

Development potential exploitation of the Bratislava rural region according to Goal 2

Využitie rozvojového potenciálu vidieckeho regiónu Bratislava pod cieľom 2

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Abstract: The objective of the article is to describe the possibilities of the rural development in the Bratislava region. The rural region is represented by 71 municipalities in districts Malacky, Pezinok, Senec and by parts of the city Bratislava – Záhorská Bystrica, Vajnory, Jarovce, Rusovce and Čunovo. The analyses of the rural region are the segments of the Single Programming Document (SPD) for the 2004–2006. It aims to support the areas with the main economic and social problems according to the Goal 2. The article deals with the development possibilities in industry, market services, tourism and agriculture. The branch structure, main economic parameters of effectiveness and production, employment, wages are analysed in period 1999–2002. The article contains also the results of SWOT analysis and the short-term activities to supporting rural development.

Key words: rural region, economic potential, SWOT analysis of region, industry, agriculture, tourism, market services, short-term activities to support regional development

Abstrakt: Príspevok je zameraný na zistenie možností vidieckeho rozvoja v Bratislavskom kraji. Vidiecky región je reprezentovaný 71 obcami, ktoré sú lokalizované v okresoch Malacky, Pezinok, Senec a mestskými časťami Bratislavy – Záhorská Bystrica, Vajnory, Jarovce, Rusovce a Čunovo. Výsledky analýzy sú aj súčasťou Jednotného programového dokumentu SPD 1 pre roky 2004–2006. Ide o tie oblasti v rámci regiónu Bratislava NUTS II, pre ktoré sú charakteristické vážne ekonomické a sociálne problémy a je možné podporovať ich podľa Cieľa 2 zo štrukturálnych fondov EÚ. Príspevok sa zaoberá rozvojovými možnosťami v priemysle, trhových službách, cestovnom ruchu a v poľnohospodárstve. Za obdobie 1999–2002 je analyzovaná štruktúra odvetví v ekonomike vidieka, hlavné ekonomické parametre efektívnosti a produkcie, zamestnanosť a mzdy. Príspevok obsahuje výsledky SWOT analýzy a niektoré krátkodobé aktivity na podporu vidieckeho rozvoja.

Kľúčové slová: vidiecky región, ekonomický potenciál, SWOT analýza regiónu, priemysel, poľnohospodárstvo, cestovný ruch, trhové služby, krátkodobé aktivity na podporu rozvoja regiónu

INTRODUCTION

The success of the transformation process of Slovak economy depends to a great extent on the effectiveness of a balanced development of individual regions. The readiness of the country to be able to receive help from the European Union (EU) structural funds should be a part of regional policy.

Except for the Bratislava region (NUTS II), the other regions fell in with the criteria for getting help from the funds according to the Goal 1. As there are also some areas within the Bratislava NUTS II that are characterized by remarkable structural problems, showing certain economic decline and influencing the living standard of rural people, solutions to support economic and social change in these areas are being searched. Possible changes in the areas that are undergoing social and economic transformation in industry and services, also in declining rural areas and in town districts with specific

problems can be supported from the European funds of regional development. The Goal 2 covers this kind of support. The Ministry of Construction and Regional Development of the Slovak Republic has presented a proposal to draw aid from structural funds of the EU for the period 2004–2006 and became the administrative body for the realization of the Single Programming Document of Bratislava NUTS II – Object 2 (SPD). The document, developed in accordance with the requirements specified by the European Commission, contains description of the regional industrial base characteristics and its influences on the employment market formation, it also contains strategies and priorities of regional development with the survey of actions and financing with its complement pre-verifying. Before the document was developed, the areas that fulfill the criteria and requirements of the EC and at the same time belong to the Goal 2 within the Bratislava NUTS II region, had to be specified. The following were suggested as the target regions: Senec, Pezinok and

Malacky, as well as city districts of Bratislava III: Vajnory, Bratislava IV: Záhorská Bystrica, and Bratislava V: Rusovce, Jarovce and Čunovo. The proposal was approved by the EC.

METHODOLOGY

The intention of the study is to present more detailed individual study results dealing with the contemporary state of industry, agriculture and tourism, than the ones that had been published before, as well as to give a broader view on rural region development possibilities. Another aim is also to state individual priorities in the area with various relations among the given actions, especially in the area of sustainable development of rural regions in the transition process.

The analysis was based on the official published data released yearly and half-yearly, on own findings and calculations. The results from questionnaires and expert estimations were used in the research of regional characteristics on the NUTS V level where there has been a lack of economic statistical data. Besides the year 1999, which was assigned as referential year by the European Commission, the data from the years 2000 and 2002 were used.

RESULTS AND DISCUSSION

Basic characteristics of rural region economy

Since the beginning of transformation changes, it has been possible to notice the deepening differences in economic results of the center, i.e. the city districts of Bratislava and the outer districts of Malacky, Pezinok and Senec. Declining revenues of industrial enterprises, dramatic drop of agricultural revenues and insufficient support of new economic activities in the tertiary sphere created the substantial differences. Only the center comprised new companies with substantial share in the market services. Foreign investors preferred the central zones to the outer ones not only because of economic reasons but of administrative ones as well. In the recent

years, there has been a shift of their interest to the outer zones with the services market and industry concerns. Despite very good climatic conditions for agricultural activities, the companies in this sphere indicate stagnation. In the context of processes of Slovakia accession to the EU, it is necessary to expect principal changes in the structure of the crop and livestock products production.

Industry

In the economy of the given region, the industrial production and employment of people in industry has had a long tradition and dominant position, mainly in the region of Záhorie – represented by the towns of Malacky and Stupava.

The whole rural region shares only 3.2% of revenues from their own realized output and goods in the Bratislava County, and 1.1% of the whole Slovakia. But the interesting fact is that the status of Bratislava county in the Slovak economy is very important, representing nearly 20% share of the county industry in gross value added of the whole Slovak industry.

The region contains 325 industrial enterprises, out of which 90% are limited liability businesses. The average nominal wage is 14 841 SKK what is only 79% of the industry worker wage of the examined county. The highest level of labour productivity based on industrial business activity sales is reached in the district of Malacky. The export orientation of industrial activities is located mainly in the industrial enterprises in the Malacky district and shares 57% of the whole rural region export.

The rural region contains mechanical engineering, electrical engineering, textile, chemical, food, wood-processing, and construction materials industries. The district of Malacky includes the following: mechanical engineering industry, textile, electrical engineering, chemical and construction materials industries. The dominant position is taken by mechanical engineering and electrical engineering industries in the district of Senec. Food industry, wood-processing and mechanical engineering industries are set in the Pezinok district. The Fig-

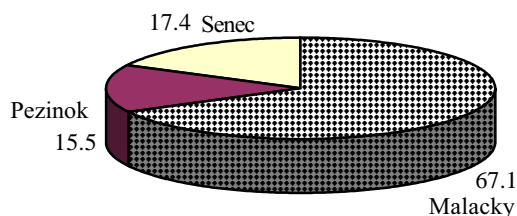


Figure 1. The share of districts on the total receipts in industry in rural region (% , 2002)

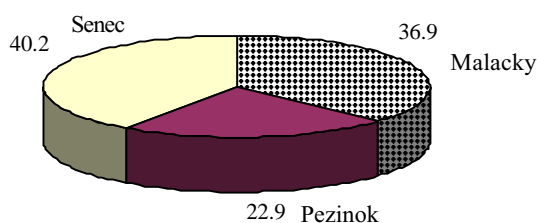


Figure 2. The share of districts on the construction output in rural region (% , 2002)

¹Share of industry of the districts of Vajnory, Rusovce, Jarovce, Čunovo and Záhorská Bystrica on rural region is app. 2.5% in industry and 5% in building construction.

ures 1 and 2¹ show the share of districts in the industry and construction of the rural region.

The contemporary industrial base of rural region is undergoing changes of industrial production structure. The kind of process brings higher demands on the transfer of new technologies in industry, product innovation and increasing quality parameters. From the enterprises' economy point of view, it requires a substantial increase in added value and revenues. The industrial and technological parks in the Záhorie region can continue in the successful activities of the Volkswagen company. They will enable to allocate new foreign investments. After a new transport infrastructure is finished within 2002–2006, the chance of cross-border co-operation will arise together with better division of labour. New jobs will be created not only for rural people². Projects of industrial parks in Stupava and Malacky are being prepared. Another plan is to create the Jarovce-Kittsee industrial park. The project of the technological park – Euro-valley in Malacky – should aim at the development of high technologies, software industry, research and education.³

The effective utilization of the future industrial potential of the region is determined by small-size and middle-size businesses. It is tied with the ability of the inhabitants to adapt to the changing economic conditions. The Záhorie region has the lowest rate of business activities that are measured in number of persons (PE) or corporate entities (CE) per 1 000 inhabitants of the examined region (person/1 000 inhabitants [PE/

inhb.]: 64.4%, corporate entity/1000 inhabitants [CE/inhb]: 13.4%).⁴

Agriculture

Agriculture of the rural region shares 6.9% of the total Slovak agriculture added value, 6.4% of the realized sales and 6.3% of costs. Gross agricultural production of gross sales covers more than 81% of the Bratislava district index. The ratio between crop and livestock production is 33 : 67, the district covers 37 : 63. The best soil-climatic conditions are in the district of Senec.

In the area of agriculture, forestry and fishing, 116 companies run a business, they are mainly limited liability companies. Agricultural co-operatives – the oldest form of farming – are more significantly present only in the Senec district. From the acreage point of view, the co-operative businesses cover the largest area – 59%, public and institutional sector covers 37%, the rest is private and non-specified. The largest amount of independent farmers, 346, undertakes in the Senec district.⁵

While in 1992 in the agriculture there worked approx. 7 606 persons, in 2001 it was only 3 550 (persons), out of which 35% were women. The average nominal wage of an agricultural worker is 81.9% of the worker of the region and only 69% of the Bratislava county worker. Within the workers structure, the farm workers represent 64.5% (tractor drivers 26%, craftsmen and servicemen 14.5%, and other manual workers 59.5%).

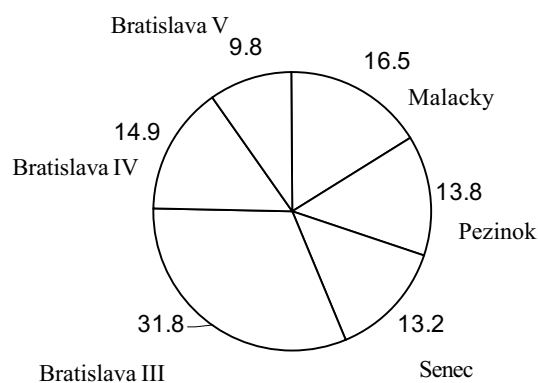


Figure 3. The share of employed in agriculture, hunting and forestry in the total employed in these branches in rural region (%)

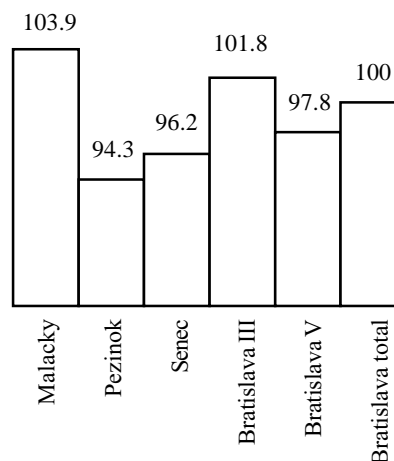


Figure 4. The share of average wage in agriculture, hunting and forestry in districts in the average wage in these branches in Bratislava – NUTS II (%)

² It has been operating since 2002. An interest in locating an enterprise in the park has shown the Swiss-German company Glas Trosch AG, which should start operating in 2005.

³ According to the developed studies, the potential of the region is 30 industrial and technological parks with a possibility of creating nearly 90 000 new jobs.

⁴ In the Malokarpatská area – Pezinok, PE/1000inhb.: 79.9%, CE/1000inhb: 17.7%.

⁵ Their share in persons running a business in the district is as much as 8 %, whereas in the Pezinok district it is 4.8 %.

The enterprises use 88 000 ha of agricultural land. Arable land prevails – 79.7%, in the Senec district the percentage of arable land is 94%. The average price of land per 1 ha is adequately high. It is nearly 1.6 times higher than in the rest of Slovakia, and 1.2 times higher than in Slovakia as a whole. Permanent growth of grassland (10.2%) and vineyards (5.3%) is also included. The biggest share in agricultural land of the rural region has the Malacky district – 38.9%, and in arable land the district of Senec – 39.5%. The majority of vineyards are situated in the Pezinok district and orchards in the districts of Malacky and Senec.

Production efficiency parameters: added value per one worker in agriculture of the region is 1.24 times higher than the Slovak average. Land productivity: gross agricultural production per hectare represents 1.5 times the level of the Slovak indicator.

Changes in agricultural production in the region depend on the rising of the off-region consumption demand for food products, on rising of the off-region and in-region processing demand in the area of agricultural production, and the more effective and precise use of revenue system in agriculture. An important role is also played by the proper functioning of agricultural land market, the well-developed and good quality business plans for the production structure change in agriculture and for activities directly connected with agricultural production.

Tourism

The region has very good conditions for this part of economy because of the natural conditions within the agglomeration center of Bratislava and Austrian, Hungarian and the Czech Republic border in the vicinity. Another reason is good transport infrastructure and market services of travel industry. The rate of use of the existing potential depends on the advancement of consumer demand, especially of the off-region one, and on the level, rise and stability of services provided, as well as on transport, technology and information infrastructure extension and improvement.

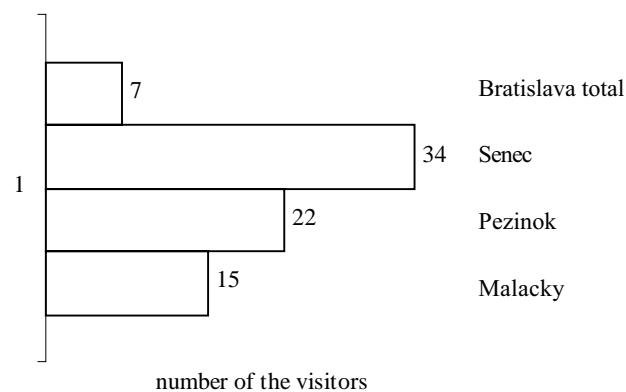


Figure 5. The number of visitors on 1 worker in tourism per year

In 2001, there were 89 accommodation facilities in the region containing 1 307 rooms with 3 407 beds (hotel beds cover only 38.9%). Apart from that, there are 2 500 beds free in the districts of Malacky and Senec at the open space (Kamenný Mlyn and Slnčné jazerá). The rural region contains 29.5% beds of the Bratislava district capacity and accommodation facilities on the open space cover 70.4% of the whole region.

Within the structure of accommodation facility visits, the number of domestic visitors is higher – app. 67%. The region covers 23.3% of the number of overnight stays in the whole district. Only 39.9% stays is in hotels, where there stayed only 42.6% of foreign visitors. The utilization of bed capacity varies from 40% in the Senec district to 17% in the Malacky one. The average number of stays varied from 2.1 to 1.6 for domestic visitors and for foreign it was 3.4 to 2.8. The accommodation facility takings of the rural region share only 7.2% of the Bratislava district takings. Foreign visitors make the most of the takings. Some tourism quotas are indicated in figures five and six below.

In business, restaurant and accommodation facilities with more than 20 employees, there work approximately 1 150 people. The average wage of an employee is 84.8% of an average district wage. Labour productivity of the own output and goods takings is very low, it is below the district as well as the Slovak indicators. Average nominal wage depends and varies very much on place, especially when we compare the indicators of the kinds of facility ownership (it can vary from +7.373 SKK to even –5.732 SKK where the average is 17.763 SKK).

Processing and suitable usage of the detailed market studies of individual service segments condition the increase in tourism. Sustainable increasing tendency and quality of the services in the long term are vital. It is not enough to have some basic activities only on the town or village municipality level, in the form of information leaflets or maybe in the form of plain area description in accommodation facility bulletins. A more distinct rise in added value for market services will facilitate a more compact tourism product with in the form of a compilation of related individual services. It requires greater coopera-

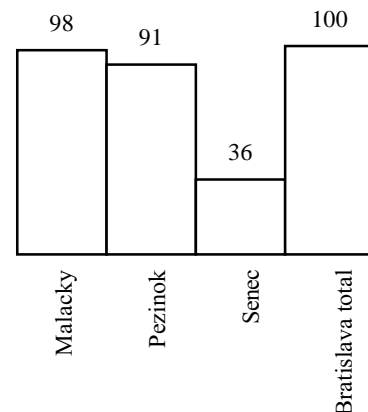


Figure 6. The share of receipts/1 employee in district's tourism on the Bratislava NUTS-II indicator (%)

tion between tourist service businesses and craftsmen, freelancers, schools or civic associations. From tourism development activities the realization of the technology park in the discussed rural region should lead to facilitation of the area with suitable restaurants, cafeterias, etc. and accommodation, including facilities that are a part of the existing technological parks in Europe. It will support employment and new service products in the tourist industry.

SWOT ANALYSIS

Strengths of the given rural region are the following:

- *Natural potential:*
 - it provides for developed of agricultural production with very effective parameters reached, high crop and livestock production, vineyard tradition development, vegetable and fruit production for off-region market,
 - it conditions the existence of broad spectrum of market services and tourism product production that has the ability to create high added value,
 - it is attractive to the people from the center and can fully meet the recreational needs of countryside
- *Potential of position:*
 - it has a leading role in the central-Europe space and with its vicinity of the center – Bratislava – it creates the transportation, economic and cultural ties with the more economically developed regions of Austria, Czech Republic and Hungary,
 - it allows for substantial profit from the existing Bratislava industrial base and its ties in the process of restructuring of rural region industry, when comparing it with the other regions
 - it contains enough free spaces and land for investments within the region
- *Part of infrastructure potential:*
 - it is the one that allows for easier accessibility and saturation of rural inhabitants needs in the field of healthcare via the Bratislava facilities that are of the whole Slovakia importance,
 - the one that enables in the field of technology the inhabitants, goods and services to move faster
- *Cultural potential:*
 - it permits the folklore traditions development and their integration into tourism services and products,
 - it determines the closer mutual connection and higher extent of the rural communities involvement in the social and economic changes in the region.

Some weaknesses, which will influence the continuation and existence of negative trends and at the same time signify a less attractive place, are the following:

- *In the field of economic potential:*
 - the income decline of agricultural enterprises, partly caused by the reduction of vegetable and fruit agricultural land and of vineyards, there is low intensity in livestock production when considering the character of the area and its technical capacity, non-func-

tional agricultural land market influences economy of companies, there is little interest in establishing new businesses in the field of agro-tourism and rural tourism,

- slow advancement in the rural region restructure of industry,
- instability in the market services development, especially on the level of small and middle businesses, in managing a very low efficiency and quality parameters in the services in the field of tourist industry, insufficient use of regional tradition in creation of new tourism products,
- insufficient foreign investors strength,
- low business activity,
- restricted land market,
- *In the field of infrastructure potential*
 - little information about business opportunities in the area, about business conditions and investments, little information about tourist industry products and about possibilities how to use the natural potential,
 - unfinished sewage and drainage system, sewage disposal plants construction, occasional illegal refuse dumps,
 - insufficient transport capacity to Bratislava – limiting conditions for commuters
- *In the field of demographic potential:*
 - “aging” tendency of rural inhabitants,
 - low educational capacity of the inhabitants, unsuitable professional structure for the industry restructure
 - poor abilities of the inhabitants to adjust to the changing economic and social conditions.

Realization of the following could help to use the developing potential of the region more effectively, widen its strengths and minimize weaknesses:

- *Rising of agricultural contribution to economic growth of the regional productivity:*
 - it can be reached by closer connection between producers of organic foods, their finalization and distribution of products,
 - it can be helped by the development of small and middle businesses that aim at agro-tourism and rural tourism (to create associations running accommodation facilities, restaurants and animation programs of various duration within the system of villages that work on programs with various aims reaching beyond the border – to the Czech Republic and Austria),
 - it is possible by increasing livestock production intensity and spreading of land where little known and for export agricultural commodities are grown
- *Rising of industrial potential in the whole growth of the economic productivity of the region:*
 - through the use of science and research in the industry restructuring (building of technological and industrial parks, transfer of new technology into industrial branches and continual change for more sophisticated activities, increasing of export productivity, the support of development plans in the field

of electronics, food processing, chemical and mechanical engineering industries),

- to intensify cross-border co-operation with Austria, Hungary and the Czech Republic via new co-operative production business with finalizing process in the rural area,
 - to widen the co-operation of supply relations, creating of regional business net, to create good conditions for foreign investments, to establish information and consultancy centers to support small and middle businesses),
 - to establish and develop small and middle businesses in the field of information technologies and industrial services with the possibility to create high value added.
- *Increase the share of travel industry in economic production growth:*
 - to use traditions, habits and crafts of the region and to implement their elements into new products of tourism services, to provide for the quality parameter stability in tourism with a rising tendency of visits and stable satisfied customers,
 - cross-border co-operation development, also in the field of investments
 - *In the field of infrastructure potential:*
 - to improve the quality of transportation system in the rural region and its connection with important international links, including the crossings that join the neighboring states,
 - to support of housing construction development and to improve the quality of the existing housing fund.

Basic dangers are the following:

- insufficient number of internal resources and unsatisfactory interest of external investors,
- not very clear property ownership relations and undeveloped land market,
- restrictions typical for the branch – specific for agriculture (indebtedness of agricultural enterprises, sales problems, loss of agricultural land for urbanization purposes, insufficient protection of domestic production by the government), – specific for industry (a slowdown of structural changes, inadequate labour proposition within job market structure, decline in product competitiveness from individual industry branches), – specific for tourism (natural potential devastation, insufficient quality parameters in food and accommodation facilities, uninventive approach to creating products of tourism services, derelict historic sights).

ACTIVITIES SUITABLE FOR RURAL REGION DEVELOPMENT IN THE SHORT-TERM

The NUTS II Goal 2 uses the following priorities for the support of regional development ⁶:

1. Economic activities support and boost
2. Sustainable development of rural regions in the process of transformation

The requirements for structural funds use are defined to support economic and social change in the regions that are undergoing structural changes. From the point of view of the problems in the given region, there arises an urgent need to solve problems connected with businesses that have sub-standard capital, with unsatisfactory services infrastructure for businesses and the men-power development to reach a higher rate of employment. When considering the characteristic qualities of the region in the tourism development, it is necessary to raise its competitiveness. Regional characteristic, from the agricultural point of view of its significant importance, directs the problems to the area of sustainable country development and diversification of agricultural activities. Lack of financial resources in villages is a serious barrier to the sustainable development of rural region, which is why the renovation and development efforts of villages should get extra support.

The given priorities contain problem areas of rural region, which can be solved with the help of structural funds of the EU. The question that arises is which measures will help to solve problems in the given areas in the short-term aspect (between 2004–2006) and which in the long-term (e.g. 20 years)? In the short-term, there can only be developed bases for agricultural activities diversification. It is connected with a complicated introduction of alternative production processes in agricultural production in livestock reproduction, as well as in specific crop production. On the other hand, when we consider a very low adaptability of the rural inhabitants to the changing economic and social conditions, we are not to expect a substantial effect in diversification of the whole rural economy in the short-term. We are to expect only a gradual improving of economic possibilities and social conditions and to presume they will lead to the stabilization and human resources development in the countryside.

In the short-term, it is realistic to expect that the measures connected with institutional realization will bring the desirable effect and will be successful, together with individual projecting activities aimed at close co-operation with the target group. The more distant projecting and realization of the support from the target group the less successful effect is to be expected from the desired aim.

The measures of the Priority 1 should aim projects and activities at the following:

- the development of business activities based on local resource use, projects aiming at regional potential efficiency, employment increase (in all villages),
- crafts and traditional folk production development, project aiming at employment increase, their connection with tourism projects – development of new service products in tourism, e.g. workshops oriented on

⁶ The target region defines its priorities and measures within Aim 2 and Aim 3 in accordance with Chapter I, art. I, Council Ordinance no. 1260/1999. When meeting the plans it also follows the Program Directive 2000–2006.

specific groups (workshops for foreign artists, meetings for the disadvantaged groups of young people, etc.), (in all villages, except the ones in the industrial park vicinity),

- agricultural industry revitalization, projects aiming at employment increase and competitiveness of food production (organic food production, better quality products and less unhealthy foods, more export capabilities),
- the services for business and economic consultancy, project aiming at innovative centers establishing, businesses incubator, parks, firm promotion services, conferences, seminars, exhibitions, marketing, management, design consultancy, information technologies (in the vicinity of industrial parks and near places with tourism potential).

The measures of the Priority 2 should aim their projects at the following:

- the rural tourism and agro-tourism development, projects aiming at natural conditions use with some links to the agricultural production and traditional crafts – their presentation in animation programs (all villages, except those in the vicinity of industrial parks), stabilization and development of agricultural production: projects aiming at orchard and vineyard revitalization, market centers and storage capacity development – within agro-tourism;
- development of technical and social infrastructure, projects to finalize the infrastructure and thus increase the living standard (to finish the link of piping and sewer, sewage disposal plants construction, regulation of the refuse dumps, waste separation, construction of geriatric boarding facilities on municipal levels, centers for people in need on municipal level, establishing of the first account places – for businessmen, visitors, etc., in one place (villages association));
- revitalization of folk traditions and customs, projects aiming at rural community development (a village museum – life and work in the past, folklore groups, the elderly talk and education – crafts, embroidery, and many other, active women programs, etc.), the projects could be linked with the projects dealing with rural tourism development (all villages, villages associations);
- the reconstruction and maintenance of cultural sights and public spaces: projects aiming at the employment increase and rural community development (all villages that have sights of historical importance, villages associations).

Multiplying effects can be reached while realizing individual measures through precise mapping of the support areas that can be helped by structural funds, in accordance with the EC categorization and reflecting them to the kind of project structure that ensures financial support for a region in all relevant areas. Lack of intervention know-ledge and not providing information to project developers and final help recipients can lead not only to insufficient use of sources within the first years of the membership, but more importantly – weak bases for equal partnership in the demanding open European space.

CONCLUSION

The aim of this work was to provide the results of individual analysis of the contemporary characteristics of industry, agriculture and tourism in the given region – represented by 71 villages of the districts of Malacky, Senec, Pezinok and city districts of Vajnory, Záhorská Bystrica, Rusovce, Jarovce a Čuňovo. Another aim was to contribute to the priority elaboration in the area of mutual relations within given measures, especially in the area of sustainable development of rural regions in the transformation process. The analysed region does not belong to the commonly perceived rural regions, as it is a complex of city districts, to a great extent influenced by suburban changes.

The extent of the multifunctional character of the given rural region is granted by its disposable natural, demographic, economic, infrastructure and cultural potential and social facilities. The future higher perspectives are connected to the realization of development plans based on sustainable economic and social development of the region, with direct link to the potential that Bratislava represents – it is the capital of the country and the seat of the given region. A very important economic and cultural determinant of the region development is also in vicinity to the borders of Austria, Hungary and the Czech Republic.

Among the most basic disadvantages that endanger the development realization, there belongs the lack of internal financial sources in the region. That is why the attention of the interested parties on rural region development aims at the activities that can add to the efficient economic growth and will support regional employment rise and it can be financed by external resources. The support is precisely specified under the Object 2 that is run under the EU structural funds. The conditions for the target region are specified in the basic problem areas of rural region. Business activities and sustainable development of rural areas in the transformation process should be supported and reactivated. The required measures for realization of individual priorities are for the years 2004–2006. The realization will surely exceed the time span. To manage the multiplying effects in realization of individual measures is possible not only by detailed mapping of the areas supported from structural funds in accordance with the EC categorization, but especially by reflecting the knowledge into the kind of structural projects that will ensure financial coverage for all relevant areas in the region. The sort of readiness along with the permanent co-operation in project development with target groups can contribute to a corresponding use of finances from the EU funds during the first years of membership and thus lay strong foundations for the real partnership in the demanding open European space.

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Arrived on 8th October 2003

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