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# Development of the Rural Tourism in Slovakia: an integrated approach

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Regional Forum for Investments and Innovations, 2013  
"Cooperation for Development"

23 May 2013

Ialoveni District, Moldova

[www.rrasenec-pezinok.sk](http://www.rrasenec-pezinok.sk)





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## RDA Senec-Pezinok

- Established in 2002
- Member of the Integrated Network of RDAs, managed by the Ministry of Transport, Construction and Regional Development of the SR
- Operational on the territory of the Bratislava Self-Governing Region





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# based on a wide partnership

## Public-Private-Non-governmental sectors

- Bratislava Self-Governing Region
- City of Senec
- Regional Association of Villages Podunajsko
- Slovak Chamber of Commerce and Industry
- Slovak Chamber of Entrepreneurs







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# mission

- social and economic development
- preparation and implementation of projects and programmes which are focused on sustainable regional development
- to activate stakeholders in the region to be capable to absorb the EU funds - structural funds, programmes and initiatives
- support for partnership establishment





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# what do we do?

- consultancy and support services, project activities, development action plans, strategies, capacity building...
- tailor-made education and training (VET in the LLL context)
- international cooperation and networking

***RDA is fully mandated body by the EC for Twinning Type of Projects***





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# rural tourism in slovakia

- attractiveness
- potential to generate 25-30% of income of tourism as a whole



- new legislation on support of tourism (Act 91/2010 Coll.)
- tourism development strategy until 2020







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# national priorities for a sustainable rural development

in order to deal with the major rural areas' needs:

- to promote the development of economic activities suitable for the rural areas;
- to protect the environment and the cultural heritage;
- to improve the quality of life of the rural population;
- to improve the quality of life in rural areas and the diversification of the rural economy in the framework of creating new employment opportunities, promoting training activities and village renewal and development and contributing to the reduction of regional disparities of rural areas in Slovakia





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# examples of projects

implemented by RDA Senec-Pezinok







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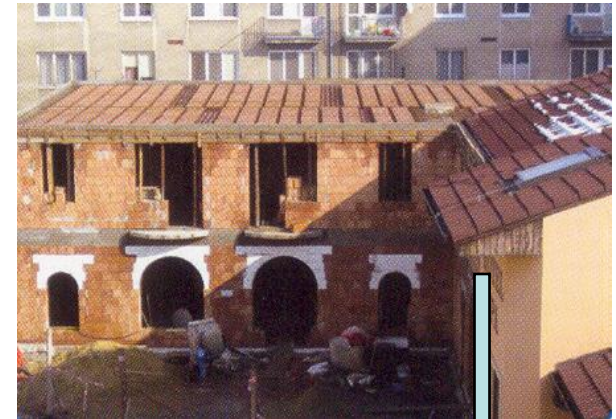
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# Hotel Preš – Annex Building to Hotel

## Lipa

- Programme: ERDF
- Realisation: 2005 – 2006
- Aims:
  - ▣ above standard level accommodation services,
  - ▣ secondary services,
  - ▣ rooms for training with complete furnishing,
  - ▣ relaxation facilities,
  - ▣ increase in the accommodation capacities.
- Results:
  - ▣ Annex building to existing hotel to increase the accommodation capacities and standard of provided services





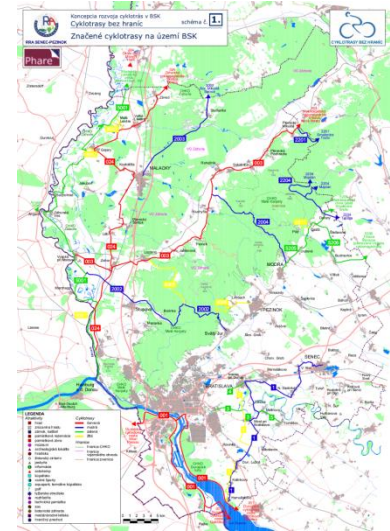
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# Cycle Routes without Frontiers

- Programme: Phare CBC SK – AT
- Realisation: 2005 - 2006
- Aims:
  - To elaborate common framework of cycle routes in Bratislava Region to link on Trnava Region, Austria, Hungary and Czech Republic;
  - To support regional development, tourism, improve the image and conditions for sustainable development.
- Results:
  - Conception of cycle routes network in Bratislava Region.







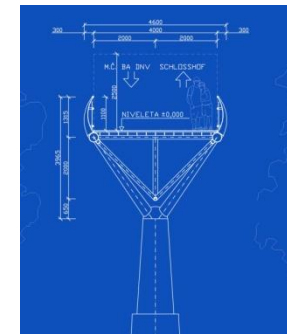
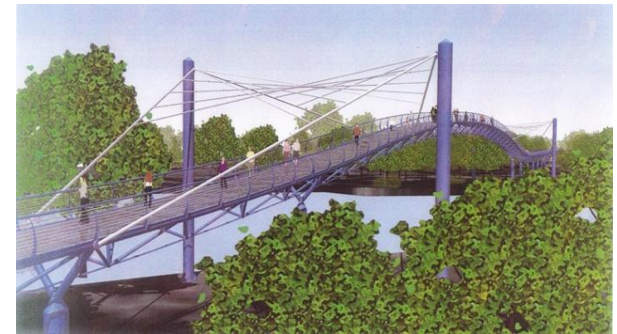
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# CYCLOBRIDGE

- Programme: CBC Slovakia – Austria
- Realisation: 2009
- Aims:
  - To connect both sides of the Morava river (Devínska Nová Ves - SK, Schlosshof Palace - AT) and respective cycle routes
  - Development of tourism and environmental protection
- Results:
  - Technical documentation to build-up concrete cycle routes and cycle-bridge across river Morava







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# MINEU – Industrial Mining

## Heritage

- Programme: CULTURE 2000
- Lead Partner: City of la Unión (ES)
- Partners: SK, ES, DE, IT
- Realisation: 2005 - 2006
- Aims:
  - Promote and spread the knowledge of one cultural expression very poorly known and valued by citizens in general: the industrial mining heritage.
- Results:
  - Exchange experiences and proper behaviours to attach importance and value to disused mining areas.
  - This action will be a good example and help to make other similar areas aware of the importance of this kind of cultural legacy.





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# Slovak Wine Academy Pezinok

- Programme: Leonardo da Vinci – Tol
- Lead Partner: European Wine Knight Status Pezinok (SK)
- Partners: SK, AT, CR
- Realisation: 2008 - 2009
- Aims:
  - Introduction of a system and transparency into VET in the area of viniculture
  - Strengthening and maintenance of the cultural heritage of vineyard regions as well as support and development of tourism in Slovakia
  - Support of international cooperation in this area via establishment of an international team of experts
- Results:
  - Creation of training modules for four grades of education in viniculture
  - Development of the Slovak Wine Academy in Pezinok





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# EU.EM.NET

European systematic approach for employers' engagement to anticipate skills requirements and support quality assurance (QA) in VET in the tourism sector



- Programme: Leonardo da Vinci - Networks
- Lead Partner: RDA Senec-Pezinok (SK)
- Partners: SK, BG, AT, MK, LU, TR, HR, RO
- Realisation: 2012 - 2015







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- **EU.EM.NET project aims to:**

- design a European systematic approach for employers' engagement to anticipate skills requirements and support quality assurance in VET through bringing key actors into one EU.EM.NET – network (employers' associations, schools, development organisations, researchers, policy-makers)
- help to better match not only available skills with employers' needs, but first of all to determine the right skills for new jobs in the tourism sector



Lifelong Learning Programme





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- project will deliver:

- analysis of the state of play - report on situation in partner countries;
- development of a Core Methodology and Quality Indicators for employers' engagement, piloted and adjusted for the practical use
- policy development – containing the experiences of the whole endeavour and political recommendations for strengthening the employers engagement in the process of anticipating skills requirements in T&H industry in Europe
- developed functional European network



Lifelong  
Learning  
Programme





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# an integrated approach

project activities aimed at:

- physical infrastructure
- education and life-long learning
- policy development
  
- partnership building
- international cooperation







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# thank you for your attention

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