

## LANDSCAPE ARCHETYPES – AN OPPORTUNITY FOR SUSTAINABLE RURAL TOURISM

**Regina Mišovičová, Zuzana Pucherová**

*Department of Ecology and Environmentalistics, Faculty of Natural Sciences and Informatics,  
Constantine the Philosopher University in Nitra, Tr. A. Hlinku 1, 949 01 Nitra, Slovak Republic*

<https://doi.org/10.11118/978-80-7509-963-1-0183>

### Abstract

Landscape archetypes represent the historical and current state of the landscape structure, reflecting the socio-economic influences of man in the context of the natural conditions in the territory. The basic feature of archetypes is the dynamics of the formation of the landscape elements spatial arrangement based on the limits of the natural components' properties – georelief, geological structure or hydrological regime of the territory. Archetypes have potential for the development of sustainable forms of tourism – natural and rural tourism (so-called green tourism). Such are also the archetypes in the Nitra self-governing region – 6 rural municipalities representing 3 types of archetypes – the villages of Čajkov and Rybník, Brhlovce and Bory (all Levice district), Vlčany and Neded (Šaľa district). Green tourism mainly focuses learning about local communities, natural and cultural-historical attractions. Its basis is a low number of tourists with an individual program, the locations belong to economically less developed regions with support of traditional local products. Archetypes combine the possibilities of optimal land use and direct improvement of nature protection, biodiversity and landscape through programs and products supporting and increasing environmental awareness.

**Keywords:** Green tourism, Local communities, Nature and landscape protection

### Introduction

According to the World Tourism Organization (UNWTO), sustainable tourism fully considers its current and future economic, social and environmental impacts, solutions to the needs of visitors, economic sectors, the environment and the local population. The result of the infiltration of sustainable principles into the tourism industry is the vision of the so-called sustainable (ST) or responsible tourism. ST represents a new management approach in which all needs (economic, social, cultural and environmental) are fulfilled while maintaining cultural integrity, ecological processes, social and biological diversity. With consistent management, it can be more able than other economic sectors to create a synergistic connection with the economy, country, society and its culture (Dubská 2010). In general, all forms and types of ST are considered green tourism. Its synonym is also ecologically friendly tourism or ecotourism. Rural tourism is probably its most developed form (Závodná 2015).

The essence of the development of tourism in the countryside is the return of man to nature and the deviation from mass tourism to its individual forms. It includes activities related to agrotourism and ecoagrotourism, forest tourism, ecotourism, wine tourism and gastrotourism.

Landscape archetypes are integral, synthetic spatial structures representing territories, which with their physiognomy (texture, regularity of patterns of elements in the structure and their arrangement) reflect a close relationship between the land use and natural conditions. The determining factor for their formation is the georelief and its attributes; it is also a relevant criterion for the categorization of archetypes (its genesis and subsequent landscape-forming processes). The concept of landscape archetypes is a fairly widely understood approach to the landscape regionalization, which prefers horizontal, or horizontal-vertical relations between the elements of the secondary landscape structure with their subsequent interpretation (Hreško, Petluš et al. 2015). Landscape archetypes have potential for the development of sustainable forms of tourism, especially natural and rural tourism (so-called green tourism). 6 municipalities (3 different types of archetypes) in the Nitra self-governing region also have this potential.

The aim of the paper is to evaluate the potential of selected landscape archetypes for the development of rural tourism.

### Materials and methods

The model territories belong to the Nitra self-governing region, Čajkov, Rybník, Brhlovce and Bory municipalities belong to the Levice district (Tekovský tourism region), Neded and Vlčany

municipalities belong to the Šaľa district (Nitriansky tourism region). They represent rural villages with an agricultural tradition. As of 1 January 2022, the municipalities had the following population: Čajkov – 936 (area 2394 ha), Rybník – 1404 (area 2469 ha), Brhlovce – 297 (area 1339 ha), Bory – 320 (area 881 ha), Kľačany – 3175 (area 3976 ha) a Neded – 3178 (area 3601 ha) (<https://www.e-obce.sk/okres/levice.html>); <https://www.e-obce.sk/okres/sala.html>).

The spatial definition of landscape archetypes represents a system of regionalization "from above", it is based on the analysis and interpretation of the attributes of the secondary landscape structure (forests, permanent grasslands, fields, rocks and subsoil, water and technical elements) (Hreško, Mišovičová 2018; Ružička, Mišovičová 2013). This method is based on the interpretation of aerial photographs and subsequent processing in a GIS environment (Hreško, Kanásová, Petrovič 2010). Model archetypes are categorized according to landscape types in terms of representative geoecosystems REPGES (Miklós, Izakovičová et al. 2006) and by functional country types. In terms of geomorphological maps (Mazúr, Činčura, Kvitkovič 2000), they are defined as follows, based on the types of erosion-denudation relief of Slovakia: Čajkov and Rybník – archetype of undulated plains and uplands Brhlovce and Bory – archetype of lowland hill lands, Vičany a Neded – the archetype of the fluvial lowlands.

To assess the spatial structure, identify natural and cultural attractions, an analysis of the secondary landscape structure was used in the sense of the LANDEP methodology (Ružička, Miklós 1982) based on an orthophoto map from 2017 (© EUROSENSE, Ltd. and GEODIS SLOVAKIA, Ltd.), which was interpreted and subsequently processed in the GIS environment using QGIS and ArcGIS programs.

The development factors of sustainable forms of tourism were used to determine the potential of archetypes for the development of rural tourism (Tab. 1), adjusted and modified for our model archetypes. The factors were classified into 4 categories – natural, cultural-historical, socioeconomic and infrastructural.

For the assessment of the current use of the potential for tourism, a point assessment in the range of 0 to 3 (0 – no indicator, 3 – high value) was used for rural tourism activities (Tab. 2) according to a simple key: 0 – absence of activity, 1 – potential occurrence without realization; 2 – occasional occurrence of activity per year; 3 – regular occurrence of activities per year. After adding up the points, the municipalities were ranked from the most to the least utilized potential at the present. The overview of activities in the municipalities was obtained mainly from their strategic development documents and websites. For forms of rural tourism (Tab. 3), their occurrence (+) or absence (-) was recorded in the table.

## Results

The villages of Čajkov and Rybník represent the archetype of the vineyard landscape at the southern foot of the Štiavnické hills (declared a protected landscape area), with a rich wine-growing tradition, they belong to the civic association Tekov – Hont. They have a precisely prepared Program of Economic and Social Development for the years 2023–2029 (Vargová, Seneši 2023; Višňová, Smadišová, Šrámek 2023) with an emphasis on sustainable development. These archetypes belong to "čilejkár's" villages where the traditional Tekov folk costume is still worn, and the soft Central Slovak dialect is spoken (Vargová, Nichtová et al. 2014). In these villages, various events related to viticulture are regularly organized throughout the year (e.g. wine-harvesting festivals, regional wine tastings, carnival celebrations, Open Cellars Day), traditions are preserved, and services related to rural tourism are provided. In the Čajkov village there are active 9 associations (382 members in total) (Vargová, Seneši, 2023). To this day, the women of Čajkov village master the art of complex production of richly decorated folk costumes and make folk costumed dolls (<https://www.obeccajkov.sk>). In the Rybník village, there are actively working 9 organizations and associations (428 members in total) and to support the development of rural tourism, they are planning to create a wine route and a farmer's market (Višňová, Smadišová, Šrámek 2023).

The villages of Brhlovce and Bory are also vineyards, they represent an archetype with a dendritic pattern of landscape layout, they also belong to the civic association Tekov – Hont. They have elaborated Development Programs – Bory for the period 2016–2024 (Kolektív 2015) and Brhlovce for the period 2015–2024 (Kolektív 2014) oriented towards the support of rural tourism. In these villages there operate the associations, and various events are organized throughout the year. In terms of development activities, the municipality of Brhlovce has planned the restoration of an educational trail, the construction of bicycle and horse trails, the

implementation of local markets and the construction of local quality brands with the support of sales from the yard (Kolektív 2014). Since 2018, a lavender farm has been operating in the village (<https://levandulabrhlovce.eu/>). The municipality of Bory states in its Document that it has great potential for the tourism development, but this potential is not sufficiently utilized due to the absence of a material and technical base for the development of rural tourism and agrotourism (Kolektív 2015).

Tab. 1: Development Factors of Sustainable Rural Tourism

<b>Development Factors of Rural Tourism</b>	
<b>Natural</b>	
1.	Natural conditions and suitable climatic natural environment
2.	Landscape and soil with a predominance of agriculture, food production and forestry
3.	Without losing the characteristic atmosphere, calmness, silence, peace
4.	The presence of natural elements and phenomena
<b>Cultural – historical</b>	
5.	Getting to know local communities, culture - customs, traditions, gastronomic activities, events
6.	Cultural, religious, historical monuments
<b>Socioeconomic</b>	
7.	An economically backward region, or self-government
8.	Traditional social structure and lifestyle
9.	Support of traditional local products
10.	Part of the income is intended for the nature protection and cultural resources
11.	Creation of development strategies – in general, tourism development
12.	Increasing cultural and ecological awareness
13.	Support for the preservation of natural and cultural values
14.	Nature protection
<b>Infrastructural</b>	
15.	Services are provided by the local community
16.	Without a permanent ecological footprint
17.	Low population density, without mass participation of tourists

Processed by: <https://prirodnaturizmus.sk/#1556010322520-aab92f02-b00b>

The municipalities of Vičany and Neded represent the specific landscape archetype of fluvial lowlands with minimal forest cover. Even after the Váh flow was straightened, the process of urbanization continued along the outer perimeter of the junction of the river branches, respecting the historical function of the river branch. At present, both villages form one urbanized unit, they belong to the local action group Dolné Považie. They have prepared the documents Program of Economic and Social Development – Vičany for the years 2024–2030 with a view to 2035 (Kolektív 2023) and Neded for the years 2016–2020 (Jancsó et al. 2015), extended until 31.12.2022. The development activities of the villages are oriented towards the support of tourism and are located on the Váh River and its oxbow, e.g. construction of cycle paths and routes, recreation area by the Váh River and at the oxbow with accommodation, revitalization of the oxbow, construction of a thermal swimming pool, or wellness centre (Kolektív 2023). Both municipalities belong to a linguistically mixed territory with common history of the two nations of Slovaks and Hungarians, which is reflected in the cultural area, customs and traditions (Jancsó et al. 2016). Activities in the villages are implemented mainly through the local branches of Matica slovenská and Csemadok.

By the activities assessment in the municipalities, Rybník and Čajkov are currently the most active in rural tourism, while Bory uses its potential for rural tourism the least (Tab. 2).

Forms of rural tourism (Tab. 3) as cultural, cycling and gastrotourism are represented at the same level in the municipalities, only rural tourism is represented in green tourism (due to the absence of a private accommodation offer). There is a complete lack of farming and eco-agrotourism, Scandinavian and cottage tourism.

## Discussion and conclusion

Based on the natural conditions, the selected villages represent different locations for the development of rural tourism activities – foothill forested and lowland without forests which are also attractive for rural tourism. In all villages, the possibility of agritourism and therefore spending active rest on a farm is absent, horse riding is only available in one village. Also, the quality and nature of our streams do not allow their use for wading and sailing, with the exception of the Váh River in the villages of Neded and Vlčany.

The European Commission has issued an Agenda for sustainable and competitive European tourism. UNWTO promotes sustainable principles in the document Global Code of Ethics for Tourism (Dubská 2010).

All model villages state in their development documents that the main reasons for their lack of development (and therefore rural tourism) is economic caused mainly by the trend of population aging and population decline, number of job opportunities that do not cover the capacities of the economically active population, the lack of funds for the economy development, and the low level of support for cities and municipalities from the state, or transfer of state competences to municipalities without financial coverage. This is accompanied by insufficient infrastructure and support from local governments and the region.

Tab. 2: Activities of rural tourism

Activity of Rural Tourism	A	B	C	D	E	F
Rural hiking	3	3	3	2	3	2
Bicycle tourism	3	3	3	2	3	3
Horse riding, carriage transport	3	0	0	0	0	0
Hunting	2	2	2	0	3	3
Fishing	2	2	2	0	3	3
Cruising on rivers, wading in streams and torrents	0	2	0	0	3	3
Crafts, customs, folklore – learning about rural life and participating in events and fairs	3	3	3	3	3	3
Gastrotourism, visiting local markets and fairs	3	3	3	2	2	3
Outdoor picnics	3	3	3	2	3	3
Collecting wild berries, mushrooms and medicinal herbs	3	3	3	3	0	0
Agrotourism – on the farm – active rest, participation in typical farm work	1	1	1	1	0	0
Walk in the vineyards and wine tasting	3	3	3	0	0	2
Eco-agrotourism – on eco-farms, farms with alternative agriculture	0	0	0	0	0	0
Apiculture	0	3	2	0	0	0
Cottagers – living and working in cottages, log cabins	5	0	0	0	0	0
Relaxation in natural thermal and mineral waters	0	2	0	0	1	0
Getting to know folk architecture, historical monuments (UNESCO)	0	2	3	2	0	0
Visiting sacred objects	2	2	2	2	2	3
<b>Total</b>	<b>36</b>	<b>37</b>	<b>33</b>	<b>19</b>	<b>26</b>	<b>28</b>

Processed by: (<https://prirodnaturizmus.sk/#1556015920535-c0dc937b-7cfc>)

A – Čajkov B – Rybník C – Brhlovce D – Bory E – Vlčany F – Neded

Tab. 3: Forms of Rural Tourism in Model Archetypes

Form of Rural Tourism	A	B	C	D	E	F
green (low-capacity accommodation in the region, rural tourism)	+	+	+	+	+	+
ecological (nature, protected areas)	+	+	+	+	+	+
farm (agrotourism)	-	-	-	-	-	-
eco-agrotourism (farms with alternative agriculture)	-	-	-	-	-	-
gourmet and gastronomic	+	+	+	+	+	+
bicycle hiking	+	+	+	+	+	+
hippo tourism	+	-	-	-	-	-
Scandinavian (accommodation rental without additional services)	-	-	-	-	-	-
second residence in the countryside (cottage)	+	-	-	-	-	-
cultural (learning about history, culture, traditions, customs)	+	+	+	+	+	+

Source: Jarábková et al. 2021

A – Čajkov B – Rybník C – Brhlovce D – Bory E – Vlčany F – Neded

## References

- Dubská, M. (2010). Cultural tourism and principle of sustainable development. In: CONTEXTS of culture and tourism 1/2010, p. 16–19.
- Hreško, J., Kanášová, D., Petrovič, F. (2010). Landscape archetypes as the elements of Slovak historical landscape structure. In: Ekológia, Vol. 29, No. 2, p. 158-173.
- Hreško, J., Petluš, P. et al. (2015). Landscape archetypes. Košice: EQUILIBRIA, Ltd. 115 pp. ISBN 978-80-558-0931-1.
- Hreško, J., Mišovičová, R. (2018). Landscape Archetypes as a significant phenomenon of cultural landscape. In: Environment, Vol. 52, No. 4 (2018), p. 213-218.
- Jancsó et al. (2015). Program of economic and social development of the Neded municipality (2016-2020). Neded municipality. 163 pp.
- Jarábková, J. et al. (2021). Rural tourism and its perspectives. Nitra: SUA in Nitra. 216 pp. ISBN 978-80-552-2322-3.
- Kolektív. (2015). Bory municipality development program (2016-2024). Bory municipality. 49 pp.
- Kolektív. (2014). Brhlovce municipality development program (2015–2024). Brhlovce municipality. 36 pp.
- Kolektív. (2023). Program of economic and social development of the Vlčany municipality (2024-2030) with a view to 2035. Vlčany municipality. 104 pp.
- Mazúr, E., Činčura, J., Kvitkovič, J. (2002). Geomorphological conditions. In: Atlas of the landscape. Bratislava: ME SR, p. 86-87.
- Miklós, L., Izakovičová, Z. et al. (2006). Atlas of representative geosystems. Bratislava: ILE SAS, ME SR, MERDY SR. 123 pp. ISBN 80-969272-4-8.
- Ružička, M., Mišovičová, R. (2013). Landscape Ecological Planning – LANDEP I. System approach in the landscape ecology. Nitra: CPU in Nitra. 128 pp. ISBN 978-80-558-0333-3.
- Vargová, Ž., Nichtová, E. et al. (2014). Plan of economic and social development of the Čajkov municipality (2014-2020). Čajkov municipality. 60 pp.
- Vargová, Ž., Seneši, M. (2023). Plan of economic and social development of the Čajkov municipality (2023-2029). Čajkov municipality. 59 pp.
- Višňová, D., Smadišová, A., Šrámek, P. (2023). Plan of economic and social development of the Rybník municipality. Rybník municipality. 59 pp.
- Závodná, L. S. (2015). Sustainable tourism. Olomouc: Palacký University, 123 pp. ISBN 978-80-244-4576-2.
- <https://levandulabrhlavce.eu/>
- <https://www.e-obce.sk/okres/levice.html>
- <https://www.e-obce.sk/okres/sala.html>
- <https://www.obeccajkov.sk/zakladne-informacie.html>
- <https://prirodnyturizmus.sk/#1556010322520-aab92f02-b00b>
- <https://prirodnyturizmus.sk/#1556015920535-c0dc937b-7cfc>

## Acknowledgement

This article was supported by project KEGA No 043UKF-4/2022 The impact of tourism on land use changes in selected localities in Slovakia.

## Souhrn

Pronikání principů udržitelného rozvoje do cestovního ruchu vyústilo ve vizi udržitelného (ST) nebo odpovědného cestovního ruchu. Venkovský cestovní ruch je pravděpodobně jeho nejrozvinutější formou (Závodná 2015). Zahrnuje aktivity spojené s agroturistikou a ekoturistikou, lesní turistikou, ekoturistikou, vinařskou turistikou a gastroturistikou. Krajinné archetypy jsou ucelené, syntetické prostorové struktury představující území, které svou fyziognomií (strukturou, pravidelností vzorců prvků ve struktuře a jejich uspořádáním) odrážejí úzký vztah mezi způsobem využití území a přírodními podmínkami. Krajinné archetypy mají potenciál pro rozvoj udržitelných forem cestovního ruchu, zejména přírodního a venkovského cestovního ruchu (zelený cestovní ruch). Takové jsou i archetypy v Nitranském samosprávném kraji - 6 obcí reprezentujících 3 typy archetypů - Čajkov a Rybník, Brhlovce a Bory, Vlčany a Neděd. Pro určení potenciálu archetypů pro rozvoj venkovského cestovního ruchu byly využity faktory rozvoje udržitelných forem cestovního ruchu (rozdělené do 4 kategorií - přírodní, kulturně-historické, socioekonomické a infrastrukturní). Míra současného využití potenciálu pro cestovní ruch byla hodnocena formou bodového hodnocení v rozmezí 0 až 3 (0 - žádný

ukazatel, 3 - vysoká hodnota). Pro každou formu venkovského cestovního ruchu byla do tabulky zaznamenána jejich přítomnost (+) nebo nepřítomnost (-). Z hodnocení obcí podle aktivit vyplývá, že v současné době jsou ve venkovském cestovním ruchu nejaktivnější obce Rybník a Čajkov, nejméně využívá svůj potenciál obec Bory. Z hodnocení forem venkovského cestovního ruchu vyplývá, že kulturní, cykloturistika a gastronomický cestovní ruch jsou v obcích zastoupeny na stejné úrovni, zatímco v zeleném cestovním ruchu je zastoupen pouze venkovský cestovní ruch, neboť obce přímo nenabízejí ubytování v soukromí. Zcela chybí agroturistika (agroturistika) a ekoturistika, skandinávská turistika, chataření a chalupaření. Lze konstatovat, že všechny obce nevyužívají dostatečně svůj potenciál, a to především z důvodu chybějící infrastruktury a podpory ze strany státu, obcí a kraje.

**Contact:**

Ing. Regina Mišovičová, PhD.

E-mail: [rmisovicova@ukf.sk](mailto:rmisovicova@ukf.sk)

Open Access. This article is licensed under the terms of the Creative Commons Attribution 4.0 International License, CC-BY 4.0 (<https://creativecommons.org/licenses/by/4.0/>)

