



**"Cooperation in Promoting Cultural and Heritage Tourism Destinations in Ukraine and V4 Countries"**

Visegrad Grant No. 22130195

The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

# **Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report - regional part: Trenčín region**

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**Trenčín, 2022**

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### About the project

The project "Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries" is a project implemented under the Visegrad Grant No. 22130195. The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund.

The partners in the project are:

- University of Bielsko-Biala (Poland) – project coordinator,
- Lviv Polytechnic National University (Ukraine) – project partner,
- Kodolányi János University (Hungary) – project partner,
- VŠB - Technical University of Ostrava (Czech Republic) – project partner,
- Alexander Dubček University of Trenčín (Slovakia) – project partner.

The aim of the project is to research and promote the historical and cultural heritage of destinations from the V4 countries and Ukraine, and to show how it can be included in the tourist offer of the regions. Research on the possibility and importance of including the cultural heritage of regions in their tourist offer is carried out for: the Beskids Region (Poland), the Lviv Region (Ukraine), the Great Budapest Region (Hungary), the Moravian-Silesian Region (Czech Republic) and the Trenčín Region (Slovakia).

- Dr. Honorata Howaniec, Dr. Eng. Irena Dudzik-Lewicka and Dr. Eng. Aneta Madyda (Poland),
- Associate Professor Dr. Oleh Karyy, Associate Professor Dr. Ihor Kulyniak and Dr. Solomiya Ohinok (Ukraine),
- Dr. Tamara Rátz and Dr. Katalin Szalai (Hungary),





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- Dr. MBA Hana Štverková, Associate Professor Dr. Petra Horváthová and Dr. Lenka Heczková (Czech Republic),
- Dr. Eng. Karol Krajčo, Dr. Andrej Poruban and Dr. Martina Jakubčinová (Slovakia).

This report is part of the report "Cooperation in promoting a cultural and heritage tourism destinations in Ukraine and V4 countries. Research report".

### Research methodology

The research on the Slovak republic side concerned the Trenčín Region.

The study was a questionnaire survey - using the CAWI (Computer-assisted web interviewing) technique. The survey was prepared in English. Online surveys were available on the google website, distributed to respondents via FB platform, MS Teams, Academic information system.


The research process lasted from October to December 2022. The study on the Slovak side covered 166 people. Basic information about the study is presented in Table 1.

Table 1. Basic information about the study

| Specification      | Research                                  |
|--------------------|---|
| Research method    | Survey                                    |
| Research technique | CAWI (Computer-assisted web interviewing) |
| Research tool      | Electronic questionnaire                  |
| Sample selection   | Targeted<br>(citizens of Trenčín Region)  |
| Sample size        | 166                                       |
| Research date      | October – December 2022                   |

Source: own elaboration based on empirical research.



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## Sample structure

The vast majority of respondents - 57% - are people aged up to 25 years. The respondents are mainly people with higher - 51% and high education - 33% of the respondents. Most of the respondents are rural residents - 53% and the dominant income in the sample is between EUR 500 and EUR 1,000. The respondents are mainly students – 50% and working people - 45%. Detailed characteristics of the sample are presented in Table 2.

Table 1. Sample structure [%]

|   |                             |                                       |                             |                                     |                   |
|---|-----------------------------|---------------------------------------|-----------------------------|-------------------------------------|-------------------|
| <b>Gender</b>                               |                             | Female                                |                             | Male                                |                   |
|   |                             | 105                                   |                             | 61                                  |                   |
| <b>Age</b>                                  | up to 25 years              | 26 to 35 years old                    | 36 to 45 old                | 46 to 55 years old                  | over 56 years old |
|   | 94                          | 24                                    | 29                          | 10                                  | 9                 |
| <b>Education</b>                            |                             | Elementary or secondary school        | High school diploma         | Bachelor, Engineer or Master degree |                   |
|   |                             | 27                                    | 54                          | 85                                  |                   |
| <b>Place of residence</b>                   | City over 100,000 residents | City from 25,000 to 100,000 residents | City up to 25,000 residents | Village                             |                   |
|   | 13                          | 35                                    | 36                          | 82                                  |                   |
| <b>Monthly net income per family member</b> | Up to 500 Euro              | From 500 to 1000 Euro                 |                             | Above 1000 Euro                     |                   |
|   | 40                          | 82                                    |                             | 44                                  |                   |
| <b>Status</b>                               | Student                     | Working person                        | Unemployed person           | Pensioner                           |                   |
|   | 78                          | 74                                    | 5                           | 7                                   |                   |

Source: own elaboration based on empirical research. N=166.





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### Perception of the cultural heritage of the Trenčín region and the possibility of including it in the tourist offer of the region

According to the respondents, tourists are interested in the cultural heritage of Slovakia, more than half of the respondents think so. Unfortunately, only 16% answered "definitely yes", and as many as 51% answered "rather yes". An equally large group, 17%, either has no opinion on the topic, as they gave the answer "neither yes nor no", or the group opinion is "rather no". Nobody of respondents believe that tourists are definitely not interested in Slovakia's cultural heritage (Figure 1).

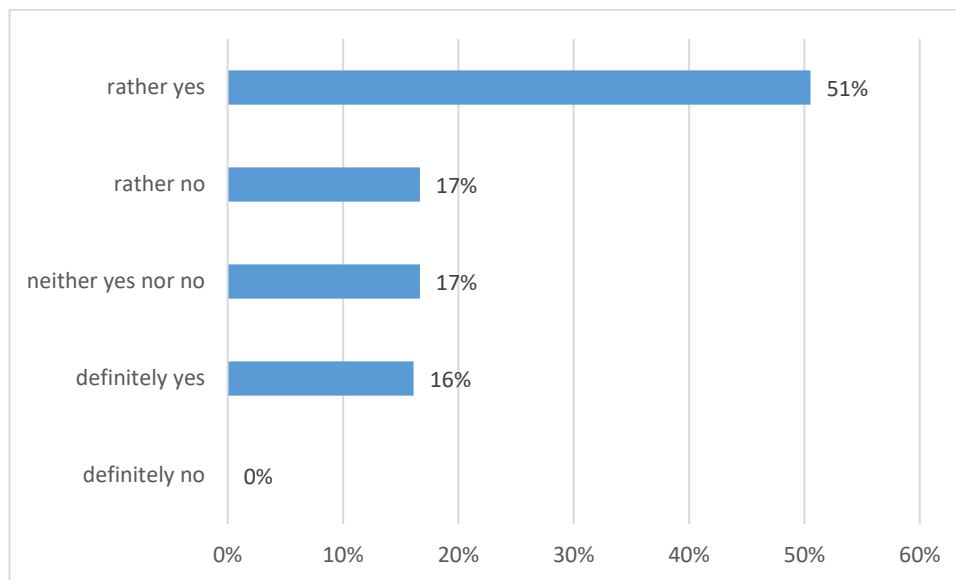



Figure 1. Are tourists interested in Slovak's cultural heritage?

Source: own elaboration based on empirical research.

Tourists are interested in the cultural heritage of the Trenčín region. Such an opinion is held by 77% of the respondents, but only 16% clearly confirm that such interest definitely



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exists. The remaining group - 61%, answered "rather yes". About 9% of respondents are of the opposite opinion, with only 2% firmly of the opinion that tourists are not interested in the cultural heritage of the Trenčín. A group, as much as 14%, do not have a clear opinion in this regard (Figure 2).

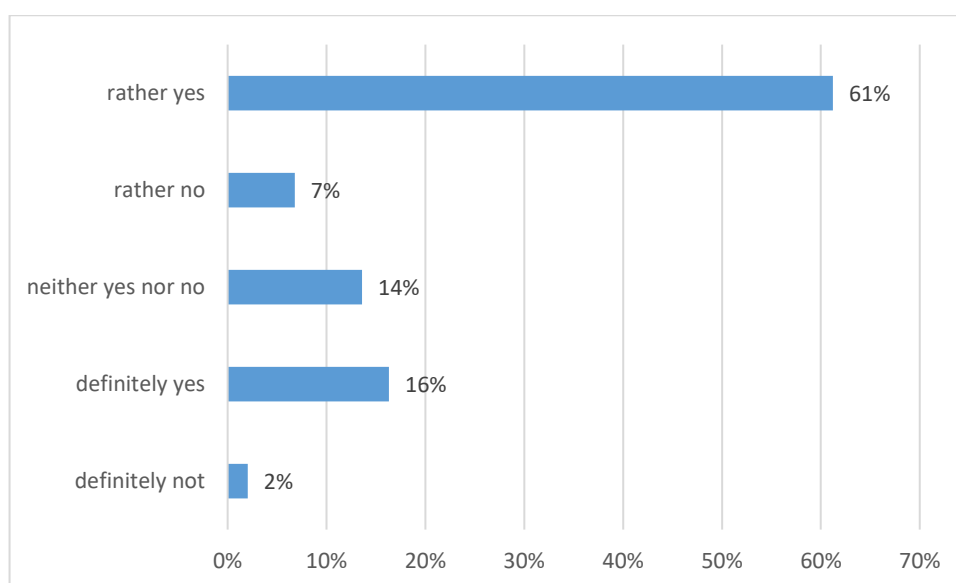


Figure 2. Are tourists interested in the cultural heritage of the Trenčín region?

Source: own elaboration based on empirical research.

However, the respondents positively assess the offer of the cultural heritage of the researched region. As many as half of the respondents believe that it is rather interesting, and 26% - that it is definitely interesting. Only 8% of respondents evaluate the cultural heritage offer of the Trenčín region negatively, while only 1% believe that the region definitely does not have an interesting cultural offer. A group, as much as 9%, are undecided people who gave the answer "neither yes nor no" (Figure 3).





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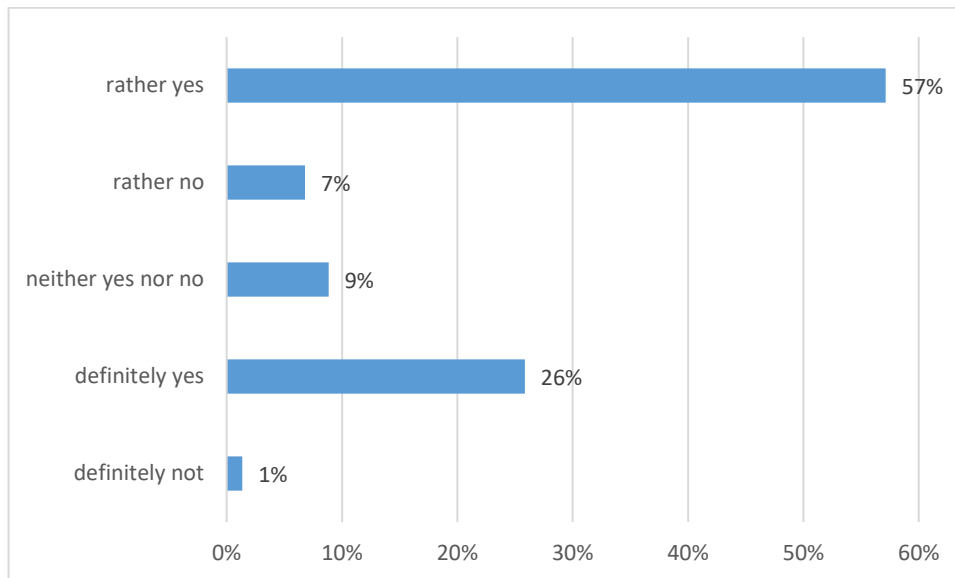


Figure 3. Does the Trenčín region have an interesting cultural heritage offer?

Source: own elaboration based on empirical research.

The vast majority of the respondents are able to name things and objects of cultural heritage located in the Trenčín region - a total of 68%, and 29% can definitely do it. Only 15% indicated that they could not, or rather could not, indicate what constitutes the cultural heritage of the region, and 16% had doubts as to whether they could identify such objects or other elements (Figure 4).







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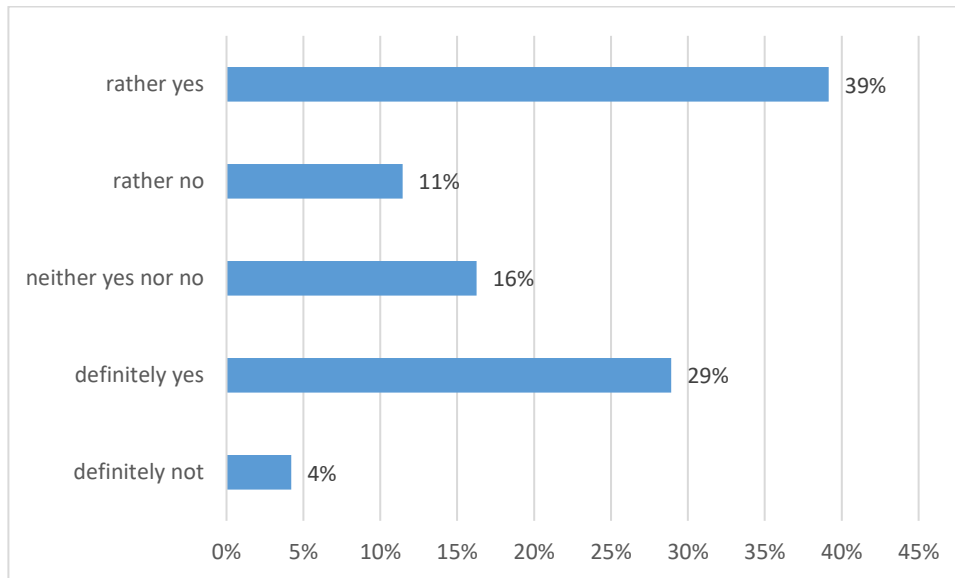


Figure 4. Can you name things and objects of cultural heritage located in the Trenčín region?

Source: own elaboration based on empirical research.

Elements of the cultural heritage of the Trenčín region mentioned by the respondents include, among others: medieval castles and manor houses (Trenčín, Lednica, Tematín, Beckov, Čachtice, Uhrovec, Vršatec, Bojnice, Vodný hrad, Klobušice, Orlové), spas (Trenčianske Telice, Bojnice, Nimnica), monuments (Mound of gen. M. R. Štefánik, Roman inscription – made in 179 CE, Headsman’s house, The Skalka Pilgrimage Site, Birthhouse of Ľudovít Štúr and Alexander Dubček), museums and galleries (Museum of Culture the Carpathian Germans, The People House of R. Haroník, Museum of Prefects – Prepost cave, Horná Nitra Museum, Trenčín Museum, folklore music and costumes, art (music, film) festivals.

According to the respondents, the Trenčín region address its cultural heritage offer to tourists. Two thirds of the respondents (67%) believe so, but only 12% believe that the region definitely directs its cultural heritage offer to tourists. A 12% of the respondents hold a different



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opinion, but only 2% strongly believe that the region does not undertake such activities. 21% of the respondents do not have a clear opinion on this subject, where they chose the answer "neither yes nor no" (Figure 5).

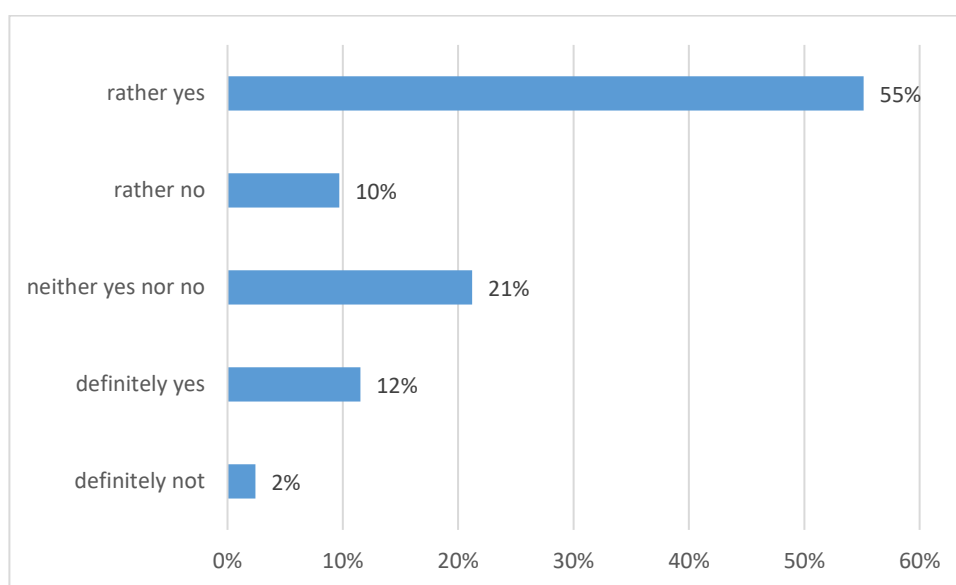


Figure 5. Does the Trenčín region address the offer of cultural heritage to tourists?

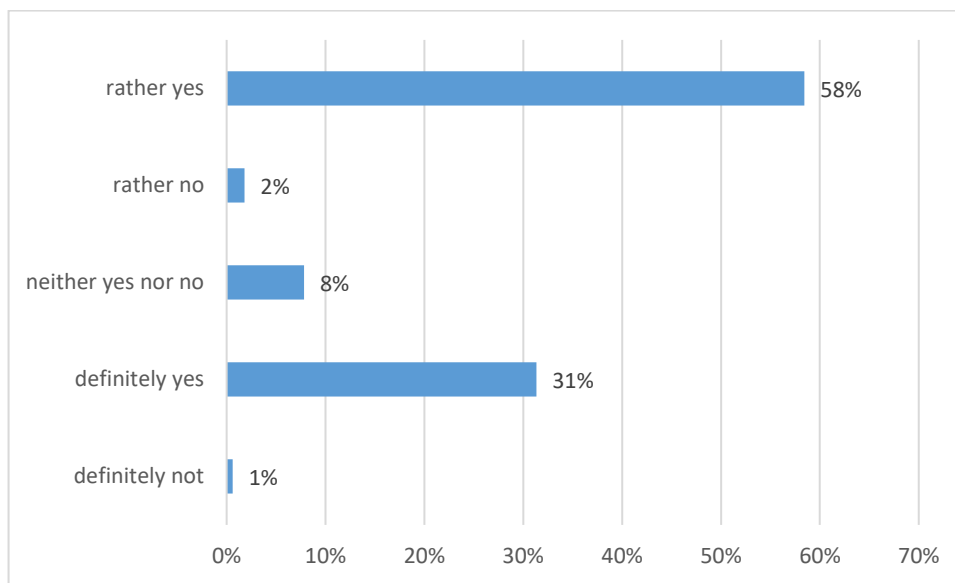
Source: own elaboration based on empirical research.

The elements of the historical and cultural heritage of the Trenčín region that should be noticed and promoted, according to the respondents, are primarily castles, museums, churches, architecture, festivals and festivities, folklore and traditions, agrotourism, gastronomy and food. According to the respondents, the inclusion of the cultural heritage of the region would help in its development. Such an opinion is held by 89% of the respondents, including 31% who are convinced of it and answered "definitely yes". More than half of the respondents - 58% also see it as an opportunity for the development of the region, they answered "rather yes". A total of



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8% of the respondents do not see a positive impact of the inclusion of the region's cultural heritage on its development, where only 1% definitely do not see such an influence, and for 2% there is no rather such connection. A relatively large group has no opinion on this subject, as they answered "neither yes no", i.e. they neither agree nor disagree (Figure 6).



**Figure 6.** Would the inclusion of the cultural heritage of the Trenčín region help in the development of the region?

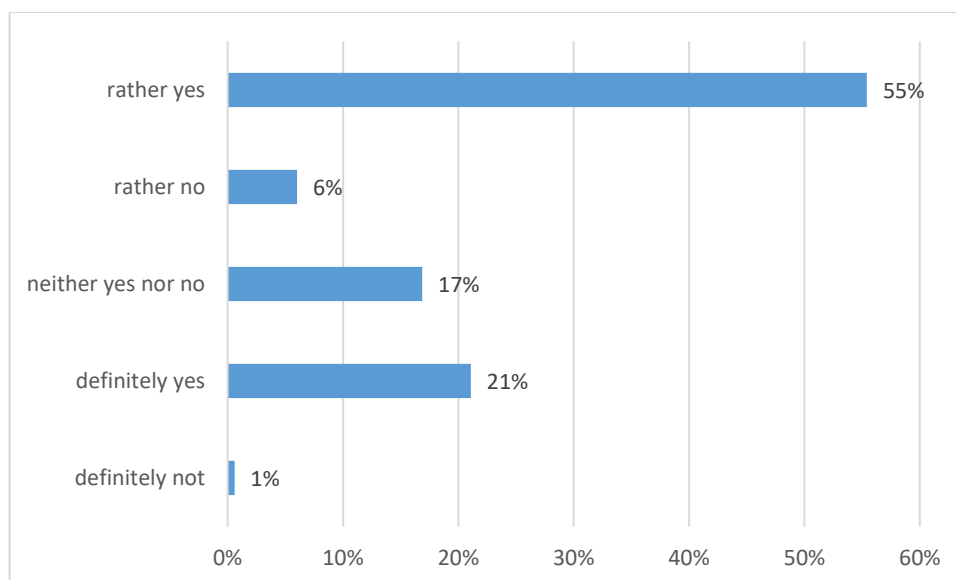
Source: own elaboration based on empirical research.

This is the opinion of the respondents, although most of them believe that the cultural heritage of the region is already included in the economic life of the region, i.e. it contributes to the growth of the region's income and/or the quality of life in the region. Such an opinion is held by 76% of the respondents, with 21% firmly believing that it is involved, and 55% that it is rather involved in the economic life of the region. Only 6% of respondents hold a different opinion. They believe that the cultural heritage of the region is rather not integrated into the



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economic life of the region. A relatively large group of respondents - 17% have no opinion on this subject and they gave an evasive answer "neither yes nor no" (Figure 7).



**Figure 7.** Is the cultural heritage of the Trenčín region integrated into the economic life of the region, i.e. does it contribute to an increase in the region's income and/or the quality of life in the region?

Source: own elaboration based on empirical research.

Majority of the respondents also believe that the cultural heritage of the Trenčín region could be more integrated with the economic life of the region, i.e. be included in the region's development policy. A total of 61% of the respondents holds this opinion. However, 8% of the respondents believe that the cultural heritage of the Trenčín region could not be more integrated into the economic life of the region. Perhaps they believe that the degree of inclusion of cultural heritage in the development policy of the region is sufficient. Strong group of the respondents



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- 31%, however, have no opinion on this subject, as they chose the answer "neither yes nor no" (Figure 8).

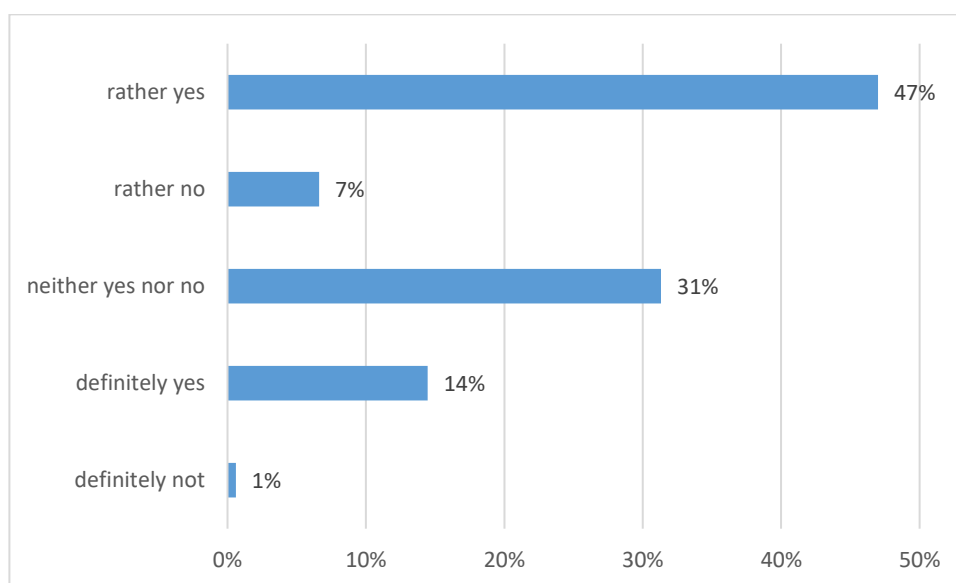


Figure 8. Could the cultural heritage of the Trenčín region be more integrated with the economic life of the region, i.e. be included in the region's development policy?

Source: own elaboration based on empirical research.

People who believe that greater integration of the cultural heritage of the Trenčín with the economic life of the region is still possible indicate that the way to better integrate the cultural heritage of the region with the economic life of the region is, for example, coordinated promotion or launching regional restaurants. Interestingly, the main obstacles in promoting the cultural heritage of the region are considered by the respondents to be: lack of subsidies to revitalize and promote the region's cultural heritage - 27% (Figure 9).





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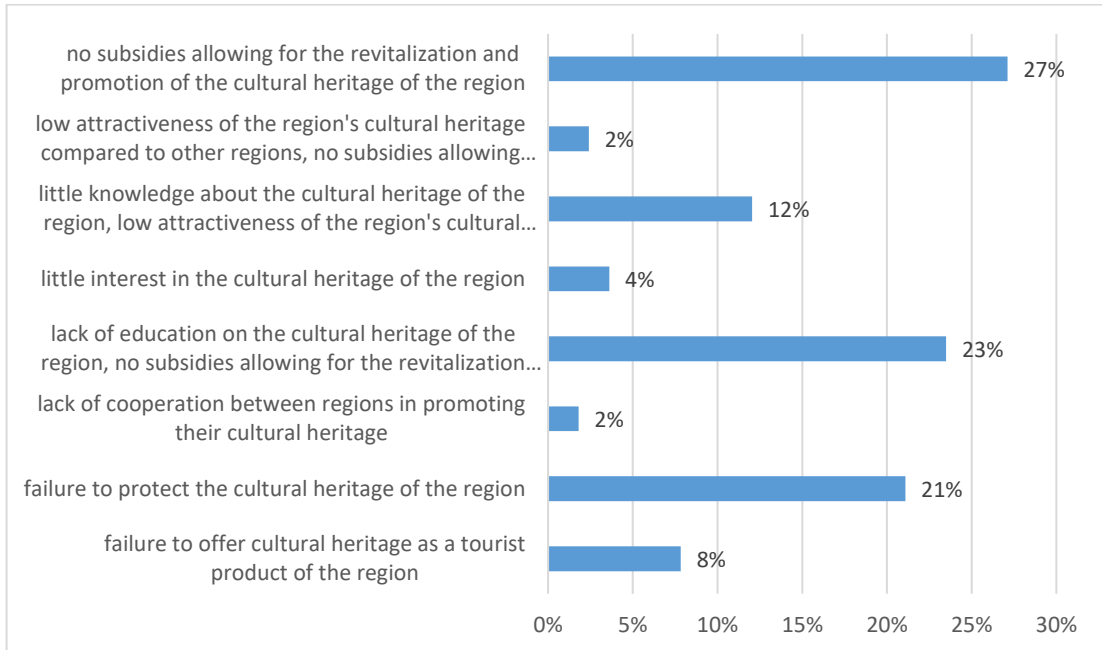


Figure 9. What obstacles do you see in promoting the cultural heritage of the Trenčín region?

Source: own elaboration based on empirical research.





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## Conclusion

According to the respondents involved in the questionnaire survey, there is considerable interest in learning about the cultural and historical heritage of the Slovak Republic, as well as the region under study - the Trenčín Region. This interest is perceived not only by the local population, but also by tourists, what is a positive result of the survey. The Trenčín Region has an interesting and attractive offer of cultural and historical heritage, which is appreciated by all age categories of visitors. In addition to a rich system of castles, the Trenčín region offers many natural, spiritual and cultural attractions. However, according to 1/3 of the respondents, this cultural and historical heritage is not sufficiently promoted. On the other hand, the respondents appreciate the efforts to promote the region, as well as to offer a wide range of events not only for tourists. An interesting finding is that only half of the respondents listed objects of cultural and historical heritage located in the Trenčín Region. They included unique regional cuisine, folk customs and traditions, as well as historical personalities connected with the Trenčín Region among the elements worthy of special attention. Other features mentioned by respondents included architectural highlights, particularly castles and churches, and traditional crafts. The need for greater integration of the cultural and historical heritage of the region is perceived by respondents as a challenge for regional policy and the development of the Trenčín region itself. According to the respondents, the need for coordinated promotion as well as the need for financial support for the revitalization of cultural and historical heritage by the state is an opportunity for the development of the region and tourism. Respondents consider the lack of education about the cultural heritage of the region, low awareness of the cultural heritage of the region and weak subsidies to enable the restoration and promotion of cultural and historical heritage as the main obstacles to the promotion of the cultural heritage of the region.



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