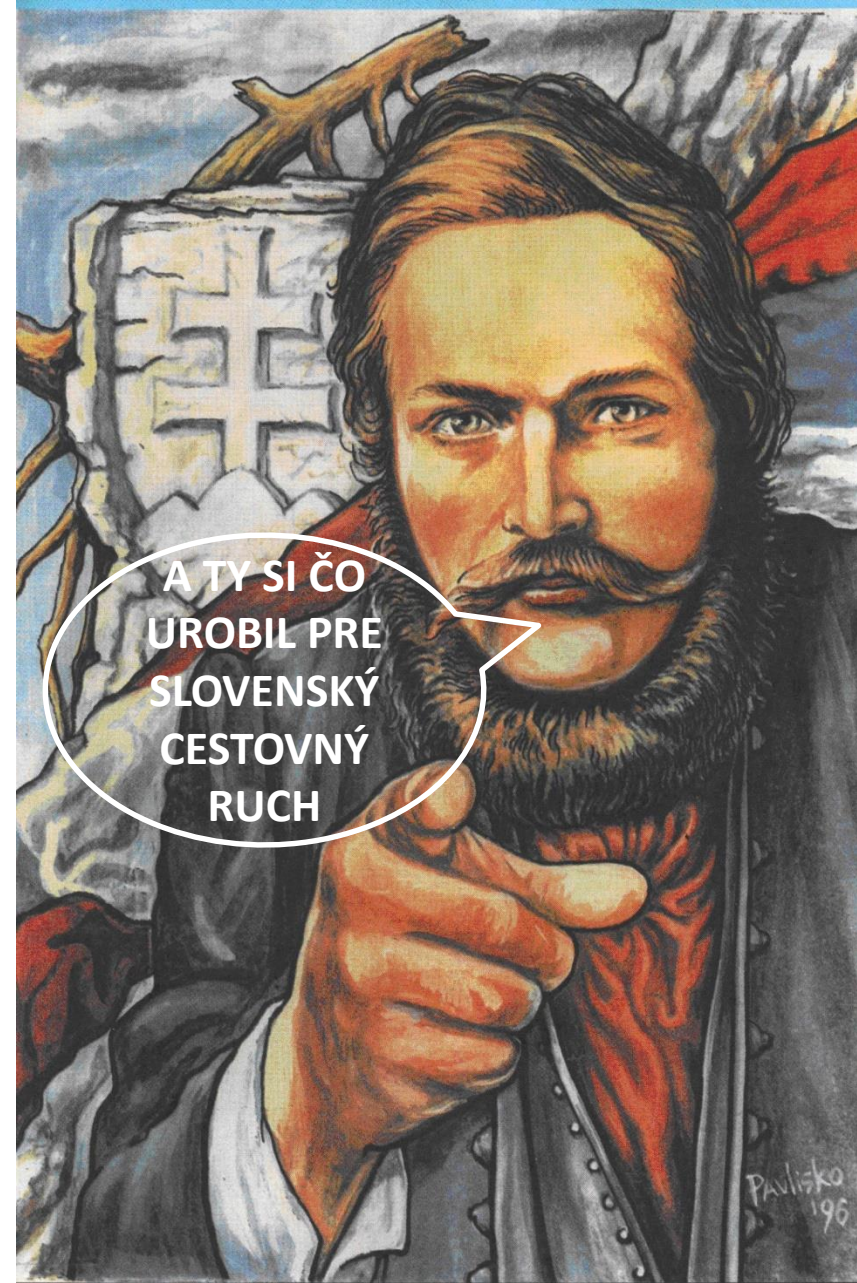
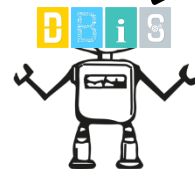
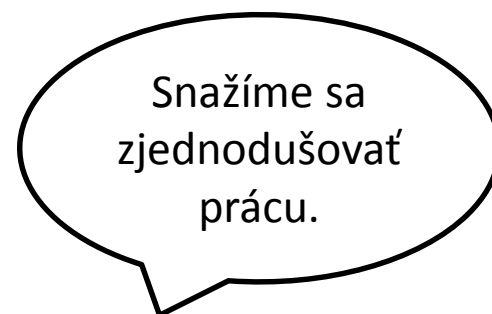


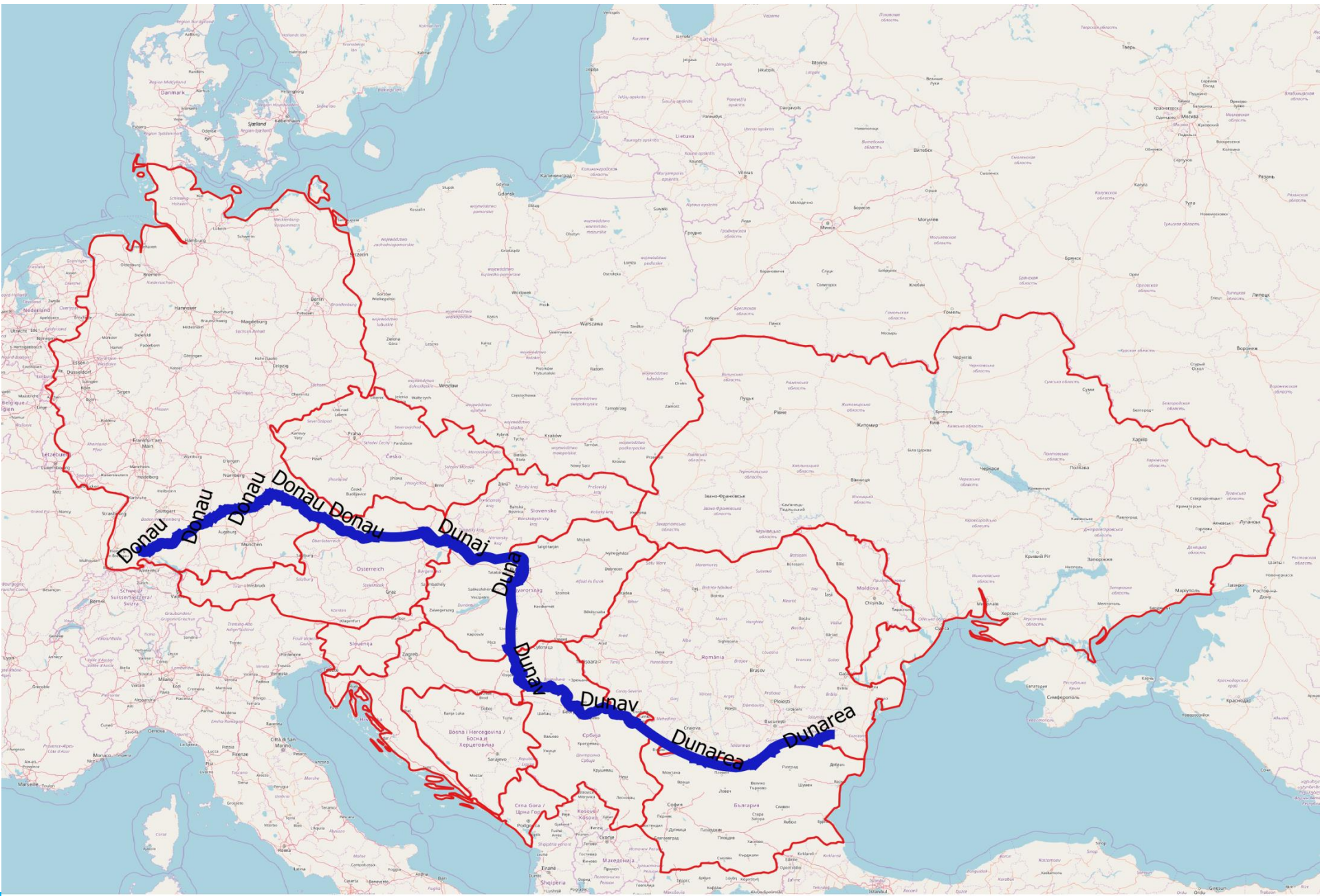
Komplexnosť dát z hľadiska maximalizácie atraktivity lokálnych destinácií
v prospech ekonomiky cestovného ruchu



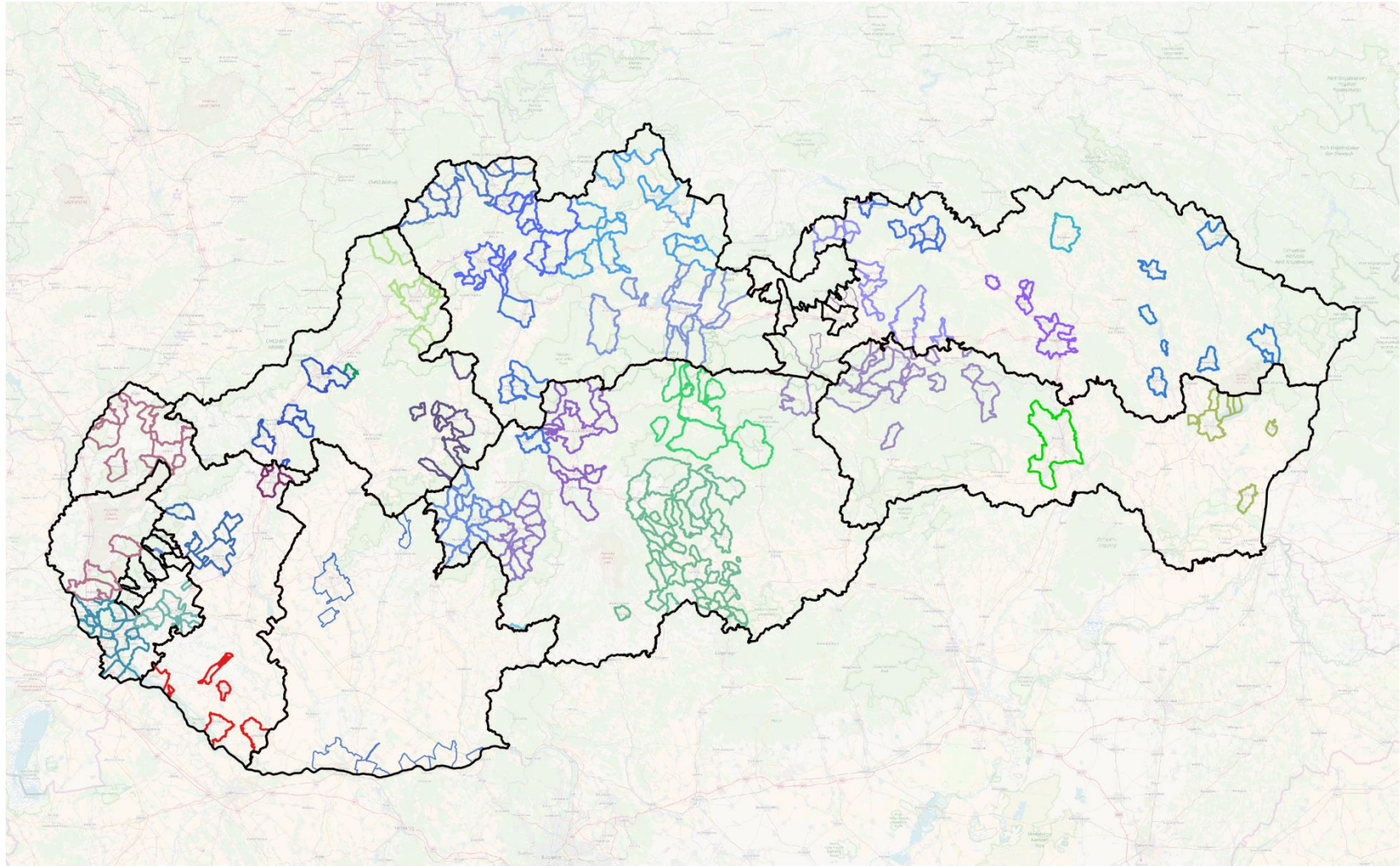
Prečo vlastne ?

- Množstvo rôznorodých dát:
 - typ
 - zdroj
 - formát
 - licencia
- Opakujúce sa procesy
- Stratený čas v neprospech skutočnej práce

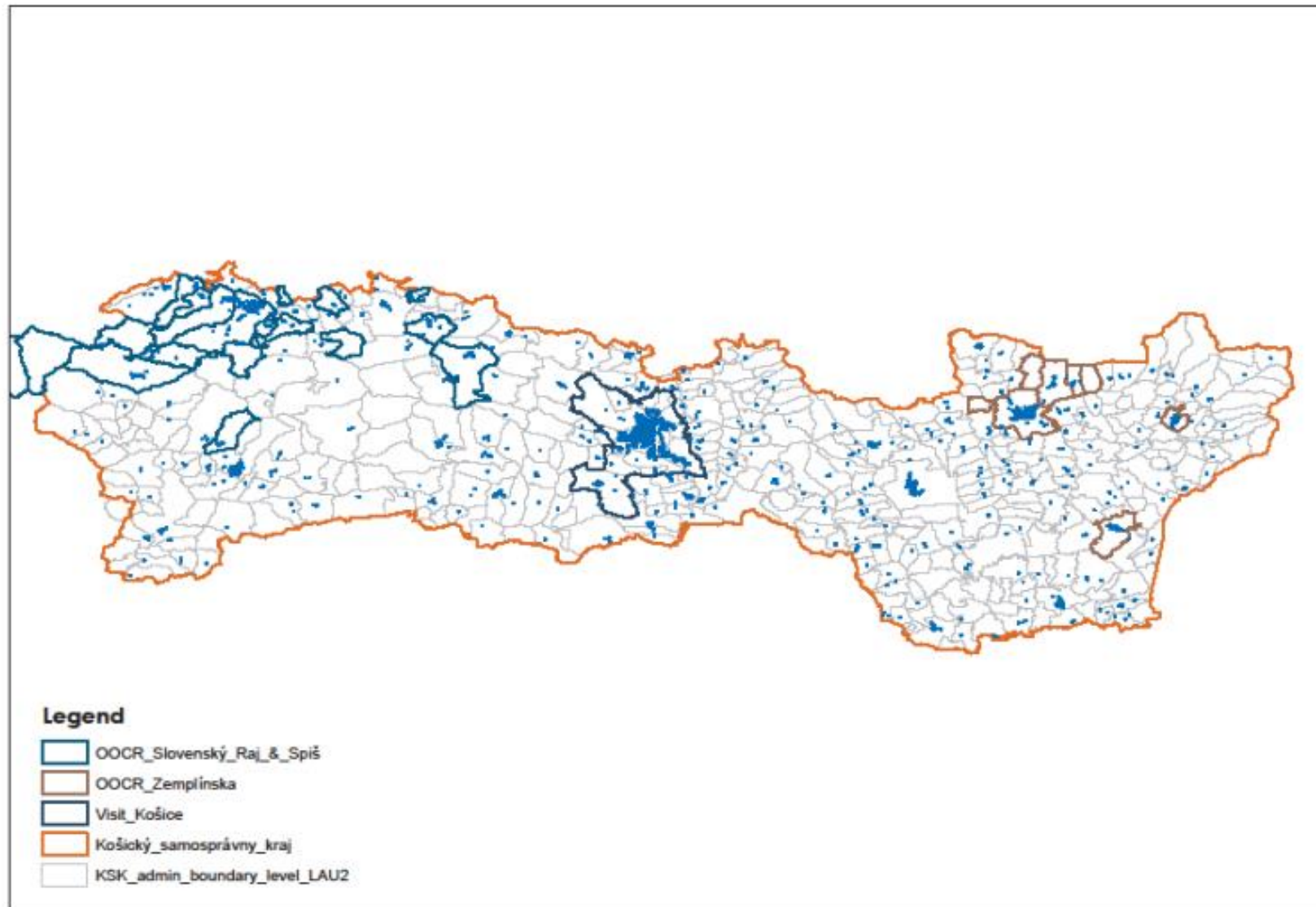




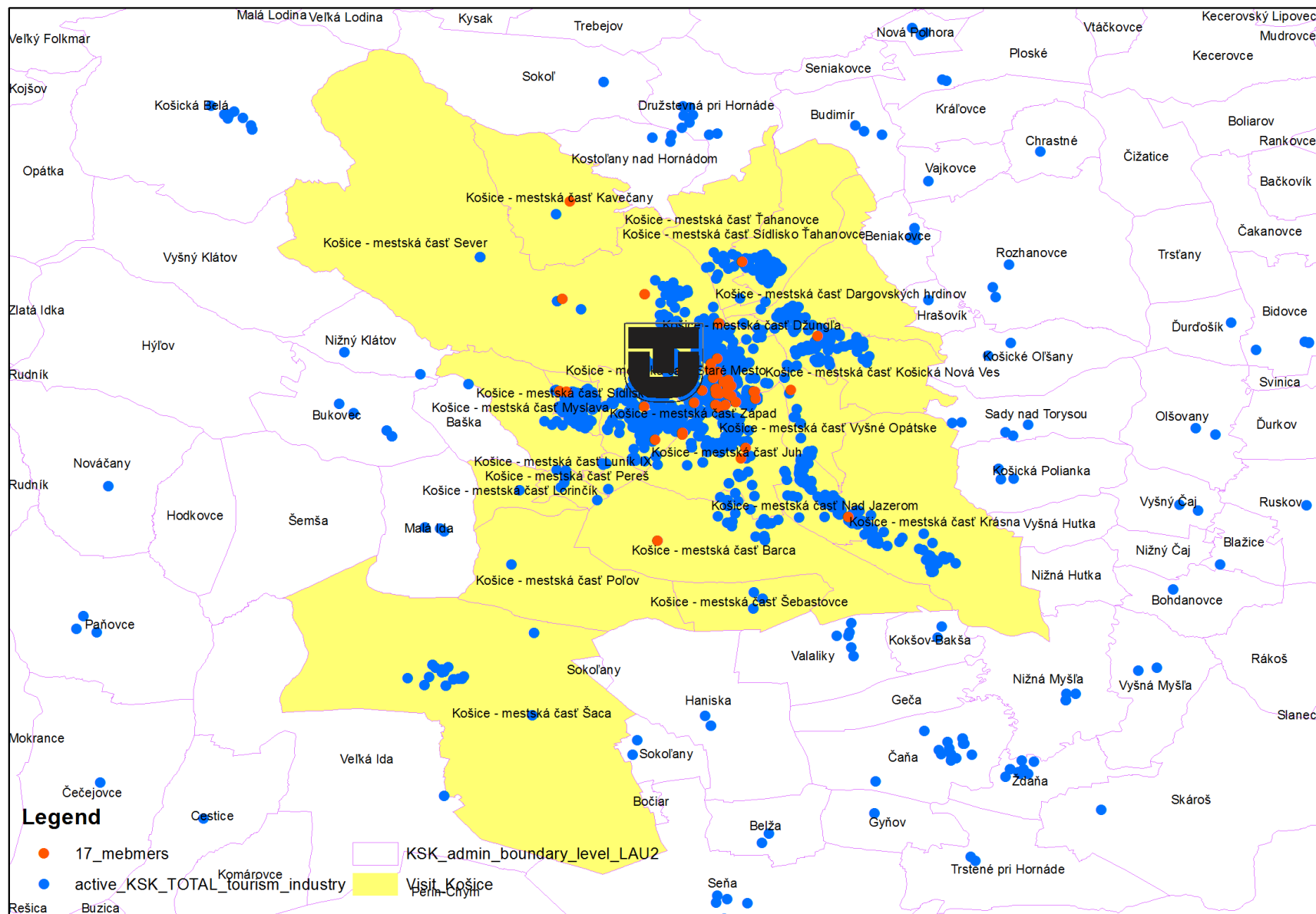
Čo je vlastne destinácia cestovného ruchu ?



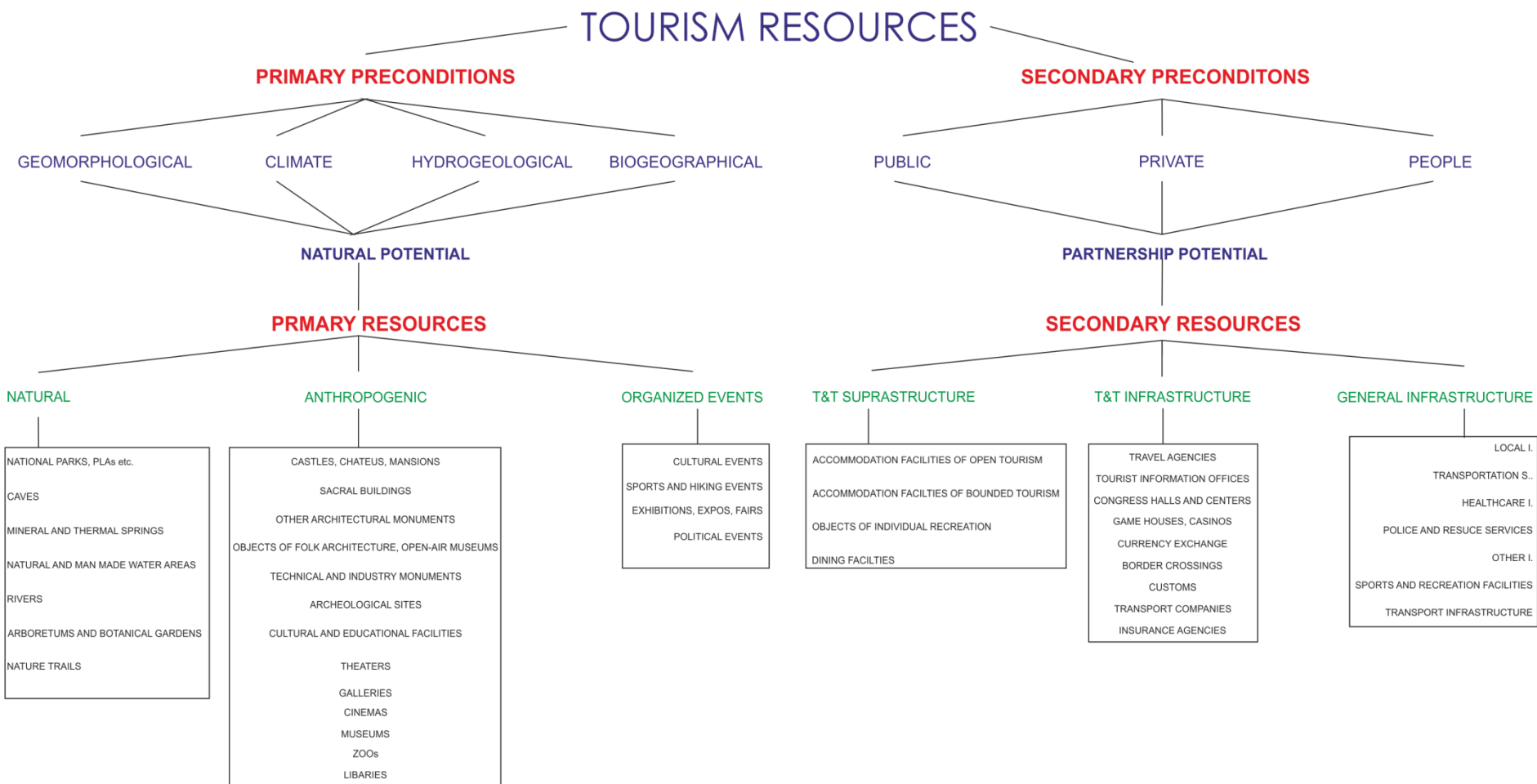
Čo je vlastne destinácia cestovného ruchu ?



Čo je vlastne destinácia cestovného ruchu ?



Čo sú zdroje destinácie cestovného ruchu ?



ONLINE SOCIETY

becoming potentialy



TOURISTS/DAY VISITORS

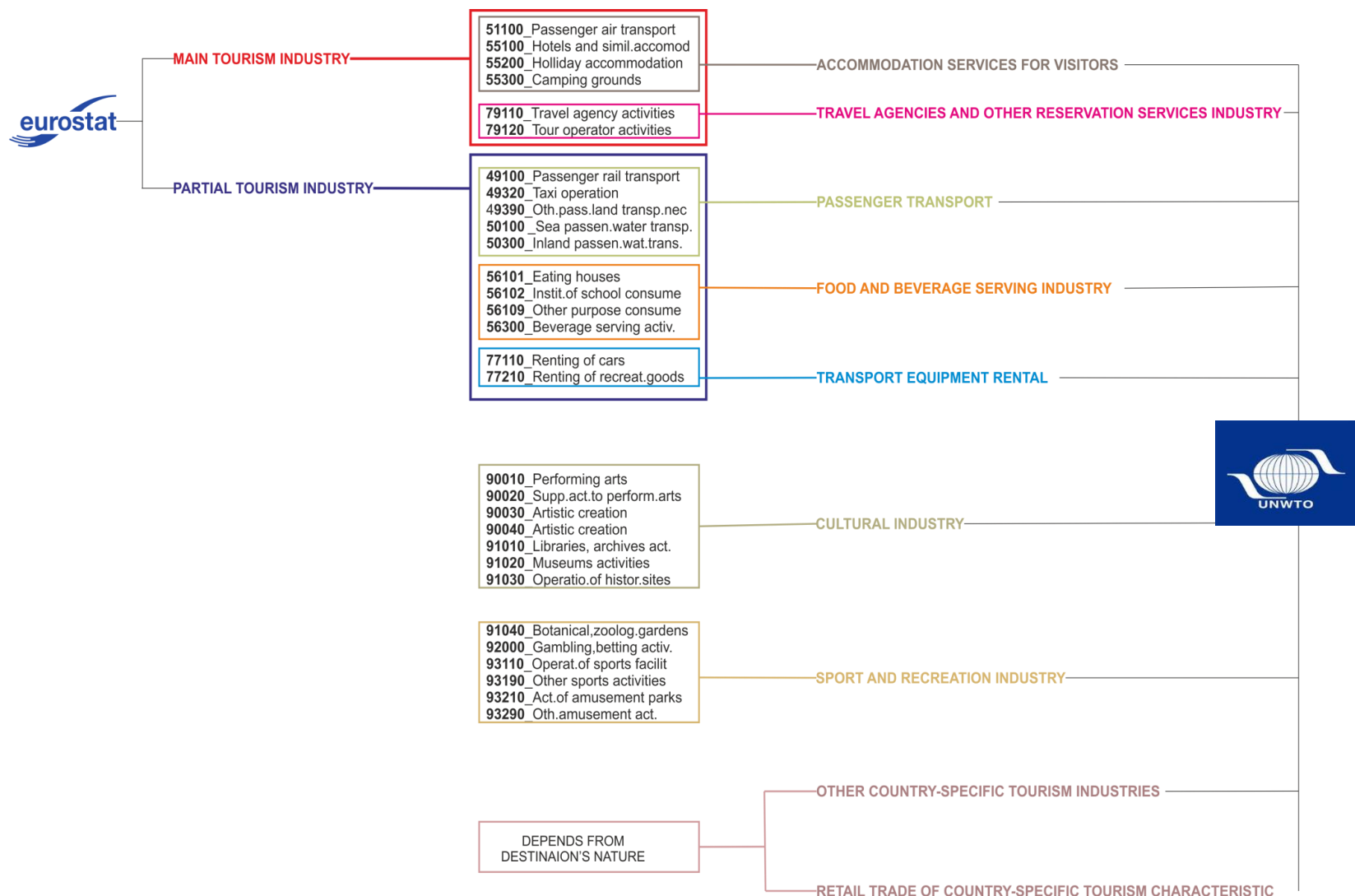
leaving the destination as



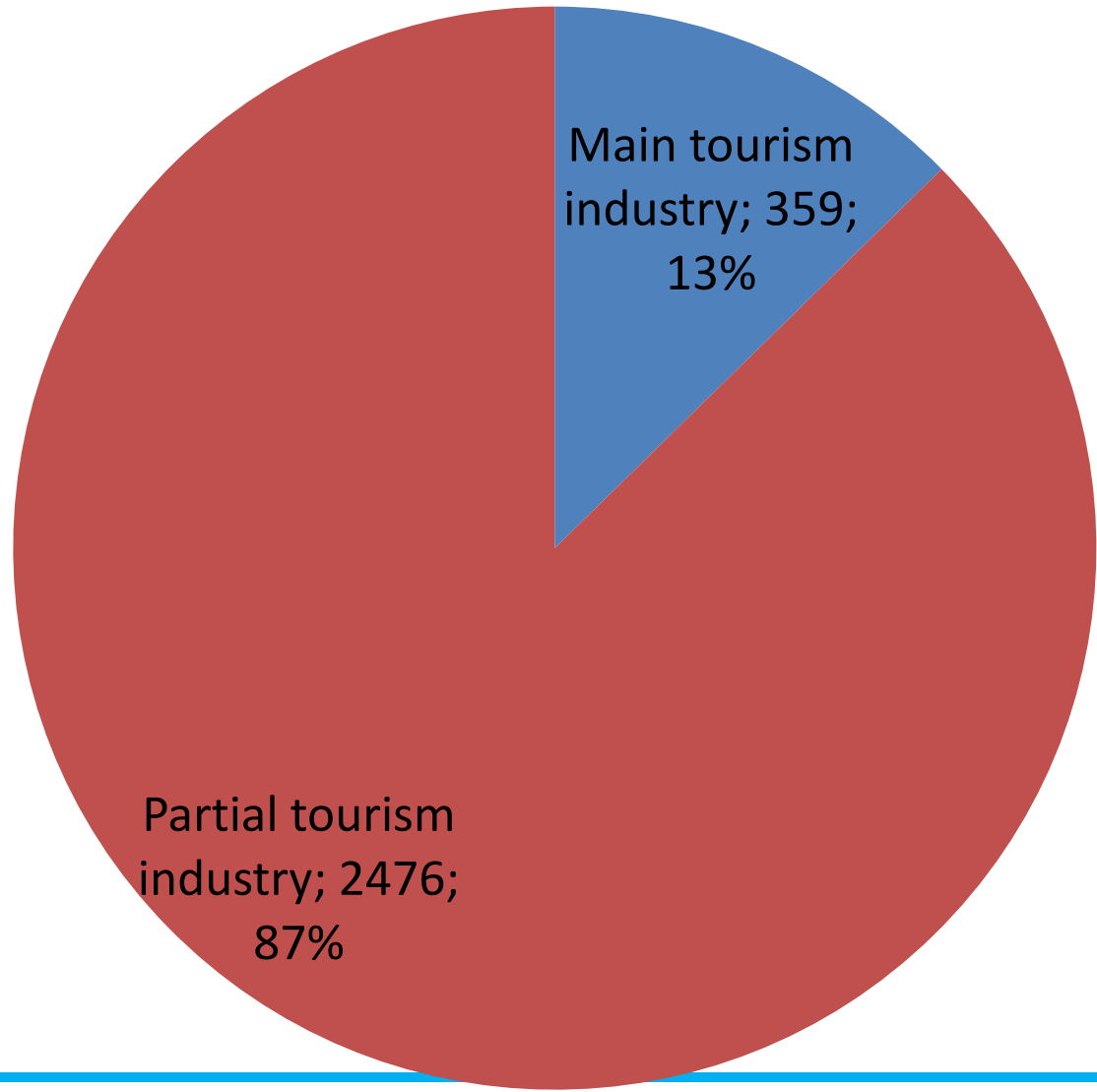
KNOWLEDGE ASSETS



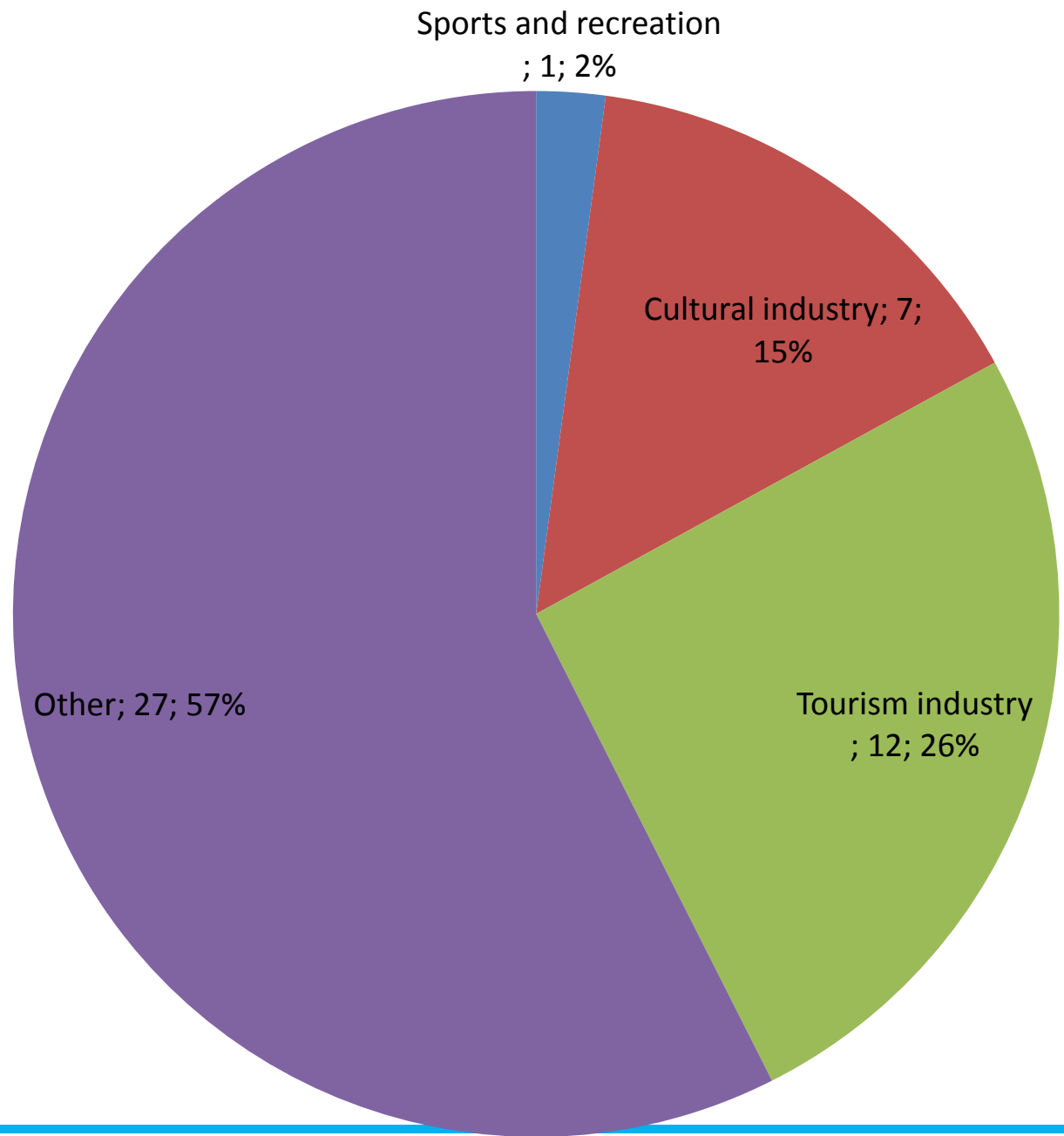
Z čoho sa skladá ekonomika cestovného ruchu ?



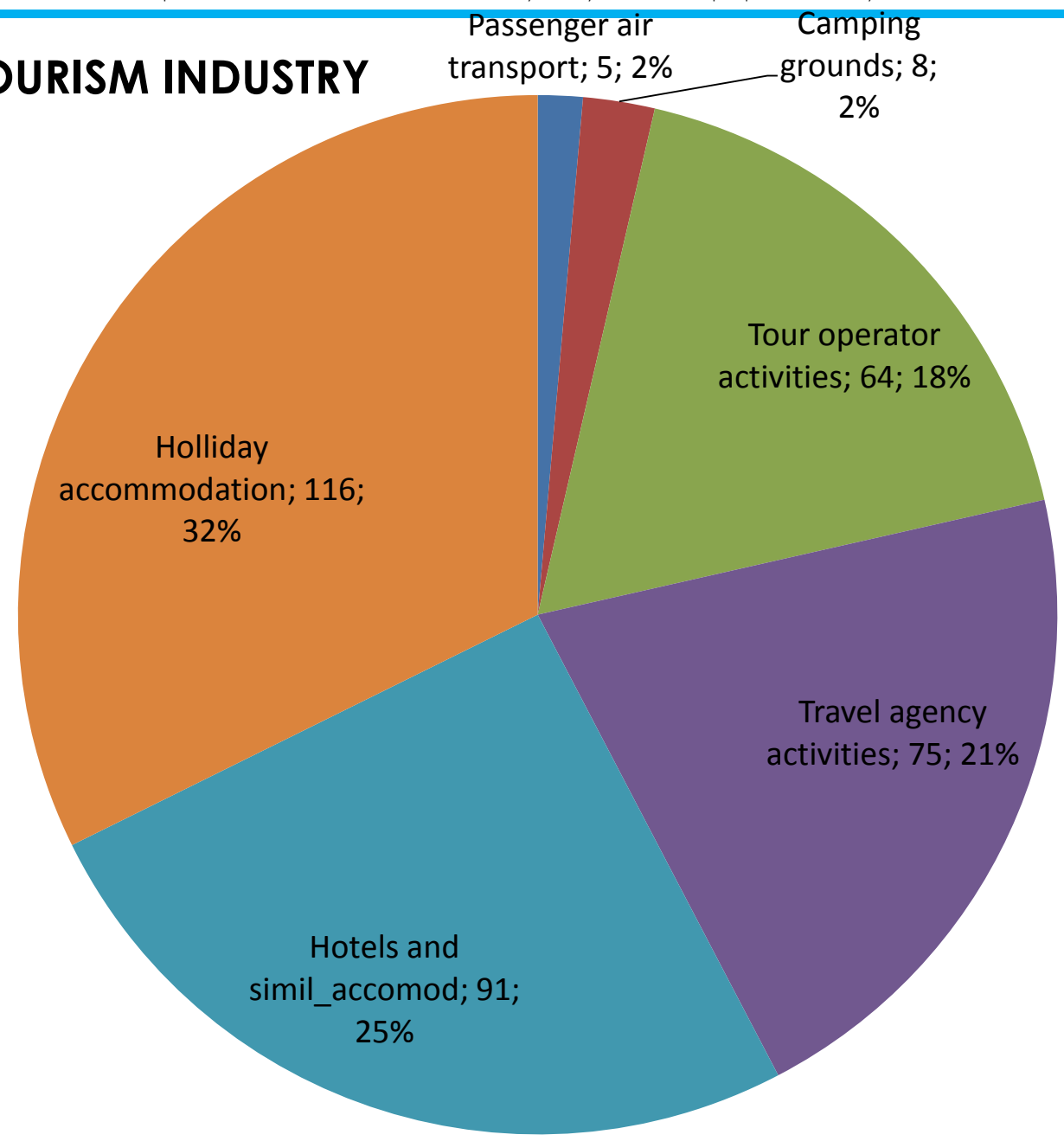
KSK EU TUR I



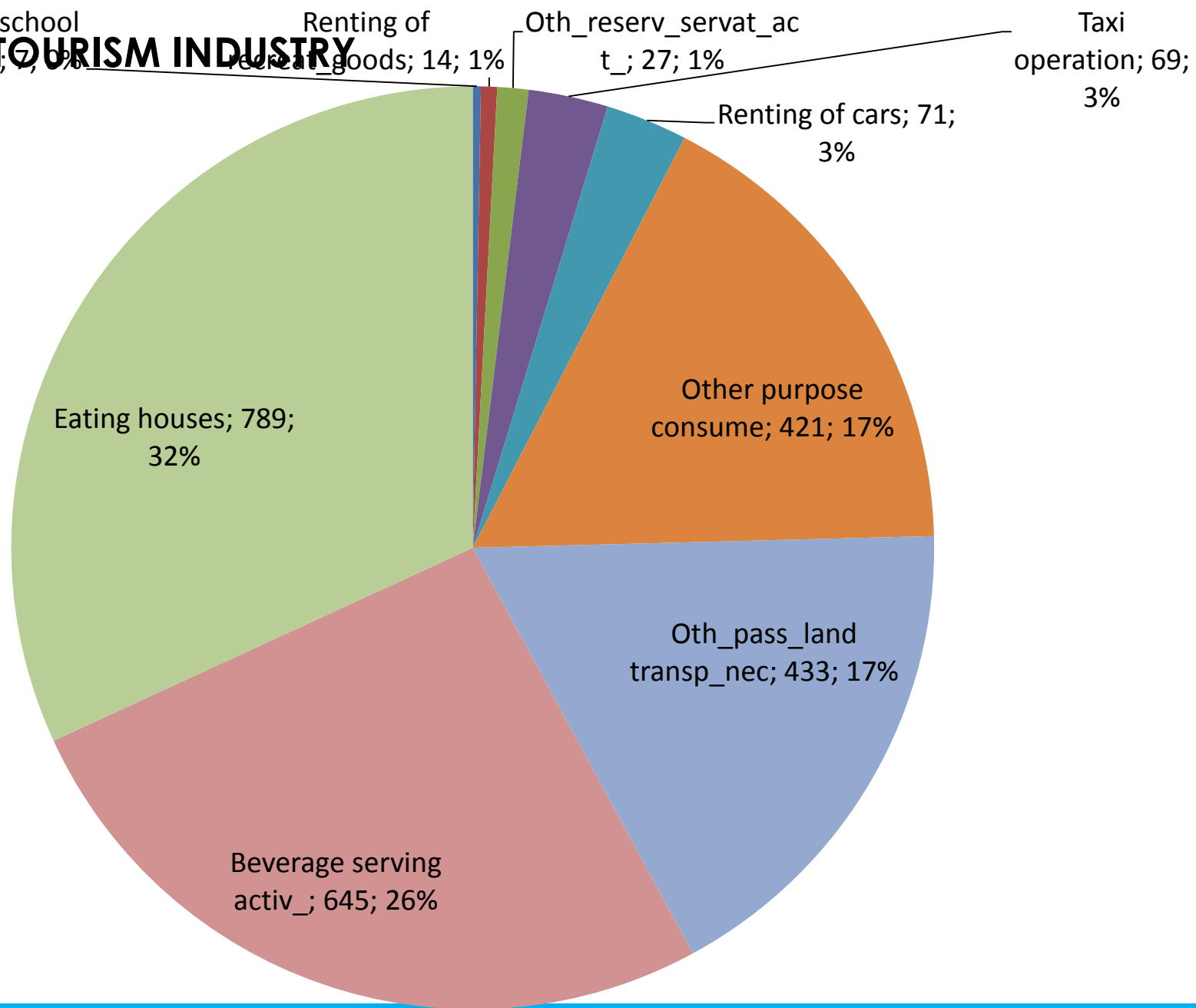
KSK OECD



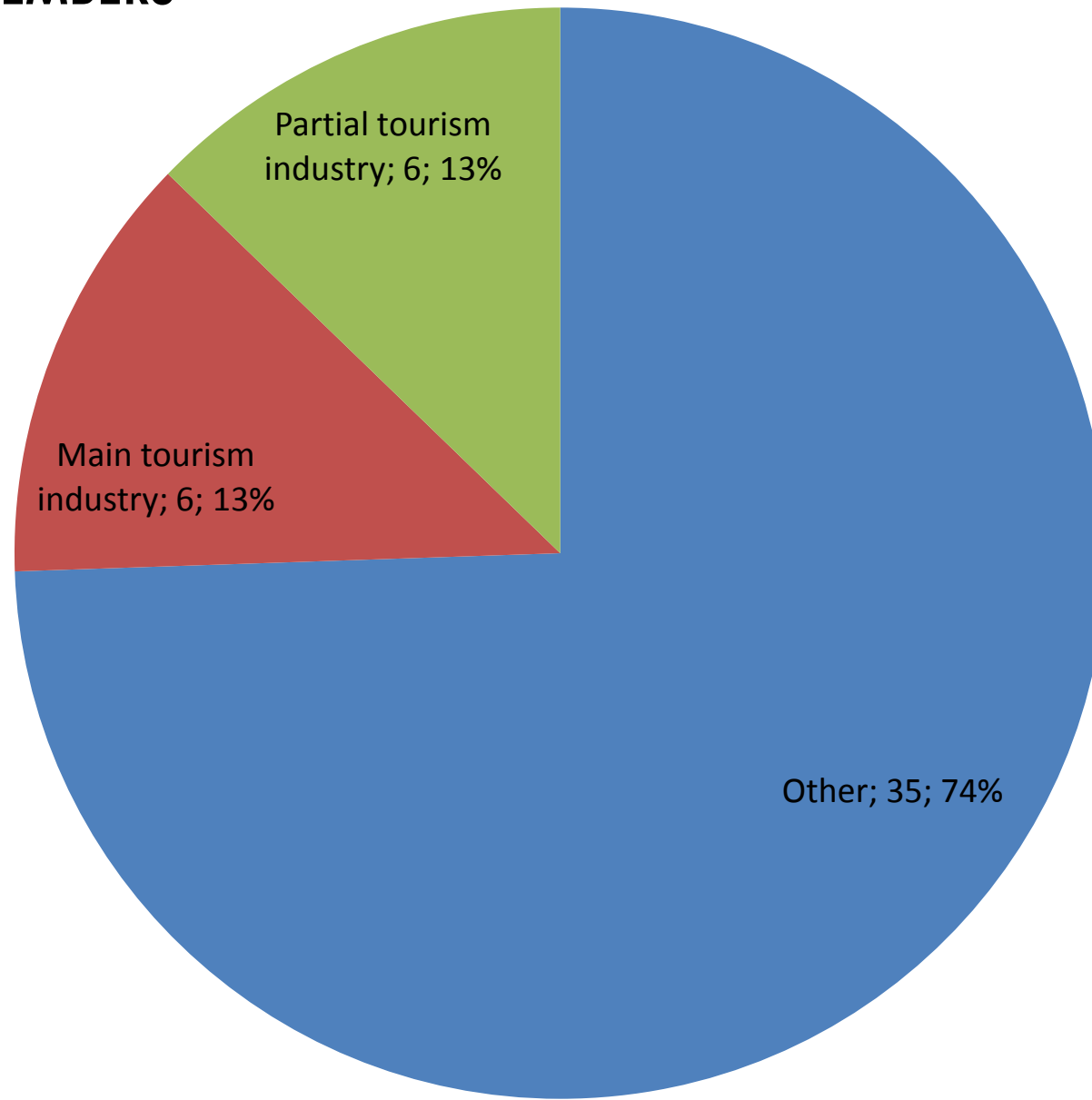
KSK MAIN TOURISM INDUSTRY



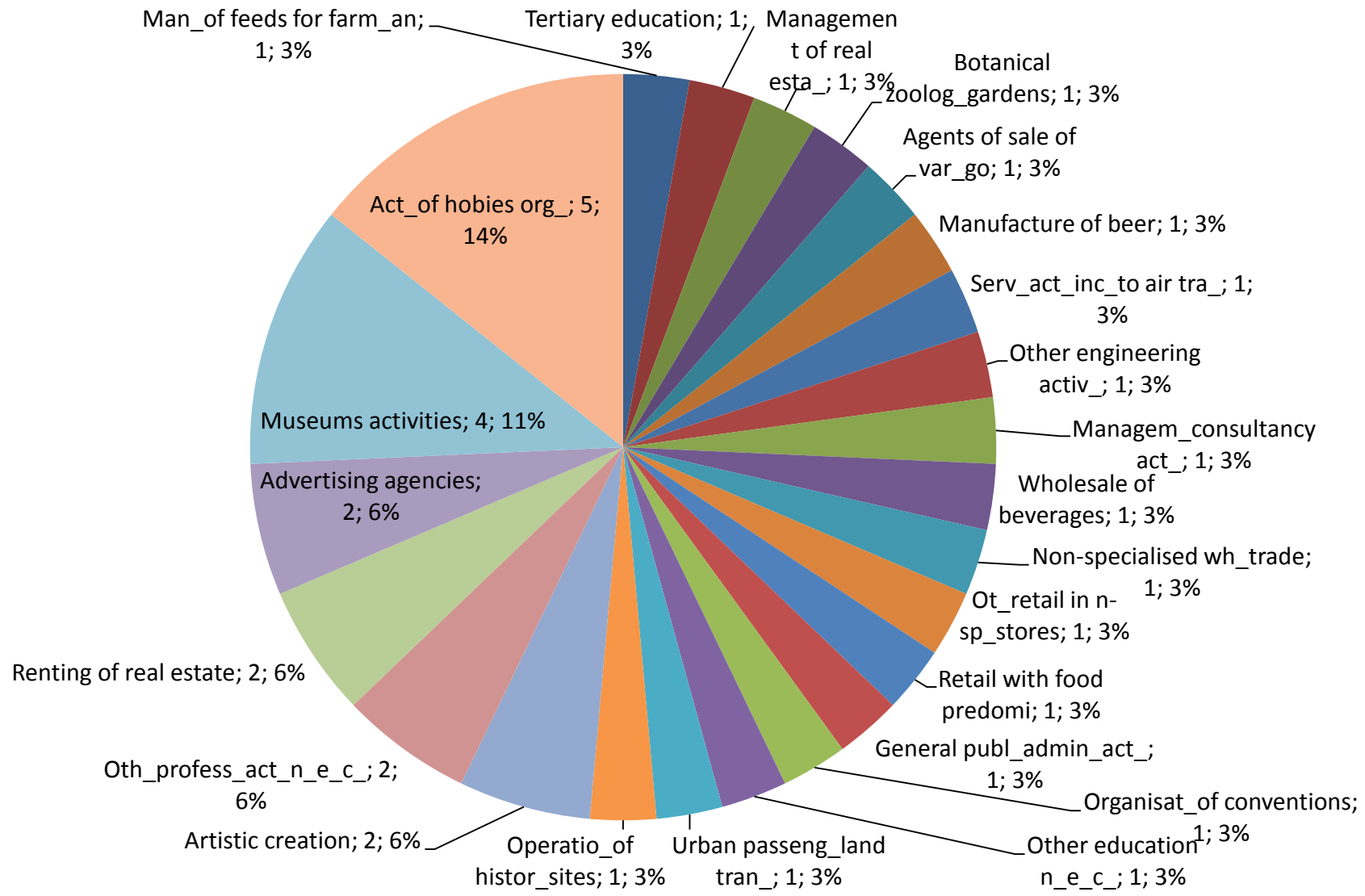
KSK PARIAL TOURISM INDUSTRY



KSK DMO MEMBERS



KSK OTHER DMO MEMBERS



CPC – ISIC – NACE

CPC code	Tourism related CPC group	Tourism related ISIC group	ISIC code	NACE code
63111, 63112, 63113, 63114, 63120, 63130, 63210, 63290, 72111, 72123, 72211, 72213, 72221, 72223, 85521, 85522,	Accommodation	Accommodation for visitors	5510, 5520, 5590, 6810, 6820	55.10, 55.20, 55.30, 55.90, 68.10, 68.20, 68.31, 68.32
	Accommodation	Travel agencies and other reservation service activities	7911, 7990	79.11, 79.90
63220, 72112, 72121, 72122, 72130, 72212, 72222, 72230, 72240, 63310, 63320, 63399, 63400,	Food and drink	Accommodation for visitors	5590, 6810, 6820	55.90, 68.10, 68.20, 68.31, 68.32
	Food and drink	Food and beverage serving activities	5610, 5630	56.10, 56.30
63392, 63393,		Food and beverage serving activities	5629	56.29
64131, 64210,	Local and international transportation	Railway passenger transport	4911	49.10
64134, 64241, 64242, 64243, 64244, 64250, 66031,	Local and international transportation	Air passenger transport	5110	51.10
64114, 64115, 64116, 64117, 64118, 64119, 64132, 64221, 64222, 64223, 66011,	Local and international transportation	Road passenger transport	4922	49.32, 49.39
73111, 73114,	Local and international transportation	Transport equipment rental	7710	77.11, 77.12
85511, 85512, 85513, 85514, 85519,	Local and international transportation	Travel agencies and other reservation service activities	7911, 7990	79.11, 79.90
64121, 64129, 64133, 64231, 64239, 66021,	Local and international transportation	Water passenger transport	5011, 5021	50.10, 50.30
64111, 64112, 64113, 66022, 67190, 67390, 67410, 67420, 67430, 67440, 67511, 67512, 67521, 67522, 67531, 67532, 67610, 67620, 67630, 73114, 73115, 73116, 87141, 87142, 87143, 87149,	Local and international transportation	n/a	3315, 4520, 4540, 4921, 5012, 5221, 5222, 5223, 5224, 7730	33.15, 33.16, 33.17, 45.20, 45.40, 49.31, 50.20, 52.21, 52.22, 52.23, 52.24, 77.31, 77.32, 77.33, 77.34, 77.35, 77.39
85523, 85524, 85540,	Package travel, package holidays and package tours	Travel agencies and other reservation service activities	7911, 7912	79.11, 79.12
64122, 64232,	Package travel, package holidays and package tours	Water passenger transport	5011, 5021	50.10, 50.30
96220, 96310, 96411, 96412, 96421, 96422,	Recreation, culture and sporting activities e	Cultural activities	9000, 9102, 9103	90.01, 90.02, 90.03, 90.04, 91.02, 91.03, 91.04
38961, 38963, 73320, 96210, 96230, 96290, 96320, 96330,		Cultural activities	9000, 9102	90.01, 90.02, 90.03, 90.04, 91.02, 91.03
73240, 96511, 96520, 96590, 96620, 96910, 96929, 96930, 96990,	Recreation, culture and sporting activities e	Sports and Recreational activities	7721, 9200, 9311, 9319, 9321, 9329	77.21, 92.00, 93.11, 93.13, 93.19, 93.21, 93.29
86132, 96610, 96921,		Sports and Recreational activities	9200, 9319	92.00, 93.19
85539, 85550, 85562,	Recreation, culture and sporting activities e	Travel agencies and other reservation service activities	7990	79.90
96150, 96512,	Recreation, culture and sporting activities e	n/a	5914, 9312	59.14, 93.12
73112	n/a	Transport equipment rental	7710	77.11, 77.12
85531, 85561,	n/a	Travel agencies and other reservation service activities	7990	79.90
66023	n/a	Water passenger transport	5021	50.30
71134, 71331, 71334, 71337, 71592, 73260, 73290, 83811, 83820, 85954, 85961, 85962, 87290, 92330, 92340, 92410, 92420, 92510, 92520, 92911, 92912, 92919, 92920, 93111, 93112, 93113, 93119, 93121, 93122, 93123, 93191, 93192, 93193, 93194, 93195, 93196, 93199,	Other	Other	3313, 6419, 6492, 6512, 6612, 7420, 7729, 8219, 8230, 8521, 8522, 8530, 8541, 8542, 8549, 8550, 8610, 8620, 8690, 9529	33.13, 64.19, 64.92, 65.12, 66.12, 74.20, 77.29, 82.19, 82.30, 85.31, 85.32, 85.41, 85.42, 85.51, 85.52, 85.53, 85.59, 85.60, 86.10, 86.21, 86.22, 86.23, 86.90, 95.25, 95.29

ETIS

TRANSPORT LINKS ^{A36}			Distance from nearest local and international airport (in km) ^{A37}		Kosice International Airport 57.7 km	POPULATION ^{A48}		TOURISTS ^{A55} (2015)																																			
Details on any air carriers and/or cruise lines bringing visitors to the destination? ^{B38}			Public transport facilities to your destination ^{C37}		- Train - Coach - Taxi	Number of permanent residents ^{A49}	5 718 (2012)	Total annual visitors ^{A57}	2264																																		
Airlines to Kosice International Airport: LOT PL, Austrian, ČSA, TURKISH, WIZZ Air, Bulgarian, ABS JETS, TRAVEL Service, GO2Sky, BinAir, Arcus-Air, Aeronova, AirExplore, SmartWings Cruises from Sárospatak to Viničky: Lumix Trade						Population density ^{B49}	25 per km ²	Total annual day visitors ^{A58}	N/A																																		
						Summer/winter ratio of residents to tourist ^{C49}	S: 5 to 1 W: 34 to 1	Total annual domestic visitors ^{A59}	2162																																		
GEOGRAPHY^{A18} Approximate size of the destination (in km ²) and principle physical characteristics (rivers, hills, bays etc) ^{A19}			Level of biodiversity ^{B20} Medium Dominant habitats ^{B19} Farmland		Percentage of population employed in tourism ^{D49} N/A		Primary Source Markets ^{A61}		SLOVAKIA																																		
							Annual arrivals by type of transport ^{B56}		N/A																																		
<table border="1"> <thead> <tr> <th>Type</th> <th>Km²</th> <th>%</th> </tr> </thead> <tbody> <tr><td>Arable land</td><td>109,1</td><td>47,4</td></tr> <tr><td>Vineyards</td><td>9,91</td><td>4,34</td></tr> <tr><td>Hop-gardens</td><td>0</td><td>0,00</td></tr> <tr><td>Gardens</td><td>8,29</td><td>3,69</td></tr> <tr><td>Orchards</td><td>0</td><td>0,00</td></tr> <tr><td>Permanent grasslands</td><td>42,68</td><td>18,68</td></tr> <tr><td>Forest lands</td><td>37,47</td><td>16,40</td></tr> <tr><td>Water lands</td><td>1,22</td><td>0,53</td></tr> <tr><td>Built up areas</td><td>5,50</td><td>2,41</td></tr> <tr><td>Other</td><td>14,32</td><td>6,27</td></tr> <tr><td>Total</td><td>228,49</td><td>100</td></tr> </tbody> </table>			Type	Km ²	%	Arable land	109,1	47,4	Vineyards	9,91	4,34	Hop-gardens	0	0,00	Gardens	8,29	3,69	Orchards	0	0,00	Permanent grasslands	42,68	18,68	Forest lands	37,47	16,40	Water lands	1,22	0,53	Built up areas	5,50	2,41	Other	14,32	6,27	Total	228,49	100	WEATHER PATTERN^{D18}		Average tourist expenditure (per person/per day) ^{C56}		N/A
Type	Km ²	%																																									
Arable land	109,1	47,4																																									
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Total	228,49	100																																									
Sunshine: sunshine of hours per season Average per year: 1250 - 1300 kWh.m ⁻²		Average length of stay		2,47																																							
							TOURISM AMENITIES^{A68}																																				
							Approximate number of hotels (by star rating), and rooms in the destination ^{A69}		0																																		
					Precipitation: mm per season SUMMER: 60 - 80 mm WINTER: 30 - 40 mm		Other types of accommodation available ^{B69}		14																																		
					Temperature: day and night temperatures per season SUMMER: > 20 °C WINTER: - 3,2 °C		Approximate number of restaurants ^{C69}		1																																		
							Approximate number of bars (nightclubs, pubs etc.) ^{D69}		12																																		

Destination management

MI*: 0

N/A**: 3 (A.1.1, A.2.1, A.2.2)

Economic value

MI*: 3 (B.1.1=189 tourists/month, B.2.1= 2,5 nights, B.2.2= 6,11 %)

N/A**: 7 (B.1.2, B.1.3, B.1.4, B.1.5, B.3.1, B.3.2, B.4.1)

Environmental impact

MI*: 1 (D.3.2 = 100 % by law)

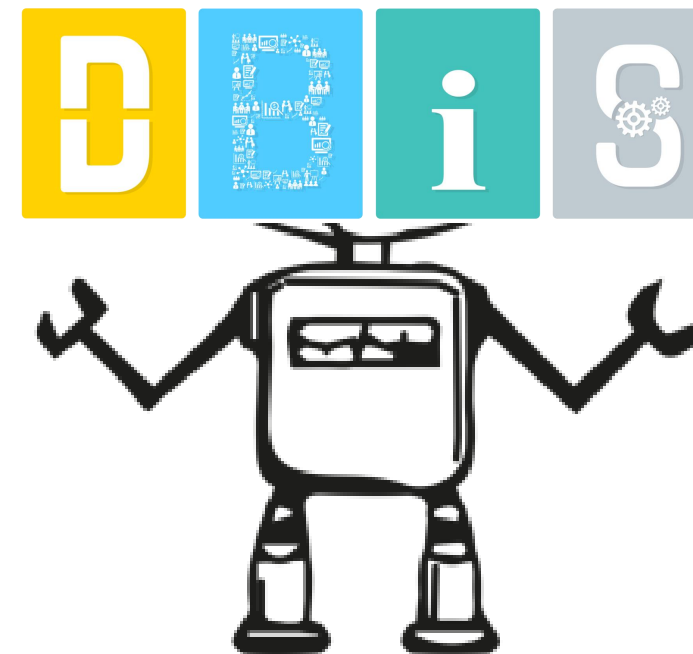
N/A**: 17 (D.1.1, D.1.2, D.1.3, D.1.4, D.2.1, D.2.2, D.3.1, D.3.2, D.3.3, D.4.1, D.5.1, D.5.2, D.5.3, D.6.1, D.6.2, D.6.3, D.7.1)

CNS***: (D.1.4, D.2.1, D.3.3, D.5.1, D.5.2, D.5.3, D.6.1, D.6.2, D.6.3, D.7.1)

Social and Cultural Impact

MI*: 4 (C.1.1=39 tourists, C.1.3= 4 beds, C.5.2=100 %)

N/A**: 9 (C.1.2, C.2.1, C.1.4, C.3.1, C.3.2, C.4.1, C.4.2, C.4.3, C.4.4,



THANK YOU FOR YOUR ATTENTION

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