



**Hungary-Croatia**  
IPA Cross-border Co-operation Programme



# POSSIBILITIES FOR DEVELOPMENT OF ECOTOURISM in Koprivnica-Križevci County

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# ECOTOURISM

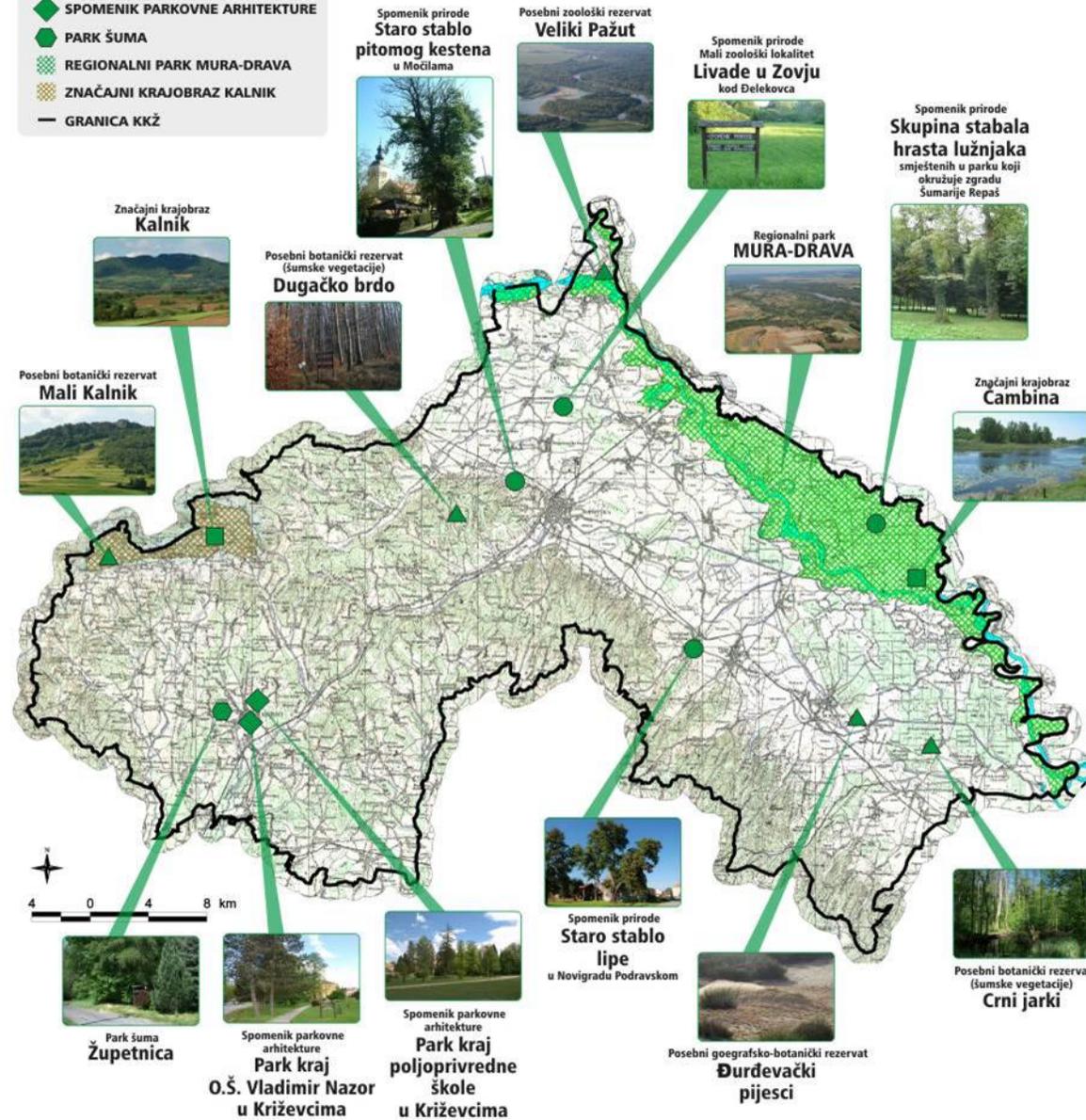
- ▶ EKOTURIZAM (engl. Ecotourism, njem. Eko-tourismus) is a kind of tourism with emphasis on spending time in natural and unpolluted environment, especially in areas with a certain level of protection, such as national parks (Vukonić, 2001.).
- ▶ International Ecotourism Association (TIES) : "Responsible travel to natural areas that conserves the environment and improves the well-being of local people"
- ▶ World Tourism Organisation (UNWTO): Ecotourism is comprised of: „all forms of natural tourism in which the main motivation of tourists is observing and acknowledging nature and traditional cultures which dominate those natural areas"

# FOUNDATIONS OF ECOTOURISM DEVELOPMENT IN KOPRIVNICA-KRIŽEVCI COUNTY

- ▶ Protected areas are resource foundation for ecotourism development in Koprivnica-Križevci County
- ▶ Very poor and inadequate exploitation of those resources
- ▶ Big economic potential
- ▶ Public institution for management of protected natural values in the area of Koprivnica-Križevci County: following categories of protected areas: five special reserves, one park forest, two significant landscapes, four nature monuments, two monuments of park architecture and regional park Mura-Drava

# KARTA ZAŠTIĆENIH DIJELOVA PRIRODE NA PODRUČJU KOPRIVNIČKO-KRIŽEVAČKE ŽUPANIJE

-  POSEBNI REZERVAT
-  ZNAČAJNI KRAJOBRAZ
-  SPOMENIK PRIRODE
-  SPOMENIK PARKOVNE ARHITEKTURE
-  PARK ŠUMA
-  REGIONALNI PARK MURA-DRAVA
-  ZNAČAJNI KRAJOBRAZ KALNIK
-  GRANICA KKŽ



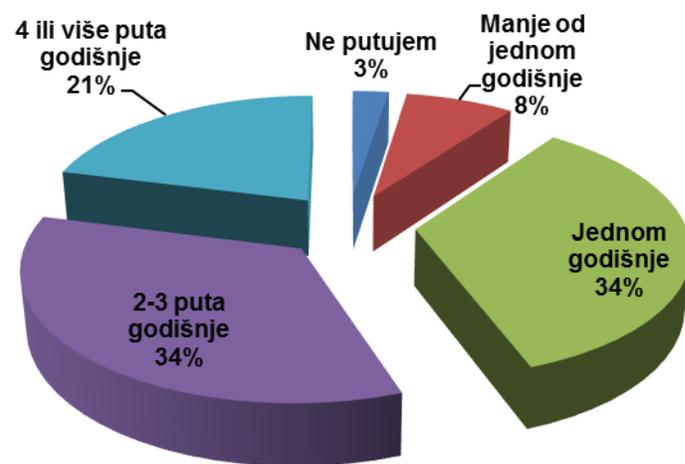
# RESULTS OF SURVEY QUESTIONNAIRE

- ▶ Objective: to find out if the informants spend their free time travelling, which are the key elements for selecting tourism destination, how they obtain information regarding tourism contents, do the informants possess environmental awareness, are they familiar with some ecotourism contents, what do they associate with the notion of „ecotourism”.
- ▶ Based on research objectives, the survey was divided in three parts:
  - Basic information about the informants
  - How do the informants spend their free time
  - Ecotourism variables
- ▶ Implementation: December 2013 and January 2014 on 119 informants

# Basic information about the informants

- ▶ Gender structure: 56% female and 44% male informants
- ▶ Age structure: 49% informants older than 30, and 41% below 30 years of age
- ▶ Place of residence: Koprivnica - Križevci County (62%)
- ▶ Educational structure: 17% with completed secondary school, 43% undergraduate professional / university study programme 15% graduate professional / university study programme
- ▶ Marital status: 88% informants married or in relationship; 12% are single
- ▶ The informants think of themselves as of people who like to travel, who are fond of nature, whereas they feel their weakest characteristic is environmental awareness
- ▶ 31% of informants practice some kind of sports: football, cycling, fitness, riding, volleyball and athletics
- ▶ Few of them are included in the work of some environment related association, organic production, environmental protection etc. (only 6,8%) they are mainly hiking associations.

# How many times a year do you travel in order to spend your free time some place else?



Prosječni broj dana provedenih na putovanju = 5,9

Dnevna potrošnja na putovanju po osobi = 166,93 kn

Najčešće prijevozno sredstvo = automobil (83,6%)

Odabir društva na putovanju = obitelj (60,5%) i prijatelji (32,5%)

Izvori informiranja = Internet (48,1%) i prijatelji/rodbina tzv. usmena predaja (26,0%)

# Characteristics of selected tourism destination:

Ima povoljne cijene	4,27
Nudi Vam priliku za opuštanje	4,25
Da bude u lijepoj prirodnoj okolini	4,11
Omogućava Vam razonodu	4,09
Svježi zrak	4,08
Nudi aktivan odmor	3,88
Proširuje znanja, educira	3,66
Pogodno je za obiteljski izlet	3,65
Daleko je od grada i prometnih gužvi	3,20
Mjesto je okruženo tišinom	3,19
Osigurava dostupnost Internetu	3,17
Da tamo postoje životinje	3,10
Postoji mogućnost upoznavanja s rukotvorstvom, lokalnim proizvodima, tradicionalnim obrtima ...	3,03
Nalazi se u ruralnom području	2,80
Da bude u blizini Vašeg mjesta stanovanja	1,69

# Basic associations of the informants for the notion of „ecotourism”

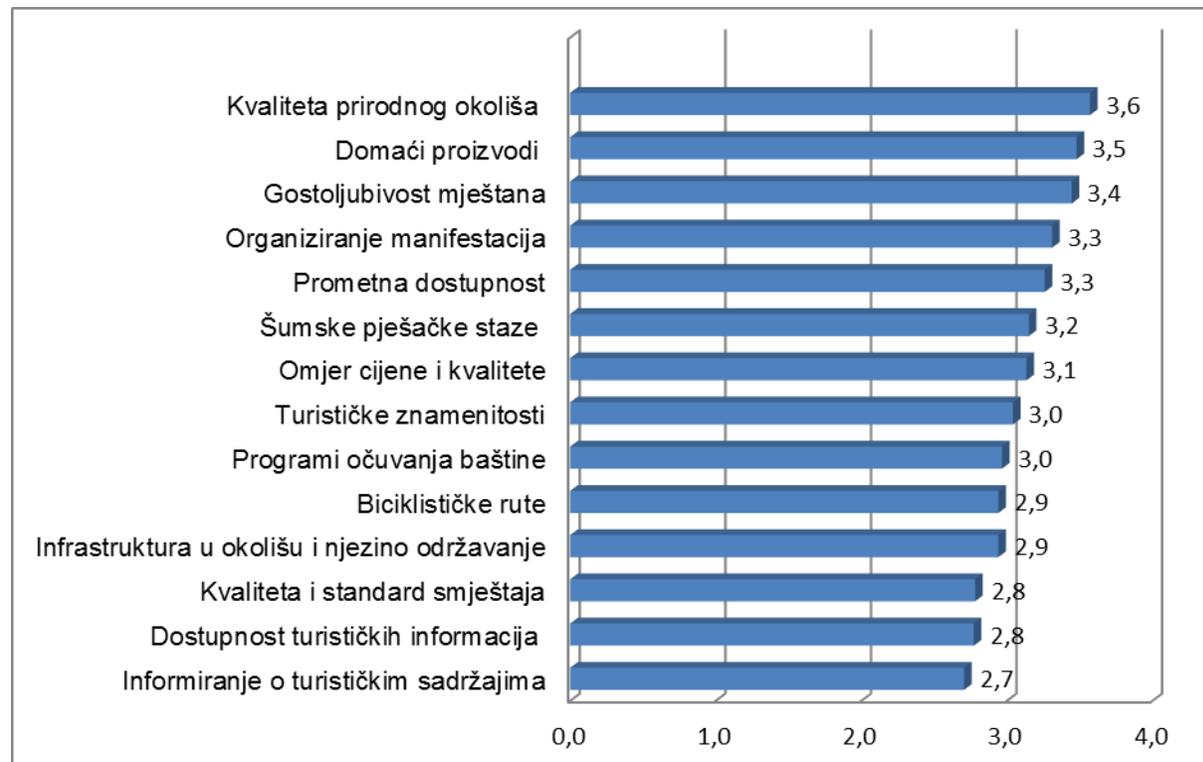


# Frequency of using contents / activities related to agrotourism:

Sadržaji	Ocjena*
Pješačenje	3,3
Sajam domaćih proizvoda	3,0
Vožnja biciklom	2,9
Druženje sa životinjama	2,9
Posjet oglednoj farmi	2,3
Seoski smještaj	2,1
Poučne staze	2,0
Škola u prirodi	2,0
Obilazak pećina	1,9
Park sa divljim životinjama	1,9
Rukotvorstvo	1,8
Pustolovni park	1,7
Jahanje	1,5
Najam kuće	1,5
Kanuing / rafting	1,4
Šumska željeznica	1,4

1 = never; 2 = I tried it; 3 = once a year; 4 = several times a year; 5 = on regular basis (monthly, weekly)

# Satisfaction with the characteristics in Koprivnica-Križevci County which affect development of ecotourism



# CONCLUSIONS:

1. Ecotourism in Koprivnica-Križevci County (and in Croatia) is not developed, and the informants perceive it through other forms of tourism, especially through tourism in rural areas,
2. Ecotourism needs to contribute to preservation and improvement of nature areas and sustainable development of Koprivnica-Križevci County,
3. Success of ecotourism will depend on efficient coordination of all stakeholders: state, local government, private companies and local population,
4. Development of ecotourism is founded on education of all stakeholders in ecotourism, especially those who are to the greatest extent involved in work with the tourists,
5. Infrastructure for the needs of ecotourism should be developed in line with the principles of sustainable development,
6. Environmentally friendly practices in life and work are the basic precondition of development of ecotourism on ecotourism farms and companies,
7. Entrepreneurs and local population express their interest in advancement of ecotourism development in their residential county,
8. Favourable conditions for ecotourism development are numerous protected natural localities in the cross-border region of Hungary and Croatia such as Regional park Mura - Drava,
9. Unfavourable conditions for development of ecotourism are common in all counties of the cross-border area and they relate to poor promotion of the area as ecotourism locality, lack of catering and accommodation facilities, poor road infrastructure and lack of financial means.
10. Development of ecotourism in the cross-border area relies on various kinds of tourism characteristic for Croatian and Hungarian side,
11. Ecotourism around regional park Drava - Mura surpasses the framework of the cross-border area Croatia - Hungary and becomes the locality that all EU countries should take care of.