

Sustainable Tourism Policies



Tourism Impacts

Spain,

Source:

https://www.google.rs/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKewiJ88vYzaveAhVo_SoKHcSrCgwQjRx6BAgBEAU&url=https%3A%2F%2Fspanishtourismandpollution.weebly.com%2Fcorrelation.html&psig=AOvVaw3JD_ZH-b6wEF2X9vP63Le3&ust=1540900975645854, 29.10.2018



Tourism Impacts

- Japan,

Source:

<https://travelwirenews.com/japan-deals-with-tourism-pollution-from-surges-in-visitors-1128181/>, 29.10.2018



Tourism impacts



Large cruise ship in Venice. Photo by [Marc Berry Reid](#)

[https://www.responsibletravel.com/copy/what-is-overtourism,](https://www.responsibletravel.com/copy/what-is-overtourism)
8.10.2018





Tourism impacts

Tourist go home, Budapest. Photo by [Felix Montino](#)

[https://www.responsibletravel.com/copy/what-is-overtourism,](https://www.responsibletravel.com/copy/what-is-overtourism)
8.10.2018





Tourism Impacts

BORACAY ISLAND, PHILIPPINES,

Source: <https://www.telegraph.co.uk/travel/destinations/asia/philippines/articles/boracay-closure-when-will-island-reopen/>, 29.10.2018





Tourism Impacts

'Toilet Paper Trail' in Nepal or the 'Coca-Cola Trail' in the Andes mountains in Peru,

Source: <https://followgreenliving.com/tourism-pollution-incredible/>, 29.10.2018



Tourism Impacts



Anywhere,

Source: <https://followgreenliving.com/tourism-pollution-incredible/>, 29.10.2018



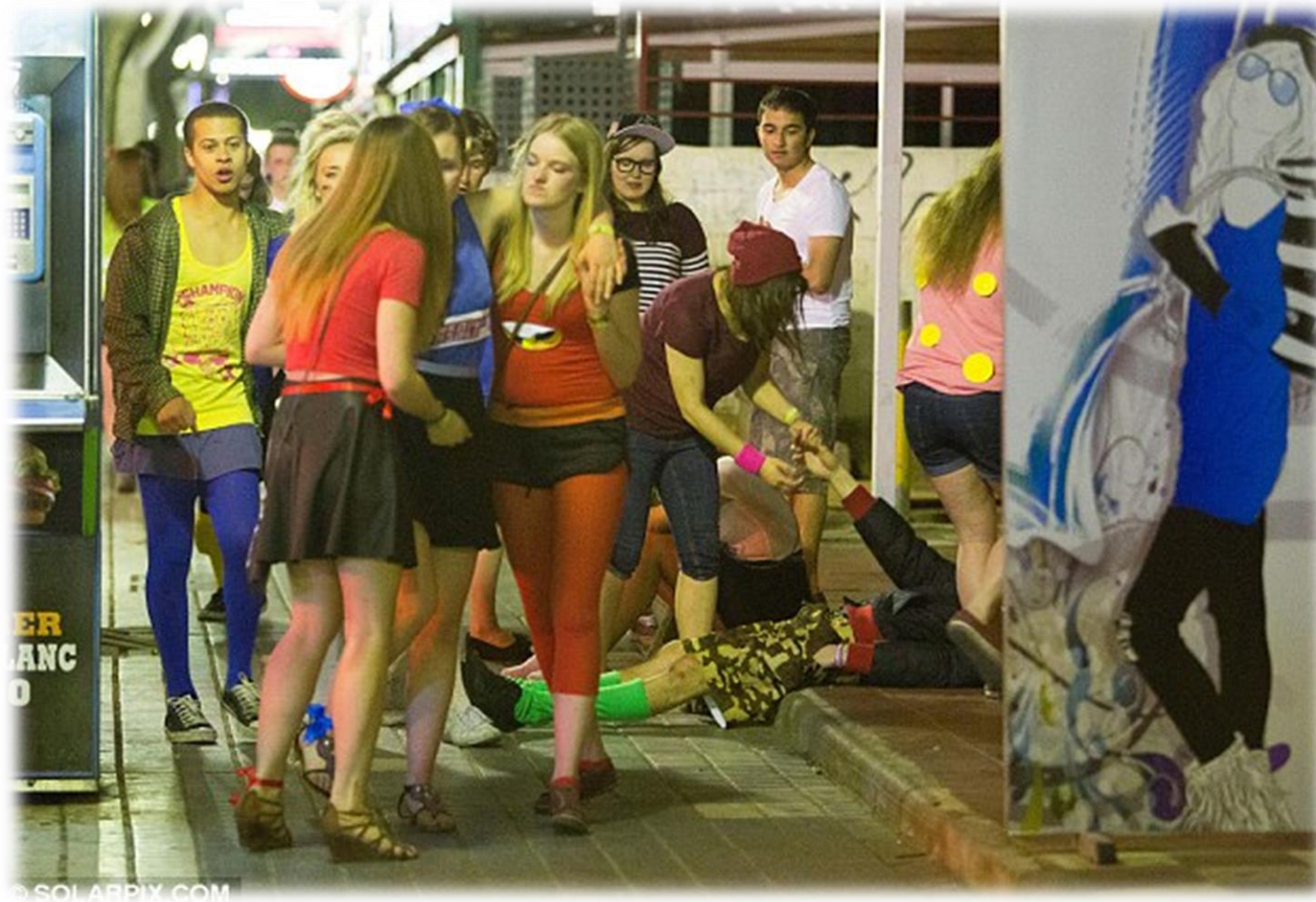
Tourism impacts



Spain,

Source: <https://www.dailymail.co.uk/news/article-2299774/Sun-sea-sangria-Shameful-scenes-streets-Spain-thousands-Britons-binge-drink-way-oblivion-Saloufest.html>, 29.10.2018



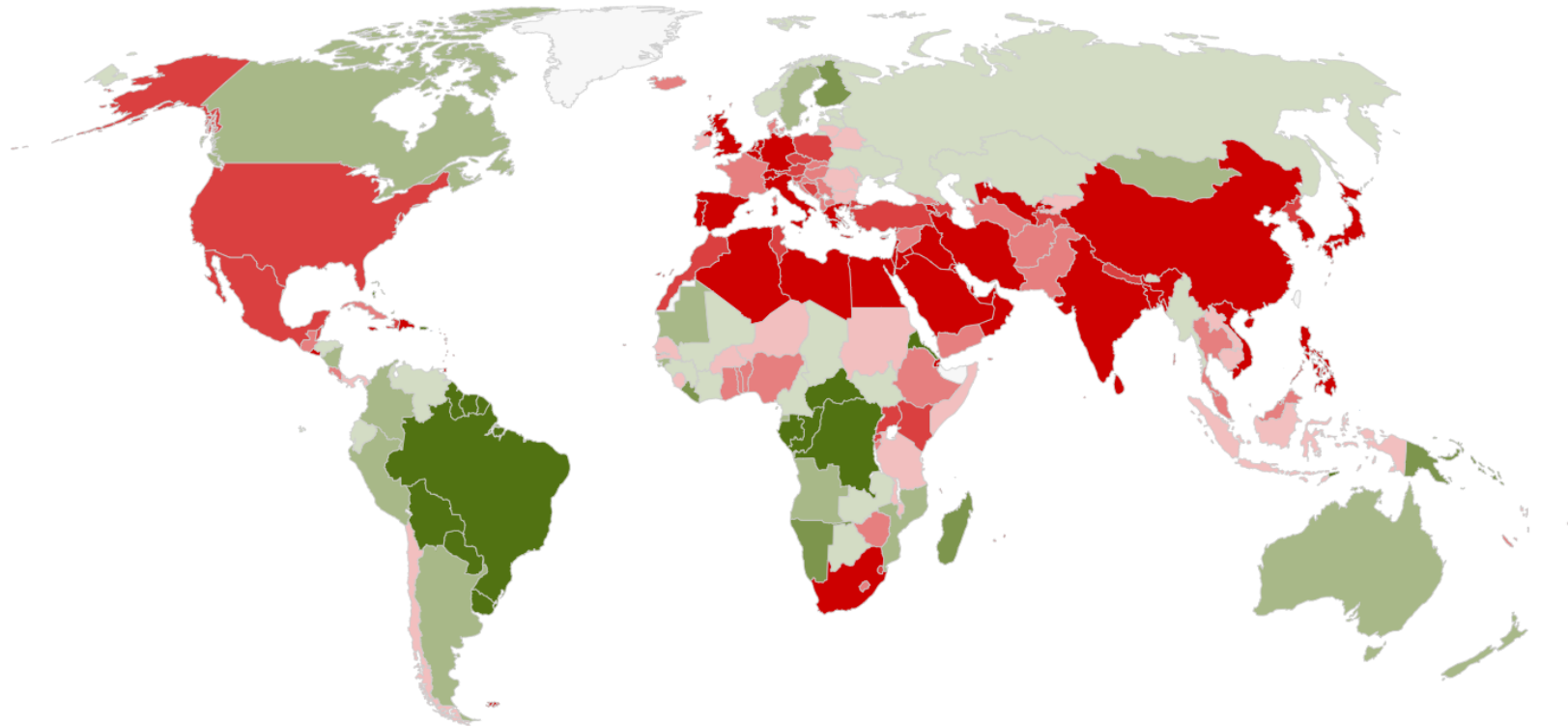


Tourism impacts

Spain,

Source: <https://www.dailymail.co.uk/news/article-2299774/Sun-sea-sangria-Shameful-scenes-streets-Spain-thousands-Britons-binge-drink-way-oblivion-Saloufest.html>, 29.10.2018





ECOLOGICAL DEFICIT/RESERVE



TOTAL ECOLOGICAL FOOTPRINT



ECOLOGICAL FOOTPRINT PER PERSON



TOTAL BIOCAPACITY

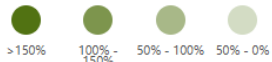


BIOCAPACITY PER PERSON

ECOLOGICAL DEFICIT/RESERVE

An ecological deficit occurs when the Ecological Footprint of a population exceeds the biocapacity of the area available to that population. A national ecological deficit means that the country is net-importing biocapacity through trade, liquidating national ecological assets or emitting more carbon dioxide waste into the atmosphere than its own ecosystems absorb. In contrast, an ecological reserve exists when the biocapacity of a region exceeds its population's Ecological Footprint.

**BIOCAPACITY CREDITORS
BIOCAPACITY GREATER THAN FOOTPRINT**



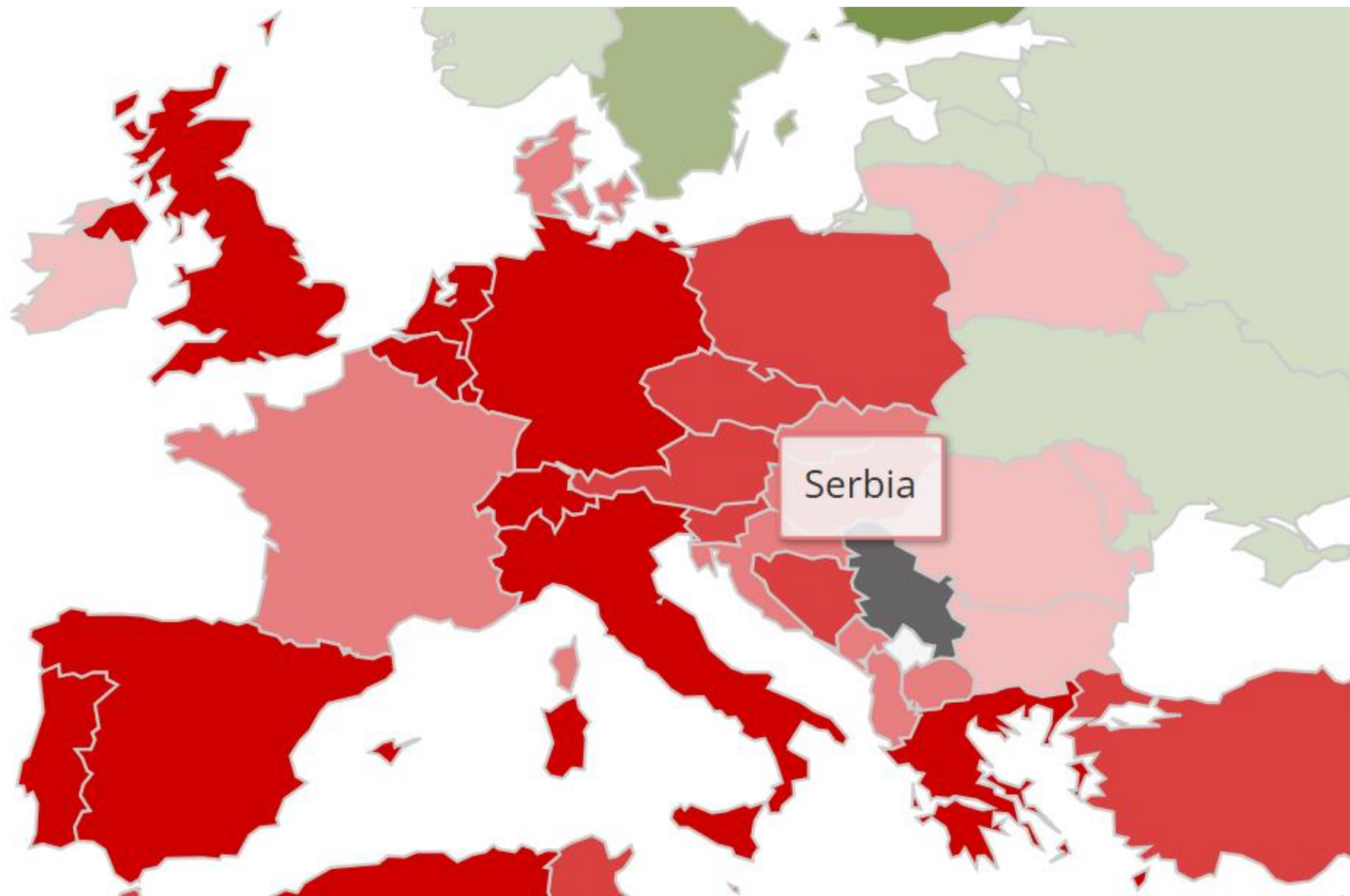
**BIOCAPACITY DEBTORS
FOOTPRINT GREATER THAN BIOCAPACITY**



<https://data.footprintnetwork.org/#/>

assoc. prof. Marjetka Rangus, PhD, University of Maribor, Faculty of Tourism, Slovenia





X SLOVENIA (2022) (ESTIMATE)

GDP PER PERSON
\$30,024

POPULATION
2,119,840

Biocapacity
per person



2.5
gha

Ecological Footprint
per person



4.8
gha

BIOCAPACITY
RESERVE(+)/DEFICIT(-)



-2.3
gha

Ecological Footprint and
Biocapacity
From 1961 to 2022
(last 3 years are estimates)

Global

0
10000000000

1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015 2020

Years

Ecological
Footprint per
person

Biocapacity per
person

Data Sources: [National Footprint and Biocapacity Accounts 2023 edition \(Data Year 2019\)](#);
GDP, International Financial Statistics (IFS); Population, U.N. Food and Agriculture Organization.

[Learn More](#)



X

CZECH REPUBLIC (2019)

GDP PER PERSON
\$23,963

POPULATION
10,536,900

Biocapacity
per person

2.4
gha



Ecological Footprint
per person

5.7
gha



BIOCAPACITY
RESERVE(+)/DEFICIT(-)

-3.3
gha



Ecological Footprint and
Biocapacity
From 1961 to 2022
(last 3 years are estimates)

Global

POPULATION

1965 1970 1975 1980 1985 1990 1995 2000 2005 2010 2015 2020

Ecological
Footprint per
person

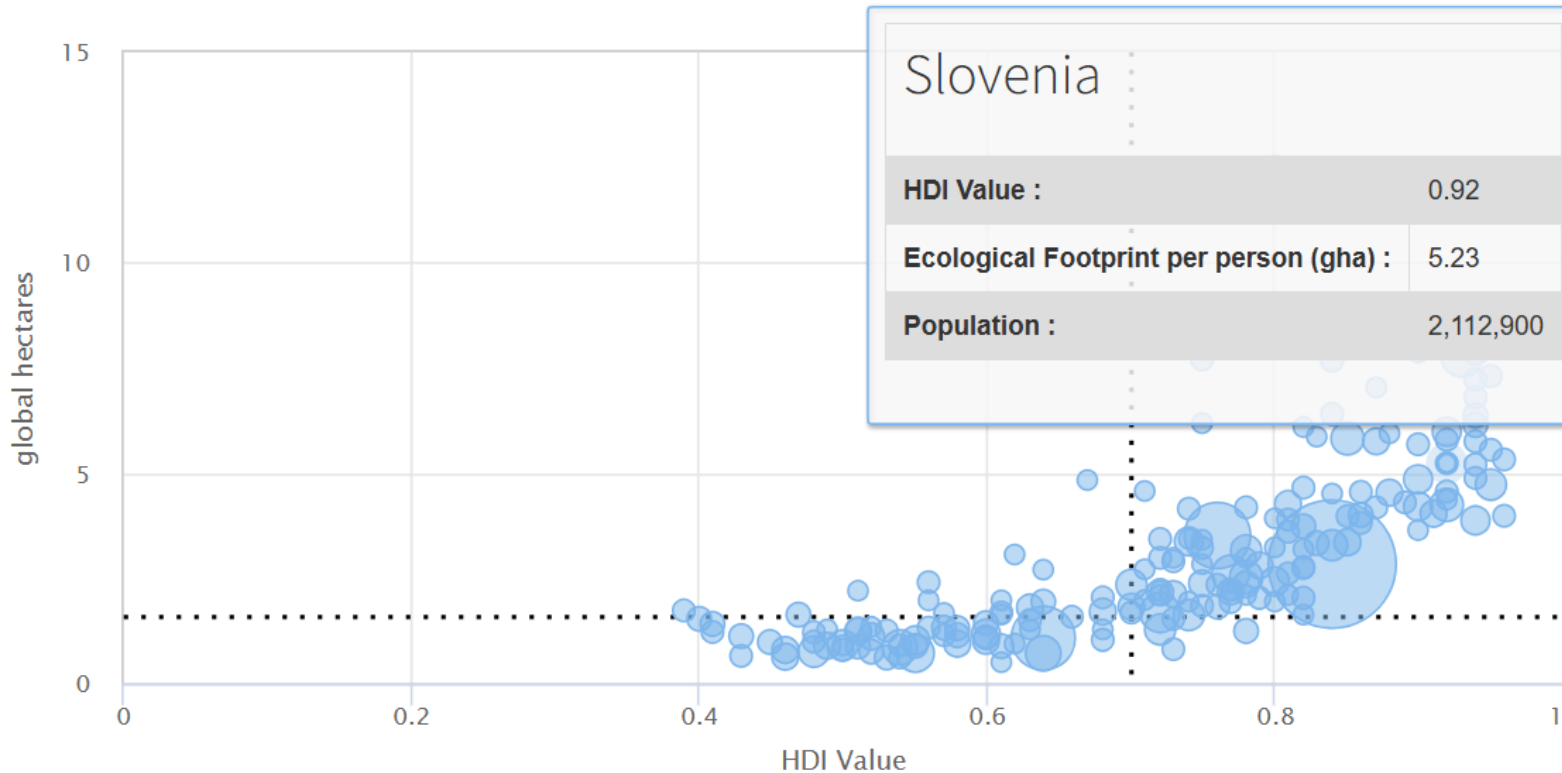
Biocapacity per
person

Data Sources: [National Footprint and Biocapacity Accounts 2023 edition \(Data Year 2019\)](#);
GDP, International Financial Statistics (IFS); Population, U.N. Food and Agriculture Organization.

Learn More



Human Development Index and Ecological Footprint (2019)



York University, FoDaFo, Global Footprint Network, 2023 National Footprint and Biocapacity Accounts Note: last three years are estimates

Measuring Sustainable Development

Sustainable development can be assessed with two overarching indicators. The first indicator is the United Nations' Human Development Index (HDI), which measures how well a country's residents live by tracking the country's achievements in longevity, access to education, and income. An HDI higher than 0.7 is "high human development". The second indicator is the **Ecological Footprint**, which measures whether humanity lives within the means of nature. An Ecological Footprint of less than 1.5 global hectares per person makes the resource demand globally replicable. Actually, it should be



Figure 3: Correlation between travel & tourism and overall competitiveness

TTCI 2019 score (1–7 scale)

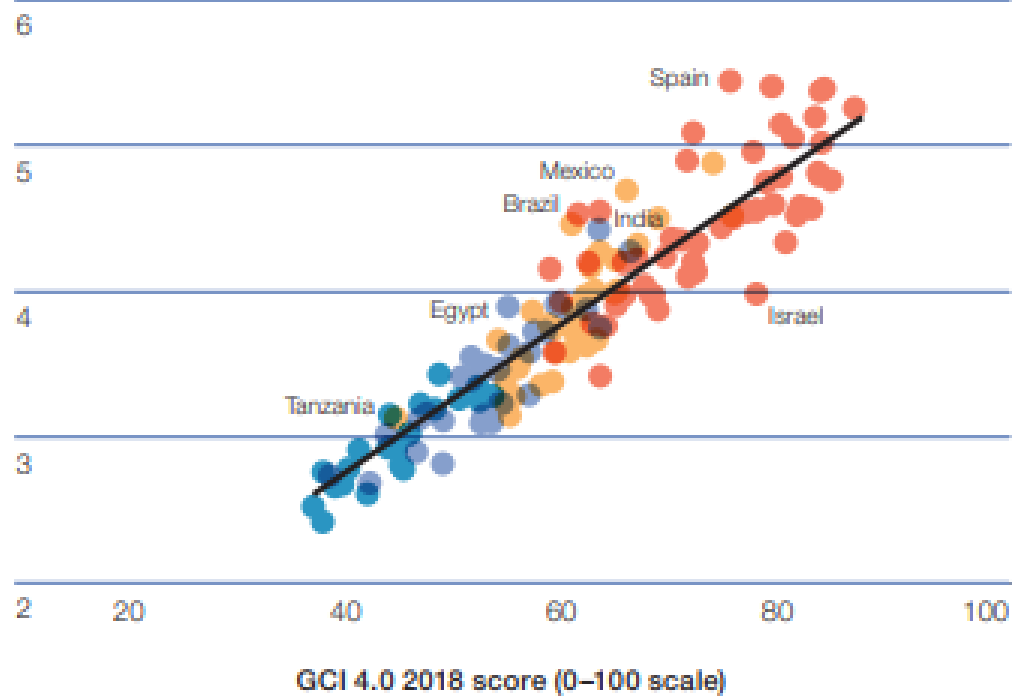
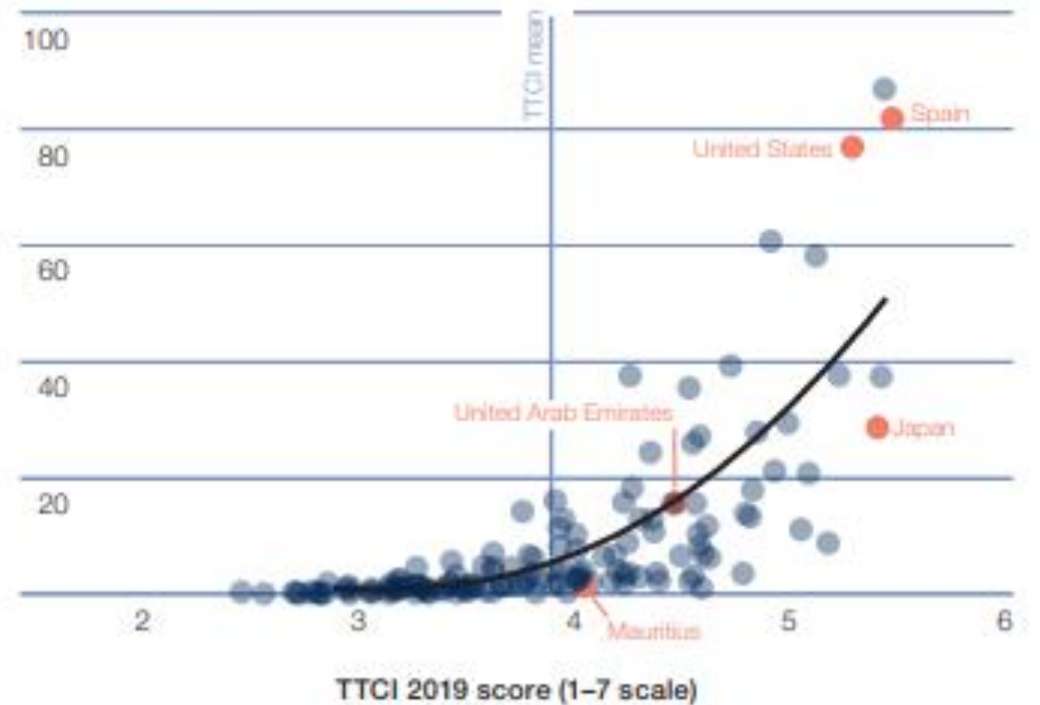


Figure 1: Travel & Tourism Competitiveness Index 2019 and international tourist arrivals

International tourist arrivals (millions)



Note: International tourist arrivals excludes Liberia, (2017 or latest available).
Top performers for each region are highlighted.

Sources: World Economic Forum and World Tourism Organization (UNWTO).



FIGURE 1 | TTDI framework

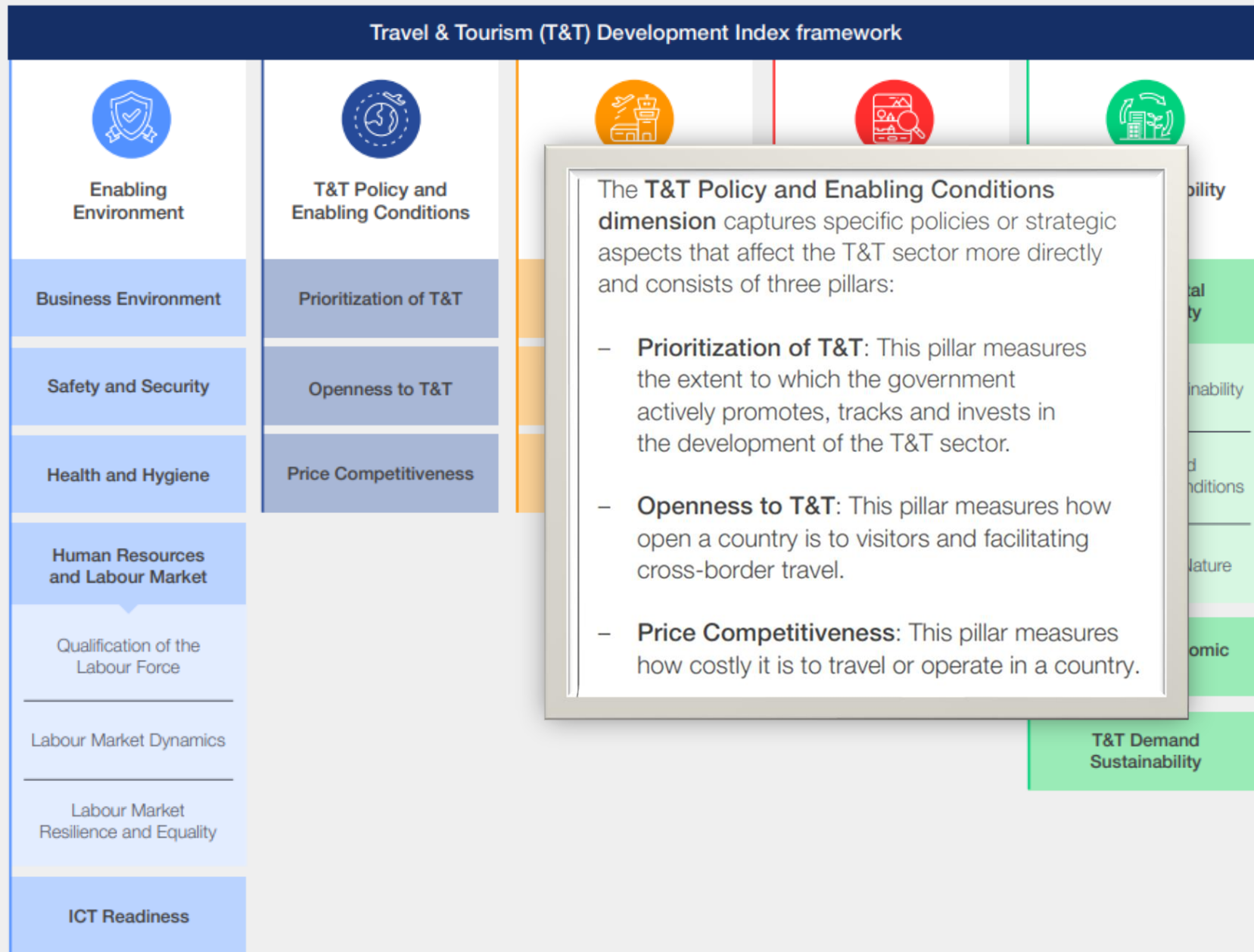
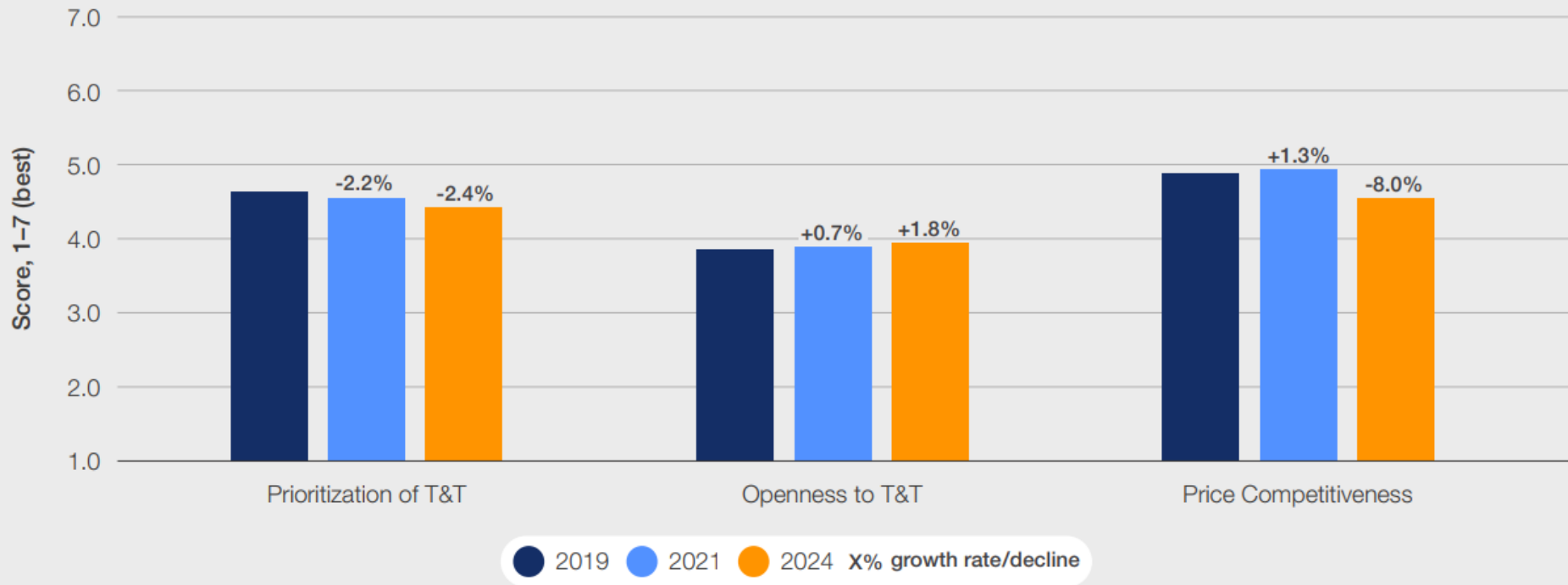


FIGURE 8 | TTDI T&T Policy and Enabling Conditions dimension pillar average score performance



Source: World Economic Forum.



Top 10 performers on T&T Sustainability dimension pillars



Environmental Sustainability

- 1 Luxembourg
- 2 Slovenia
- 3 Sweden
- 4 France
- 5 Finland
- 6 Switzerland
- 7 Slovak Republic
- 8 United Kingdom
- 9 Austria
- 10 Denmark



Travel and Tourism Socioeconomic Impact

- 1 Botswana
- 2 Paraguay
- 3 Kenya
- 4 Sri Lanka
- 5 Kazakhstan
- 6 Angola
- 7 Chile
- 8 Lao PDR
- 9 Brazil
- 10 Indonesia



Travel and Tourism Demand Sustainability

- 1 Cameroon
- 2 Costa Rica
- 3 Egypt
- 4 Kenya
- 5 Indonesia
- 6 Rwanda
- 7 United States
- 8 El Salvador
- 9 Saudi Arabia
- 10 Armenia

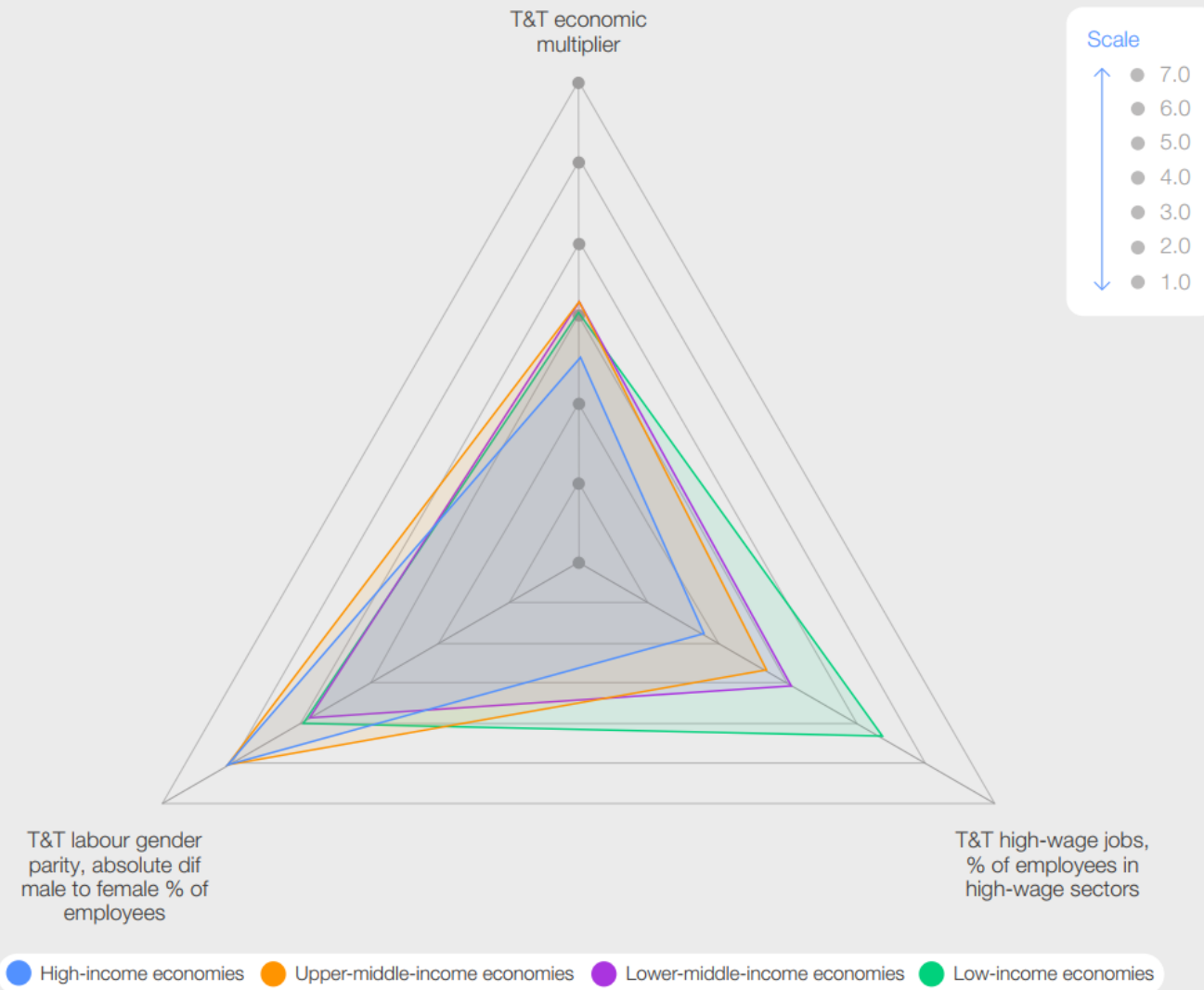
Note: The Environmental Sustainability pillar includes energy sustainability and the general sustainability of an economy's natural environment and the protection of natural resources; the T&T Socioeconomic Impact pillar includes induced economic contribution, the provision of high-wage jobs and workforce gender equality; the T&T Demand Sustainability pillar includes factors relating to overcrowding, demand volatility and other potentially unsustainable demand trends.

Source: World Economic Forum



FIGURE 13

Snapshot of T&T's socioeconomic impact

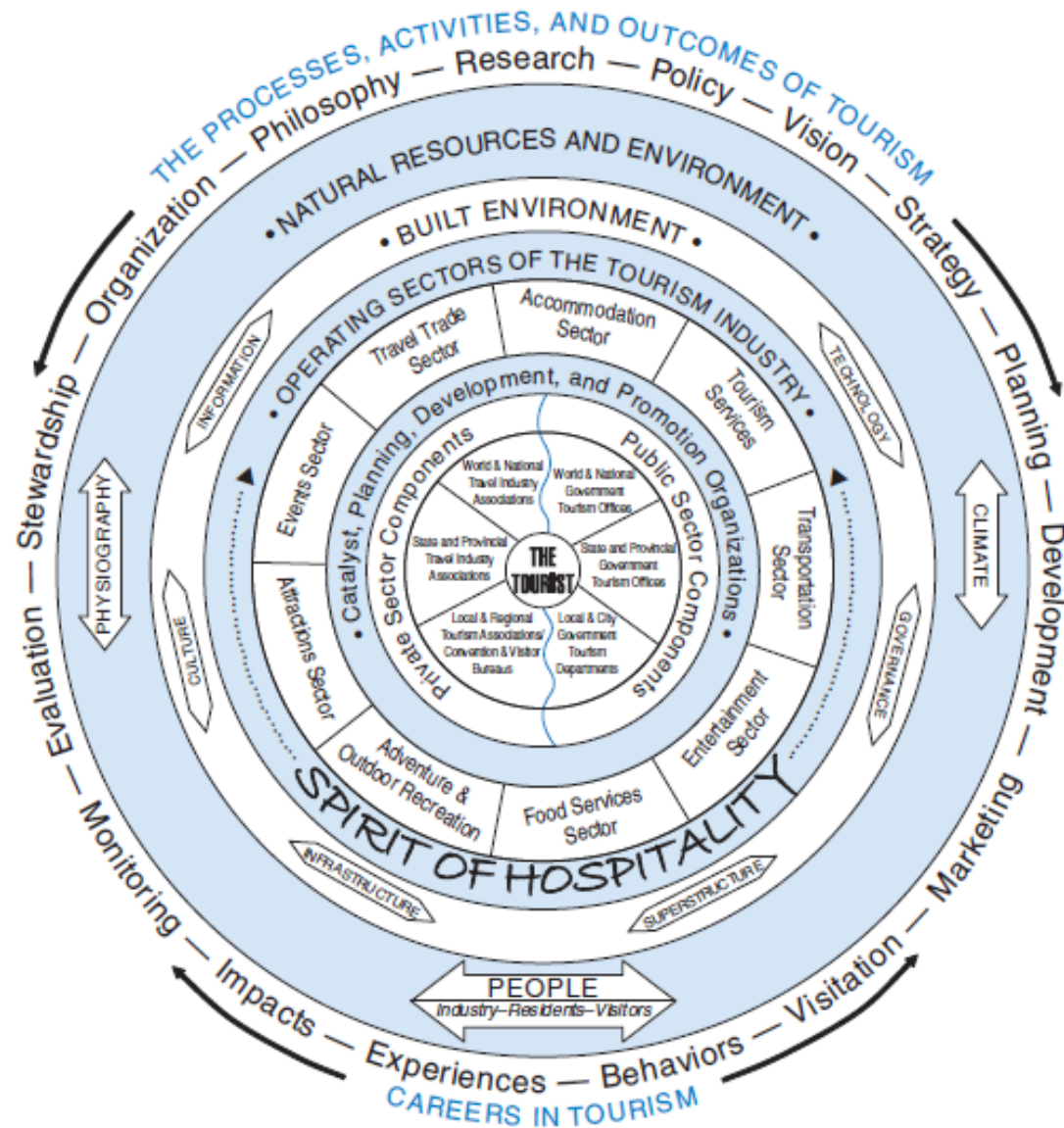


Source: World Economic Forum and World Travel & Tourism Council.

Note: Values represent indicator scores on a 1–7 scale (1 – worst, 7 – best).

The T&T economic multiplier is an average of scores for T&T GDP and employment multipliers.





- Destination as a framework of tourism policy

- Source: Goeldner in Brent Ritchie 2012, p. 10



Slovenian Green tourism policy



I FEEL SLOVENIA



EXPLORE SLOVENIA'S SIGHTS IN YOUR OWN WAY!



Alpine Slovenia

- 1 Mt Triglav – the highest peak in Slovenia
- 2 Lake Bohinj
- 3 Bled Island & Bled Castle
- 4 Museums of Aquaculture, Radovljica
- 5 The National Shrine Mary Help of Christians, Bovec
- 6 Avonca Museum, Bovec
- 7 Lake Jarna, Kranjska Gora
- 8 Planica Nordic Centre
- 9 The Richard Murnik & Walk of Peace – Inno Fenc
- 10 Soča River Valley
- 11 Stone Bridge, Kanal
- 12 Franz Partisan Hospital, Cerreto
- 13 Old City Centre of Kranj
- 14 Dostan Gorge, Tric
- 15 Solčava – Harem of three valleys
- 16 Lovrenška Laka, Rogla
- 17 Cultural Centre of European Space Technologies, Vitze
- 18 Zlate Chamberhouse
- 19 The Old Vine – World's Oldest Grape Vine, Maribor

Thermal Pannonian Slovenia

- 20 The hour-shaped road, Spizak
- 21 Castle Grad
- 22 Pottery tradition in Prekmurje, Ribevc
- 23 Vintarova Tower, Lendava
- 24 Pivovarna – Land of storks
- 25 Mill on the Mura River
- 26 Slovenian wine road
- 27 UNESCO Door-to-door rounds of Kameniti & Peč Castle
- 28 Baška Church of the Virgin Protection, Ptujka Gora
- 29 The Okrajci Monastery Mosaic, Podretnek
- 30 Old Castle of Celje
- 31 Green Gold Fountain, Zalec
- 32 Vajnske Castle
- 33 Roman Necropolis, Šempeter
- 34 Laml of Haystack, Šempeter
- 35 Serrava Castle
- 36 Podravska Castle
- 37 Rajhenburg Castle
- 38 Restica Castle
- 39 Makron Castle
- 40 Romanesque in Krib
- 41 Pottery Chamberhouse, Šempeter
- 42 Otoc Castle
- 43 Old City Centre of Novo mesto
- 44 Zlatobereg Castle

Ljubljana & Central Slovenia

- 45 Green George, Bela krajina
- 46 Krka River
- 47 The Secret Forest, Kočevje
- 48 Krstna Castle
- 49 UNESCO Provincial Forests of Karst and Srednja – Zbelec
- 50 Turjak Castle
- 51 Claretian Monastery of Ština
- 52 Bogoslovska Castle
- 53 Site of refuge, Vela
- 54 Lake Castle, Kranjska
- 55 Miska planina
- 56 UNESCO Škofja Loka Baroque Play & Škofja Loka Castle
- 57 Ljubljana Castle & Triple Bridge
- 58 UNESCO Pile-dwelling, Ljubljana Marshes
- 59 UNESCO Heritage of Mercury & UNESCO Bobbin Lace-making, Blejski

Mediterranean & Karst Slovenia

- 60 Sava Gora – place of pilgrimage
- 61 Grotto Reka vnanost
- 62 Vipavski Križ
- 63 Štavelj
- 64 Pivovarna Castle
- 65 Franciscan Cave
- 66 Srednja Castle
- 67 UNESCO Škocjan Caves Park
- 68 Lipica Stud Farm
- 69 Church of the Holy Trinity, Hranova vas
- 70 The Franciscan Palace, Koper
- 71 Tartar Square, Ptuj
- 72 Satecova Sulpass

Legend

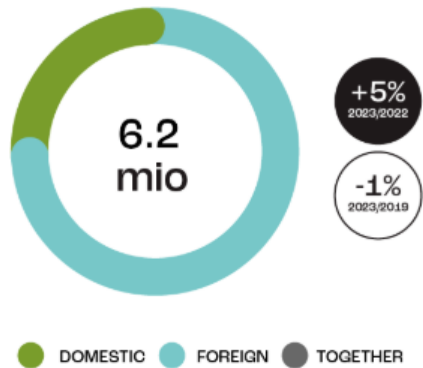
- Highway
- Expressway
- Regional road
- Side road
- Railway line
- International border crossing
- Interstate border crossing
- International airport
- Slovenian Natural Spas
- UNESCO sites of natural, cultural and intangible heritage

KARTOGRAFIJA
www.kartografija.si

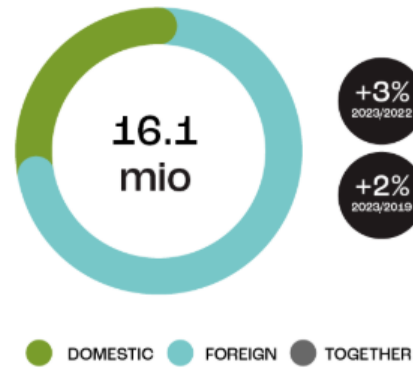
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Mile Cartography is a member of the Kartografija Group.
© 2018 Kartografija Group. All rights reserved. Printed in Slovenia.



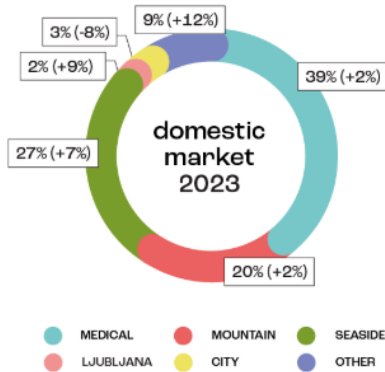
Tourist arrivals 2023 and growth rates vs 2022 and 2019



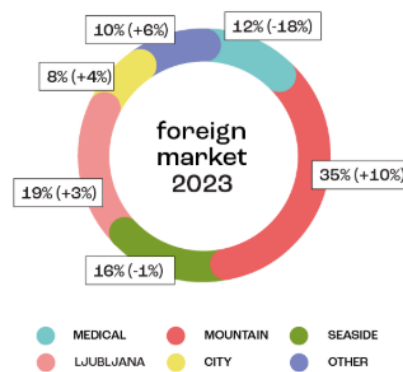
Tourist overnight stays in 2023 and growth rates vs. 2022 and 2019



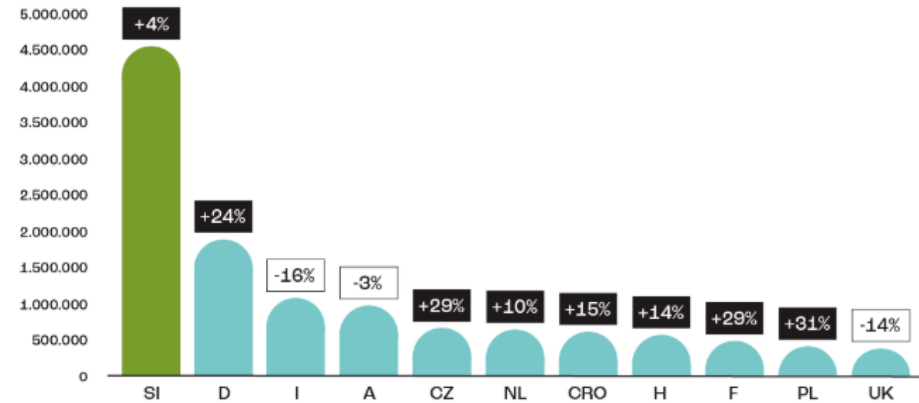
Domestic overnight stays by type of municipality and growth rates compared to 2019



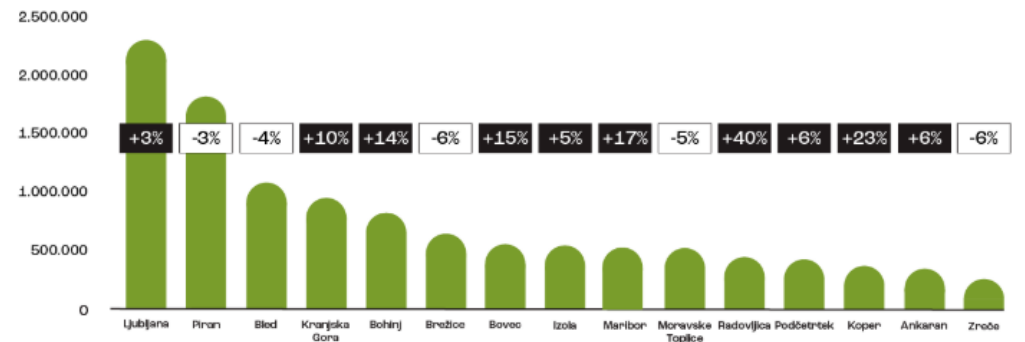
Foreign overnight stays by type of municipality and growth rates compared to 2019



TOP 10 markets by overnight stays in 2023 and growth rates compared to 2019

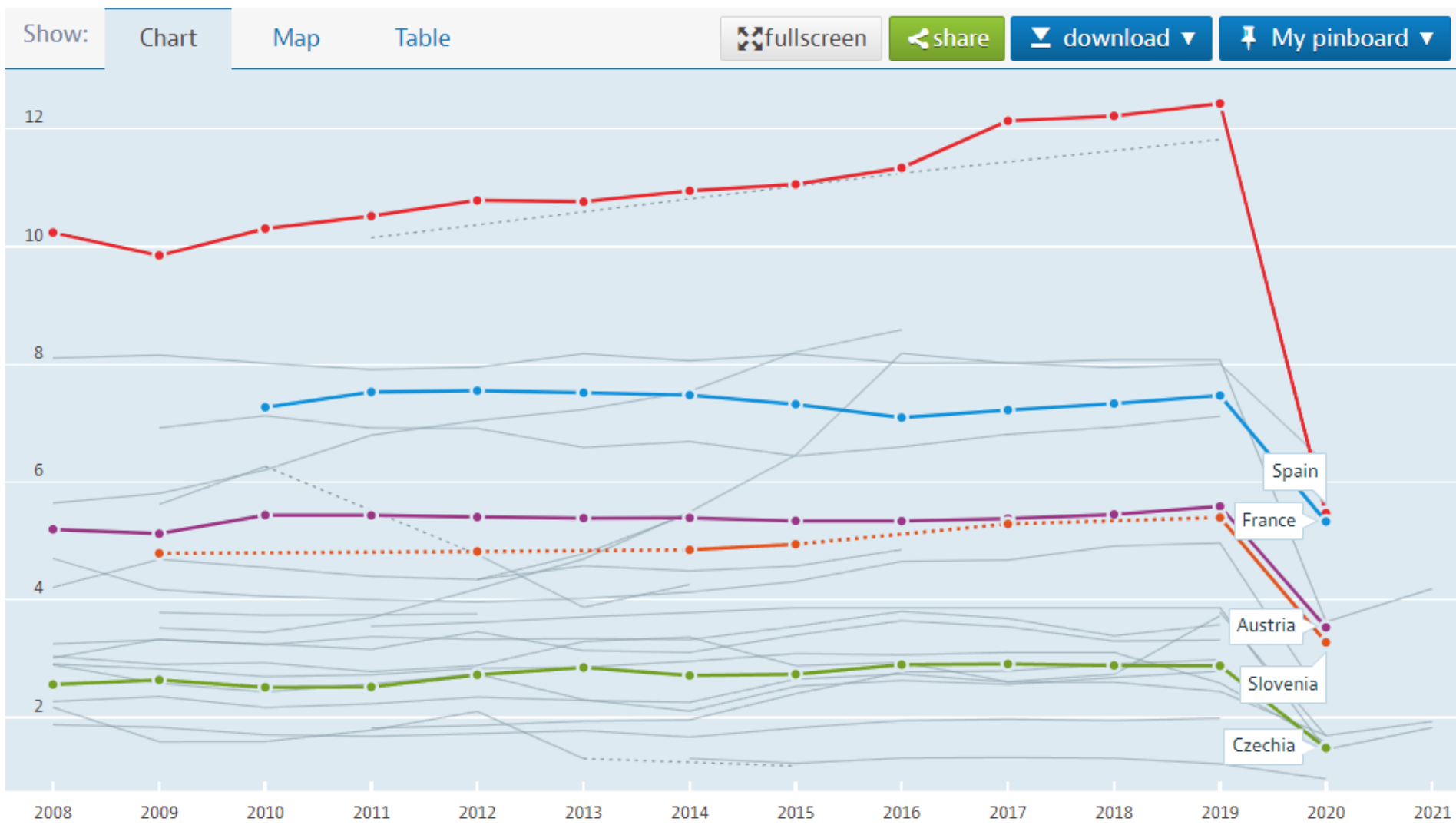


TOP 15 municipalities by number of overnight stays and growth rates compared to 2019



Tourism GDP Total, % of GDP, 2008 – 2021

Source: Key tourism indicators



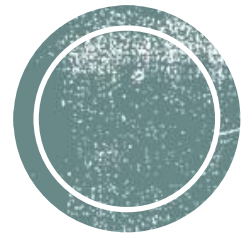
<https://data.oecd.org/industry/tourism-gdp.htm#indicator-chart>



Tourism policies and programs

- Promotion of Tourism Development Act,
- The Recovery and Resilience Plan of Slovenian Tourism 2020-23,
- The Strategy for Slovenian Tourism 2022-28,
- Strategy for Digital Transformation of Slovenian Tourism 2022-26,
- also featured in the Slovenian Industrial Strategy 2030,
- Certification system and sustainable development tool: The Green Scheme of Slovenian Tourism,
- Development incentives and other government instruments.





The Green Scheme of Slovenian tourism

The case of The Green scheme of Slovenian tourism

assoc. prof. Marjetka Rangus, PhD, University of Maribor, Faculty of Tourism, Slovenia

1

Destinations led by green ideas

The mosaic of Slovenia's green story is made up of individual pieces that form a model of responsible preservation of natural and cultural heritage and attitude towards the environment. The most sustainably aspiring destinations bear the golden Slovenia Green label. Destinations with a silver or bronze label are on a good way to follow the green path. Discover where a green and responsible mind-set is in first place.



Slovenia is *green*.



Definition

Green tourism embraces **ALL ASPECTS OF SUSTAINABLE TOURISM**, based on four basic principles (UNWTO): **environmental, social, economic and climate** (i.e. the “quadruple bottom line” of sustainable tourism). Green tourism minimises the environmental impact of tourism and maximises its adaptation to climate change.





FACTS

- **climate change** is a new challenge that poses more threats to global tourism than opportunities,
- regional, **seasonal and product redistribution of tourist flows**,
- **consumer behaviour is rapidly changing** - tourists increasingly seeking green, responsible destinations,
- the need for **green economy**.



Slovenian Green Tourism Policy



preservation of forests, water, the sea and other natural assets to the greatest possible extent,

to inform participants in tourism about the importance of climate change and the impact on tourism, and about changes in the market,

encouraging action in the area of adapting to and mitigating climate change,

active orientation of tourism towards the green economy,

providing information and incentives for the tourism economy to develop green models of operation,

providing incentives for destinations to establish models of sustainable development based on standard indicators, and

raising awareness among tourists to adopt more sustainable lifestyles and environmentally friendly behavior of their own.



SLOVENIA'S STRATEGIC GUIDELINES

1. Slovenija
IS green.



**SLOVENIA'S
COMPETITIVE
ADVANTAGE**

2. Slovenija
ACTS green.



**DEVELOPMENT OF
GREEN TOURISM**

3. Slovenija
PROMOTES green.



**REPOSITIONING OF
SLOVENIAN TOURISM**

59 Destinations

155 Accommodation providers

4 Natural Parks

9 Tourist Agencies

13 Attractions

67 Restaurants

2 Beaches





The Green Tourism Policy

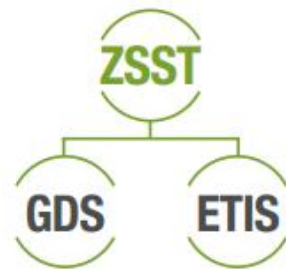
- Beginning in 2009 (but first strategic decision in 2002),
- Sustainable development of destinations,
- Applicants with sustainability certificates,
- The Green promise of tourism stakeholders,
- Local origin and high quality experience,
- Unique character.



FOR DESTINATIONS



BASIS



FOR SERVICE PROVIDERS



BASIS



FOR PARKS



BASIS*



The Green Scheme of Slovenian tourism is aiming at:

- rapidly introducing sustainable models of tourism (destination) management,
- providing assessment tool for sustainable tourism destinations and providers.

BENEFITS FOR SLOVENIA GREEN MEMBERS

Having the Slovenia Green Destination, Slovenia Green Accommodation, Slovenia Green Travel Agency, Slovenia Green Park label or Slovenia Green Cuisine increases the visibility of destinations, accommodation providers, travel agencies or parks and increases the level of promotion they receive through national and international channels. The Slovenian Tourist Board is planning and implementing promotional activities to support sustainability efforts in the project of included destinations, service providers and parks.

“*In the process of joining the GSST the destinations and service providers sign the **Green Policy of Slovenian Tourism**, which is based on ten sustainability principles. The Green Policy of Slovenian Tourism sets out the fundamental commitment of Slovenian tourism to operate according to sustainability principles and to make continuous efforts to improve. Restaurants who join sign the **Commitment to sustainable Slovenian gastronomy**.*”



Slovenia has become the first Green Destination in the world



Ljubljana, 27 September – **Slovenia has become the first Green Destination in the world, and Ljubljana has two placements among the TOP 100 Sustainable Destinations. Other best practices of green and sustainable tourism in the world also received awards within the scope of the Global Green Destinations Day International Conference. Various Slovenian destinations and providers also celebrated their victories at the Ljubljana Castle.**



How does GSST work?

- Certified by Slovenian national Tourism Board – STO,
- Run by accredited partner *The Good Place*:
 - Development of the scheme,
 - Providing for materials,
 - Support (promoting, advising, consulting),
 - Certification process and evaluation,
 - Training,
 - Updating the materials,
 - Development of green policies, ...



**To obtain the
SLOVENIA
GREEN
DESTINATION
label, the
destinations
must follow
eleven steps:**

1. appointment of a green coordinator,
2. setting up a green team,
3. increasing awareness,
4. signing a green policy,
5. carrying out surveys,
6. gathering information,
7. submitting reports and the application for an assessment,
8. drafting an action plan for measures,
9. determining the local character and USP,
10. submitting an application for a field visit, implementing measures and,
11. after three years, re-assessment, which are evaluated using a point system from 1 to 10.



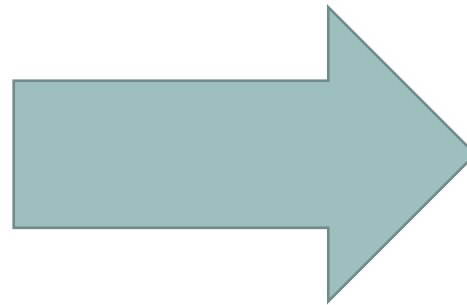
ZELENA ZAVEZA SLOVENSKEGA TURIZMA

S podpisom Zelene zaveze slovenskega turizma sprejemamo 10 trajnostnih načel, s katerimi se zavezujemo k trajnostnemu delovanju in nenehnemu prizadevanju za izboljšave:

1. »Slovenska zelena« temelji na neokrnjeni naravi in na odločenosti, da takšna tudi ostane. Tesno je vpeta v identiteto znamke I feel Slovenia, kot izkustvena obljuba, ki izraža poslanstvo slovenskega turizma »naprej z naravo« in podpira vizijo »zelene butičnosti«.
2. Zavedamo se, da uspeh turizma v Sloveniji temelji na kredibilnosti naše zelene podobe. Zeleno shemo slovenskega turizma razvijamo s ciljem, da poteka razvoj turizma v Sloveniji na trajnosten način, s prizadevanjem vseh deležnikov za odgovorno poslovanje.
3. Zagotavljamo, da v celoti izpolnjujemo pogoje, ki jih opredeljuje okoljska zakonodaja v Sloveniji, temelječa na zakonodaji Evropske unije, ob tem pa tudi globalne oziroma evropske kazalnike za destinacije in ponudnike.
4. Izpolnjujemo kriterije, kot jih opredeljujejo globalni oziroma evropski indikatorji za trajnostni management na ravni destinacij, oz. svoje odgovorno ravnanje do okolja izkazujemo s katerim od izbranih mednarodnih okoljskih znakov.
5. Znamka SLOVENIA GREEN obiskovalcem Slovenije podaja obljubo, da destinacije, turistični ponudniki in partnerji, nosilci tega znaka, delujemo po trajnostnih načelih in da smo predani nenehnemu izboljševanju trajnosti našega poslovanja.
6. Obiskovalce spodbujamo k spoštljivemu in odgovornemu odnosu do naravnega in družbenega okolja v Sloveniji.
7. Zavedamo se, da ima turizem velik vpliv na družbeno in ekonomsko podobo destinacije, zato aktivno vključujemo lokalno skupnost in razvijamo turizem, ki prinaša pozitivne rezultate za vse.
8. Prizadevamo si za sezonsko in regijsko porazdelitev turističnega obiska Slovenije in spoštujemo nosilne sposobnosti prostora. Spremljamo novosti in se zavedamo pomena uvajanja zelenih inovacij, zelenih tehnologij in trajnostne arhitekture.
9. Ker so razdalje v Sloveniji majhne, Slovenija pa je na ugodnem križišču pomembnih prometnih poti, in ker je narava vedno blizu, spodbujamo trajnostno mobilnost.
10. Želimo, da obiskovalci občutijo pokrajinsko in biotsko raznolikost Slovenije, zato si prizadevamo, da pri našem poslovanju, razvoju ponudbe in komuniciranju izpostavljam tisto, kar je v našem okolju najbolj posebno, avtentično, z lokalnim značajem.



Green Scheme for destinations



1. korak
Opredelitev zelenega
koordinatorja



2. korak
Oblikovanje zelene
ekipe



3. korak
Povečanje ozaveščenosti,
pridobivanje podpore



4. korak
Podpis Zelene
zaveze



5. korak
Anketiranje



6. korak
Zbiranje in vnašanje podatkov
na spletno platformo



7. korak
Zahtevek za presojo



8. korak
Priprava in potrditev akcijskega
načrta ukrepov



9. korak
Opredelitev Zelenega
DNK



10. korak
Uresničevanje ukrepov
in letno poročilo




11. korak
Ponovna presoja in
terenski obisk




Step 6: Collecting the data

- 84 measures in 6 chapters:
 - Destination management,
 - Nature and landscape,
 - Environment and climate,
 - Culture and tradition,
 - Social conditions,
 - Operations of tourism businesses and communication;
- Measures are constantly developing;
- Online platform for monitoring.



Login 

 Slovenski

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[Membership](#)





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ASSESSMENT AND REPORTING SYSTEM

[Green Destinations Principles](#) [Partners](#) [Leaflets](#)



The assessment of a destination

znak	povprečje šestih kategorij	ocena nad 8,1 v...	Vsaj en ponudnik z znakom SG Accommodation	ocena manj kot 6,1 v kategoriji
	≥ 9,1	kategoriji DM in PTP	obvezno	0
	≥ 8,1	kategoriji DM ali PTP	obvezno	0
	≥ 7,1	neobvezno	neobvezno	največ 1
	≥ 6,1	neobvezno	neobvezno	največ 2



- Destinations and providers can join the Slovenia Green Association:
 - training,
 - sharing good practices,
 - filed trips,
 - policy development,
 - promoting activities...

The logo for the Slovenia Green Association is displayed in a white rectangular box. It features the word "SLOVENIA" in a grey, sans-serif font above the word "GREEN" in a larger, bold, green, sans-serif font. To the right of "GREEN", the word "ASSOCIATION" is written vertically in a smaller, grey, sans-serif font.

SLOVENIA
GREEN ASSOCIATION





1. Slovenia was declared the first Green Country in the World at the Global Green Destinations Day in 2016.
2. Slovenia was named 5th in the top 10 countries to visit in 2022, according to world-leading travel publisher Lonely Planet.
3. Slovenia has been named one of the 12 most sustainable destinations for 2022 by Conde Nast Traveller magazine.
4. At the Global Green Destinations Days 2021, seven Slovenian destinations were included in the Top 100 Destination Sustainability Stories list, Bohinj, Logarska dolina-Solčavsko, Rogla-Pohorje, Ljubljana, Miren Kras, dolina Soče in Ajdovščina.
5. STB received bronze prize The Golden City Gate (ITB Berlin 2020) for the promotional film Slovenia Green. The story green Slovenia in the eco tourism category.
6. At the Global Green Destinations Days 2020, nine Slovenian destinations were included in the Top 100 Destination Sustainability Stories list.
7. The Italian magazine Weekend Premium Awards has awarded Slovenia the Green Europe prize for the development and promotion of sustainable tourism in the Weekend Premium Awards 2020.
8. STB received the Sustainable Top 100 Destination Awards in the Best of Europe 2020 category for introducing sustainable models in tourism at the national level.
9. The Global Green Destinations Days 2019 (GGDD) conference saw the unveiling of this year's list of the Top 100 Sustainable Destinations in the World. The list includes 31 destinations from Slovenia's Green Tourism Scheme (GTS), all of which have been awarded the Slovenia Green Destination label. Ljubljana, Bled, Komen, Podčetrtek, Rogaška Slatina, Bela Krajina, Bohinj, Brda, Brežice, Hrplje Kozina, Idrija, Kamnik, Koper, Kranjska Gora, Laško, Lenart, Maribor, Miren – Koštanjevica, Nova Gorica, Novo mesto, Postojna, Ptuj, Radlje ob Dravi, Sentjur, Sevnica, Škofja Loka, Slovenj Gradec, Šmarješke Toplice, Solčava, Sveta Ana, Vipavska dolina.
10. At ITB Berlin 2019, based on the assessment of an international jury, some destinations with the Slovenia Green Label were awarded the honourable mentions of the best in sustainable practices in the Sustainable Top 100 Destinations awards. Ljubljana – with the best sustainable practice of the Local Food Exchange – won the Best in Cities category, while Bled came second in the Best in Europe. category.



2

Responsible holidays with green providers

We are aware that a positive and responsible attitude towards the environment is an increasingly important value when choosing a holiday. Escaping to the purity of the great outdoors and forging more intimate relationships is coming to the forefront and this is also known by providers who live and breathe as one with the local environment. The winners of the Slovenia Green Accommodation label are the most assiduous.





Staff involvement



Environmental management



Guest information



Water



Energy



Washing & Cleaning



Food & Beverage



Waste



Administration



Indoor Environment



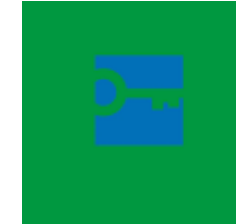
Green Areas



Green Activities



Corporate Social Responsibility



Green breaks in sustainable hotels around Slovenia



Urban Boutique



Hotel E



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3

Especially green parks

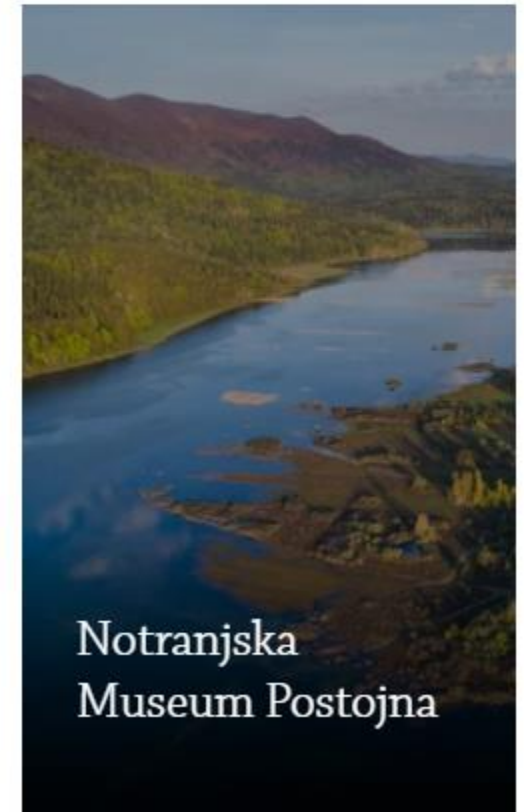
As much as 13 percent of Slovenia's territory is protected areas. It would be hard to find a similarly small part of the world that is so rich in biodiversity. This imposes on us an even greater responsibility to preserve this diverse living environment. Natural parks bearing the Slovenia Green



4

Sights "coloured" with green

Every place has its specific sites that are worth visiting. The most valuable are those that express the soul of the environment in which they are located. There are two local attractions in Slovenia that have earned the Slovenia Green Attraction label.





5

Around Slovenia with green travel agencies

When planning a trip around Slovenia, turn for assistance to travel agencies that offer original and at the same time sustainable experiences. There are currently four agencies in Slovenia that bear the Slovenia Green Travel Agency label.





Suzan Gabrijan

Photo: Suzan Gabrijan, Hiša Franko Archive



Photo: Dean Dubokovič, Gostilna Rakar Archive



Sustainability on the "menu" of green destinations



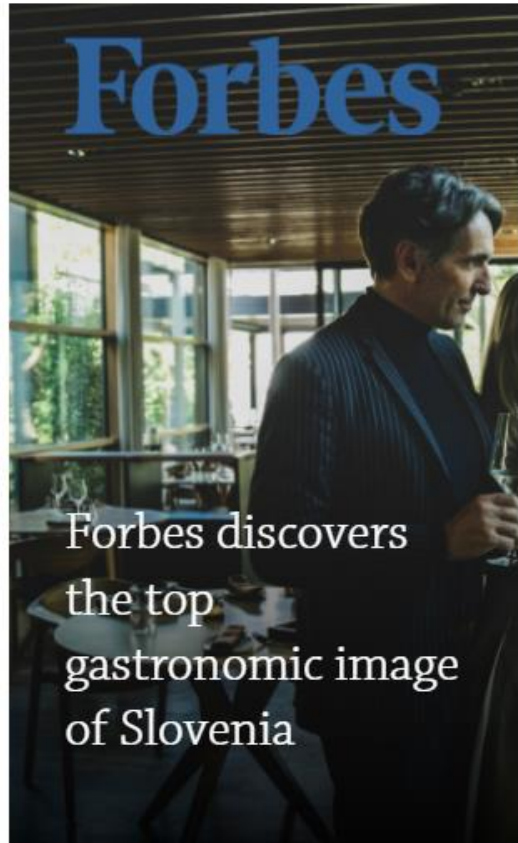


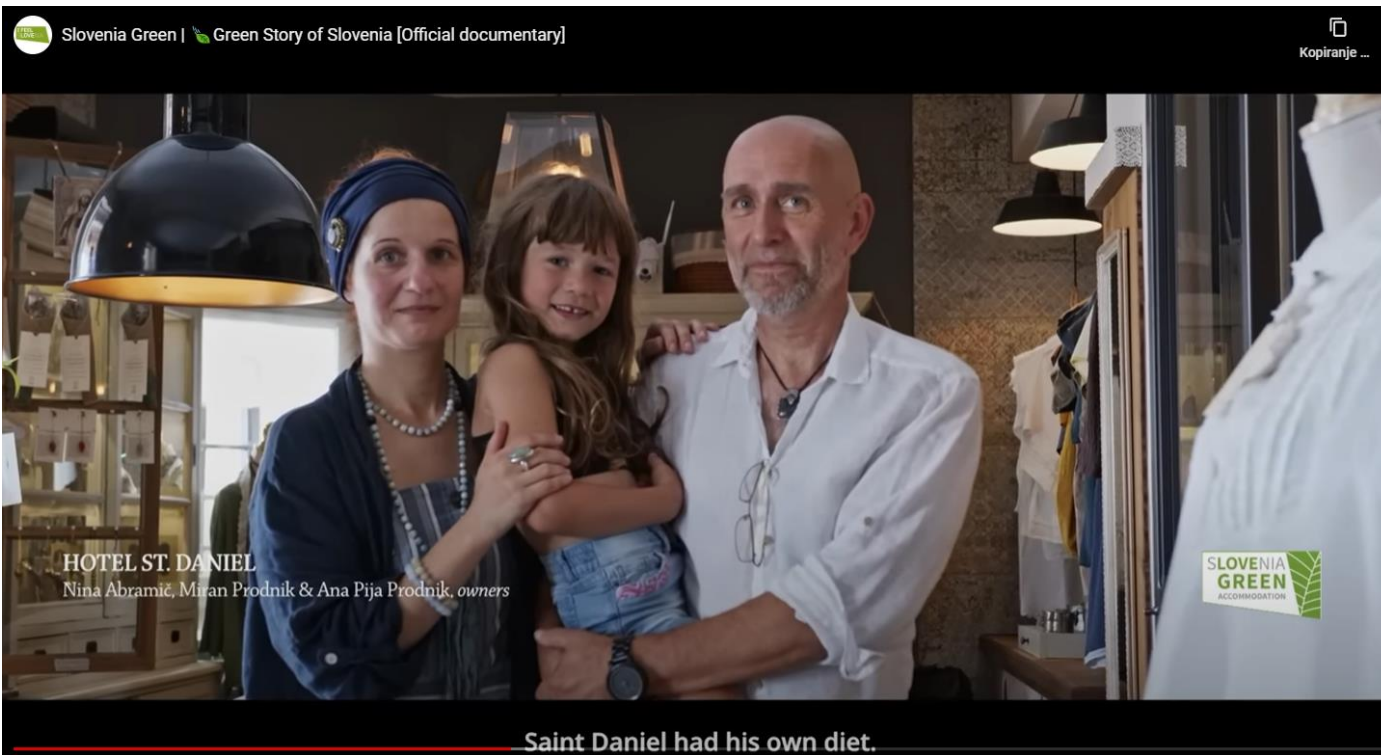
7

Time spent responsibly on green beaches

What could be better than spending a warm summer day on the beach. The clear waters themselves call out for refreshment. So let us do everything we can to ensure that our future generations can also enjoy clean waters. Some beaches in Slovenia are particularly focused on sustainability.







Slovenian Green Scheme Examples



I FEEL
SLOVENIA

GREEN AND HEALTHY SLOVENIA FRIENDLY OFFICE

#ifeelsLOVEnia
#SloveniaGreen

assoc. prof. Marjetka Rangus, PhD, University of Maribor, Faculty of Tourism, Slovenia

Good practice transfer



WASTE



ENERGY



WATER



TRAFFIC



HEALTH





CRITICAL POINTS OF THE GSST

- gap between paperwork and really,
- criteria that cannot be met (no tools, calculations, access to data...),
- delivering the green promise: adoption of green values,
- not mandatory,
- need for in-depth evaluation.

SLOVENIAN TOURISM STRATEGY 2022 - 2028



Key points

- The role of tourism is becoming increasingly evident as a market generator for the more favourable sale or sustainable export — without long logistics routes — of a wide range of products and services, merged to create adventures and experiences for tourists and day-visitors;
- The coherence and coordination of all stakeholders and levels of Slovenian tourism is key to achieving a higher level of competitiveness and greater value for all, which is this Strategy's essential orientation;
- **The Strategy, based on the principle and chosen development scenario of "a little bit more and a lot better", has a strong focus on increasing quality and value added.**



Key points

- Vision: **Green boutiqueness. Smaller footprint. Greater value for all.**
- 12 key challenges > 5 strategic goals > 20 development goals > 7 key policies + 3 horizontal policies = 94 measures;
- EUR 1.54 billion in investments to achieve the goals and the vision;



„A little bit more and a lot better“ scenario

- "A little bit more and a lot better" envisages a moderate expansion of capacity, mainly of higher quality types of capacity, the majority of investments in renovation, an increase in the quality of existing capacity, slightly more intensive investments in food and beverage sectors, and additional offers.
- This scenario also foresees moderate growth in arrivals and overnight stays, while achieving a higher price level of services.
- It projects a moderate increase in demand for new jobs in tourism and more substantial investment in the quality of staff.
- It takes advantage of opportunities for further development of Slovenian tourism in a sustainable and economically efficient way, which allows the achievement of optimal economic and social indicators, while taking into account the sustainable aspects of tourism development.





**Key
challenges
to Slovenian
tourism**

1. *Tourism portfolio falls short of the promise of a green boutique Slovenia,*
2. *Low value added,*
3. *Human resources (amount, competencies, requirements),*
4. *Effectiveness of management at destination and corporate level,*
5. *Tourism's dependence on other activities - integration and synergies within the industry and between sectors,*
6. *Disrupted tourism-environment-population balance (concentration, intensity, carrying capacity),*
7. *High seasonality,*
8. *Slovenia's targeting of more demanding segments is very limited and during non-summer months,*
9. *Tourism portfolio and image lack authentic (cultural) elements,*
10. *Lagging behind in international competitiveness,*
11. *Trends in the "new normal",,*
12. *Climate, health, safety and other global threats.*

12 KEY CHALLENGES	Sustainability Aspect = Balance Aspect	5 STRATEGIC GOALS	INDICATORS (KPI) of impact for target year 2028 compared to base year 2019, under Scenario 3 (see Table 35 for detailed description of indicators)	4 x 5 DEVELOPMENT GOALS	TOURISM POLICIES	RELATED POLICIES
<p>1. <i>Tourism portfolio falls short of the promise of a green boutique Slovenia</i></p> <p>2. <i>Low value added</i></p> <p>3. <i>Human resources (amount, competencies, requirements)</i></p> <p>4. <i>Effectiveness of management at destination and corporate level</i></p>	<p>Business and financial aspect</p> <p>BUSINESSES AND DESTINATIONS</p>	<p>SG1: QUALITY, VALUE AND YEAR-ROUND SUPPLY OF PORTFOLIO PRODUCTS AND SERVICES</p> <p>= The conditions for a bold leap towards green 'boutiqueness' and a value transformation in the tourism portfolio supply to ensure the international competitiveness of the tourism industry on the high-value tourism market</p>	<p>I1.1 Value added</p> <ul style="list-style-type: none"> - Total value added in the tourism industry (SKD I Hospitality industry and R92.001 Activities of casinos): +43% - Value added per employee in the tourism industry (SKD I Accommodation and food service activities and R92.001 Activities of casinos): +31% - Value added per employee in accommodation (SKD I55): +64% - Average value added per employee in all tourism-related industries: +34% <p>I1.2 Inflow from the export of travel</p> <ul style="list-style-type: none"> - Inflow from the export of travel per foreign tourist overnight stay: +37% <p>I1.3 Seasonality ratio</p> <ul style="list-style-type: none"> - GINI seasonality index: — 15% <p>I1.4 Length of stay of tourists</p> <p>Average length of stay: +20%*</p>	<p>DG 1.1: Balancing the quality, scale and structure of accommodation, food service and other tourism-related range of products and services (targeted investment support)</p> <p>DG 1.2: Strengthening high-value segments and a simultaneous shift in market positioning</p> <p>DG 1.3: De-seasonalisation by developing appropriate products, selecting the right market segments and ensuring the dispersion and timing of visits</p> <p>DG 1.4: Digital transformation of the tourism industry and smart destinations</p>	<p>Investments and business environment</p> <p>Public infrastructure and heritage for Slovenia's tourism character</p> <p>Products and marketing</p> <p>Digital transformation of Slovenian tourism</p> <p>Destination management and tourism integration</p>	<p>Taxation policy</p> <p>Finance</p> <p>Administrative environment and operating conditions</p> <p>Digital policy</p> <p>Foreign policy</p> <p>Institutional framework</p>



<p>5. <i>Tourism's dependence on other activities - integration and synergies within the industry and between sectors</i></p> <p>6. <i>Disrupted tourism-environment-population balance (concentration,</i></p>	<p>Social aspect</p> <p>PEOPLE: inhabitants, employees, guests</p>	<p>DG2: SATISFACTION OF THE POPULATION, EMPLOYEES AND GUESTS</p> <p>= Conditions for raising the profile of the tourism industry, tourism professions and the quality of service, pride, involvement and empowerment of local residents, and for ensuring the authenticity of guests' experience</p>	<p>I2.1 Satisfaction of the population</p> <ul style="list-style-type: none"> - Average satisfaction of the population with the development of tourism in the destinations included in the GSST: +20% <p>I2.2 Satisfaction of guests</p> <ul style="list-style-type: none"> - The opinion of foreign tourists about the quality and satisfaction with individual elements of the tourism portfolio by type of tourist sites; average score of the overall impression of all sites: +1% <p>I2.3 Satisfaction of employees</p> <ul style="list-style-type: none"> - Average gross earnings in the tourism industry (SKD I Hospitality): + 35% 	<p>DG 2.1: Tourism as a desirable and reputable employer, attracting more young people</p> <p>DG 2.2: Raising the competencies and motivation of staff at all levels to provide higher value services</p> <p>DG 2.3: Responsible marketing (also to support seasonal and geographical distribution of tourism flows and responsible behaviour)</p> <p>DG 2.4: Ensuring the authenticity, sustainability and innovation of experiences, local cultural elements and the character of the tourism portfolio</p>	<p>Human resources and competencies</p> <p>Products and marketing</p> <p>Destination management and tourism integration</p> <p>Public infrastructure and heritage for Slovenia's tourism character</p>	<p>Education</p> <p>Labour market</p> <p>Cultural policy</p> <p>Environmental policy</p> <p>Institutional framework</p>
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12 KEY CHALLENGES	Sustainability Aspect = Balance Aspect	5 STRATEGIC GOALS	INDICATORS (KPI) of impact for target year 2028 compared to base year 2019, under Scenario 3 (see Table 35 for detailed description of indicators)	4 x 5 DEVELOPMENT GOALS	TOURISM POLICIES	RELATED POLICIES
<p><i>intensity, carrying capacity)</i></p> <p>7. <i>High seasonality</i></p> <p>8. <i>Slovenia's targeting of more demanding segments is very limited and during non-summer months</i></p>	<p>Economic aspect</p> <p>LOCAL COMMUNITY REGION SLOVENIA</p>	<p>SG3: POSITIONING TOURISM AS A GENERATOR OF VALUE in other industries and SUSTAINABLE DEVELOPMENT</p> <p>Understanding the impact of tourism's multi-dimensional function on the rest of the economy and increasing the number of population and businesses benefiting from tourism</p>	<p>I 3.1 Contribution of tourism and tourism-related industries to Slovenia's GDP: +15%</p> <p>I 3.2 Jobs</p> <ul style="list-style-type: none"> - Employees in the entire industry of tourism (SKD I) and gambling (SKD R92.001): +8% - Jobs generated by tourism demand: +19% 	<p>DG 3.1: Strengthening (green) local value chains and projects between tourism and other industries</p> <p>DG 3.2: Increasing potential to take up business opportunities in tourism — tourism as a platform for creating a market for the sale of a wide range of products and services</p> <p>DG 3.3: Creating a more business-friendly environment, reducing barriers and burdens for existing entrepreneurs and making it easier for new entrepreneurs to enter the market</p> <p>DG 3.4: Improving the amenities and visual appearance, tourism infrastructure and cultural landscapes in destinations</p>	<p>Sustainability and the Green Scheme of Slovenian Tourism</p> <p>Investments and business environment</p> <p>Products and marketing</p> <p>Public infrastructure and heritage for Slovenia's tourism character</p>	<p>Agriculture</p> <p>Business environment</p> <p>Finance</p> <p>Spatial policy</p> <p>Institutional framework</p> <p>Digital policy</p>



<p>9. <i>Tourism portfolio and image lack authentic (cultural) elements</i></p>	<p>Environmental and climate aspect</p> <p>LOCAL AND GLOBAL ASPECT</p>	<p>SG4: DECARBONISING AND REBALANCING SLOVENIAN TOURISM</p> <p>= Stakeholders' responsibility and commitment to reduce our environmental and climate impacts, and become the most advanced industry in terms of the EU's sustainability commitments and Slovenia's transition towards carbon neutrality</p>	<p>14.1 Carbon footprint</p> <ul style="list-style-type: none"> - Total carbon footprint (the amount of GHG emissions) generated from the total industry: -1% - Total carbon footprint generated from accommodation (1 55) per overnight stay:- 24% <p>14.2 Density of the tourism industry in Slovenia</p> <ul style="list-style-type: none"> - Number of beds/100 inhabitants: +2% - Number of overnight stays/day/km²: +10% - Number of overnight stays/day/100 inhabitants: +8% 	<p>DG 4.1: Regulating and better managing tourism flows and destinations</p> <p>DG 4.2: Strengthening sustainable mobility and integration in the tourism industry</p> <p>DG 4.3: Delivering on the (green) promise in practice at destinations and at the level of providers</p> <p>DG 4.4: Adapting supply, products and infrastructure to climate change</p>	<p>Destination management and tourism integration</p> <p>Sustainability and the Green Scheme of Slovenian Tourism</p> <p>Accessibility and sustainable mobility</p> <p>Public infrastructure and heritage for Slovenia's tourism character</p>	<p>Transport policy</p> <p>Environmental policy</p> <p>Climate policy</p> <p>Spatial policy</p> <p>Digital policy</p> <p>Institutional framework</p>
<p>10. Lagging behind in international competitiveness</p>						
<p>11. Trends in the "new normal"</p>						
<p>12. Climate, health, safety and other global threats</p>						



12 KEY CHALLENGES	Sustainability Aspect = Balance Aspect	5 STRATEGIC GOALS	INDICATORS (KPI) of impact for target year 2028 compared to base year 2019, under Scenario 3 (see Table 35 for detailed description of indicators)	4 x 5 DEVELOPMENT GOALS	TOURISM POLICIES	RELATED POLICIES
	<p>Organisational aspect (governance)</p> <p>DESTINATIONS , MD ACCRA REGION, COUNTRY- LINE MINISTRIES</p>	<p>SG5: COMPETENT AND EFFECTIVE MANAGEMENT STRUCTURES</p> <p>= Conditions for the integration of the tourism ecosystem at all levels and future direction of tourism development</p>	<p>I5.1 Quality performance of destination management boards</p> <ul style="list-style-type: none"> - Amount of the tourist tax collected (revenue of local communities): +22% - Budgets of all destination management boards (DMB): +50% <p>I5.2 Quality of tourism development management</p> <ul style="list-style-type: none"> - Factor of the value added generated from the tourism industry on the STB budget: +8% - Total payments to the state budget from tourism: +49% <p>I5.3 Quality of corporate governance</p> <ul style="list-style-type: none"> - Operating revenue per realised overnight stay in total industry I 55: +64% <p>Average occupancy of all types of accommodation (units/rooms) in the year: +11%</p>	<p>DG 5.1: Upgrading and structuring the model and content and raising the competencies of destination management boards</p> <p>DG 5.2: Establishing systemic and digitally supported local, regional, national and cross-sectoral cooperation at all levels</p> <p>DG 5.3: Empowering the Slovenian Tourist Board to play a stronger role in development management</p> <p>DG 5.4: Optimising financial resources (incentives, fees) for tourism development, including a management model for the consolidation, development and privatisation of state-owned assets in tourism and culture</p>	<p>Destination management and tourism integration</p> <p>Human resources and competencies</p> <p>Investments and business environment</p>	<p>Finance</p> <p>Institutional framework</p>



Policy	Policy 1	Policy 2	Policy 3	Policy 4	Policy 5	Policy 6	Policy 7	Horizontal policies		
Strategic goals (5x) and development goals (20x)/Policies	INVESTMENTS AND BUSINESS ENVIRONMENT	PUBLIC/Common INFRASTRUCTURE and natural and cultural HERITAGE TO ENHANCE SLOVENIA'S	HUMAN RESOURCES TO INCREASE THE VALUE ADDED OF SLOVENIAN TOURISM	SUSTAINABILITY AND THE GREEN SCHEME OF SLOVENIAN TOURISM	ACCESSIBILITY AND MOBILITY IN SLOVENIAN TOURISM	DESTINATION MANAGEMENT AND INTEGRATION OF TOURISM	PRODUCTS AND MARKETING	DIGITAL TRANSFORMATION OF SLOVENIAN TOURISM	LEGISLATIVE AND FINANCIAL POLICY ORIENTATIONS	INSTITUTIONAL FRAMEWORK AND HORIZONTAL INTER-MINISTERIAL MANAGEMENT AND POLICY COORDINATION
<i>(Achievement of individual development goals of Slovenian tourism through planned policies)</i>										
1. QUALITY, VALUE AND YEAR-ROUND SUPPLY OF THE TOURISM PORTFOLIO OF PRODUCTS AND SERVICES (Strategic goal)										
1.1 Balancing the quality, scale and structure of accommodation, culinary options, and other tourism-related range of products and services (targeted investment support)	●			●					●	●
1.2 Strengthening higher value segments and simultaneous shift in market position	●						●			
1.3 De-seasonalisation by developing appropriate products, selecting the right market segments and ensuring the dispersion and timing of visits	●				●	●	●			
1.4 Digital transformation of the tourism industry and smart destinations	●				●	●		●	●	●
2. SATISFACTION OF THE POPULATION, EMPLOYEES AND GUESTS (Strategic goal)										
2.1 Tourism as a desirable and reputable employer, attracting more young people			●							●
2.2 Raising the competencies and motivation of staff at all levels to provide higher-value services	●		●			●				●
2.3 Responsible marketing (also to support seasonal and geographical distribution of tourism flows and responsible behaviour)		●				●	●			
2.4 Ensuring the authenticity, sustainability and innovation of experiences, local cultural elements and the character of the tourism portfolio	●	●		●			●			●



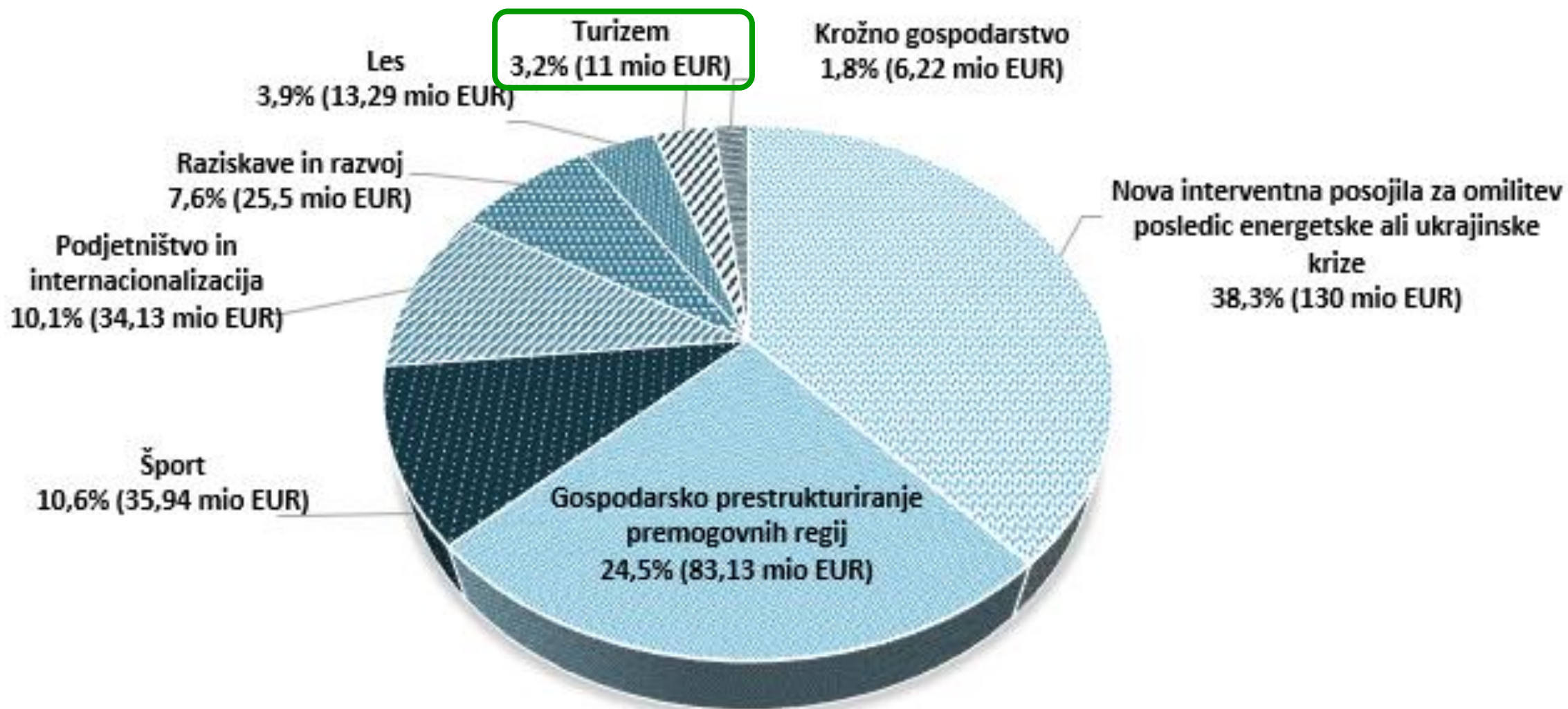
Policy	Policy 1	Policy 2	Policy 3	Policy 4	Policy 5	Policy 6	Policy 7	Horizontal policies		
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<i>(Achievement of individual development goals of Slovenian tourism through planned policies)</i>										
3. POSITIONING TOURISM AS A GENERATOR OF VALUE AND SUSTAINABLE DEVELOPMENT (Strategic goal)										
3.1 Strengthening (green) local value chains and projects between tourism and other industries	●	●		●			●			●
3.2 Increasing potential to take up business opportunities in tourism — tourism as a platform for creating a market for the sale of a wide range of products and services	●						●			●
3.3 Creating a more business-friendly environment, reducing barriers and burdens for existing entrepreneurs and making it easier for new entrepreneurs to enter the market	●								●	●
3.4 Improving the amenities and visual appearance, tourism infrastructure and cultural landscapes in destinations	●	●							●	●
4. DECARBONISING AND REBALANCING SLOVENIAN TOURISM (Strategic goal)										
4.1 Regulating and better managing tourism flows and destinations	●	●			●	●		●		
4.2 Strengthening sustainable mobility and integration in the tourism industry					●			●		
4.3 Delivering on the (green) promise in practice at destinations and at the level of providers	●	●		●	●	●	●			
4.4 Adapting supply, products and infrastructure to climate change	●	●		●	●		●			●



Policy	Policy 1	Policy 2	Policy 3	Policy 4	Policy 5	Policy 6	Policy 7	Horizontal policies		
Strategic goals (5x) and development goals (20x)/Policies	INVESTMENTS AND BUSINESS ENVIRONMENT	PUBLIC/COMMON INFRASTRUCTURE and natural and cultural HERITAGE TO ENHANCE SLOVENIA'S	HUMAN RESOURCES TO INCREASE THE VALUE ADDED OF SLOVENIAN TOURISM	SUSTAINABILITY AND THE GREEN SCHEME OF SLOVENIAN TOURISM	ACCESSIBILITY AND MOBILITY IN SLOVENIAN TOURISM	DESTINATION MANAGEMENT AND INTEGRATION OF TOURISM	PRODUCTS AND MARKETING	DIGITAL TRANSFORMATION OF SLOVENIAN TOURISM	LEGISLATIVE AND FINANCIAL POLICY ORIENTATIONS	INSTITUTIONAL FRAMEWORK AND HORIZONTAL INTER-MINISTERIAL GOVERNANCE AND POLICY COORDINATION
<i>(Achievement of individual Slovenian tourism development goals through planned policies)</i>										
5. COMPETENT AND EFFECTIVE MANAGEMENT STRUCTURES (Strategic goal)										
5.1 Upgrading and structuring the model and content, and raising the competencies of destination management boards			●			●			●	
5.2 Establishing systemic and digitally supported local, regional, national and cross-sectoral cooperation at all levels	●					●		●		●
5.3 Empowering the Slovenian Tourist Board to play a stronger role in development management						●			●	●
5.4 Optimising financial resources (incentives, fees) for tourism development, including a governance model for the process of consolidation, development and privatisation of state-owned assets in tourism and culture	●								●	●



Graf 1: Razvojne spodbude MGTŠ 2023 po področjih (v mio EUR):



Development incentives for different areas by Ministry of Economy, Tourism and Sport for 2023

Vir: MGTŠ

Government measures 339,2 mio in 2023

- 164,5 mio EUR (48,5 %) from the budget,
 - RRP – 28,3 mio EUR direct measures (8,35 %)
 - EU Cohesion policy 2014-2020 – 0,4 mio EUR direct measures (0,12 %)
 - EU cohesion polity 2021-2027 – 135,1 mio EUR direct measures and 10,9 mio EUR combined measures (43,03 %).
-
- Supportive environment,
 - Direct financial incentives,
 - Sustainable tourism infrastructure at the level of tourist destinations,
 - Obtaining Green certificates;
 - Supporting tourist product development in culturally sensitive and protected areas



Minister Han in ministrica Brnjac skupaj na odprtju Parka Mašinžaga na Rogli

12. 12. 2023

Minister Matjaž Han se je danes sestal s hrva
Nikolino Brnjac. Pogovarjala sta se o mo
področju turizma in športa, nato pa sta
gorskem centru Rogla. Gre za eno izm
smučarskih središč v letoletne gorske d

WHAT ABOUT THE CLIMATE
CHANGE? :/



assoc. prof. Marjetka Rangus, PhD, University of Maribor, Faculty of Tourism, Slovenia



KULTURNA DEDIŠČINA ZA TRAJNOSTNI RAZVOJ TURIZMA OBČINA CIRKULANE

Razpis	Strategija lokalnega razvoja za LAS Haloze
Področje financiranja	Regionalni razvoj
Prednostna naložba	9.5. Vlaganja v okviru strategij lokalnega razvoja
Vrednost razpisa	661.416,33 €
Namen razpisa	Namen strategije lokalnega razvoja je s prebivalstva na lokalni ravni s ščitimi ukrepi (podjetništvo), varovanje okolja, znebiti se deinstitutionalizacija.
Kaj financiramo	Upravičeni stroški: stroški (ne)materialnih izvajalcev, materialni stroški, informiranje
Koliko financiramo	80% upravičenih stroškov



EVROPSKA UNIJA
EVROPSKI STRUKTURNI
IN INVESTICIJSKI SKLADI



Best 22 of 2022

OPIS PROJEKTA:

Projekt se je izvajal na območju treh občin partneric, katere imajo izjemno bogato kulturno-etnografsko dediščino, ki odseva nekdanji kmečki način življenja in ustvarjanja, lokalnih običajev in avtohtonih dobrin. V Cirkulanah so uredili Park dediščine, kjer so obkrožili s spomeniki predstavitelji



Naziv prijavitelja	Občina Cirkulane
Velikost prijavitelja	Lokalna skupnost
Konzorcijski partnerji v projektu	Projekt se izvaja v konzorciju: Občina Cirkulane (vodilni partner), Občina Gorišnica, Občina Zavrč
Naziv projekta	Kulturna dediščina za trajnostni razvoj turizma
Trajanje projekta	29.5.2020 - 31.12.2021



Vrednost projekta	Vrednost upravičenih stroškov	Vrednost sofinanciranja	Kohezijska regija	Regija
387.232,49 €	225.000,00 €	180.000,00 €	VZHODNA	PODRAVSKA

NARAVA NAŠA UČITELJICA

OSNOVNA ŠOLA OB RINŽI KOČEVJE



Razpis	Strategija lokalnega razvoja za Lokalno akcijsko skupino Po poteh dediščine od Turjaka do Kolpe; izvaja MGRT v sodelovanju z LAS Po poteh dediščine od Turjaka do Kolpe
Področje financiranja	Regionalni razvoj
Prednostna naložba	9.5. Vlaganja v okviru strategij lokalnega razvoja, ki ga vodi skupnost.
Vrednost razpisa	995.528,10 €
Namen razpisa	Namen strategije lokalnega razvoja je spodbujanje socialne aktivacije prebivalstva na lokalni ravni s štitimi ukrepi: spodbujanje nastanka delovnih mest (podjetništvo), varovanje okolja, zmanjšanje tveganja revščine in deinstitucionalizacija.
Kaj financiramo	Upravičeni stroški: stroški (ne)materialnih investicij, stroški dela, storitev zunanjih izvajalcev, materialni stroški, informiranja in obveščanja.
Koliko financiramo	80% upravičenih stroškov



OPIS PROJEKTA:

V okviru projekta je bil dosežen namen izboljšanja pogojev za spodbujanje učenja in gibanja v naravi ter povečevanje kompetenc strokovnega kadra za izvajanje izobraževanja na prostem. Z različnimi aktivnostmi se je spodbudilo zdrav in aktiven življenjski slog, medgeneracijsko sodelovanje, vključevanje ranljivih skupin v proces prenosa znanja, z razvijanjem partnerstva in storitev se je spodbujalo podjetništvo, inovativnost in prispevalo h krepitvi lokalne samooskrbe. Avtentični pedagoški pristop ozavešča učence in učitelje ter lokalno sredino o pomenu ohranjanja naravnega in kulturnega okolja. V okviru projekta se je uredila učilnica v naravi in čutna poti za izvajanje izobraževanja in ozaveščanja prebivalcev o ohranjanju narave in krajine, povečalo se je ponudbo na področju medgeneracijskega sodelovanja ter zdravega in aktivnega življenjskega sloga ter pridobilo nova znanja, spretnosti in kompetence ranljivih ciljnih skupin.

IZJAVA PODJETJA:

»S pomočjo sofinanciranja projekta nam je uspelo postaviti pokrito učilnico v naravi, ravnotežno pot in geološki steber, kar predstavlja dodaten učni prostor, ki omogoča izvajanje avtentičnega učenja v vseh vremenskih pogojih. Z razvojem kompetenc strokovnega kadra smo lahko v učni proces vključili nove načine in metode dela ter kot prioriteto izpostavili spodbujanje gibanja in učenja izven šolskih učilnic. Pri izvajanju učnega procesa spodbujamo tudi medgeneracijsko sodelovanje ter vključevanje različnih ranljivih skupin. V okviru delavnic udeleženci pridobivajo praktična znanja in si izmenjujejo primere dobre prakse. Učilnica v naravi je dostopna tudi lokalnim prebivalcem ter predstavlja prepoznaven element ob šolskem vrtu, sadovnjaku, travniku in čebelnjaku.«

Darja Delač Felda, ravnateljica Osnovne šole ob Rinži Kočevje

Naziv prijavitelja	Osnovna šola ob Rinži Kočevje
Velikost prijavitelja	Javni zavod
Konzorcijski partnerji v projektu	Projekt se izvaja v konzorciju: Osnovna šola ob Rinžnji (vodilni partner), Festivali lesa z.o.o., so.p., Turistično društvo Kočevje
Naziv projekta	Narava naša učiteljica
Trajanje projekta	19.9.2017 - 31.12.2021



Vrednost projekta	Vrednost upravičenih stroškov	Vrednost sofinanciranja	Kohezijska regija	Regija
53.576,85 €	49.214,59 €	36.610,07 €	VZHODNA	JUGOVZHODNA SLOVENIJA

HOTEL SOČA IN HOTELSKA OPREMA SOČA 1/2 SOČA RAFTING, d.o.o.

Razpis	Javni razpis za ugodna razvojna posojila začetnim podjetniškim projektom na problemskih območjih z visoko brezposelnostjo in obmejnih problemskih območjih v Republiki Sloveniji – BP2; izvaja SRRS
Področje financiranja	Razvojna posojila na obmejnih in problemskih območjih v 2019 in 2020
Vrednost razpisa	17.854.946,59 €
Namen razpisa	Spodbujanje začetnih podjetniških investicij na problemskih območjih z visoko brezposelnostjo in obmejnih problemskih območjih, ki ustvarjajo pozitivne učinke na področju konkurenčnosti ter delovnih mest.
Kaj financiramo	Upravičeni stroški: nakup nepremičnin (objekti s pridajajočimi zemljišči ter poslovni prostori), gradbeno-obrtniška-inštalacijska dela, nakup strojev in opreme, nakup nematerialnih naložb (nakup patentov, licenc, blagovnih znamk, znanja ali nepatentiranega tehničnega znanja, a največ do 20% upravičenih stroškov projekta).
Koliko financiramo	Višina sofinanciranja do največ 75% upravičene vrednosti projekta (brez DDV) in do najvišjega dovoljenega odstotka državne pomoči glede na velikost podjetja. Višina posojila: min. 25.001 €, max. 1.000.000 €.



OPIS PROJEKTA:

Predmet izvedenega projekta je bila investicija v izgradnjo športnega hotela Soča, s katero smo na trg postavili inovativno storitev, ki je v nočitveni del ponudbe integrirala tudi aktivnosti. Ta investicija je novost na trgu in cilja na glavno skupino aktivnih obiskovalcev. Koncept poslovnega modela je postavljen tako, da bo poleg klasičnega nočitvenega dela, v pritličju na voljo športni center, kjer imajo vsi obiskovalci možnost interaktivnih napotkov ter rezervacij različnih adrenalinskih aktivnosti, po drugi strani pa tudi možnost izposoje in servisiranja športne opreme. Z inovativno ponudbo je gostom na voljo kompleksna turistično storitev, ki temelji na aktivnem oddihu ter jim daje motiv za obisk doline Soče in Slovenije.

IZJAVA PODJETJA:

»Investicija v izgradnjo hotela Soča je pripomogla k izjemni rasti poslovanja in zaposlovanja kadrov. S strani Slovenskega regionalnega razvojnega sklada pa smo si uspeli zagotoviti stabilno financiranje projekta pod ugodnimi finančnimi pogoji.«

Goran Kavc, direktor Soča rafting d.o.o.



Naziv prijavitelja	Soča Rafting, d.o.o.
Velikost prijavitelja	Mikro podjetje
Naziv projekta	Hotel Soča In hotelska oprema Soča
Trajanje projekta	1.9.2018 - 31.12.2019

Vrednost projekta	Vrednost upravičenih stroškov	Vrednost posojila	Kohezijska regija	Regija
747.471,02 €	1.600.000,00 €	747.471,02 €	ZAHODNA	GORIŠKA

E-GRADOVI POSAVJA

REGIONALNA RAZVOJNA

AGENCIJA POSAVJE



Razpis	JR za preoblikovanje turistične ponudbe v vodilnih turističnih destinacijah v letih 2020 in 2021 zaradi epidemije COVID-2019; izvaja MGRT
Področje financiranja	Turizem
Prednostna naložba	3.2. Razvoj in izvajanje novih poslovnih modelov za MSP, zlasti v zvezi z internacionalizacijo
Vrednost razpisa	5.480.000,00 €
Namen razpisa	Namen javnega razpisa je prilagoditev razvoja turistične ponudbe zaradi epidemije COVID-19, spodbujanje digitalnega inoviranja slovenske kulturne dediščine in krepitev kompetenc zaposlenih na področju turizma v vodilnih destinacijah v Sloveniji. S spodbujanjem digitalne promocije in razvoja turističnih produktov, se vzpostavlja poslovno okolje, ki bo omogočilo hitrejši nadaljnji razvoj.
Kaj financiramo	Upravičeni stroški: stroški plač, posredni stroški v višini do 15% upravičenih neposrednih stroškov plač, stroški storitev zunanjih izvajalcev, stroški neopredmetenih osnovnih sredstev.
Koliko financiramo	Višina sofinanciranja do 70% za Zahodno kohezijsko regijo in do 90% za Vzhodno kohezijsko regijo. Načrtovani upravičeni stroški, ki so predmet sofinanciranja, ne bodo obsegali več kot: <ul style="list-style-type: none"> · v vodilnih destinacijah iz kohezijske regije Zahodna Slovenija, ki obsegajo eno občino: 111.750 €, · v vodilnih destinacijah iz kohezijske regije Zahodna Slovenija, ki obsegajo zaokroženo območje več kot ene občine: 167.625 €, · v vodilnih destinacijah iz kohezijske regije Vzhodna Slovenija, ki obsegajo eno občino: 191.300 €, · v vodilnih destinacijah iz kohezijske regije Vzhodna Slovenija, ki obsegajo zaokroženo območje več kot ene občine: 286.950 €. <p>Minimalna načrtovana vrednost upravičenih stroškov operacije ne sme biti manjša od 30% predhodno navedenih najvišjih vrednosti upravičenih stroškov.</p>

OPIS PROJEKTA:

Namen projekta je z digitalnim inoviranjem kulturne dediščine Gradov Posavja in povezane ponudbe ustvariti edinstveno turistično doživetje ter destinacijo Posavje in Čatež pozicionirati v nacionalnem in mednarodnem prostoru kot unikatno butično turistično destinacijo.

Rezultati projekta so:

- 7 enot inovirane kulturne dediščine: 3D modeli (gradovi Brežice, Rajhenburg, Sevnica, Kunšperk, Svibno in samostan Kostanjevica na Krki), dva poskusa 3D rekonstrukcij (grajske razvaline Svibno in Kunšperk), 7 360-stopinjskih VR posnetkov gradov, 3 digitalni zajemi notranjosti gradov v obliki oblaka točk;
- vzpostavitev interpretacijske (digitalne) sobe e-Gradov Posavja v Termah Čatež;
- razvoj spletne mobilne aplikacije »Sedem veličastnih«;
- 6 izvedenih delavnic za krepitev kompetenc zaposlenih v gostinstvu in turizmu;
- 1 nov turistični produkt: butično doživetje »Sedem Veličastnih - Kraljica Posavskih doživetij: pot med grajskimi zgodbami«;
- izvedba 2 strokovnih regijskih konferenc na temo gradov Posavja in gastronomije, ter
- predstavitev projekta na EXPO Dubaj.

IZJAVA PODJETJA:

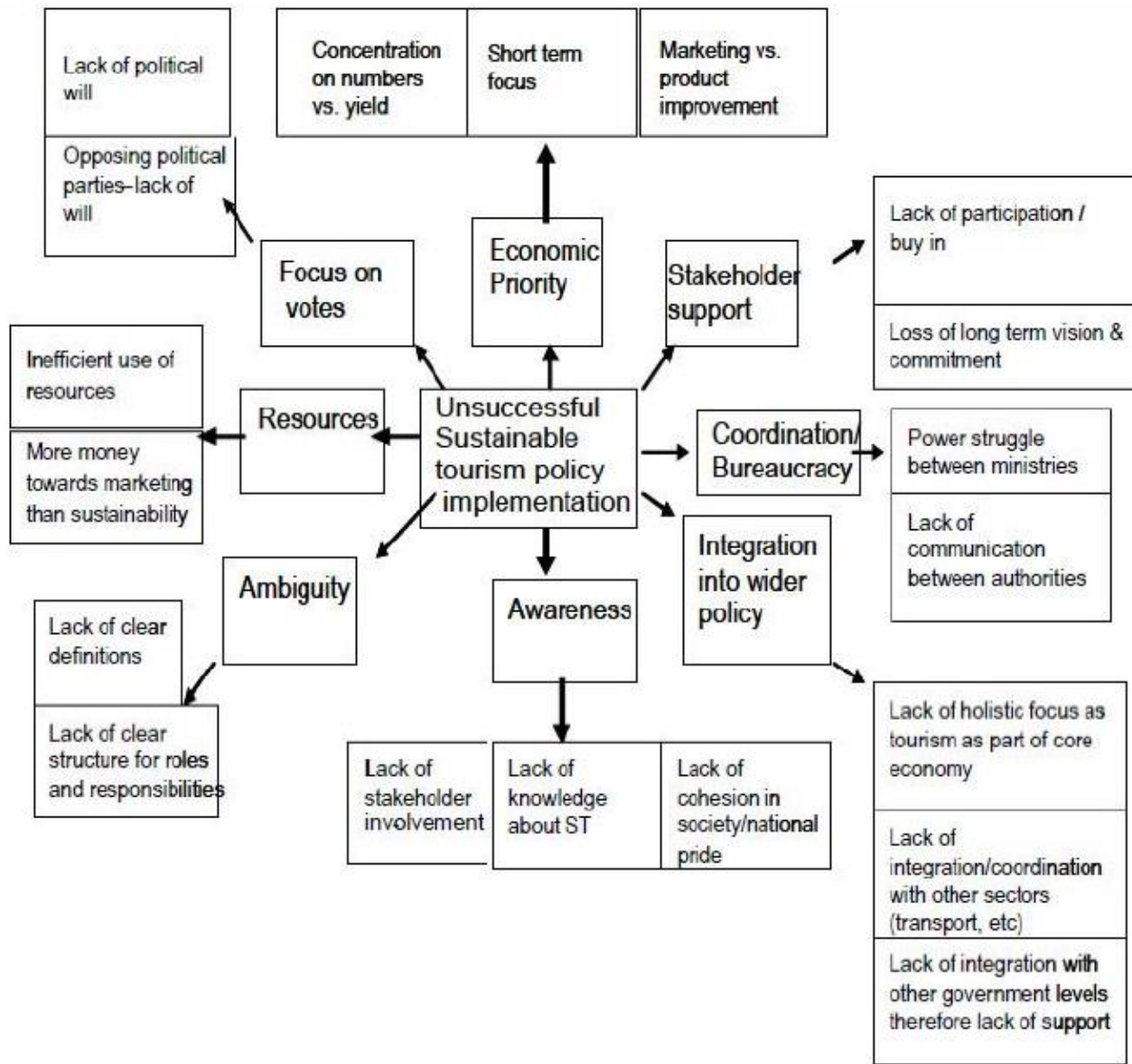
»Regionalna razvojna agencija je preko digitalnega inoviranja poskušala kulturno dediščino približati tudi novim skupinam ljudi, predvsem mlajšim generacijam, za katere želimo, da razvijejo spoštljiv odnos do dediščine svojega okolja. Operacija e-Gradovi Posavja je dosegla vse zastavljene cilje ter rezultate in jih na določenih področjih celo preseгла. Digitalno inoviranje kulturne dediščine gradov Posavja ponuja obiskovalcem novo edinstveno doživetje, preko katerega doživljajo avtentičnost naše destinacije Čatež in Posavje ter potujejo v preteklost, kjer spoznavajo tisočere zgodbe veličastnih gradov.«

Nataša Šterban Bezjak, vodja službe za projektno sodelovanje in vodja projekta e-gradovi Posavja.

Naziv prijavitelja	Regionalna razvojna agencija Posavje
Velikost prijavitelja	Javni zavod
Naziv projekta	e-Gradovi Posavja
Trajanje projekta	15.10.2019 - 31.12.2021



Vrednost projekta	Vrednost upravičenih stroškov	Vrednost sofinanciranja	Kohezijska regija	Regija
286.950,00 €	286.950,00 €	246.123,97 €	VZHODNA	POSAVSKA



Unsuccessful Sustainable tourism policy implementation (Ismet & Abuhjeeleh 2016)

Figure 2: Barriers to realising sustainable tourism policy. (Dodds and Butler, 2000)

