


**TOURISM AS A FACTOR OF LOCAL AND REGIONAL DEVELOPMENT****Maria Vrablikova,**  <https://orcid.org/0000-0002-5548-0123>

Ph.D., Catholic University in Ruzomberok, Slovakia

**Anna Hrnčiarova Turciakova,**

Ph.D., Catholic University in Ruzomberok, Slovakia

**Miroslava Baranova,**

Catholic University in Ruzomberok, Slovakia

**Corresponding author:** Maria Vrablikova, [maria.vrablikova@ku.sk](mailto:maria.vrablikova@ku.sk)**Type of manuscript:** research paper

**Abstract:** *The development of tourism in the region can be managed and guided by an appropriate regional policy that has realistic objectives. The paper focuses on the area of regional development in the context of tourism within the local government in the municipality of Besenova (situated in Slovakia, belongs to the natural region Liptov and to the administrative region Zilina at the level NUTS 3), taking into account the economic, social and ecological aspects of the region and shows the impact of tourism on the lives of local residents, the operation of the local economy, the overall attractiveness and appearance of the municipality. It focuses on both the positive and negative impacts of the tourism industry on the locality, with the intensity of their impact depending mainly on the volume and structure of visitors who come to this popular destination not only from Slovakia but also from abroad. Literature review contains information about regional and local development, new trends in this area (e. g. triple, quadruple and quintuple helix model) and pros and cons of tourism. In the theoretical part of contribution are used books, internal materials and articles indexed in WOS or Scopus. In the contribution are used these methods: analysis and study of internal materials of village, mathematical-statistical methods (e.g. extrapolation of future values, trend analysis, absolute and relative number), analysis of secondary data & desk research, synthesis of results and suggestions for further development of tourism in the village Besenova. The results of the survey point to the importance of planned integrated tourism development, which will allow to exploit the tourism potential of the region, which has a sufficiently attractive natural and anthropogenic potential. Further regional and local development has potential not only for tourism, but also for employment, business, study and whole quality of life of inhabitants. It also could improve some macroeconomic indicators and increase competitiveness of region.*

**Keywords:** tourism, local development, regional development, visitors.**JEL Classification:** M31, O18, R11**Received:** 25 January 2023**Accepted:** 24 March 2023**Published:** 31 March 2023**Funding:** There is no funding for this research.**Publisher:** Sumy State University, Ukraine

**Cite as:** Vrablikova, M., Turciakova, A. H., & Baranova, M. (2023). Tourism as a Factor of Local and Regional Development. *Marketing and Management of Innovations*, 1, 199-212.  
<https://doi.org/10.21272/mmi.2023.1-17>



**Introduction.** Globally, tourism represents an internally integrated system, a unified set of elements, among which mutual relations and ties are characteristic. According to scientific knowledge, the tourism system consists of three subsystems: subject, object and object of tourism. The subject is a participant in the tourism industry, the object is the destinations and businesses of the tourism industry, and the subject is the product of the tourism industry (Gregorova et al., 2015). Tourism, as an economic factor, has an impact on economic growth, affects employment, participates in regional development and, thanks to foreign tourism, has a positive impact on the state's balance of payments. The state is the bearer of tourism policy, which is manifested mainly in the establishment of institutions involved in the coordination of tourism, in the creation of strategies and concepts for the development of tourism, in the approval of legal norms governing the functioning of tourism, in the construction of infrastructure, in the creation of a business environment and ultimately in support of regional development (Gregorova et al. 2015).

The COVID-19 pandemic had a significant impact on the development of tourism and thus also on local and regional development. It is necessary to search chosen tourism indicators to develop tourism again. Within the Slovak regions, in 2021 the highest demand for accommodation was in the Zilina region. Paradoxically, however, it did not dominate the popularity of domestic or foreign travellers. The Presov region with the Tatras was the most sought-after among locals, and Bratislava with its capital was the most interesting among foreigners. However, in terms of total attendance (domestic + foreign), the Bratislava region was in third place, behind the second Presov region. Restrictions on travel, however, brought significant changes in the number of visitors to Slovak regions. Urban destinations took home the most, which attract a mix of typical travellers-tourists, but also workers. Thanks to this, the Zilina region became the most visited by both domestic and foreign travellers this year. Bratislava lost a record 60% of overnight stays in the first 9 months, which moved it to second place behind the Zilina Region in terms of popularity among foreign travellers. The Zilina region together with Presov region only lost roughly a quarter of last year's number of overnight stays (Fojtík, 2021). Microregion «village Besenova» belongs to the Zilina region. Aim of the contribution is to analyse the impact of primary and secondary tourism supply on local and regional development in this village with some indicators before and after corona crisis. Indicators analysis and their possible development (extrapolation of 2021-2023) could be used for improving tourism services and tourism regional strategies – e.g. partnership and clusters.

**Literature Review.** Tourism for regions or micro-regions, according to Borovsky et al. (2008), is a factor in the exchange of good practice and the initiation of partnerships, as well as a tool for diversification, a pillar of economic growth. In some regions, it is also an opportunity for renewal, especially in the area of socio-economic decline, where there has been a reorientation of economic activities. A new trend in regional development is the so-called Triple helix model, or partnership between businesses, universities and public administration. The triple helix model was later expanded with other components and thus the quadruple and quintuple helix models were created. The quadruple helix model was first proposed in 2009 by E. G. Carayannis and D. F. J. Campbell and is composed of interactions between universities, businesses, public institutions and the media. A year later, based on the concept of social responsibility, the authors proposed the quintuple helix model, where these components were supplemented with the natural environment, or natural capital (e.g. natural resources, flora, fauna, etc.), which is the primary offer of tourism (Carayannis and Campbell, 2009; Carayannis and Campbell, 2010; Galvao et al., 2019).

In order to sustainably develop the regions, it is necessary to support the local economy, small and medium-sized businesses, as well as local employment. Refine traditional economic and forestry activities, support local production. To build favorable cooperation of local residents, entrepreneurs and partner groups for development. Also to expand interest in supporting local culture and regional heritage (Borovsky et al., 2008, Goloshchapova et al., 2019 Hakhverdyan and Shahinyan, 2022). Thanks to the multiplier effect, tourism is becoming the industry of the future. It represents the sector that creates the most job opportunities even for the low-skilled workforce, which has the highest percentage of the unemployed and, in addition to jobs in tourism businesses, also generates job opportunities in supply industries (Sotník, 2002, Azirov, 2021). Pellesova (1998) and Matijova et al. (2019) state a triple multiplier:

a) Income multiplier - means that, for example, the owner of a tourism business will use the income for the services provided for consumption in his region. If he were to save the obtained funds, the effect of his activity would be the same as if he had invested these funds for a purchase in another region. The amount that a given entity consumes from its income is called the marginal propensity to consume, and vice versa - the part it saves in the form of savings is referred to as the marginal propensity to save. The business activity that will have a greater marginal propensity for consumption will then be more advantageous in the region.

b) Wage multiplier - creates an effect in the form of wages and salaries in newly created jobs. It usually

has a higher value than the employment multiplier, since the increase in wages is greater than the increase in employment.

c) Employment multiplier - based on consumption in the tourism industry, which initiates the creation of new job opportunities. Through the multiplier effect, tourism creates several times the number of new jobs.

Borovsky et al. (2008) state that, according to experts, the multiplier effect of tourism represents an industry that has its own future. The tourism multiplier provides information on how much tourism income is greater than the expenditure that generated it. It evaluates the effectiveness of tourism as a tool for creating value and income in the national economy. According to Sutoris (1999) and Ubreziova et al. (2022), tourism is a creator of new job opportunities, and as long as it employs the local population, it stimulates the local labour market and makes it possible to use the local workforce. It causes changes in the social and cultural level of the population. It reduces the percentage of emigration from a region with a lack of jobs to other more attractive regions. It creates not only direct employment in tourism businesses, but also secondary employment in related industries due to the multiplier effect. In countries with developed tourism, approximately every tenth job is in the tourism industry. Employers primarily require universal skills from workers in tourism businesses and do not require a high level of qualification, which is especially evident in small businesses that are prevalent in the tourism industry. Manifestations associated with the development of tourism can be observed in various areas, namely economic, social-cultural and environmental. Table 1 specifies their positive manifestations in more detail.

**Table 1. Positive manifestations of tourism**

<b>Economic</b>	<b>Social-cultural</b>	<b>Environmental</b>
supports business in the village directly in terms of tourism, as well as in follow-up and securing activities generates income for the private and public sector (taxes)	initiates the preservation of natural and cultural values of the territory (municipality, region) expands the possibilities of spending free time for the inhabitants of the village	increases care for the appearance of the village renewal of the existing infrastructure
creates job opportunities in tourism businesses as well as in other businesses in the village and its surroundings	opportunity for the revival of traditional forms of arts and crafts	construction of new tourism infrastructure (cycling routes, recreation areas, sports fields)
increases the purchasing power of the local population	slowing down or even stopping the process of emigration of residents from municipalities	new use of objects that have lost their original purpose of use
contributes to the development of the local economy - multiplier effect (income and employment)	adoption of positive values and behaviour patterns of visitors	protection and restoration of historical objects in the village
stimulates investments in the village	growth in the quality of life of local residents	restoration and modernization of the unused house and apartment stock

Sources: developed by the authors on the basis of (Matijova et al., 2019; Goncarova et al., 2020; Jarabkova et al., 2021).

According to Sabolova (2013) and Smetkowski (2018), tourism acts as an export industry, as it generates income from external sources of the given location. A significant economic benefit for the given region is the reduction of unemployment through the creation of new jobs, as tourism is an industry where a high representation of human resources is necessary. The growing interest in travel and tourism encourages new investments in transport infrastructure and tourism infrastructure. The autochthonous population also perceives economic benefits thanks to the increase in the standard of living and also the increase in income from tourism activities. Tourism significantly affects the development of the local economy by stimulating business activity, investment and the use of endogenous resources, both natural and human. In addition to the above, it increases the purchasing power of the local population as well as its consumption. It stimulates the building and maintenance of existing infrastructure in the municipality and secondarily contributes, in the form of local taxes, to the creation of own financial resources of municipalities and regions (Jarabkova et al., 2021, Galvao et al., 2019, Matijova et al., 2019).

Gucik (2000), Milano et al. (2016) and Dankova et al. (2020) state that tourism, despite its benefits for the social and economic development of the region, also brings with it certain negatives and threats. Based on the experience of several rural locations, it was observed negative manifestations in the tourism industry related

to its development, which threaten the visited places and the lives of the residents in them. In case of long-term uncoordinated and non-conceptual development of tourism in these locations, irreparable damage occurs and their removal is difficult both financially and organizationally. The negative impacts are not only manifested in the visited location, but also in its wider territory. Negative manifestations of tourism are presented in Table 2.

**Table 2. Negative manifestations of tourism**

<b>Economic</b>	<b>Social-cultural</b>	<b>Environmental</b>
emergence of hidden costs (new investments)	commercialization of activities	over tourism
economic dependence of the local community on tourism	acculturation	damage to the environment
seasonality	staging	changes in natural processes
the vulnerability of the local economy during the economic but also the pandemic (Covid 19) crisis	the dualization of society	interventions in the lives of animals
enclave tourism	social tension between residents and visitors	
siphoning off profit through companies with a different place of business vs. minimum rate of reinvestment	marginalization of residents	
local inflation	a change in the attitudes of the population (tourist irritation)	devastation of architecture
speculation in the real estate market	an increase in crime	
negative reaction of local businessmen to new competition	demonstration effect	
negative reputation due to inadequate equipment, inappropriate practices or inflated prices	the effect of fashion	

Sources: developed by the authors on the basis of (Milano et al., 2016; Dankova et al., 2020; Jarabkova et al., 2021).

**Methodology and research methods.** The aim of the contribution is to analyse the impact of primary and secondary tourism supply on local and regional development. The subject of the research is the village of Besenova located in the Liptov region in central Slovakia. The methods used include:

- Selection of the relevant territorial unit – the micro-region of the municipality of Besenova.
  - Qualitative analysis of the primary (natural potential) and secondary offer of tourism (facilities) in the village of Besenova.
  - Quantitative analysis of development of visitors and tax revenues from accommodation in the village (overnight stays, revenues...).
  - Study of secondary sources - annual reports and accounts of the municipality, analysis of regional data from the Datacube database, the administrator of which is the Statistical Office of the Slovak Republic.
  - Supplementing secondary data with primary data – method «desk research» (if data are not available for microregional level).
  - Statistical analysis of time series using the forecast for the next 3 years (2021-2023) - extrapolation method (based on geometric averages of interannual growth/decrease indices).
  - Synthesis of results and suggestions for improving tourism as a factor of regional development
- Based on the methodological description are formulated 4 research question?
- RQ1: How many possibilities for tourism has the microregion village Besenova?
- RQ2: How did individual tourism indicators develop before and after the corona crisis?
- RQ3: How can the state of tourism indicators develop in the next 3 years?
- RQ4: In what way it is possible to return tourism to its pre-crisis state?

The material for the theoretical starting points was Slovak and foreign book and magazine literature using articles in magazines indexed in WOS and Scopus. The research material was the documents of the

municipality of Besenova (annual reports and accounts), the Datacube database (SO SR) and the Excel program for data evaluation and application of extrapolation.

**Results.** Results of this research are divided into 4 areas. First is analysed primary and secondary offer of tourism by qualitative analysis (RQ1). Then follows quantitative analysis of chosen indicators (RQ2) and their forecasting by extrapolation (RQ3). Finally follows conclusion and some suggestion to return tourism to the pre-crisis state (RQ4).

In the paper is attention paid to the analysis and perception of tourism in the local government of the municipality of Besenova, with an emphasis on the primary and secondary offer of tourism in the municipality, which largely influences the development of tourism in the entire Liptov region. The village of Besenova is located in the heart of the tourist-attractive Liptov region, whose natural diversity ranges from underground cave beauties to high peaks. Thanks to the ideal geographical conditions, the rich culture of folk folklore, or the unique architecture, it is one of the most popular holiday regions in Slovakia. Its location on the map of Slovakia is shown in Figure 1.



**Figure 1. Location of the village Besenova on the map of the Slovak Republic**

Sources: developed by the authors on the basis of (Obecbesenova, 2021).

Thanks to the presence of geothermal hot springs, the village of Besenova gradually came into the center of attention not only from domestic but also from foreign business entities operating in the field of tourism since 1987. The boom in tourism in this area of the spa industry was gaining momentum, which brought a new dimension to the village in terms of its development. Today, the village of Besenova is known as a lucrative tourist destination mainly due to the presence of the Besenova Water Park, which was first opened to the public in 1993. The beneficial effects of highly mineralized waters on the human body and a wide range of recreational activities attract tourists from all over the world all year round. In this context, it is important to emphasize that the water park also represents the main employment potential of the population in the village. In connection with its development, as well as the offer of establishments providing services mainly in the hotel and catering sector, it creates job opportunities for more than 550 people (Grencikova, Baran, 2021). From the point of view of business entities, the village is one of the attractive business locations. This statement is also confirmed by the data presented in Table 3, where it is possible to see an increase in the number of legal and natural persons operating in the municipality in all sectors during the years 2010-2020 with a forecast for the next 3 years.

**Table 3. Number of legal and natural persons operating in the municipality of Besenova**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
LP	18	21	27	31	31	26	24	25	28	30	37	40	43	46
NP	42	57	61	61	65	61	65	68	70	73	75	79	84	89
Σ	60	78	88	92	96	87	89	93	98	103	112	119	127	135

Sources: developed by the authors on the basis of (Statistical office of the SR, 2021).

The favorable location of the village in the Liptov region and the Besenova water park represent potential for domestic and foreign business entities and their activities focused on the field of tourism. The synergistic



cooperation of the public, private and, to a large extent, the civil sector is a suitable tool in the village for the creation of job opportunities, as well as tax revenue for the municipal budget, or the preservation of natural and cultural wealth. The primary offer of tourism in the village of Besenova. In order to create a comprehensive overview, it was compiled the primary tourism offer into Table 4, which specifies its natural and cultural-historical potential in more detail.

**Table 4. The primary offer of tourism in the village of Besenova**

Primary offer	
Natural potential	Cultural-historical potential
mineral springs	Oman Catholic Church of the Holy Trinity
travertine rock «Kaplňka»	Cultural monument
a pond with occasional outgassing	
a forest pine tree ( <i>Pinus silvestris</i> ) with a girth of 260 cm	the Mitosiny manor house with its grounds
water reservoir Besenova	
Natural monument	
Besenova travertines	the Mitosiny manor with the granary area
Protected trees	
near the Mitosiny manor: mountain elm ( <i>Ulmus Montana</i> )	
with a circumference of 438 cm, small-leaved linden ( <i>Tilia cordata</i> ) with a circumference of 466 cm	the Mitosiny manor with grounds - park
near the kindergarten: small-leaved linden ( <i>Tilia cordata</i> ) with a circumference of 345 cm	
Historic greenery protected as a monument	the Mitosiny manor with grounds - fencing
greenery located in the park and around the Mitosiny manor	

Sources: developed by the authors on the basis of (Obecbesenova.sk, 2019).

*Natural potential and natural monuments of the village of Besenova.* The village of Besenova can rightly be proud of the presence of significant locations of occurrence of rare mineral springs. There are approximately fourteen springs with rich mineralization in its area. Individual springs differ slightly in terms of overall mineralization and temperature. Due to the abundance of the source, the temperature and the content of mineral substances, they belong to the first category of mineral springs in Slovakia. It is possible to compare them to the springs that are located, for example, in Piest'any, Bojnica, as well as in Rajecké or Turčianske Teplice. Mineral water from thermal springs has a rich content of calcium, magnesium, sodium, potassium, iron, manganese, as well as potassium. Its content is supplemented with an extraordinary amount of sulphates, bicarbonates, free carbon dioxide and other minerals. The environment around each thermal spring has an interesting reddish-brown colour (Obecbesenova.sk, 2015).

The presence of a freshwater limestone quarry, also called Besenovské travertines, also testifies to the fact that the charm of nature has its own power. The travertines extend a few hundred meters north of the village on an area of 3.18 hectares. The formation of the travertine phenomenon was conditioned by the precipitation of mineral springs rich in calcium carbonate. The eye of the visitor is caught not only by its white-gray to yellow-red colouring, which is caused by iron compounds, but also by its massive cascading shape. Mineral water constantly flows over the travertines, which gives the stone cascades, loaves and platforms a lively shine. In 1984, the object was declared a natural monument to which the 4th degree of protection and its protection zone applies. In close proximity to the travertines, there is an inconspicuous lake, which is characterized by the occasional eruption of gases (Grencikova and Baran, 2021).

A beautiful view of the surroundings is offered by the travertine rock, which bears the name Kaplnka. It is located in close proximity to the Besenova Travertines. This natural creation is accessible as a tourist even for less skilled visitors. A stone cross is placed on top of the rock. Its beauty in the form of polished golden-yellow plates decorates the building of the Comenius University in Bratislava and also the Palace of Nations in Switzerland. A few meters above the Kaplnka, behind a narrow passable wood, stands a massive Scots pine tree in the beautiful natural scenery of the Choc Hills. An approximately 100-year-old pine with a trunk circumference of 260 cm and a height of 15 m fought for the title in the Tree of the Year 2019 competition, which has been organized by the Ekopolis foundation for several years. Its unusual shape and virgin nature, which is underlined by wonderful views, attract not only tourists, but also filmmakers. In recent years, many foreign newlyweds have been immortalized under its crown (Zijemvrk.sk, 2019).

Another attraction of the village is the water reservoir. It is located on the river Vah, below the Liptovska Mara dam. It was put into operation in 1976. It serves as a buffer tank during peak operation of the Liptovska Mara power plant. At the time of the weakest electrical load, part of the water from Besenova is pumped back into the Liptovska Mara reservoir. It is connected to the Liptovska Mara water reservoir via a canal. The interesting thing about this water reservoir is that the railway line is led above the turbines of the power plant (Sorger.sk).

The cultural and historical value of the village is clearly defined by the Mitosiny mansion, which is located in its western part – Mitosiny. It is a late-Renaissance mansion with a four-wing closed layout with demanding towers. The mansion was built in the first half of the 17th century. In the second third of the 18th century, its interior was modified in the Baroque style. Renaissance and Baroque barrel vaults and extensive cellars have been preserved inside the building. Around the manor there is a well-kept park with heritage-protected greenery with mainly foreign trees. Part of the manor house is a brick granary that dates from the same period as the main building. The mansion is not open to the public. Visitors can admire its beauty and uniqueness from the adjacent road (Turistika.cz, 2012).

From the mentioned monitoring results in connection with the analysis of the primary offer of CR in the village, it is clear that the village has an attractive offer of natural wealth. Through personal monitoring, it was found that there are no information boards that would provide visitors with relevant information about natural and cultural monuments. Due to the unmaintained terrain, it was difficult to get closer to the mentioned natural monuments. In this context, it was added that the municipality should consider the need for year-round maintenance of the surroundings of monuments as an important aspect, as the demands for the creation of tourism value in the municipality, as well as the entire region, are increasing from year to year. For the sake of clarity, it was divided the secondary offer of tourism in the village of Besenova into 3 parts as follows:

- 1) Superstructure of tourism (accommodation and catering facilities in the village)
- 2) Tourism infrastructure (travel agencies, tourist information offices)
- 3) General infrastructure (e.g. sports and recreational facilities and activities, cultural and social facilities, as well as other services provided in the village)

In the village of Besenova, there are many facilities of various kinds that provide accommodation and catering services to visitors. It is clear from Table 5 that out of the total number of 50 accommodation establishments in the village there are 4 hotels, 3 boarding houses, 25 apartments, 16 private houses, 1 cottage and 1 wooden house.

**Table 5. Overview of accommodation facilities in the village of Besenova**

Accommodation facilities		
Facility type and name	Number	Number of fixed beds
Hotel AKVAMARÍN ****	1	286
Hotel GALÉRIA THERMAL BESENOVA ****	1	90
Hotel BESENOVA ***	1	245
Hotel SUMMIT ***	1	44
Guest-house FONTANA ***	1	70
Guest-house AGROTHERMAL **	1	43
Guest-house GAZDOVSKY DVOR	1	21
Apartment BEST	1	8
Apartment DREAMS	1	13
Apartment MAGDALÉNA	1	2
Apartment PHARAMIS	1	6
Apartment KAMILLY	1	6
Apartment U SLAVKY	1	6
Apartment BUTTERFLY	1	4
Apartment ZACHAR	1	12
Apartment INGRID	1	8
Apartment ALEX A GREGOR	1	8
Apartment U SKRABA	1	6
Apartment CHARLIE	1	10
Apartment ZARIA A VERA	1	30
Apartment house KRIVAN	1	14
Apartment house U IVKY	1	16

Continued Table 5

Accommodation facilities		
Facility type and name	Number	Number of fixed beds
Villa AJKA	1	27
Villa MARTINA	1	23
Villa 27	1	11
Villa MICHAELA	1	21
Villa ASGARD	1	6
Villa ANNA	1	14
Villa ROMANA	1	12
Villa RUSTIKA	1	18
Villa VIKTORIA	1	14
Private CABAJOVA MARIA	1	10
Private GRENCÍKOVA MAGDALÉNA	1	8
Private IVETA	1	7
Private MAJA	1	9
Private MILUSKA	1	6
Private PRI ZAMOCKU KOVAČ JAN	1	9
Private TERMAL	1	6
Private VYSNY ĽUDOVÍT	1	10
Private ZACHAROVA MARIA	1	5
Private MARKA 99	1	4
Private ANNA MAŤKOVA	1	4
Private NO.5	1	8
Private SISKÁ	1	6
Private RIVER COTTAGE	1	10
Private BALKO	1	6
Private SEBO	1	15
Cottage BARAN	1	8
Wooden house M&P	1	4
<b>Sum</b>	<b>50</b>	<b>1 237</b>

Sources: developed by the authors.

Without a doubt, the AKVAMARÍN hotel can be considered the dominant hotel complex, whose total bed capacity, including extra beds, reaches up to 940 beds, which the hotel offers to its visitors all year round. This 9-story apartment complex opened its doors to visitors in 2021. It is directly connected to the Besenova water park area. As shown in Table 6, there is a wide range of catering facilities in the village. Out of all 20 facilities, there are 9 accommodation facilities in the village that have restaurant facilities in which they directly provide catering services to their visitors. The nearby Farma Besenova brings a great revival of traditional values in the form of the production of sheep's cheese and bryndza.

Table 6. Overview of catering facilities in the village of Besenova

Catering facilities		
Facility type	Facility name	Number
Restaurant	Hotel Akvamarín	1
	Hotel Galéria Thermal Besenova	1
	Hotel Besenova	1
	Hotel Summit	1
	Hotel Flóra	1
	Villa 27	1
	Fontana	1
	Agrothermal	1
	Gazdovsky dvor	1
Pizzeria	Giovanni	1
	Pri kameni	1
Pub	Bistro Smrek	1
	Bistro Pohoda	1



**Continued Table 6**

Catering facilities		
Facility type	Facility name	Number
Retail	Supermarket COOP Jednota	1
	Supermarket CBA	1
	Farma Besenova- sheep cheese «bryndza»	1
	<b>Sum</b>	<b>20</b>

Sources: developed by the authors.

*Tourism infrastructure.* Despite the fact that the village belongs to a recreational destination that is visited by tourists every day, there is no information centre that would provide visitors with relevant information to support tourism in the village as well as the wider area.

*General tourism infrastructure – Sport.* From the overview of Table 7, it could be concluded that for the possibilities of sports and leisure activities, the municipality has built 9 sports fields of different nature and 3 children's playgrounds.

**Table 7. Overview of areas and areas of recreational, sports and cultural and social facilities in the village of Besenova**

Recreational, sports, cultural and social facilities	
Facility	Number
Football grass field	2
Mini football field	1
Netball/basketball court	1
Tennis courts	2
Multifunction playground	1
Workout and outdoor playground	1
Gym in the interior of the cultural center	1
Playgrounds for children	3
Cultural and social potential	Number
Library	1
Culture center	1 /capacity max.150 people
<b>Sum</b>	<b>14</b>

Sources: developed by the authors on the basis of (Obecbesenova.sk, 2015).

*Culture.* In the village there is a cultural centre building, which is mainly used for cultural events organized by the village. It is also used for various performances of volunteer theaters from the area.

*Parking areas.* The village has built-up parking areas, which are located in front of civic amenities, in front of service facilities and also in the vicinity of the water park. As part of the General Binding Regulation of the Municipality of Besenova No. 1/2019, the municipality issued a ban on all-day standing and parking on local roads and sidewalks, thus ensuring the smoothness and safety of traffic, as well as the maintenance of local roads, or the departure of emergency services (Generally Binding Regulation of the Municipality of Besenova No. .1/2019).

*Bus transport and bicycle route.* Since the village is served by bus lines, four bus stops with shelters have been established on its territory («Besenova» Jednota bus stop, Besenova «hotel Summit», bus stop at the Besenova Water Park and bus stop at the grass field). Pedestrian walkways are brought to the boarding area of each stop.

Within the Liptov region, there is a registered cycle route called «Vrcharska cyklomagistrala». Thanks to the crossroads located in the village of Besenova, lovers of active recreation, or cycling enthusiasts can overcome an interesting route that connects Orava with Liptov and the Veľka Fatra national park in a total length of 84.6 km with an elevation of 2535 m. (Obecbesenova.sk, 2019). The bank of the river Vah is a popular place for hiking and cross-country skiing among visitors to the village. In winter, cross-country skiing enthusiasts also leave their mark here.

*Other services.* In the village there is a FAMILY CAR self-service car wash (2 washing boxes), a taxi service MP TAXI, a hair salon M SALÓN and 2 ATMs located near the supermarkets COOP JEDNOTA and CBA.

*Visitor analysis of the village of Besenova for the period 2016 – 2020.* The village of Besenova is located in the attractive Liptov region, which with its natural diversity attracts visitors from all over the world to explore it. Due to the fact that the municipality is dependent on the operation of the water park, we consider the issue of attendance to be very important. The positive effects of tourism in the form of visitors bring economic stability to the village. In connection with the global COVID 19 pandemic, which in 2020 greatly limited tourism and the movement of domestic and foreign visitors, our goal was to analyse the development of visitors, as well as the state of the municipality's income and the sales of accommodation facilities even before its outbreak and also during its duration. For this reason, the period from 2016 to 2020 was the subject of the analysis. The total number of visitors to the village and the forecast for the next 3 years is shown in Table 8. Since there was a total decrease between 2016 and 2020 due to the corona crisis, the forecast values are also lower.

**Table 8. The total number of visitors to the village of Besenova for the years 2016-2020**

Year	2016	2017	2018	2019	2020	2021	2022	2023
Number	49 735	57 392	68 841	74 321	43 718	42 331	40 988	39 688

Sources: developed by the authors.

As can be seen from Table 8, 49,735 visitors visited Besenova in 2016 and 57,392 visitors in 2017, which represented an increase of 15.4%. In 2018, the village was visited by 68,841 visitors, which showed an increase of 19.95% compared to 2017. The growing trend in the number of visitors was also reflected in the village in 2019, where the maximum number of visitors came to 74,321, which meant an increase of 8% compared to 2018. Despite the unfavourable situation related to the Covid 19 pandemic, 43,718 visitors visited the village in 2020, which resulted in a drop in attendance by 41.18% compared to 2019. It was also analysed the structure of domestic and foreign visitors in the village of Besenova during the years 2016 to 2020, which is presented in Table 9. According to the forecast for the years 2021-2023, there should be an overall decrease, which corresponds to the ongoing corona crisis, but in the case of domestic visitors, we expect a weak increase at the expense of domestic visitors.

**Table 9. Domestic and foreign visitors to the village of Besenova for the years 2016-2020**

Year	2016	2017	2018	2019	2020	2021	2022	2023
Sum	49 735	57 392	68 841	74 321	43 718	42 331	40 998	39 688
Domestic	17 918	22 793	26 030	31 315	31 487	36 253	41 740	48 058
Foreign	31 817	34 599	42 811	43 006	22 231	20 325	18 583	16 990

Sources: developed by the authors.

Table 9 shows that in 2016, 17,918 domestic visitors and 31,817 foreign visitors visited the village, which represented 13,899 more foreign visitors. In 2017, 22,793 domestic and 34,599 foreign visitors came to the village, where there were 11,806 more foreign visitors. The most significant difference between domestic and foreign visitors occurred in 2018, where there were 16,781 more foreign visitors than domestic visitors. In 2019, 31,315 domestic and 43,006 foreign visitors visited the village, which represented a higher number of foreign visitors by 11,691 compared to domestic visitors. The least significant difference occurred in 2020, when 21,487 domestic and 22,231 foreign visitors visited the village, where there were 744 more foreign visitors than domestic visitors.

The statistical indicators of overnight stays in the village of Besenova for the years 2016 to 2020, presented in Table 13, point to the fact that in 2017 the number of overnight stays in accommodation facilities increased by 16.96% compared to 2016. The increasing trend in the number continued in 2018 compared to the previous year, it represented an increase of 19%. The year 2019 brought the highest number of overnight stays, where the number of overnight stays increased by 10.5% compared to 2018. Of all years, the lowest number of overnight stays was in 2020, and compared to the previous year, there was a rapid decrease of up to 61.3%. According to the forecast for the years 2021-2023, there should continue to be a weak decline.

**Table 10. Number of overnight stays in the village of Besenova for the years 2016-2020**

Overnight stays of visitors								
Year	2016	2017	2018	2019	2020	2021	2022	2023
Number	114 791	134 261	159 520	176 202	107 978	106 339	104 725	103 135

Sources: developed by the authors.

The intensity of tourist attendance largely affects the municipal budget in the form of income, which the municipality receives from local tourism businesses on the basis of tax fees. On this basis, Table 11 provides an overview of the achieved and most significant revenues that flowed through local taxes to the general budget of the municipality from tourism for the years 2016 - 2021.

**Table 11. Income from local taxes of the municipality of Besenova for the years 2016-2021**

Income from local taxes (€)							
Year	2016	2017	2018	2019	2020	2021	
						Approved budget	Expected budget
<b>Tax</b>	104 869,96	119 974,69	149 606,81	162 313,27	121 079	150 000	70 000

Sources: developed by the authors on the basis of (Grencikova and Baran, 2016, 2017, 2018, 2019, 2020,2021).

To the extent that accommodation depends on the attendance of domestic and foreign tourists, in Table 12 is presented an overview of the achieved revenue from accommodation for the years 2016-2020 within all accommodation facilities located in the village and a forecast for the next 3 years. Sales should increase slightly, which may be due to higher accommodation prices.

**Table 12. Revenues from accommodation in the village of Besenova for the years 2016-2020**

Year	2016	2017	2018	2019	2020	2021	2022	2023
<b>Rev. in €</b>	2 012 396	3 539 825	4 335 292	4 750 451	4 416 626	5 375 699	6 543 035	7 963 858

Sources: developed by the authors.

**Conclusions.** From the results of the analysis of the attendance of domestic and foreign visitors, it can be concluded that, despite the restrictions in connection with the COVID 19 pandemic, visitors to the village have a stable interest in visiting it, which is positive in view of the creation of future projects aimed at the support and development of tourism in Besenova village. Through our analysis, it was found that foreign visitors are more interested in visiting the village than domestic visitors. This finding can be attributed to the fact that the village ranks among interesting tourist destinations for foreign clients thanks to the quality of the services provided, as well as an attractive favourable location in the Liptov region with direct access to the TOP ski resorts and tourist areas of the region. It was also analysed the status of the achieved income of the municipality in terms of local taxes, as well as the status of revenue from accommodation, achieved by accommodation facilities between 2016 and 2020. At the same time, it is necessary to realize an important aspect from the point of view of attendance, namely that not all visitors to the village also stay in accommodation facilities, but they come only for the purpose of one-day tourism. Here is an opportunity for the village, how it can achieve with its activities that the visitors who visit the village stay overnight.

The income of the municipality from the tourism industry, which local businesses and organizations receive for the goods and services sold, is distributed among those involved in meeting the needs of visitors in the tourism industry. They are not only suppliers, but also entrepreneurs, employees, but also the public sector in the form of taxes and fees. Tax revenues from tourism enterprises flow into the local budget of the given municipality as well as into the state budget in the form of income tax for natural and legal persons, consumption taxes and also value added tax. In addition to other taxes, local taxes and fees for accommodation, for the use of public space, for vending machines, for non-winning machines, real estate tax flow into local budgets.

The influence of tourism on the development of the village. Due to the current changes in the production structure and technologies and the increasing decline in agriculture, municipalities focus on the development of tourism in their territory. At the same time, they use the primary offer, especially natural potential. An obstacle to the further development of tourism in the village of Besenova may be mainly the capacity of the primary offer and its functional use. The capacity is determined by the number of daily visitors and accommodated tourists. According to the primary offer, transport accessibility, facility equipment and potential demand, tourism in the village can show significant economic activity and create conditions not only for supporting activities, such as trade, food industry, construction production, but also for related activities, e.g. transport, telecommunications, insurance companies and financial institutions. It can also significantly affect the technical infrastructure, e.g. gas and hot water supply, sewerage, electrification and also social infrastructure, such as medical facilities, cultural and entertainment facilities, sports and recreation facilities. Tourism in the village also significantly affects employment by creating jobs and providing work

opportunities to the local population, thereby reducing population migration from the village. The creation of attractive conditions for business activities in the field of tourism in the village contributes to the improvement of economic and social conditions, which simultaneously supports demand and sales.

It is important that small and medium-sized enterprises located in the village cooperate and be cooperative with local self-government bodies - with the municipal office and the local council. The need for mutual cooperation results from the fact that tourism businesses work for the local market and the development of these businesses depends on the volume of demand, which defines their capacities and their effective use. It was paid increased attention to the primary and secondary offer of tourism in the village, which greatly influences the development of tourism in the context of the entire Liptov region. In general, the specificity of the primary tourism offers, multiplied by the effective dose of the secondary tourism offer, creates a prerequisite for increasing the credit not only of the local government, but also of the entire Liptov region.

Based on the research of indicators before and after corona crisis follows, that all current and future (forecasted) indicators are lower (RQ2, RQ3). In case of structure of visitors are more domestic visitors than foreign. For increasing of tourism indicators (overnight stays, new opportunities of entrepreneurship in tourism, higher revenues in region) and microregional development was suggested use of the quintuple helix model – partnership between tourism facilities, schools (e.g. hotel academy in Liptovský Mikuláš), regional self-government, media and environmental organizations. One of the possibilities to realize this idea is partnership with tourism cluster «Liptov».

In the future, contribution could be expanded by comparing forecasted (2021-2023) and achieved values of selected indicators and by identifying the impact of tourism in the village on indicators of subjective (e.g. satisfaction, contentment) and objective (e.g. standard of living, health indicators) quality of life. Among the most significant limitations of the contribution is the low availability of secondary data for micro-region analyses (regional levels LAU1 and LAU2).

**Author Contributions:** conceptualization, A. H. and M. B.; methodology, M. B. and M. V.; software, M. B.; validation, M. B. and M. V.; formal analysis, M. V.; investigation, A. H. and M. V.; resources, M. V. and M. B.; data curation, M. B.; writing — original draft preparation, A. H. and M. B.; writing— review and editing, M. V.; visualization, M. V.; supervision, A. H.; funding acquisition, A. H., M. B. and M. V.

**Conflicts of Interest:** Authors declare no conflict of interest.

**Data Availability Statement:** Not applicable.

**Informed Consent Statement:** Not applicable.

## References

- Azirov, A. (2021). Innovation development and entrepreneurship management in tourism of azerbaijan: current trends and priorities. *Marketing and management of innovations*, 12 (4), pp. 104-120. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Borovsky, J., Smolkova, E., & Ninajova, I. (2008). Cestovny ruch, trendy, perspektivny. Bratislava, Iura Edition. [\[Google Scholar\]](#)
- Carayannis, E. G., & Campbell D. F. J. (2009). Mode 3' and 'Quadruple Helix': toward a 21st century fractal innovation ecosystem. *International Journal of Technology Management*, 46 (3-4), 201-234. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Carayannis, E. G., & Campbell, D. F. J. (2010). Triple Helix, Quadruple Helix and Quintuple Helix and How Do Knowledge, Innovation and the Environment Relate To Each Other?: A Proposed Framework for a Trans-disciplinary Analysis of Sustainable Development and Social Ecology *International Journal of Social Ecology and Sustainable Development*, 1 (1), pp. 41-69. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Dankova, A., Pitekova, J., & Vrablikova, M. (2020). Ecological transport infrastrucre as a migration of the problem of over-tourism in the High Tatras. *Aktualní problémy cestovniho ruchu : Overtourism - riziko pro destinace*. Jihlava, Vysoka skola polytechnicka Jihlava. [\[Link\]](#)
- Fojtik, B. (2021). Ako koronakriza ovplyvnila cestovny ruch. Retrieved from [\[Link\]](#)
- Galvao, A., Mascarenhas, C., Marques, C., Ferreira, J., & Ratten, V. (2019). Triple helix and its evolution: a systematic literature review. *Journal of Science and Technology Policy Management*, 10(3), 812-833. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Goloshchapova, I., Poon, S. H., Pritchard, M., & Reed, P. (2019). Corporate social responsibility reports: topic analysis and big data approach. *The European Journal of Finance*, 25(17), 1637-1654. [\[Google Scholar\]](#) [\[CrossRef\]](#)



- Goncarova, Z., Pitekova, J., & Vrablikova, M. (2020). Assessment of the impact of selected satisfaction parameters on the competitiveness of family tourism. *Marketing and management of innovations*, 11 (4), 131-143. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Gregorova, B., Neradny, M., Klauco, M., Masny, M., & Balkova, N. (2015). Cestovny ruch a regionalny rozvoj. *Banska Bystrica: Belianum*. [\[Google Scholar\]](#)
- Grencikova, M., & Baran, M. (2021). Vyrocná správa obce Besenova. Retrieved from [\[Link\]](#)
- Grencikova, M., & Baran, M. (2020). Zaverenny ucet obce za rok 2020. Retrieved from [\[Link\]](#)
- Grencikova, M., & Baran, M. (2019). Zaverenny ucet obce za rok 2019. Retrieved from [\[Link\]](#)
- Grencikova, M., & Baran, M. (2018). Zaverenny ucet obce za rok 2018. Retrieved from [\[Link\]](#)
- Grencikova, M., & Baran, M. (2017). Zaverenny ucet obce za rok 2017. Retrieved from [\[Link\]](#)
- Grencikova, M., & Baran, M. (2016). Zaverenny ucet obce za rok 2016. Retrieved from [\[Link\]](#)
- Gúcik, M. (2000). Zaklady cestovného ruchu. Banská Bystrica, Trian. [\[Google Scholar\]](#)
- Hakhverdyan, D., & Shahinyan, M. (2022). Competitiveness, innovation and productivity of the country. *Marketing and management of innovations*, 13 (1), 108-123. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Jarabkova, J., Malachovsky, A., & Palencikova, Z., (2021). Vidiecky cestovny ruch a jeho perspektivy. Nitra, Vydavateľstvo Slovenskej poľnohospodarskej univerzity v Nitre. Retrieved from [\[Link\]](#)
- Matijova, M., Onuferova, E., Rigelsky, M., & Stanko, V. (2019). Impact of Selected Indicators of Tourism Capacity and Performance in the Context of the Unemployment Rate in Slovakia: Matijova, M., Onuferova, E., Rigelsky, E., Stanko, V. (2019). Impact of Selected Indicators of Tourism Capacity and Performance in the Context of the Unemployment Rate in Slovakia. *Journal of Tourism and Services*, 10 (19): 1-23. *Journal of tourism and services*, 10(19), 1-23. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Milano, C., Novelli, M., & Cheer, J. M. (2019). Overtourism and degrowth: a social movements perspective. *Journal of sustainable tourism*, 27 (12), 1857-1875. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Obecbesenova.sk (2021). Retrieved from [\[Link\]](#)
- Obecbesenova.sk. Ladislav Pudis. (2021). Retrieved from [\[Link\]](#)
- Obecbesenova.sk (2015). Program hospodarskeho a socialneho rozvoja na roky 2015-2021. Retrieved from [\[Link\]](#)
- Obecbesenova.sk (2019). Územny plan obce Besenova. Retrieved from [\[Link\]](#)
- Pellesova, P. (1998). Multiplikacní efekty cestovního ruchu v regionu. *Ekonomická revue cestovního ruchu*, 31, 230-240. Retrieved from [\[Link\]](#)
- Sabolova, E. (2013). Vybrané vplyvy cestovného ruchu na región a teoretické východiska percepcie cestovného ruchu. *Folia geographica*, 55(21), 119-128. [\[Google Scholar\]](#)
- Smetkowski, M. (2018). The role of exogenous and endogenous factors in the growth of regions in Central and Eastern Europe: the metropolitan/non-metropolitan divide in the pre- and post-crisis era. *European Planning Studies*, 26 (2), 256-278. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Sorger.sk. Vodna nadrz besenova. (2021). Retrieved from [\[Link\]](#)
- Sotnik, A. (2002). Treba chytiť odchadzajúci vlak. Profini. Retrieved from [\[Link\]](#)
- Sútoris, I. (1999). Ekonomicky význam cestovného ruchu. *Ekonomická revue cestovného ruchu*. 32, 127-133. [\[Google Scholar\]](#)
- Statistical Office of the Slovak Republic (2021). Retrieved from [\[Link\]](#)
- Turistika.cz. (2012). Besenova – kastiel. Retrieved from [\[Link\]](#)
- Ubreziova, I., Sokil, O., & Lancaric, D. (2022). The innovative approach to the evaluation of the social responsible small and medium sized enterprises. *Marketing and management of innovations*, 13 (2), 94-109. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Zijemvrk.sk. (2019.) O titul Strom roka sa uchadzajú aj dreviny z Liptova. Retrieved from [\[Link\]](#)

**Марія Вrabлікова**, Ph.D., Католицький університет у Ружомбероку, Словаччина

**Анна Грнчарова Турцякова**, Ph.D., Католицький університет у Ружомбероку, Словаччина

**Мирослава Баранова**, Католицький університет у Ружомбероку, Словаччина

#### **Туризм як фактор місцевого та регіонального розвитку**

Розвиток туризму в регіоні може бути керований відповідно до прийнятої регіональної політики. У статті досліджено регіональний розвиток в контексті туризму в межах місцевого уряду в муніципалітета Бешенова (розташований в Словаччині, належить до природного регіону Ліптов і адміністративного регіону Жиліна на рівні NUTS 3), з урахуванням економічних, соціальних та екологічних аспектів регіону. Авторами проаналізовано вплив туризму на рівень життя місцевих мешканців, функціонування місцевої економіки та привабливість муніципалітету. Крім того, у статті досліджено позитивний та негативний вплив галузі туризму



на місцевий розвиток залежно від обсягу та структури туристів, які приїжджають до муніципалітета Бешенова не лише зі Словаччини, але й з-за кордону. Авторами досліджено тенденції регіонального та місцевого розвитку у Словаччині, проаналізовано модель потрійної, чотирьох та п'ятикратного геліксу, а також систематизовано переваги та недоліки від розвитку туризму. Для досягнення поставленої мети дослідження у статті використано економіко-математичні методи такі як: екстраполяція майбутніх значень, абсолютна та відносна кількість тощо. Вихідною базою дослідження стали офіційні нормативно правові акти та політики розвитку муніципалітета Бешенова, а також результати опитування респондентів муніципалітета Бешенова. Відповідно до отриманих результатів у статті наголошено на необхідність розроблення плану інтегрованого розвитку туристичної галузі у муніципалітеті Бешенова. Це дозволить використати туристичний потенціал регіону, який має достатньо привабливий природний та антропогенний ландшафт. Доведено, що муніципалітета Бешенова має потенціал не тільки для розвитку туризму, але й для підвищення рівня зайнятості, розвитку бізнесу, підвищення рівня освіти та якості життя мешканців. Крім того, розвиток туристичної галузі може сприяти підвищенню відповідних макроекономічних показників розвитку регіону та його конкурентоспроможності.

**Ключові слова:** туризм, місцевий розвиток, регіональний розвиток, відвідувачі.