THE POSITION OF AGRICULTURE IN REGIONAL DEVELOPMENT
THE DEVELOPMENT OF TOURISM

Prepared by:
Alexandra Kanyar
Piotr Badurak
Zoltan Boldizsar
Linda Smug
Szidonia Kakuk
Lucia Richterová
Barbora Kristoficová
Tomasz Piela
Monika Gaubyte

Tutored by:
Joanna Ligenzowska
Krisztian Kis
Libor Grega

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Preface

This report was written on the Erasmus Intensive Program titled The Position of Agriculture in Regional Development. The group work was concentrated on The Development Of Tourism. By issue of economic development we mean changes which materialize in economic system related with quantity of consumption, production as well as social changes which influence living standards of inhabitants. Economic development covers also changes in methods of natural environment management, changes in methods; of education, health care system as well as working conditions and workers protection.1

Economic development is defined as long term historical process of internal economical and social transformation of the country which leads to creation of new specific society. This society is determined to enhance its economic situation. Thanks to this transformation society is encouraged to make investments in human, material and intellectual capital which is necessary for constant accumulation of it. Economic development may be defined as economical changes and its structural adjusted to economic environment.

Economic development may be also perceived as complex process of slow transformation of institutional environment, an ability of society to supporting new ideas and solutions, supporting new rules of competitiveness and economic cooperation.2

Tourism is a social, cultural and economic phenomenon by which we understand the movement of people to destinations outside their home environment for entertaining or business/professional purposes. Incoming persons are named visitors (which may be either tourists or excursionists; residents or non-residents) and tourism deal with their activities, which imply tourism expenditures.

As such, tourism influences: economy, natural and designed environment, local society and the tourists themselves. Multiple impacts implies, the broad range and well established variation of production factors needed in goods and services production which are consumed by visitors, and the broadly developed net of stakeholders involved in the tourism phenomenon, this implies the holistic approach towards tourism development, management and monitoring. Holistic approach is greatly recommended when it comes to formulation and

1 Makro i mikroekonomia, pod red. S. Marciniaka, Wydawnictwo Naukowe PWN, Warszawa 2005, p.359
implementation of tourism policies both on state and regional levels, as well as all global bilateral and multilateral agreements or other procedures connected with tourism\(^3\).

The methodologies which were used contains different analysis: rapid rural appraisal, SWOT analysis, vision development, stakeholder analysis, problem tree, objective tree and analysis of strategies. Usage of mention above tools enable to set up the future possible path of the development of Tourism in Myjava.

\(^3\) [http://media.unwto.org/en/content/understanding-tourism](http://media.unwto.org/en/content/understanding-tourism)
1. Introduction

**Myjava District** (Slovak: *okres Myjava*, Hungarian: *Milavai járás*) is a district in the Trenčín Region of western Slovakia. It is located in the area of the Myjava Hills. Myjava district belongs to the smaller districts in Slovakia and the population density is slightly under the country average. In the north it borders with the Czech Republic. Myjava district was established in 1923 and in its present borders exists from 1996.

It comprises all 15 villages and two towns. From historical point of view, the kopaničiarsky region is determined by distinctiveness of hillside settlements as a nature phenomenon, which has influenced the character and development of the villages. The region is characteristic for a crumbled settlement structure with unique ambiance, country architecture and folklore. A colorful mosaics of forests, meadows and pastures with scattered human dwellings creates a beautiful landscape unit. This hilly region is inwrought by tourists trains and paths suitable for hiking and hunting. Myjava district is a significant ethnographical locality with its own folklore traditions and has wonderful conditions for country tourism development. Therefore, solitary hillside settlements (kopanice) are attractive for people who want to work creatively in silence and spend their old age in the bosom of nature.

The most important town/ villages are:

1. **Myjava:**

   It is a modern town with the population of about 12 300 inhabitants. Evangelical Tolerance Church is the symbol of Myjava. Other attractions are the Catholic church of St. Stephen, the monument of M. R. Štefánik and new comfortable Hotel Štefánik, cultural House of Samko Dudík, Museum of the Slovak National Council. There is also a Football Stadium which is one of the most modern sport surfaces with artificial grass in Central Europe. The city is also known from the folklore festival – PKO (Park of Culture and Relax) Trnovce.

2. **Krajné**

   It is a large village of solitary hillside settlements that spreads in south-eastern point of the Myjavská pahorkatina at the foot of the Small Carpathians. It consists of 6 local parts and 39 solitary hillside settlements. The main touristic attractions are Roman Catholic church of Evangelical Church of Augsburg, Confession Krajňanská and the room of traditions. Home of community living of a family type Drahuškovo help people with autism.
3. Podkylava

The city consists of 16 settlement and it has 246 inhabitants. It is surrounded by forests and is situated in south-western part of the Myjavská pahorkatina, a the foothills of the Small Carpathians. Several interesting projects are implemented in the village in the field of ecological agricultural production. Bio-farm TBS, Joint Stock Company is involved in breeding cattle and horses of quality foreign breeds. Herbex and Sedop are specialized in medical herbs in a system of ecological agriculture. Agro boarding house Adam offers a wide choice of possibilities to spend free time for inhabitants as well as visitors of the village.

There are wonderful conditions for tourism in the region. There are several bike trails that go through the cadastre of the village (picture 1).

Picture 1. Tourist attractions in the region
2. Methodology

2.1 Rapid rural appraisal

Rapid Rural Appraisal represents series of techniques for quick researches which generate results on one hand of lower degree of precision and on the other hand with bigger evidential value, with comparison to classic surveys. Rapidity of this method comes from economical approach of researches which are scarce in time. It is essentially extractive as a process: the agenda is still that of the outside researcher.

RRA was developed in 1970s as an efficient and cost-effective way of learning by outsiders, particularly about agricultural systems, than was possible by large-scale social surveys or brief rural visits by urban professionals.

During the intensive program we were able to visit many entrepreneurship where we have opportunity to speak with employees and owners and question them. Particular interest of our group was Tourism. Questions were connected with influence of particular company on local tourism, with personal opinions about the potential of regional tourism, threats, opportunities, and collaboration between different stakeholders.

Using the RRA our group were able to identify:

**Key elements of innovation :**

- Local Action Group
- Ecological farming (cattle's (picture2), sheeps, pigs etc.)
Picture 2. Breeding of cattles in Podkylava

- Diversification of farming
- Bio-energy production
- Networking
- Children care

Main actors:
- Farmers
- Local Action Groups
- Entrepreneurs
- Local society

Sources of innovation:
- Foreign experience
- High knowledge
- Networking
- EU funds
2.2 SWOT analysis

SWOT is a tool that identifies the strengths, weaknesses, opportunities and threats of an organization. Specifically, SWOT is a basic, straightforward model that assesses what an organization can and cannot do as well as its potential opportunities and threats. The method of SWOT analysis is to take the information from an environmental analysis and separate it into internal (strengths and weaknesses) and external issues (opportunities and threats). Once this is completed, SWOT analysis determines what may assist the firm in accomplishing its objectives, and what obstacles must be overcome or minimized to achieve desired results.

The framework is credited to Albert Humphrey, who tested the approach in 1960s and 1970s at the Stanford Research Institute (SRI). Developed for business and based on data from Fortune 500 companies, the SWOT analysis has been adopted by organizations of all types as an aid to making decisions.

2.3 Problem Tree

A problem tree provides an overview of all the known causes and effect to an identified problem. Method based on needs, however it is not a mechanical translation of problems into objectives. While going through the process, taking the different steps, there is continuously room for opportunities, new ideas and contributions from the involved parties. Problem Tree Analysis should be followed by actual project planning, e.g. with the Logical Framework approach. Alongside, or interwoven with the steps of Problem Analysis⁴.

Conducting a problem tree/solution tree analysis provides a means to review the existing understanding of the causes to a specific problem and how it can be overcome. A problem tree will likely reveal multiple branches (cause & effect relationships) leading to the core problem. This is very valuable as it identifies factors that may not be addressed by the planned intervention. For example, existing regulations may be a factor in the problem, but this may not be impacted upon by the planned intervention. This may result in the failure to achieve project objectives. It could be that impacting upon regulation is not achievable and thus out of scope for the project. If this is the case, then the evaluators need to account for this when the intervention is evaluated.⁵

2.4 Stakeholder analysis

Stakeholder is a person, group or organization that has interest or concern in an organization. Stakeholders can affect or be affected by the organization's actions, objectives and policies. Some examples of key stakeholders are creditors, directors, employees, government (and its agencies), owners (shareholders), suppliers, unions, and the community from which the business draws its resources.

Stakeholder Analysis is a method which enable to identified the people, units, organizations, groups affected by certain actions it also reveals what is the impact of the action on the particular stakeholder moreover it shows the interrelations between stakeholders, and the importance of each stakeholder in key action. It helps to state the decisions and developed plans and strategies.

2.5 Strategy development
Strategy is the set of goals (aims) and solutions which will lead to realization of objectives. The foundation for development of the strategy is the list of direction objectives which are derived from the main objectives which enable creation of suitably directed actions.


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Strategy is crucial for each organization as it provides broad frameworks of actions, enabling it to plan goals and achieve them cost efficiently and economically effectively. Good strategy enables an organization to be flexible and immune to unexpected external and internal shocks.

3. Results and discussion: SWOT analysis

Strengths:
- Healthy environment (fresh and clean air, clean water)
- Many tourist attractions (castles (picture 3), monuments, churches etc.)

Picture 3. Hrad Branč
- Pleasant climate (a lot of sunny days)
- Beautiful landscape
- Geographic location (neighborhood of 3 countries, already established cross-border cooperation)
- Well maintained infrastructure (roads, easy access thanks to the highway)
- Developed touristic infrastructure (horse riding paths, cycling paths, ski running paths, great touristic marking of the region)
- Huge base of ecological and traditional products (herbs, vodka (picture 4), clothes etc.)

![Picture 4. Regional herbs vodka](image)

- People eager to cooperate with each other, strong local active group with a lot of influence
- International airport within 100km
- Good touristic marking of the region
- Accessibility to skilled labor force from the branch of hotels and gastronomy.
- Many unique regional products (plum jam, wicker working (picture 5) etc.)
Picture 5. Wickerworking

- Strong traditions and folklore (picture 6) - as an entertainment and image of the region

Picture 6. Festival in Podkylava, folk music
Weaknesses:

- Monolingual structure of the locals (people speak only with Slovakian language)
- Poor cycle-renting equipment
- Lack of diversified entertainment, pavements, leaflets in English
- Lack of stores with local products (souvenirs, local crafts, local food products)
- Not easy access to pharmacy and health care
- Bureaucracy which slow down the business
- Commercial law not in line with entrepreneurial activities
- No local tourist agencies, information points
- Lack of pavements

Opportunities:

- Access to foreign money and EU funds
- Geographic position (cross-border cooperation)
- Settlement of rich people
- Changing of lifestyle (more eco and more health oriented thinking)
- Rising income as a source of potential investment
- Good fundaments for sport tourism
- Good relationships of local municipalities with top politicians
- Fishing areas
- Creation of some unique local logo, symbol, sign, myth etc.
- Promotion of uniqueness of the region
- Enhancing the further cooperation between villages in the region.
- Partnership with other LAG from different regions and from abroad.
- Participation in touristic fairs
Threats:

- Lack of broader advertisement
- Unequal distribution of money for tourism
- Not effective usage of money
- Lack of interests in tourism by local municipalities
- Emigration and demographic structure
- Big competition between the regions (for example with Tatra Mountains)
- Strong dependency on few people
- Lack of successors of already well established successful companies
- Local municipalities not see the opportunity of development of tourism.

We can draw following conclusions from above presented analysis: Myava region is very attractive and unique in terms of natural environment and friendly climate which consist the biggest strength, these are well supported by developed touristic infrastructure and variety of interesting see sides moreover the geographic and geopolitical location of the region enhance its position. On the other hand we can observe that touristic infrastructure has a big field for improvement lack of touristic agency(information point is the biggest weakness, beside this lack of diversified entertainment which will pool more tourists and lack of facilities which would be a place or market for local products and services. Moreover, great disadvantage is the lack of foreign language knowledge which may discourage potential tourists from coming. Comparing weakness with strengths we can clearly state that Strengths give us great potential for Tourism development while weaknesses can be overcome in the future or the negative impact of these may be lowered. When we take in to account opportunities the most important are changing of life style and eco thinking, which promote such places like Myjava and enhance their attractiveness. EU funds are great opportunity which in case of Myava are even greater thanks to geopolitical position and possibility to access money from the cross-border cooperation funds. The settlement of rich people in the region may be a boost for future development especially where the rich people are usually more sensitive towards ecology and healthy life style. The greatest threats for tourism development is poor marketing undertaken beyond the borders of region. It is connected with local policy which undervalue tourism's role of regional development and sacrifice only fractions of money for this touristic purposes besides the demographical structure may be very dangerous in next few years.
Comparing opportunities with threats we can say that there is many possibilities to develop, decisive factor here will be if people will stay in region and shift their thinking and capital towards development of tourism. If the problem of demography and unfair distribution of local money will not be solved, development of tourism may be stopped for long time.

To sum up the SWOT reveals the big potential of the region and huge chance for tourism development. The crucial for the region will be to increase its attractiveness and pool more tourists. Greatest problem is small amount of tourists expenditures.

Taking into account the results of SWOT we developed the vision statement:

*To develop the tourism infrastructure, to create specific image of the region and to maintain and elevate the local features and traditions, which will attract double amount of visitors and create 200 job opportunities within next 6 years...*
4. Results and discussion: Problem Tree

- Low wages
- The region is not developing
- No work
- Lack of tourists' expenditures
  
  - Poor tourism infrastructure
    - Lack of money
      - Insufficient disposal of money
        - No cooperation with local government
  
  - Lack of marketing
    - No local tourist offices
      - No information in English
        - No advertisements
          - No cooperation with local government
  
  - Problems with workforce
    - Communication problems
      - Lack of English knowledge
        - The cost of life is getting higher
          - Lack of perspectives
            - Problem with identification of needs of tourists
              - Specialization only in agrotourism
                - Few developed urban areas
Lack of tourists expenditures in the region is revealed by SWOT analysis as major problem. The problem directly implies bigger unemployment, the slow pace of development of the whole region like also low level of wages. It is happening because if entrepreneurs would have more money from tourist they would invest and create more job places like also they will compete between each other for employees which will enhance the level of wages, moreover all this combined will set the pace for development of the whole region.

The most important causes are poor tourism infrastructure which limits the activities, lack of broad marketing what simply results in lower attractiveness of the region and problems with workforce without good staff it is impossible to pool rich tourists which will spend huge amounts of money, and low degree of diversification of entertainment people even if they are willing to spend some money for joy they are not able to do so.

Using problem tree we are able to find objectives by which realization we will solve problems, and to do so we have developed the objective tree. In the objective tree the four priorities were described. Marketing, Tourism infrastructure development, Entertainment restructuring, obtaining the well educated workforce.
5. Results and discussion Stakeholder analysis

The stakeholder analysis was made in two parts: at first it was checked how the stakeholders are affected by the main problem: lack of the tourists in the region (table 1) and the relations between the stakeholders were analyzed (table 2). In the second one the impact of the achieving the main objective of each stakeholder was analyzed (table 3).
<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>How affected by the problem(s)?</th>
<th>Capacity/motivation to participate in addressing the problem(s)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local government</td>
<td>Smaller amount of income from taxes. Decreased importance of the region. Lack of opportunities for growth.</td>
<td>Trying to get money from the European Union, introduction of new policies, fostering the cooperation between politicians and entrepreneurs. Main motivation is bigger budget.</td>
</tr>
<tr>
<td>Employees</td>
<td>Lower salaries. Lack of opportunities for self-development. Narrow-minds. Low working conditions.</td>
<td>Gain more education, trainings experience etc. Try to give better services. Participation in more cultural/educational/social events.</td>
</tr>
<tr>
<td>Customers</td>
<td>Lack of services. Lack of infrastructure.</td>
<td>Spend money in the region and to promote it outside. Motivation is to have great place for vacation which will provide high quality services and products.</td>
</tr>
<tr>
<td>Community</td>
<td>Lack of work places. Lack of new infrastructure. Close society. Lack of development. No image of the region</td>
<td>Keeping the population, increasing life style. Maintain the infrastructure, to maintain regional traditions, provide the good friendly climate/attitude for the tourism.</td>
</tr>
<tr>
<td>Local Action Groups</td>
<td>Insignificant Image of the LAG. Decreased opportunity for promotion. Limited opportunity to run projects.</td>
<td>The motivation is to have market for product of their members, improving the image of the organizations. Intermediate between community/entrepreneurs and support funds. Running the projects to promote the region.</td>
</tr>
<tr>
<td>Owners</td>
<td>Less income, less reasons for investments and innovation. Decreased the price of land. Less demand for land renting.</td>
<td>Main motivation is to make the lands more attractive, decrease the price of the land, to improve infrastructure, diversify activity.</td>
</tr>
<tr>
<td>Creditors</td>
<td>Lack of customers. Decreased income. No possibilities to locate money.</td>
<td>Motivation - higher amount of potential clients, higher income possibility of growth. Capital and strong marketing power.</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>Lower income, less capital for investment, smaller market, no motivation for innovation, bankruptcy.</td>
<td>Higher income, market for products/services, more innovation in the region, promotion, to become more competitive. Own capital, ideas/knowledge/initiative.</td>
</tr>
</tbody>
</table>

Table 1. Stakeholder analysis matrix – the influence of the problem

<table>
<thead>
<tr>
<th>Local government</th>
<th>Employees</th>
<th>Customers</th>
<th>Community</th>
<th>Local Action Groups</th>
<th>Owners of land</th>
<th>European Union</th>
<th>Creditors</th>
<th>Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local government</td>
<td>x</td>
<td>Local government support the start up business</td>
<td>Creation of advertisement, providing information, providing health care, police etc.</td>
<td>Building the infrastructure, maintaining the safety</td>
<td>Supporting projects, giving more freedom and responsibilities</td>
<td>Less taxes</td>
<td>Funds application.</td>
<td>Decrease the taxes, foster competition, allocation of sources</td>
</tr>
</tbody>
</table>


| **Employees** | Give the information to Municipalities about the work demand, possible policies | x | Provide better services, show them local customs | Strengthening connection within community. | Participating in events managed by LAG | Information and feedback about activities happening on the lands | - | Use creditors money to develop the tourism | Provide their work |
| **Customers** | Share their ideas, personal feedbacks | Positively criticizing | Inputting money | Support and cooperate | Buy their products and services | - | Create the local demand for loans | Show the path of development, buy services and products |
| **Community** | Cooperate, pay taxes | How they should work | Provide the friendly environment | x | Support and provide feedback | Rent the land | Create the demand for social funds | Give feedback and support activities, spend money on local products |
| **Local Action Groups** | Provide information about future policies | Creation of new jobs (additional job, part time job etc.) | Give promotion of the region, organize entertainment, provide them opportunities to meet the local culture | Increase the amount of social events, strengthening and developing them | x | Provide the feedback for the possibilities of development | Can apply for money for the project. Provide information about the tourism | Loan agreements | Create a forum for discussion, make a common thinking and common strategy fostering cooperation |
| **Owners of land** | - | - | - | x | - | - | - | - | - |
| **European Union** | Give grants and subsidies | Help in providing work places and to get to develop their selves | Provide bigger choice of products and services | Help in developing the infrastructure | Initiate projects in which they can participate | Give grants and subsidies | x | Make law | Give grants and subsidies |
| **Creditors** | Lend money | Lend money | Lend money | Lend money | Lend money | Lend money | x | Lend money, cooperation |
| **Entrepreneurs** | Pay taxes | Employ them, pay wages | Provide services and sell products | Provide services and sell products | Cooperate | Pay for renting | Obtain grants and subsidies | Borrow money | x |
Table 2. Relationships between stakeholders

There are many different relationships between the stakeholders established. Is is very important to analyze them to understand how the net is working.

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Stakeholder’s main objectives</th>
<th>Positive impacts/benefits</th>
<th>Negative impacts/costs</th>
<th>Net impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local government</td>
<td>To increase the income (tax)</td>
<td>Provide the infrastructure to the community</td>
<td>Degradation of the landscape</td>
<td>Positive</td>
</tr>
<tr>
<td>Employees</td>
<td>To have a stable, well paid job</td>
<td>The atmosphere in the community is positive and the local government policy is supported</td>
<td>Decreased income of the entrepreneurs and land owners</td>
<td>Positive</td>
</tr>
<tr>
<td>Customers</td>
<td>To have a nice holiday in beautiful area, to eat healthy products</td>
<td>Increased income of the owners and entrepreneurs, the development of the region</td>
<td>The damage of the environment</td>
<td>Depends</td>
</tr>
<tr>
<td>Community</td>
<td>To develop the region, to sustain the beautiful landscape &amp; environment</td>
<td>Improvement of the demography</td>
<td>-</td>
<td>Positive</td>
</tr>
<tr>
<td>Local Action Groups</td>
<td>The development of the area, the cooperation</td>
<td>Community can benefit from the new infrastructure, the level of life will increase</td>
<td>It can be a big competition for entrepreneurs, the damage of the environment</td>
<td>Positive</td>
</tr>
<tr>
<td>Owners of the land</td>
<td>To increase the income from renting</td>
<td>Community can obtain the new infrastructure if they invest the revenue</td>
<td>The entrepreneurs have less income</td>
<td>Depends</td>
</tr>
<tr>
<td>European Union</td>
<td>To develop the region</td>
<td>Decreasing the gap between the regions of old and new member states</td>
<td>Higher taxes</td>
<td>Positive</td>
</tr>
<tr>
<td>Creditors</td>
<td>To increase the income from credits, have reliable clients</td>
<td>Issue more loans</td>
<td>Many people can become indebted</td>
<td>Depends</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>To increase the income from their business</td>
<td>Development of their business</td>
<td>Increment of social Inequality</td>
<td>Positive</td>
</tr>
</tbody>
</table>

Table 3. Stakeholder analysis matrix - expected impacts of the solutions

The analysis of the impacts shows that the impacts of development of the tourism are mainly positive.
6. Specific and realistic strategy development for rural development within the interest of your Group

Drawing conclusions from and analyzing the results of above analyses we were able to create strategy which main aim is the development of tourism in Myjava region. Our main objective was to increase the amount of money spend by tourists in the region. This can be obtained in two ways either by increasing amount of tourists visiting the region or by creation of opportunities to spend more money by these tourists who are already there.

Strategy includes creation of multilingual website of the region, where all data will be available in various European languages. The website will be clear and simple, the website will have functional menu where we can find such tabs like, tradition, culture, food, specialties, attractions, events with calendar option, local incentives, moreover on the website people will be able to download specially developed application on smart phones and other electrical devices. This application will be combining the role of guide and GPS. When someone who is using such application will be in particular place for example the Mohyla Milana Rastislava Štefánika the electrical guide will display on the screen interesting facts about the place moreover it will be connected with website calendar and if there will be some event or organized market with local products the GPS will guide us to such place. Such website and application should be developed by local municipalities with cooperation and co-foundation of local entrepreneurs, the Local action group should lead the process of development and pool the sources from private and public sector as well as from European Union. In the table 4. we are showing secondary-priority objectives of the strategy and the problems which may be solved by realization of the strategy. The involvement of each stakeholder is crucial for strategy successfulness. The cooperation between all stakeholders must be flawless. Each stakeholder should contribute accordingly to it's possibilities. The postponing of actions is highly not recommended.
<table>
<thead>
<tr>
<th>Marketing</th>
<th>Tourism Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problems:</td>
<td>Problems:</td>
</tr>
<tr>
<td>- no information in English</td>
<td>- poor facilities of touristic services</td>
</tr>
<tr>
<td>- no local touristic offices</td>
<td>- poor retail infrastructure which provides local products</td>
</tr>
<tr>
<td>- poor advertisement</td>
<td>Solutions:</td>
</tr>
<tr>
<td>Solutions:</td>
<td>- Encourage the investors to come (tax reductions on tourism facilities) 4-5 years</td>
</tr>
<tr>
<td>- translate touristic boards into English within one year</td>
<td>- run project which can use EU funds within next 2 years</td>
</tr>
<tr>
<td>- start cooperation with travel agencies 1-2 years</td>
<td></td>
</tr>
<tr>
<td>- open information points - 1 year</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Workforce</th>
<th>Diversified entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problems:</td>
<td>Problems:</td>
</tr>
<tr>
<td>- lack of knowledge of foreign languages</td>
<td>- entertainment focused only on agro farming</td>
</tr>
<tr>
<td>- emigration</td>
<td>Solution</td>
</tr>
<tr>
<td>Solution</td>
<td>- Organization of WRC race Myjava as a part of Moravia Race</td>
</tr>
<tr>
<td>- provide foreign language courses next 4 years</td>
<td>- Creation of playhouse for various concerts and festivals</td>
</tr>
<tr>
<td>- apply for EU funds which are connected with training of the staff. 1 year</td>
<td></td>
</tr>
</tbody>
</table>

Table 4. Strategy solutions.
7. Limitations of the research.

Rapid rural appraisal method has flaws, we need to assume that all gathered information from people we have interviewed are true. There is high possibility of humbug which put shadow on relay of data. We need also assumed that visited persons and companies represents the general situation of the region, which is highly improbable taken into account that we have seen best practices only. Results of researches are not based on official data and not processed by any professional software.

8. Conclusions

Development of tourism may be a great boost for economic development of all the Myjava region. Region has great unused potential, which can be uncovered by strategy implementation. Geopolitical and geographical location are much in favor for the region. Most important for future development will be the cooperation of key stakeholders, the changing in thinking of local government to put greater importance towards tourism. Usage of European funds will be crucial. Moreover, regional openness going in line with specialization of local products and keeping traditions can create the uniqueness and competitiveness of the region.
9. Resources

own photos and notes taken during trips.
Makro i mikroekonomia, pod red. S. Marciniaka, Wydawnictwo Naukowe PWN, Warszawa 2005, p.359
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