



## Modernising rural tourism services in Slovakia

Promoting the Slovak Paradise National Park's natural beauty to inspire high-quality tourism and create local jobs.

### EAFRD-funded projects

**Location:** Hrabušice, Slovakia

**Programming period:** 2014-2020

**Priority:** P6 - Social inclusion and local development

**Focus Area:** Diversification & job creation

**Measures:** M06 - Farm & business development

<b>Funding:</b>	Total budget	251 745 (EUR)
	EAFRD	103 845 (EUR)
	National/Regional	34 615 (EUR)
	Private	113 285 (EUR)

**Timeframe:** 10/04/2017 - 10/03/2020

**Project promoter:** Skokanovo s.r.o.

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### Summary

The project's goal was to create an accommodation facility in a naturally beautiful area of the Slovak Paradise National Park, situated in East Slovakia. The SME, Skokanovo s.r.o., aimed at providing high-quality accommodation while offering additional relaxation services to promote tourism in the Spiš region. The objective was to harness the potential of the national park's natural beauty and the surrounding historical landmarks. Developing new forms of small-scale rural entrepreneurship including the aim of generating social and environmental impacts were further ambitions.

The completed project presents an accommodation facility that contains three separate self-contained apartments with private facilities and kitchens, offering accommodation for up to 12 people. The apartments are complemented by outdoor amenities.

### Project results

- A derelict cottage was converted into three modern apartments.
- Relevant steps were taken towards achieving positive environmental and social impacts. This includes organised tours and activities for guests by local guides and businesses. Local artists are offered a platform to display their talents.
- Although successful and highly rated by guests, post-project revenues were significantly impacted by the COVID-19 pandemic. However, visitor numbers are rebounding and revenues are gradually increasing with profits showing a slow upward trend. In 2022, revenues saw a 5% increase.
- The project resulted in the creation of two part-time jobs.



## Key lessons and recommendations

- › Projects involving new constructions and modernisation can take advantage of environmentally-positive approaches that create savings and lead to long-lasting benefits.
- › The implementation of such a project requires a lot of energy, time and patience. Good preparation is very important.

## Context

The driving force behind this project was to establish an accommodation facility in a naturally beautiful area of the Slovak Paradise National Park, situated in East Slovakia. The SME, Skokanovo s.r.o., aimed not only to gain financial sustainability but also to play a role in environmental conservation, support local economies and enhance the well-being of visitors. The initiative was designed to be in harmony with the increasing demand for sustainable and nature-oriented travel and experiences in a contemporary setting.

## Objectives

The main aim of the project was to transform an old building into modern accommodation, including a complete renovation with interior furnishings.

## Activities

The project activities included the following key tasks:

- › Preparing project implementation and procurement procedures.
- › Conducting the reconstruction works.
- › Purchasing the interior furnishings and equipping the apartments.
- › Finishing landscaping adjustments.

## Main results

- › A derelict cottage has been converted into contemporary accommodation comprising three apartments, each catering for four people.
- › A high-quality interior of the accommodation was created whereby each apartment offers a different ambiance (accentuated by distinct colour schemes - red, blue and green). Each apartment has a private entrance, living room, bedroom and separate bathroom, along with a comprehensive range of electrical appliances throughout, including a fully equipped kitchen. In addition, a terrace overlooks the surrounding gardens.



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- › A high-quality exterior environment was designed and implemented. This included a barbecue area, swimming pool, spa bath, and a fireplace.
- › The managers of the property are currently taking steps towards achieving sustainability with positive environmental and social impacts, e.g. waste protocol with no single-use plastic, decreasing water consumption, energy, and greenhouse gases. Tours and activities for guests are organised by local guides and businesses. Local artists are offered a platform to display their talents. Guests are provided with information regarding local ecosystems, heritage, culture, and visitor etiquette.
- › Although the project achieved overall success and the location is highly rated by guests, post-project revenues were significantly impacted by the measures introduced during the COVID-19 pandemic. Fortunately, visitor numbers are rebounding and revenues are gradually increasing with profits showing a slow upward trend. In 2022, revenues saw a 5% increase.
- › The project resulted in the creation of two part-time jobs.



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## Key lessons and recommendations

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- The implementation of such a project requires a lot of energy, time, and patience. Good preparation is very important.

*“Doing business in tourism is very challenging, and COVID-19 has had a significantly negative impact on us. Fortunately, people are slowly returning. For regions like the one where we operate, the EAFRD support is very valuable.”*

Project beneficiary

### Additional information:

[www.skokanovo.com/](http://www.skokanovo.com/)



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