

# **Creating Partnerships for Sustainable Tourism Development**

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UNWTO

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- TOURISM IN SLOVENIA
- SLOVENIAN TOURISM DEVELOPMENT STRATEGY
- PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT
  - PUBLIC PRIVATE PARTNERSHIP
  - PARTNERSHIPS – NETWORKING FOR SUSTAINABLE DEVELOPMENT

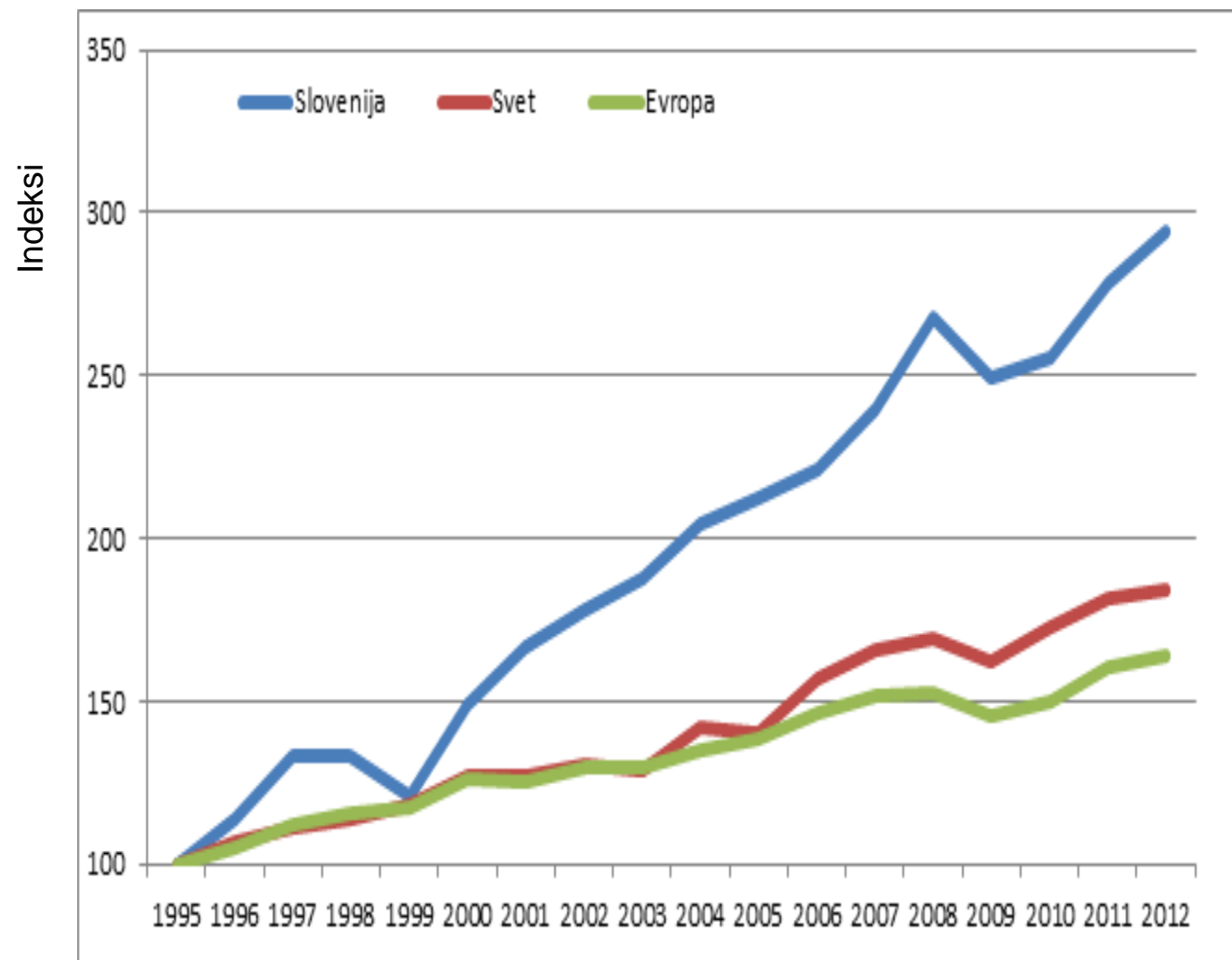
# Basic data about Slovenian tourism



# Tourist arrivals 1995-2014



www.slovenia.info



**JAN-DEC 2014:**  
**2.185.712.000 €**  
**(I<sub>2012/2001</sub> = 198)**

**Share in GDP:**  
**13,8%**  
**(WTTC, 2014)**

Source: SORS, SPIRIT, BS

# Tourism in Slovenia today



[www.slovenia.info](http://www.slovenia.info)

**In 2014:**

- **3,5 mio arrivals (+2,5%)**
- **9,9 mio overnights (+1,3%)**
- **60% international overn.**
- **13,8% GDP** (WTTC)
- **40% export of services**
- **12% employees**
- **Ranked 36<sup>th</sup> in the Travel and Tourism Compet. Report** (WEF, 2014)





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# Slovenian Tourism Development Strategy

## 2012-2016



**Partnership for  
the sustainable  
development of  
Slovenian  
tourism**



**Declaration =  
Partnership  
Commitment  
(DST)**



**Strategy of  
Tourism  
Development  
2012-2016**



# Declaration of Partnership for Sustainable development of Slovenian Tourism

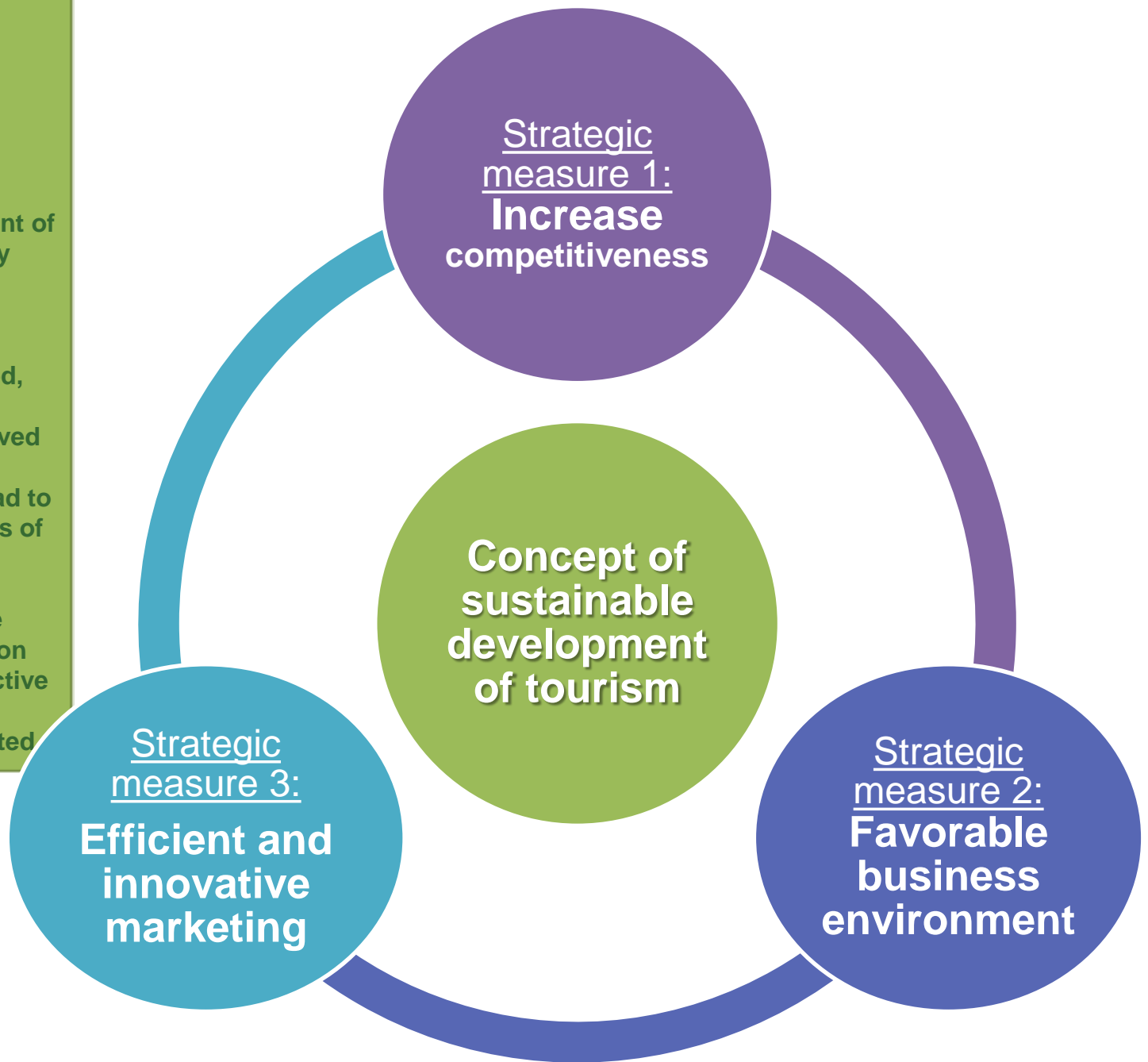
It was signed in 2011 during the Days of Slovenian tourism by:

- Ministry of Economic Development and Technology,
- Slovenian Tourist Board,
- Tourism Association of Slovenia,
- Tourism and Hospitality Chamber,
- Chamber of Craft and entrepreneurship.

There are various supporters of the Declaration: SSNZ, KTU, ZTAS, RDOs, Fijet Slovenia, some Tourism Associations etc.

**In order to achieve the general objectives, it is required that:**

- the principles of the sustainable development of tourism be successfully enforced,
- a favorable business environment be ensured,
- higher quality be achieved and conditions be established that will lead to greater competitiveness of Slovenian tourism,
- efficient and innovative marketing and promotion of Slovenia as an attractive tourist destination be planned and implemented



# Sustainability concept

```
graph TD; A[Sustainability concept] --> B[All areas of tourism]; B --> C[Awareness rising]; C --> D[Ecological construction and green investments and adaptation (ecological management, eco-certificates)]; D --> E[Systematic periodical research based on sustainability indicators]; E --> F[Stimulation of green innovations, education and vocation for sustainable development to achieve green growth and improvement of environmental and social efficiency]; F --> G[Adapting to climate change];
```

All areas of tourism

Awareness rising

Ecological construction and green investments and adaptation (ecological management, eco-certificates)

Systematic periodical research based on sustainability indicators

Stimulation of green innovations, education and vocation for sustainable development to achieve green growth and improvement of environmental and social efficiency

Adapting to climate change

## Mission

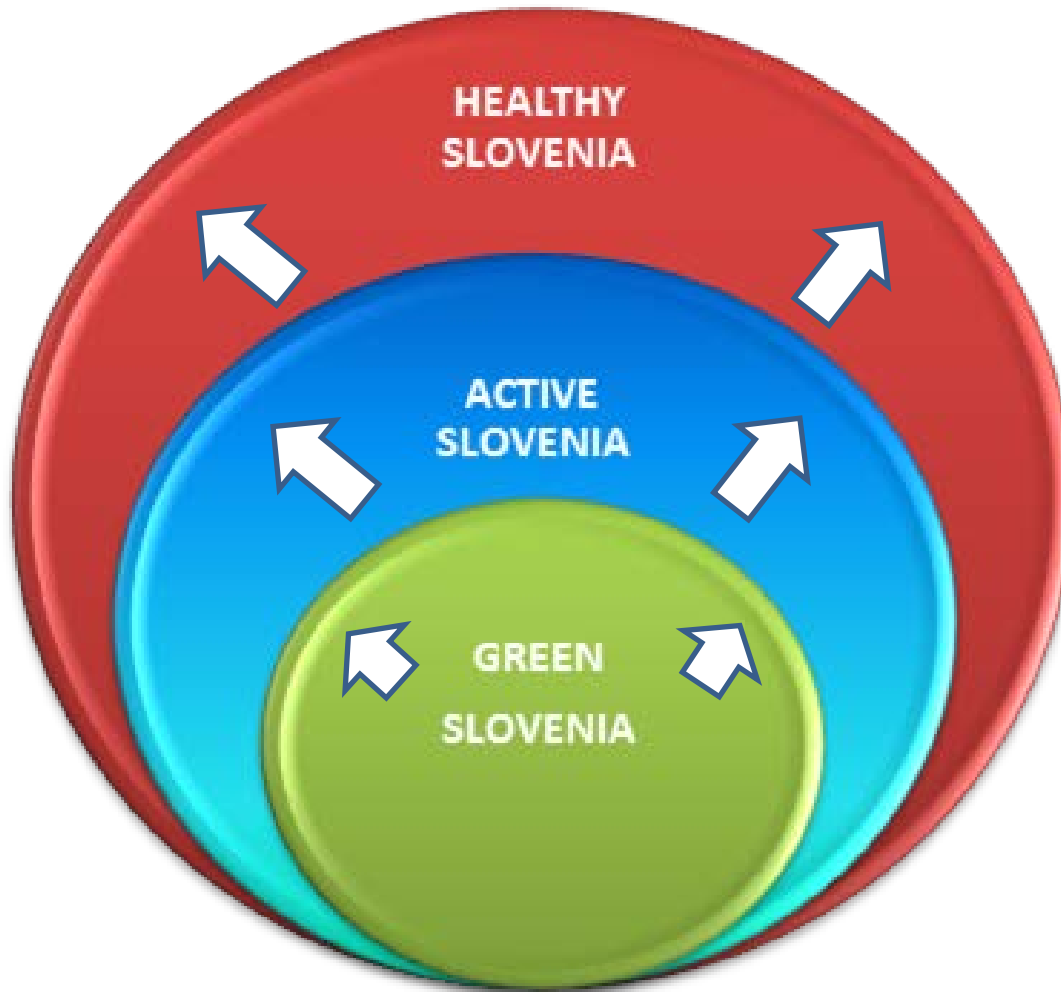
- Slovenian sustainable tourism creates an important part of economic and socio-cultural well-being, revenues and jobs and is an important contributor to Slovenia's international reputation, it is based on intensive marketing of tourist products of internationally recognised brands and high added value.

## Vision & Partnership commitment

- In 2016, tourism in Slovenia will be entirely based on sustainable development and will be, as a very successful industry of the national economy, a major contributor to our country's social welfare and reputation in the world.

# The story of Slovene tourism

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## Green

Slovenia is **one of the greenest countries** in the world and is committed to sustainable development.

## Active

The diversity of landscape and green resources represents **remarkable possibilities for an active holiday in close contact with nature.**

## Healthy

Nature lovers have a clear goal – **to stay healthy and feel well.**

**Green and active is a healthy Slovenia**

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## Partnerships for sustainable tourism

Tourism is interdisciplinary sector, where partnerships are necessary.

- Building of national and international partnerships
- Cross-border partnerships
- Intersectoral cooperation
- Partnerships in tourism supply chain
- Public private partnerships
- Networking of tourist stakeholders

# Public-Private Partnership

## Reasons for PPP:

- budgeted funds for implementation of all projects and provision of the funds needed,
- Lack of infrastructural facilities,
- Higher environmental standards,
- Higher citizens expectations,
- Know-how transfer from private to public sector.

## Goals of PPP are:

- Efficiency and service quality increase, traditionally ensured by the state,
- Investment enlargement into infrastructure,
- Efficiency transfer from public to private sector,
- Share of risk and efficiency between public and private sector.





## PPP - Best practice

Enterprise Postojna cave tourism has been granted a 20-years concession for the use of natural values in the Postojna cave system...





## PPP - Best practice

- Protected area management (Park Sečovlje Salina) and the use of natural values of Sečovlje Salina – concession was granted to company Soline Ltd for the period of 20 years.







## PPP - Best practice

- **Natural park Logarska dolina:**

Local inhabitants have founded a company, which municipality has granted a concession for management of the park. Private sector invests into infrastructure and program.



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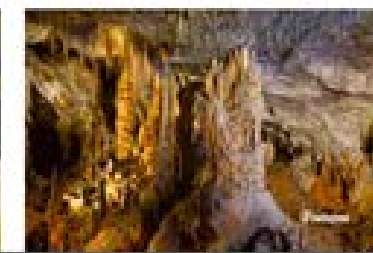
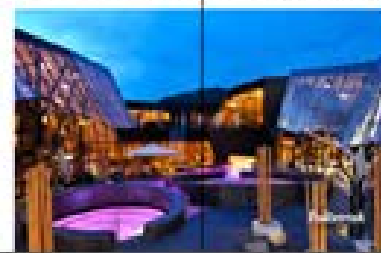
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*“Move to win,  
come to Slovenia!”*

*Tina Maze*

Tina Maze - Ski World Cup  
Champion 2012

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Thank you for your attention!

