

*Monograph review:*

**ECOSYSTEM CONTEXTS AS CHANCES FOR ENTREPRENEURSHIP IN SUSTAINABLE TOURISM**, 1st edition. Prešov: College of International Business ISM Slovakia in Prešov, 2017. pp. 115. ISBN 978-80-89372-71-3.

**Author: Eva Hvizdová**

Today, the famous author of economic monographs Eva Hvizdová came up with a new book that pleased the professional public. It is interesting for combining three areas: economy, tourism and environmental issues. In part, she links to the work of some of the authors known in the field of ecology such as Blažej, Hronec, Piatrik.

Hvizdová is aware of the truthfulness of the visionary thesis of academician Blažej, who claims that the 21st century will be built on three pillars: Knowledge Economy, Sustainable Development and the Biology of the Economy. The first chapter of the monograph deals with the ecosystem in the context of sustainability. Since physics teaches us that permanent growth is not possible, I would like to have a critical objection to the technical term sustainable growth, which was also used by the author. Nota bene, I must say in the author's defence that this terminus technicus is commonly used.

Author Hvizdová deals with ecosystems and biodiversity. She refers to interesting authors, such as Pushpam Kumar, who writes about a combination of biodiversity and ecosystems. He describes UN policy in terms of cooperation with governmental organizations, self-government and the private sector in terms of biodiversity support. The aforementioned author, Blažej, was an UN environmental expert. Hvizdová also deals with the topic of multi-functionality in the ecosystem. In this context, she emphasizes the need to build organic farming. She states the context in which the biodiversity of the micro-region is also associated with the area of folklore and history. The author places emphasis on organic farming as a key factor - an indicator of sustainable tourism. Among the objectives of the organic economy, it is advisable to produce food with sufficient nutritional value, eliminate the use of pesticides and

industrial fertilizers, prevent soil pollution, water, maintain soil fertility, minimize losses, intensively use of local resources, build eco-agriculture bonds with the market, and to introduce positive social policy for workers in ecologic agriculture.

The author criticizes the vagueness of defining sustainable agriculture. She draws attention to the difference between organic and conventional farming. She points to the priority value of maximizing profits for conventional agriculture as well as other aspects of it. Tourism is also linked to the sustainability of the regions. The author highlights a major environmental conference in Rio de Janeiro, 1992, which launched a process of intergovernmental cooperation pursuing ecologically sustainable goals. She analyzes one of the objectives of the United Nations Task Force, which is concerned with the development of eco-tourism. The above mentioned objective emphasizes the use of terrestrial ecosystems, the support of forestry, the elimination of the conversion of land to the desert, the halt of biodiversity loss.

Rural tourism is organically linked to agriculture. It is necessary to take into account some factors that work through economic actors in the sector: Climate and biodiversity, cultural activities of the micro-region, gastronomic aspects and the safety of the products offered. Hvizdová characterizes ecotourism as the identification of local culture associated with the observation of fauna and flora. She talks about rural tourism, which is perceived as a holiday associated with rural experiences, a return to nature and traditions. The indicator of the success of rural tourism is, according to the author, not only a portfolio of natural and cultural attractions, but also, to a great extent, the quantity and quality of the services offered. As a specific form of rural tourism, the author presents agro-tourism. It should be noted that agro-tourism also has a social and cultural aspect.

Sustainability of tourism is perceived as an economic factor of social regional improvement. Hvizdová is aware of the complexity of sustainability conditions, which include components such as economic activity, natural resources, infrastructure, agro-sector technology, set of competent subjects, subject education, social capital and stakeholder cooperation taking into account the environmental dimension of own activities.

The author also does not forget the ethical dimension of tourism sustainability, recognizing a certain degree of complementarity between sustainability and ethics in tourism. In the tourism sector, the following undesirable phenomena should be eliminated: air pollution, environmental pollution by tourism activities, biodiversity and cultural heritage damage, over-construction, acculturation, crime, prostitution and illegal child labour. The Global Code of Ethics in Tourism, which the author further analyzes, attempts to eliminate undesirable phenomena on the declarative level.

Another subchapter deals with modern types of tourism in Slovakia and in other countries. The author describes various kinds of tourism: fun, educational, congress, sexual, ascetic, rural, wedding, golf etc. In this context, she talks about the key role of tourism in the world economy, including the world industry. Hvizdová points out that tourism was considered a significant factor in the economy in 1910 by the economist Schullard. The author also publishes a SWOT analysis of tourism development in Slovakia. She also unveils the social dimension of tourism services, recognizing demographic change as its key indicator. At the end of the theoretical part of the monograph, the impact of changes in the cultural environment, political changes and technological changes on tourism is analyzed.

The publication also has its empirical dimension. It can be found in the research carried out by the author in a qualitative and quantitative form. As a research method, she chose expert in-depth interviews as well as Focus Groups. Similarly, questionnaire research was also carried out.

The monograph brings interesting research results. Expert responses have been summarized in several basics: Sustainable tourism is the most harmful via poor cooperation of tourism operators, incomplete infrastructure, insufficient capacity, poor quality of services, poor motivation, insufficient investment, and inadequate PR policies. Tourism should be more supported by the state, with direct support being focused on projects, support for rural identity, support for employment in a particular field and region, support for rural tourism. Tourism experts have unambiguously expressed their ideas on reserves in tourism, recommending developing tourism areas in close accordance with the region's specificities. Experts also recommend improving the quality of life

for long-term unemployed and disabled people in adjacent regions. The experts recommend funding tourism centres from EU funds.

The analysis of the group interviews led to comments on obstacles to the development of rural tourism business, support for business development in municipalities, development of business activities in the near future, subsidy policy in business activities, the social dimension of entrepreneurship and attitude towards sustainable tourism. The author approached entrepreneurs from various fields: woodworking, agriculture, beekeeping, gastronomy, farming, folk-craft production, production of spirits, livestock production, forestry.

Well-known theoretician Eva Hvizdová once again presented a beneficial book. Its importance lies in the high-quality theoretical part, where the author brings interesting aspects of the penetration of the economic and ecological aspects of tourism, and in the beneficial empirical part where the two-layer research brings concrete empirical results in the field of the current situation and perspectives in the field of rural tourism.

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