

## AER Sustainable Tourism Peer Review Initiative

**Banská Bystrica Region 19 – 23 October 2009**

The PEER REVIEW in Banská Bystrica region was organized from 19.- 23. october 2009. We had a pleasure to invite the partners from the partnership regions:

- Trine Rosen Madsen – Region Syddansk
- Wolfgang Platzer – Region Karinthia
- Hannes Slamanig – AMT DER Kärntner Landesregierung
- Valentina Scaiola – Eurobic Toscana SUD
- Marzia Marchetti - Eurobic Toscana SUD

The meetings was realized at the Office of Banská Bystrica Self – governing region in Banská Bystrica with the representatives of local government, state organisations and agencies, the University of Matej Bell, tourist information centre and travel agency. The first day, 19. th november after internal team meeting we prepared the pressed conference. Mr. Monček – the coordinator of the project in our region wormly welcome all participants and the deputies of the PRESS. The Lead partner of our group , Trine Rosen Madsen from region Syddansk presented our project PRESERVE regarding sustainable tourism in European regions and the partners presented themselves.

During next 2 days / 20 th – 21.st.October / PEERS and HOSTS from Carinthia got the opportunity to make the interviews at the meetings:

- Meeting with Head of Tourism and Cultural Heritage Department **Ladislav Monček**
- Meeting with Representative of Department of Regional Development, Ground Planning and Environment – **Tatiana Reizerová**
- Meeting with Representative of Regional Development Agency - **Roden Oravec**

- Meeting with Section of Cultural Affairs and Events – **Marta Hanuliaková**
- Meeting with Representative of Tourist Information Center of Banská Bystrica – **Magdaléna Machunková**
- Meeting with Representative of Slovak Tourism Agency – **Beáta Lukáčová**
- Meeting with Representative of Travel Agency – **Drahoslava Chovaňáková**
- Meeting with Representative of University, Department of Tourism – **Eubomír Kmeco**
- Meeting with Representative of State Nature Conservancy of the SR – **Zuzana Okaniková**

The objectives of the talks was to evaluate the potencial of our region for tourism development. After these meetings we did a field visits in the parts of Banská Bystrica Self – governing region with the aim to meet the active stakeholders and to show the tourist centres regarding the fields of tourism development:

- Seightseeing of Banská Bystrica town - Urban and Cultural Attraction
- Spa Dudince - Spa and Health tourism
- Village Čierny Balog - Country tourism and Agrotourism
- Donovaly - Tourist centre for Winter tourism

After the internal team meeting with the partners from Tuscany and Carinthia 22. October at the final Press conference Trine Rosen Madsen evaluated the results of this PEER REVIEW. Banská Bystrica Self – governing region has a good potencial for tourism development, but we need to build more the road infrastructure. Good example of tourism development is the cooperation between local selfgovernment, non profit ogranisations, entrepreneurs in the village Čierny Balog. Positively she evaluated the Strategy of tourism development in Banská Bystrica Selfgoverning region and its aplication in practice step by step.

There are very active stakelholders in the field of tourism, and she recominded their networking. All these recomendations will be the objective of the final report which will be produced by the peer review team.

During this peer – review we organized also the social programme in Slovak villages Rykynčice and Nenince. The team had the opportunity to visit typical vineyard houses and to taste a local products.