural education walks for families or water sports*

Opportunities

Threats

- The fall of cycling euphoria, low state/regional political support,
- Unsettled ownership
- Legislation, access of domestic entrepreneurs
- Insufficient financial support for product ideas and thus no new innovations*
- Aging population and outflow of educated young people of rural areas*

*additional notes extracted from the uploaded files



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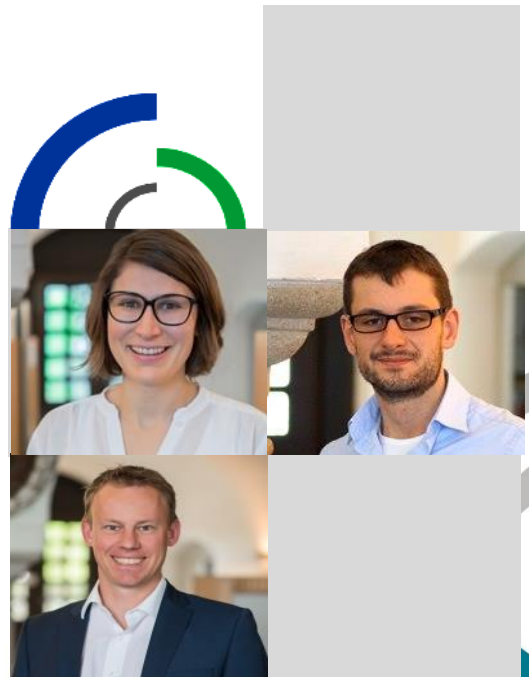
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WP3 Activity 3.2A / UP Transnational Market Research

final results – benchmark



Object of research

Transnational Market Research within the Interreg Project EcoVeloTour in order to gather an overview about regional specifics and the touristic structure in the participating countries along the EuroVelo network, focusing on cycle- and ecotourism.

Sample

Participation of Project Partners and their respective stakeholders (e.g. tourism boards, administrative districts) from countries involved in the EcoVeloTour project (Austria, Bulgaria, Germany, Hungary, Romania, Serbia, Slovakia). 118 participants in total.

Survey Methodology

Preparation: development of questionnaire with several feedback-loops within the EcoVeloTour project consortium.

Conduct: Online Survey with possibility to attach and upload further information.

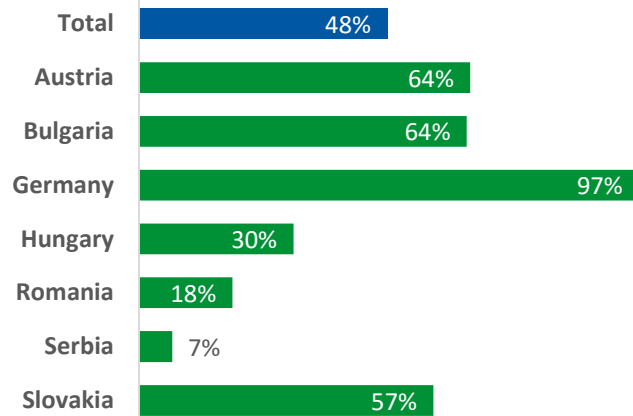
Survey Period

February 2019 to April 2019.

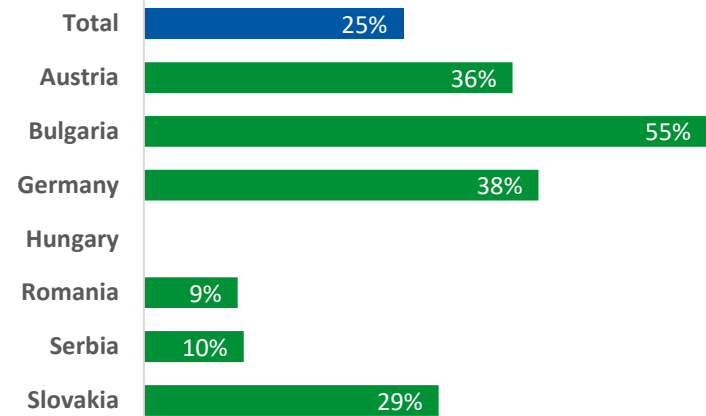
Strategic positioning in tourism (1)

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)

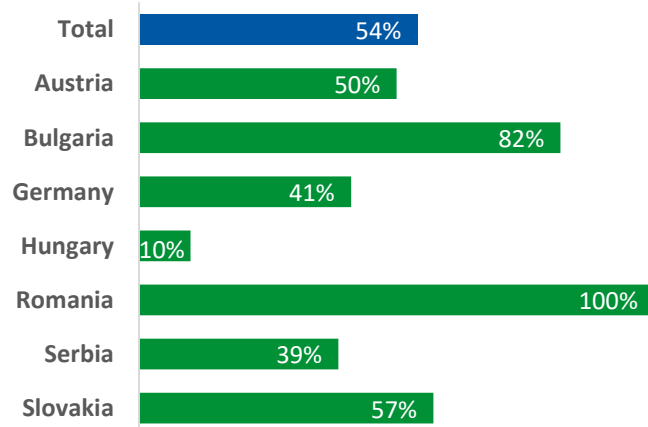
Cycle tourism



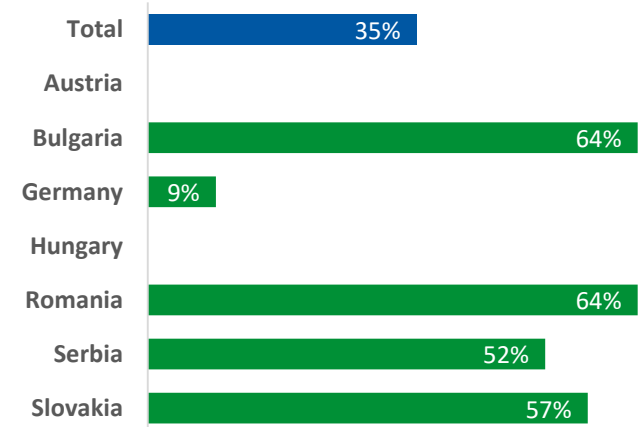
Hiking tourism



Nature tourism



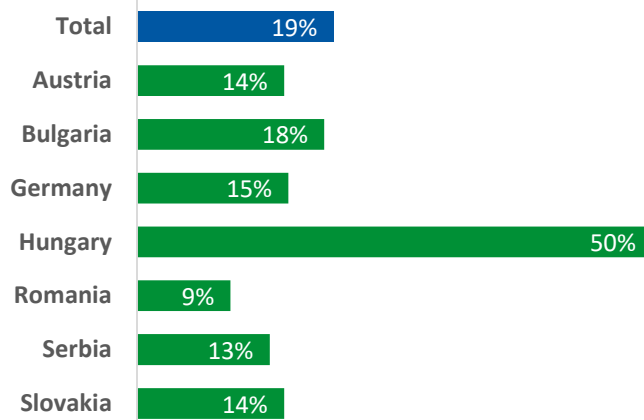
Sports and adventure tourism



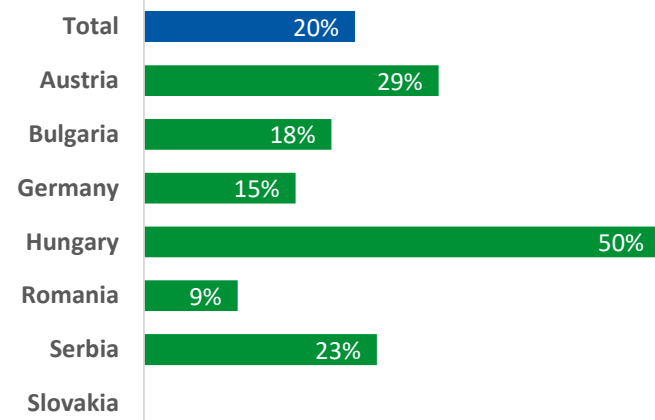
Strategic positioning in tourism (2)

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)

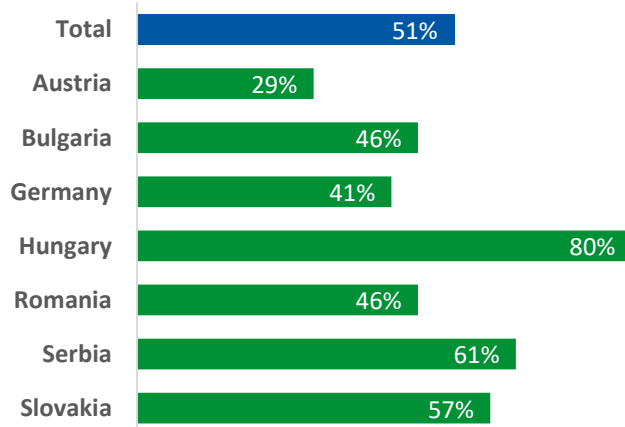
Health tourism



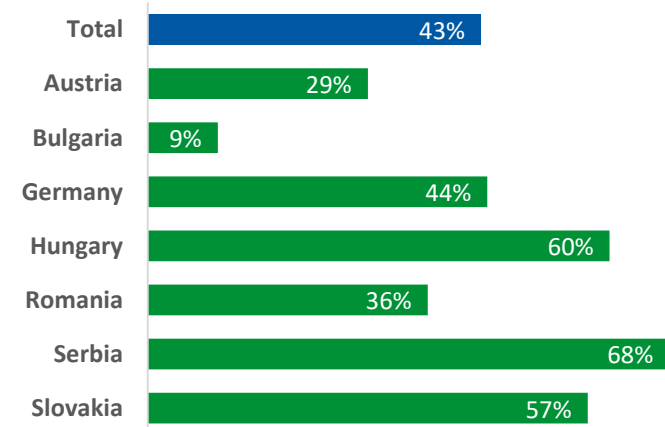
Wellness tourism



Culture / Historic tourism



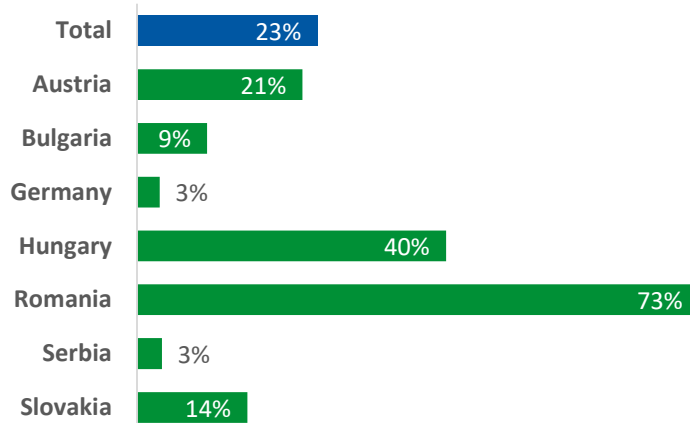
City tourism



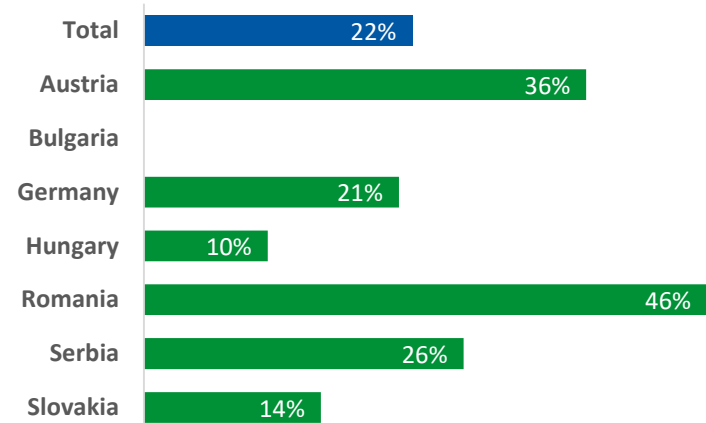
Strategic positioning in tourism (3)

What are the main points of your region's strategic positioning in tourism?
all respondents (Multiple answers possible.)

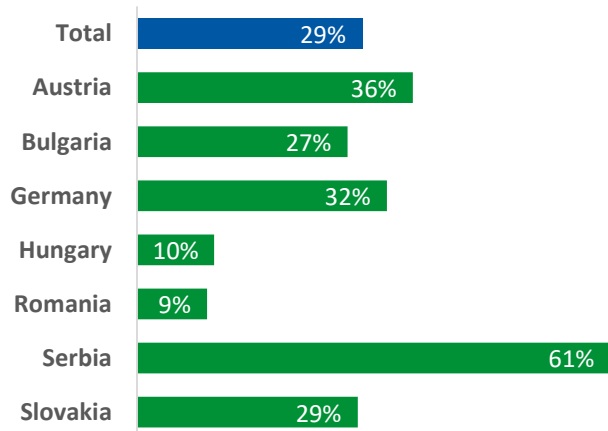
River cruise tourism



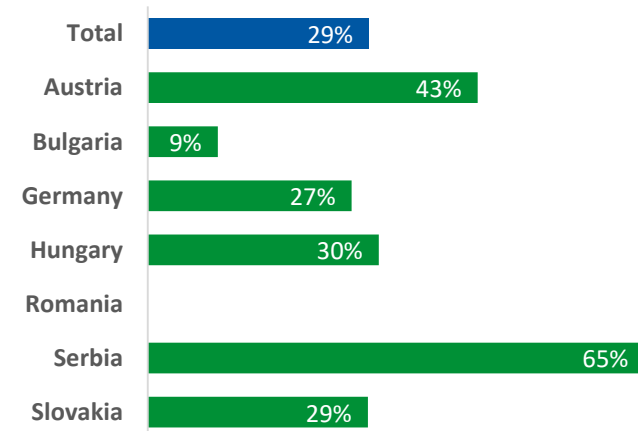
Culinary tourism



Family tourism

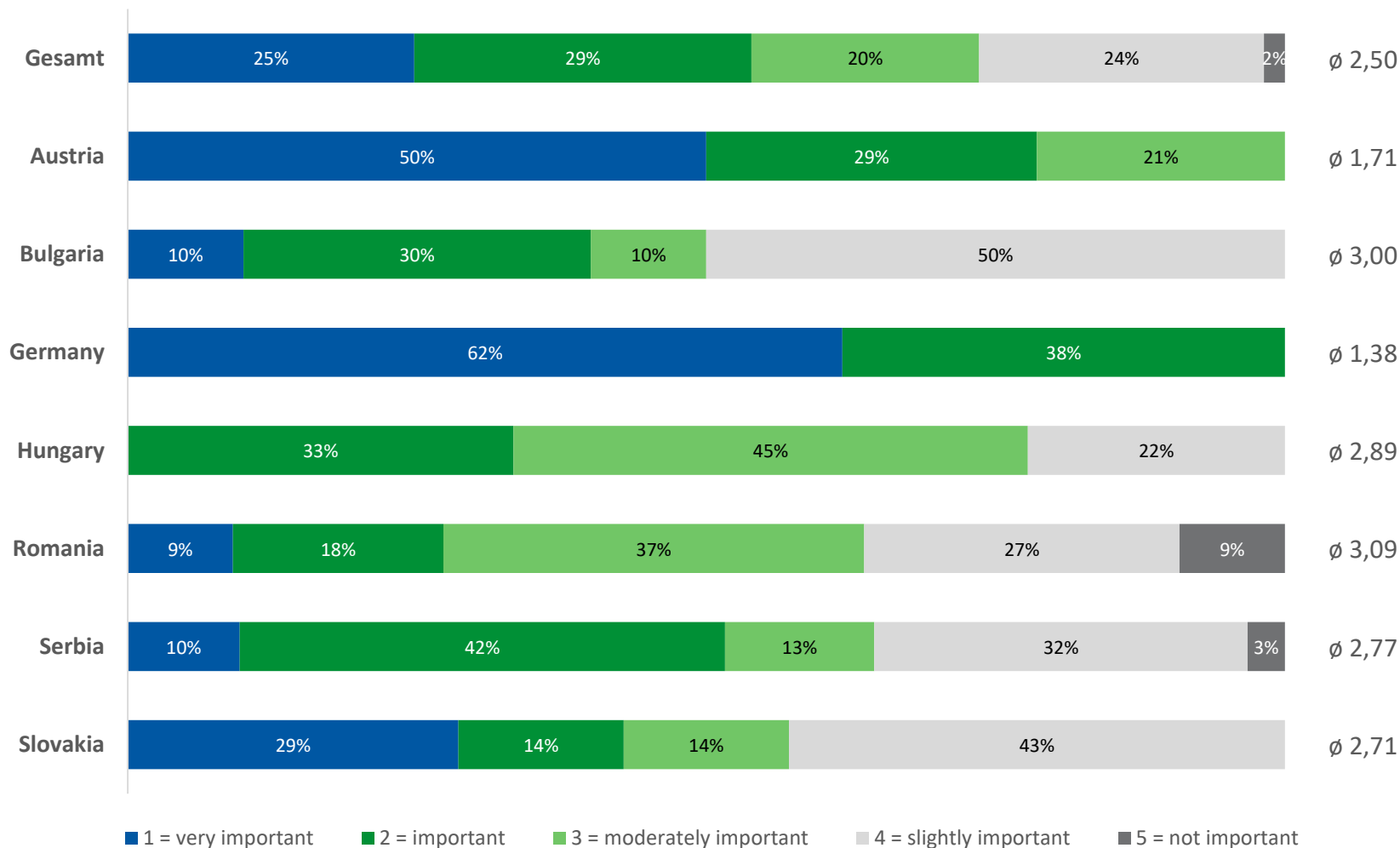


Business tourism



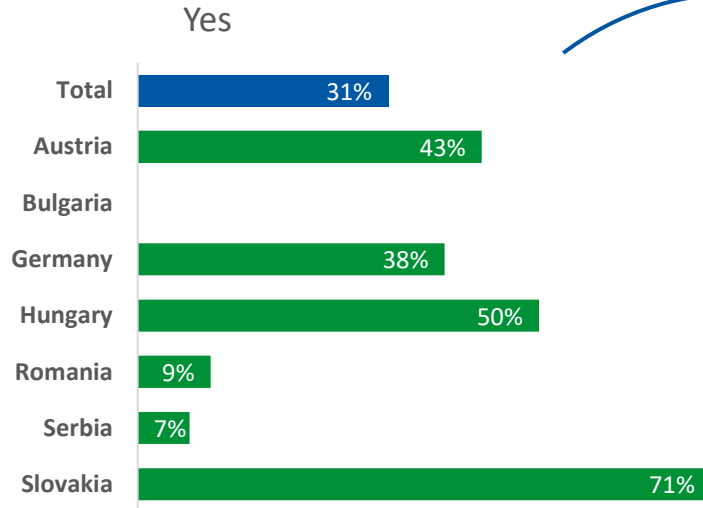
Importance of cycle tourism

How important is cycle tourism in your region?
all respondents



Defined political strategic plans

Are there defined political strategic plans within cycle tourism (on regional or national level)?
all respondents



strategic plans on regional level*

- Relaunch of cycletourism
- Development of regional bike tourism products, MTB and touring
- Tourism Development Strategy of Vojvodina 2018-2024
- Strategy of cycle transport and cycle tourism development in Trencin

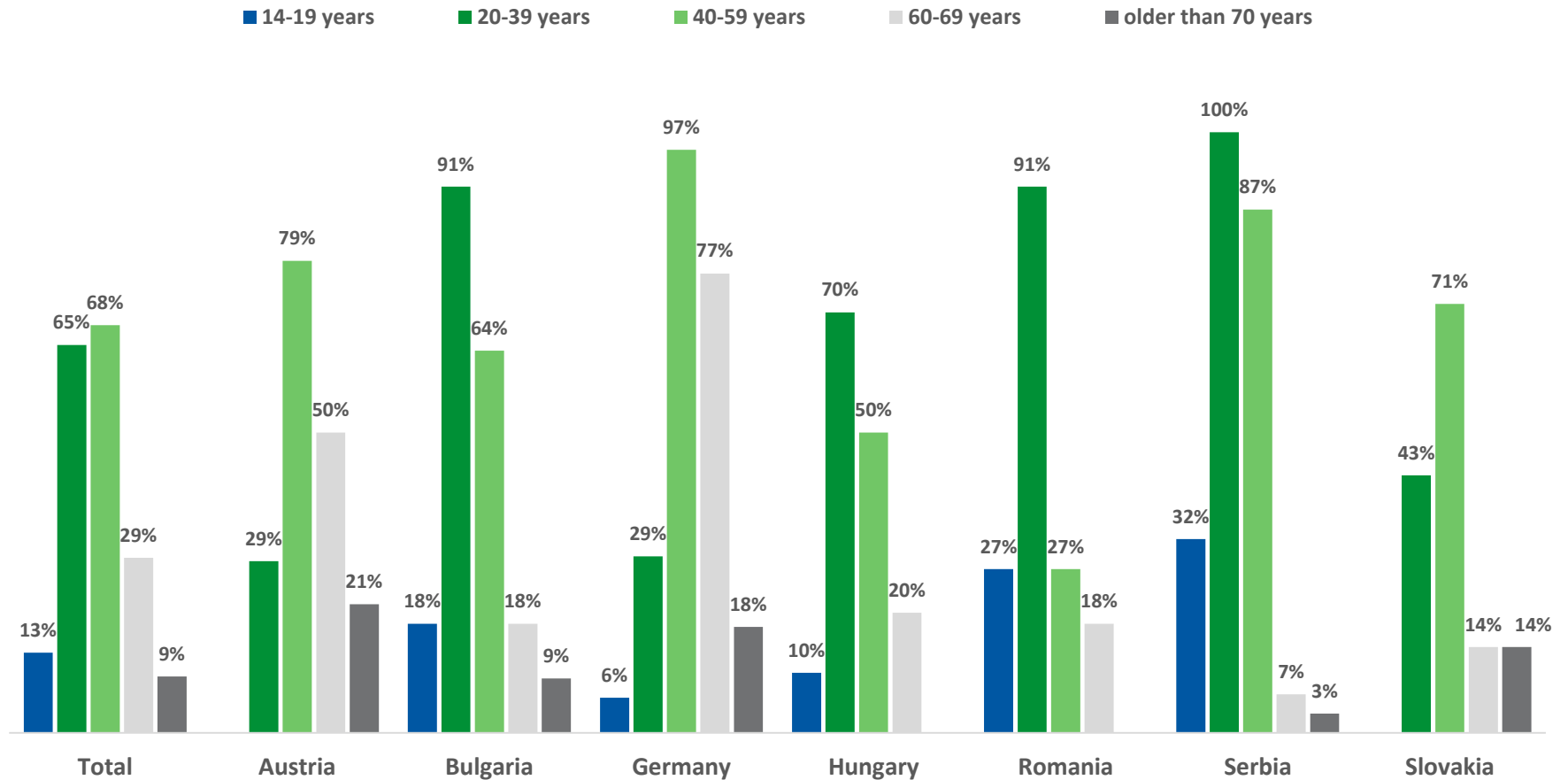
strategic plans on national level*

- 2020 National Cycling Plan
- Development of the bike route around Lake Balaton
- Tourism development strategy Republic of Serbia
- National strategy of cycle transport and cycle tourism development

*examples; see whole list in detailed results

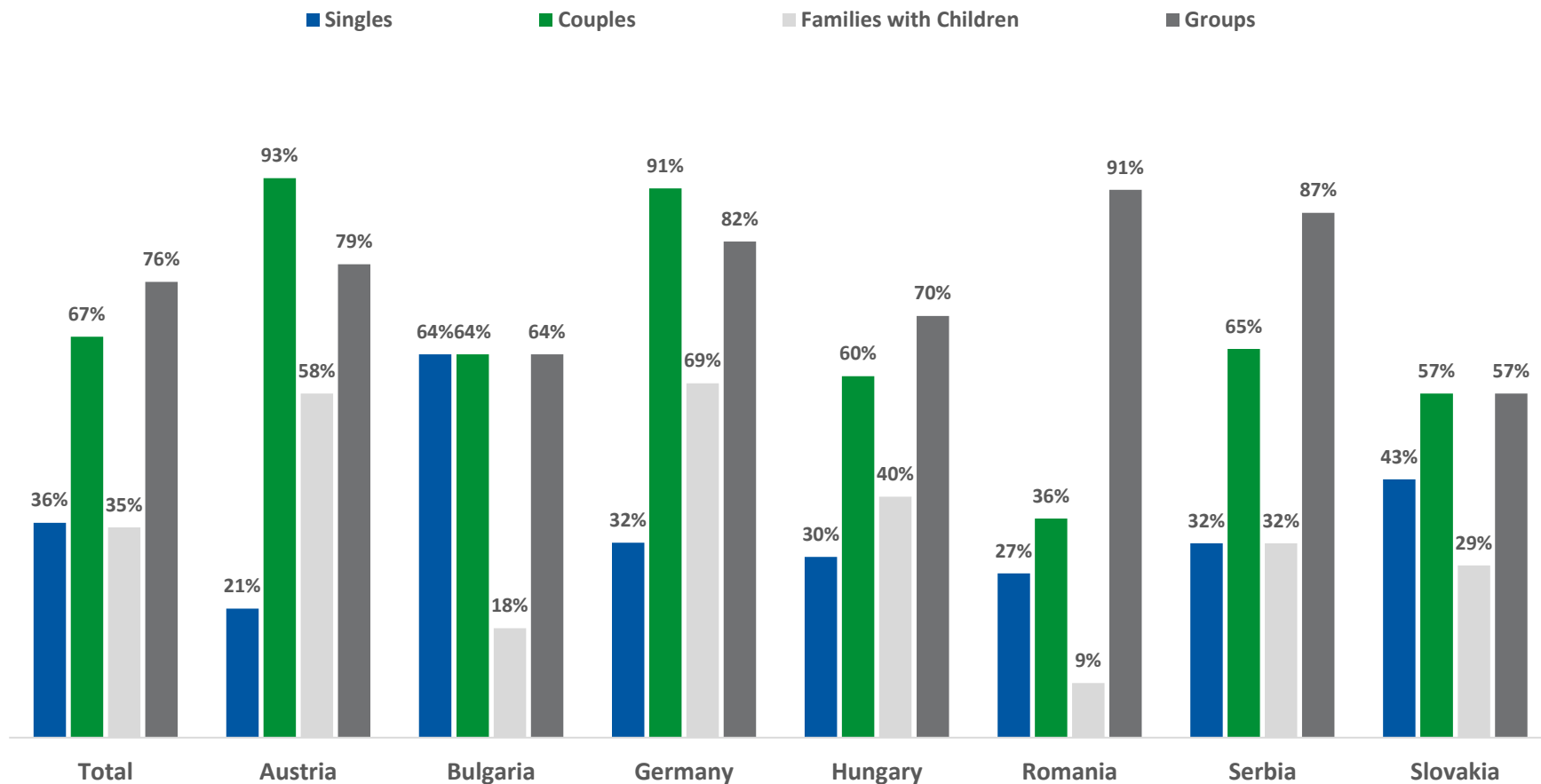
Data weighting according to equal distribution across countries

Which of the following characteristics describe the main target groups within cycle tourism in your region?
all respondents (Multiple answers possible.)



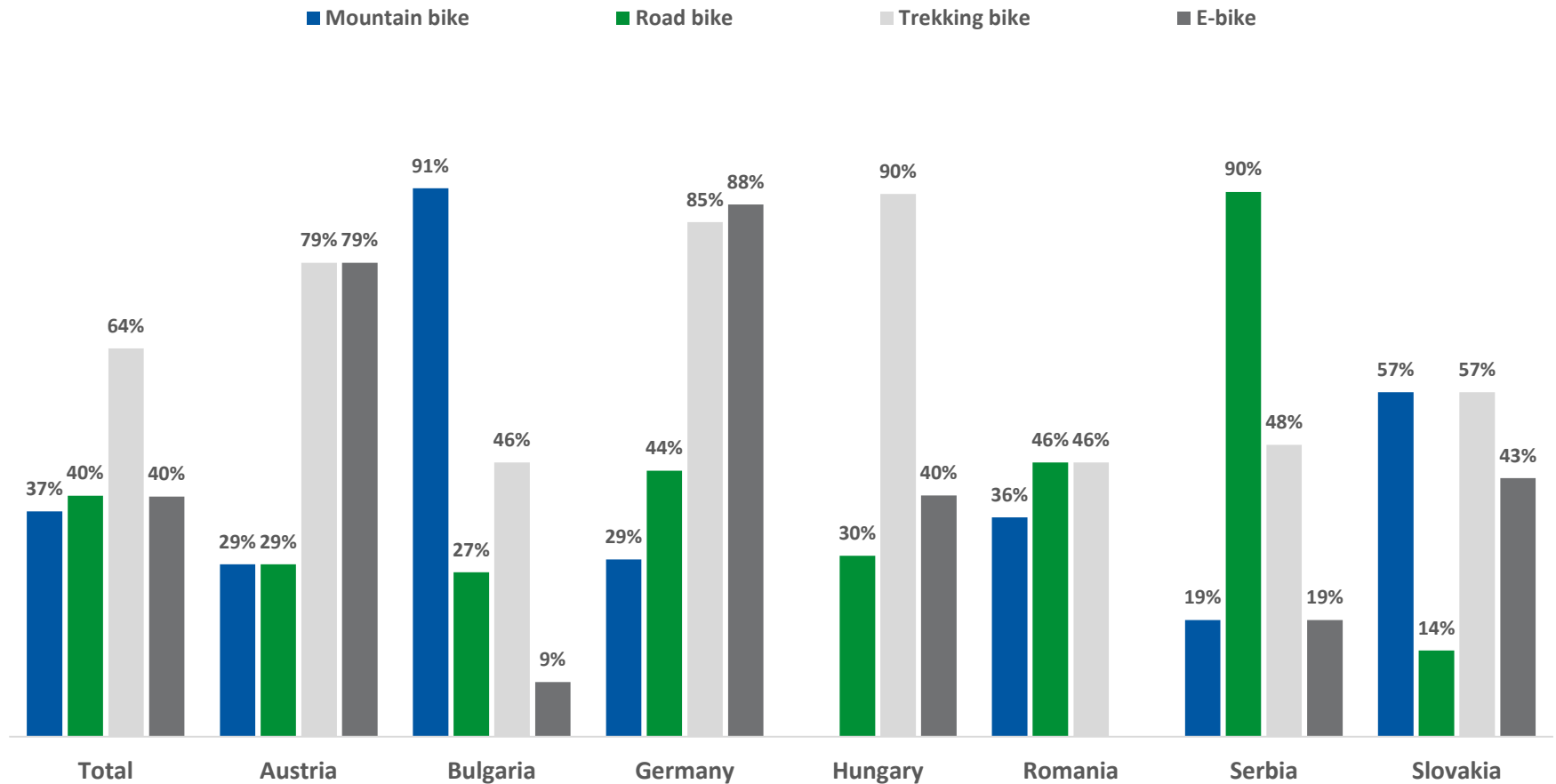
Main target groups – travel group

Which of the following characteristics describe the main target groups within cycle tourism in your region?
all respondents (Multiple answers possible.)



Main target groups – bicycle type

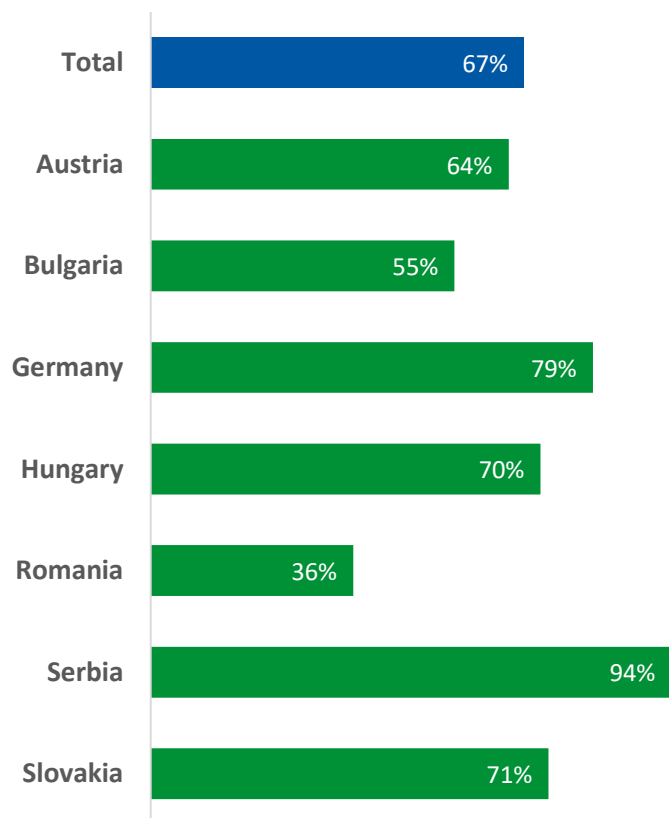
Which of the following characteristics describe the main target groups within cycle tourism in your region?
all respondents (Multiple answers possible.)



Main target groups – source market

Which of the following characteristics describe the main target groups within cycle tourism in your region?
all respondents (Multiple answers possible.)

Domestic tourists

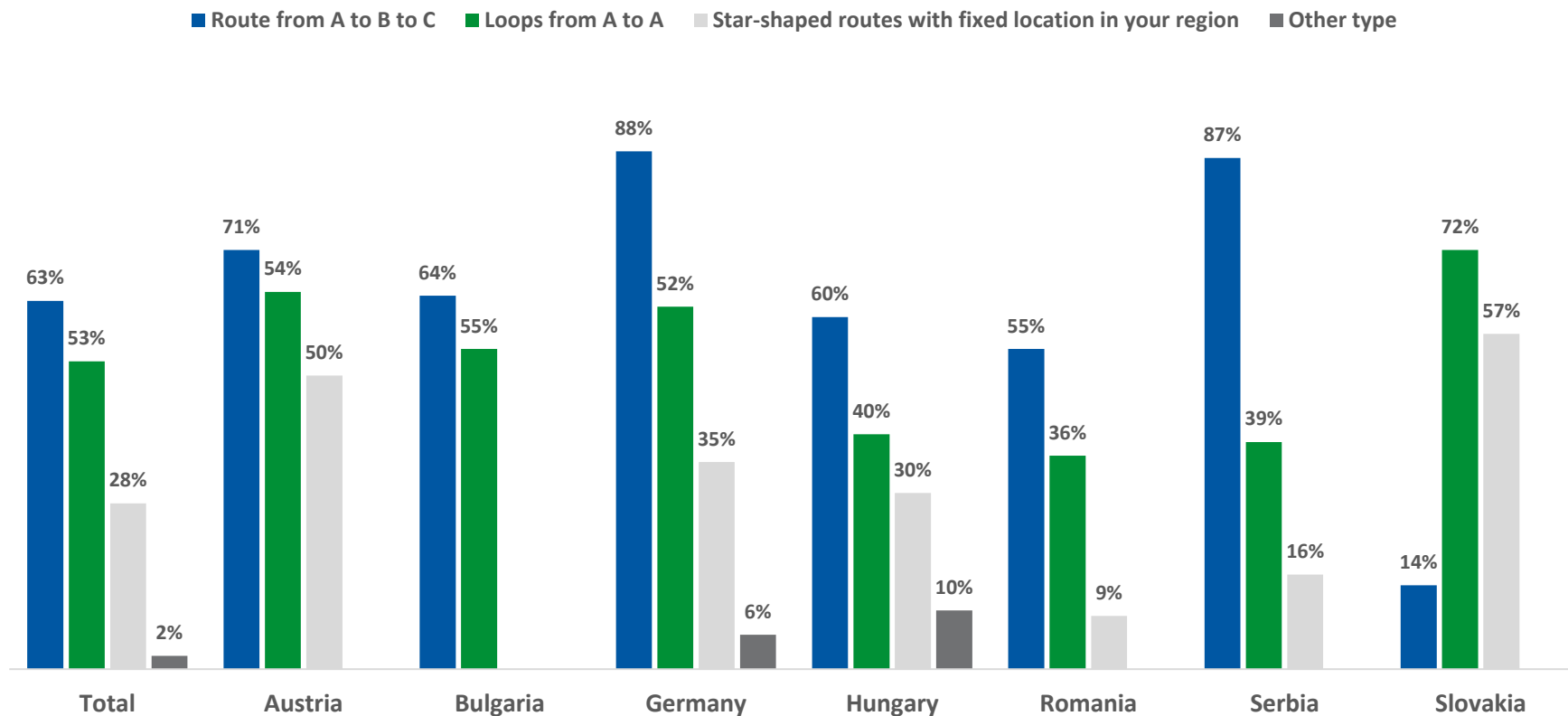


Foreign tourists*

- Europe
- Belgium, Skandinavia
- Czech Republic
- Hungary
- Germany, Switzerland, The Netherlands
- Baltic countries
- North America
- Israel
- United Arab Emirates, China
- UK, US

Main target groups – type of journey

Which of the following characteristics describe the main target groups within cycle tourism in your region?
all respondents (Multiple answers possible.)

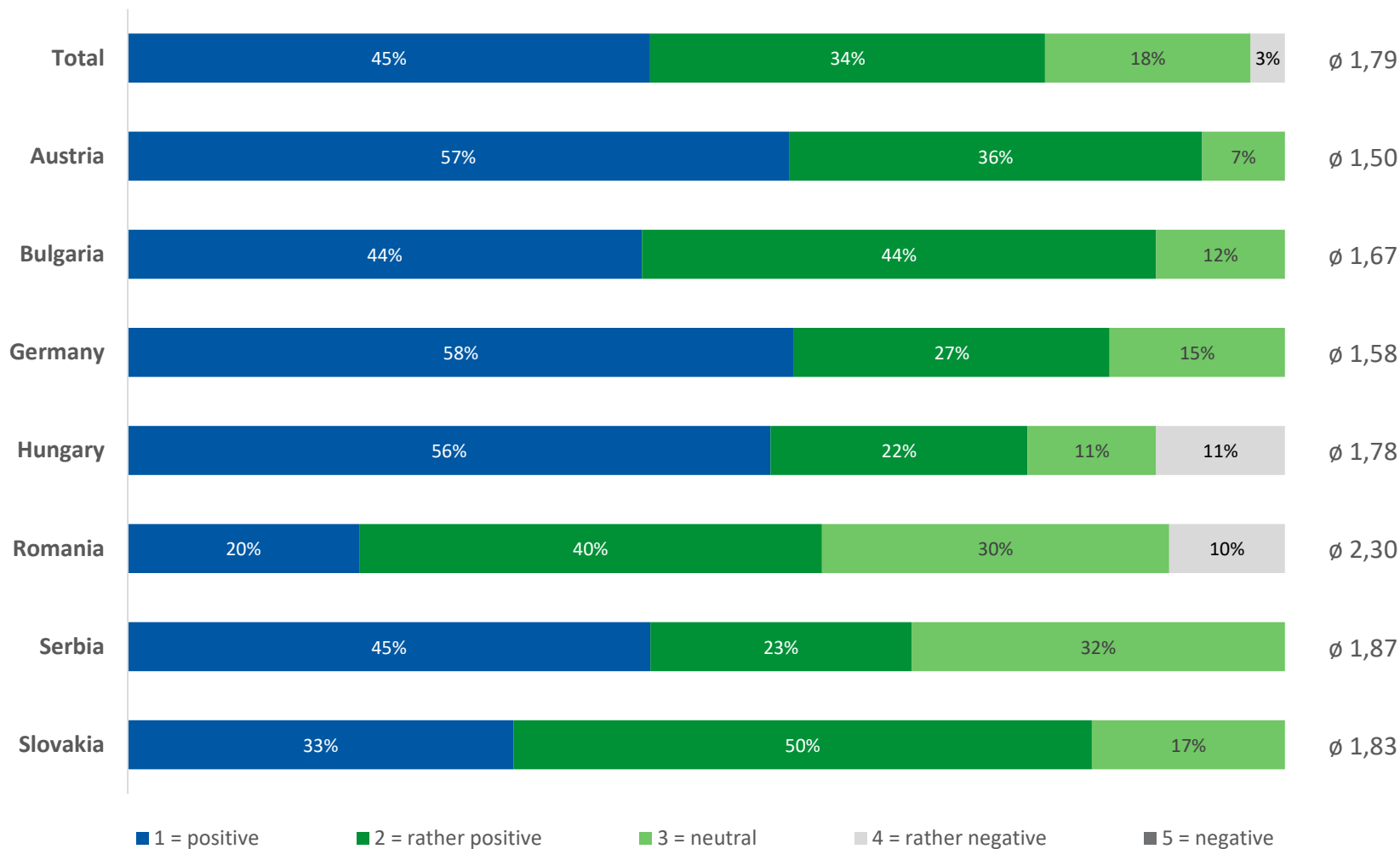


Other type of journey:

One way with return transfer
 Transnational routes e.g. BY AT IT
 Short half-day, full day sightseeing bike tours

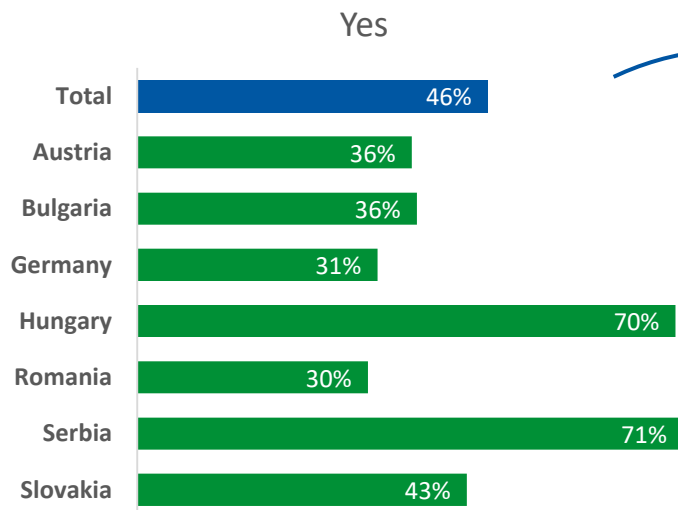
Attitude of locals towards cycle tourism

How do you assess the general attitude of the local population towards cycle tourism in the region?
all respondents



Plans to foster ecotourism orientation

Are further touristic products or approaches planned to foster the ecotourism orientation of the region?
all respondents

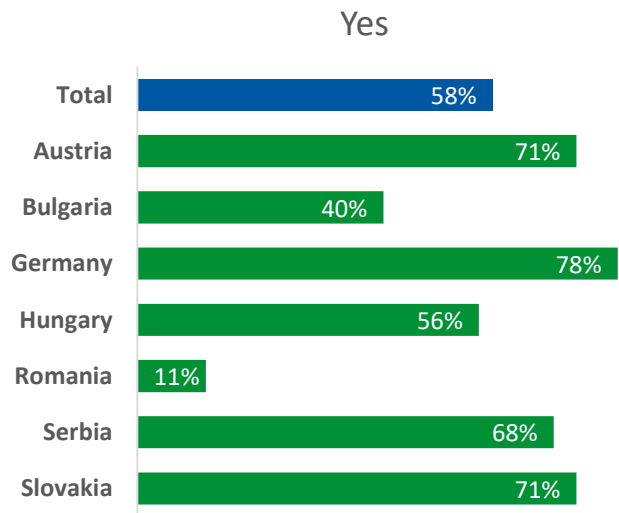


Touristic products or approaches*

- Cycling Packages
- Transdanubie Pearls Project
- Eco and Velo Route Strandja Tour
- Mobile apps serving as personal guide
- Municipal visitor centers
- Signage for greenways and bike ways
- Ornithological Tours

Thematic cycle routes offered

Are there thematic cycle routes offered for bicycle tourists in your region?
all respondents

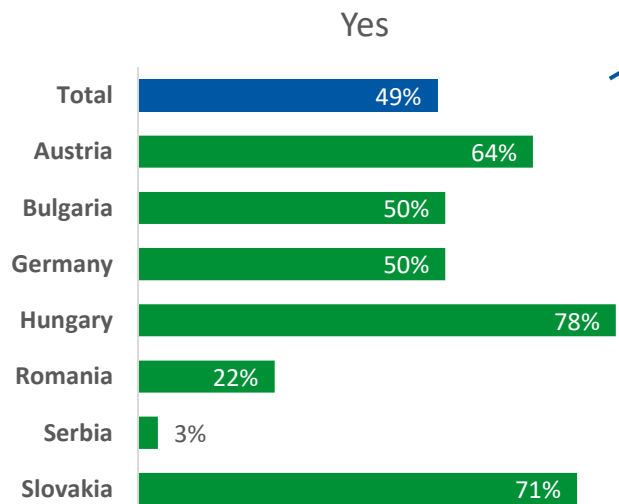


Topic of thematic cycle routes*

- Vienna Explorer
- Danube to Black Sea
- Golf sports and thermal springs
- UNESCO World Heritage
- Lake Ferto
- Lake Tisza
- Tokaj wine route

Thematic events offered

Are there thematic events for bicycle tourists (e.g. season opening) offered in your region?
all respondents

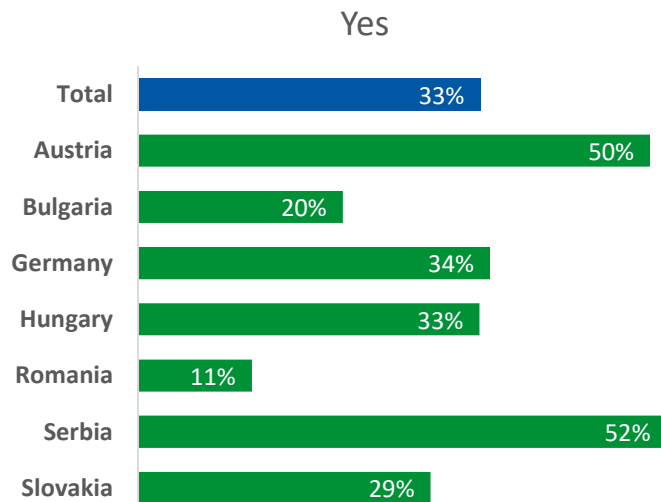


Name of the event*

- In Velo Veritas
- Bicycle Happening Linz
- Regional season openings
- MTB competitions
- Car Free Days
- I bike Budapest
- The Wine Hills of Dealu Mare
- Sport Event 333 Spiš extreme
- Tour de Prešov

Plans to foster cycle tourism orientation

Are there touristic products or approaches planned to foster the cycle tourism orientation in the region?
all respondents



Touristic product*

- E-Bikes
- Various cycle tours for individual travellers
- E-bike sharing system
- Map of biking trails in Ossogovo
- Bicycle Path Signs
- MOL Bubi public bike system
- Bird-watching
- Cycling routes
- Cycle tourist product Gemer

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