

The Contribution of Educational Tourism to the Increase of the Attractiveness of the Supported Areas



Tourism is an important growth driver for many regions worldwide. The reinforced regions, i.e. those with special natural and cultural assets, have a huge potential for developing tourism. In this context, educational tourism plays a key role, providing a unique opportunity to increase visitor numbers and showcase the rich resources of these areas. Let us examine how educational tourism contributes to increasing the visitor numbers of the assisted areas.

Assisted areas often face challenges in developing tourist arrivals. They may be missing from the map of tourist destinations, lack sufficient tourism infrastructure, or face communication and promotion problems. This leads to under-utilisation of their tourism potential.

Educational tourism can address these problems and help to increase the attractiveness of the assisted areas. Firstly, through educational programmes and experiences, it can attract

educational institutions, schools and other educational groups to visit these areas. This creates an area of mutual learning and knowledge exchange between visitors and local communities.

Secondly, educational tourism provides opportunities to integrate local communities into the tourism sector. Local people can take part in educational programmes as trainers or guides, offering their local knowledge and experience to visitors. This creates jobs and income-generating opportunities for local residents, promoting local development.

In addition, educational tourism contributes to improving the tourist infrastructure of the regions. Increasing the number of visitors requires appropriate infrastructure, such as accommodation, catering, transport and other tourist services. Through educational tourism, these regions can understand the needs and requirements of visitors and invest in the development and improvement of their tourism infrastructure.

Educational tourism is a powerful factor in increasing the visitor numbers of the assisted areas. Through educational programmes and experiences, a diffusion of knowledge and exchange of ideas between visitors and local communities is created. At the same time, it promotes the integration of local people into the tourism sector and the creation of jobs. Finally, it facilitates the improvement of tourism infrastructure and the development of the regions.

Educational tourism opens up new horizons for the assisted areas, creating a sustainable development model based on knowledge, education and interaction. With the right use of educational tourism, the assisted areas can be promoted as destination attractions, strengthen their economy and attract visitors from all over the world.

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