4th UNWTO Euro-Asian Mountain Tourism Conference - The Future of Mountain Tourism
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Ministry of Economic Development and Technology
Republic of Slovenia
STRAATEGY FOR THE SUSTAINABLE GROWTH OF SLOVENIAN TOURISM FOR 2017-2021

KEY EMPHASES
Alpine Slovenia

The character of Alpine Slovenia: picturesque and all-year-round active alpine vibe.

Alpine peaks, astonishing views, rivers, lakes and valleys, hiking and cycling routes, ski resorts and infrastructure provide the basis for year-round active holidays and outdoor adventures.

<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>Key products</th>
<th>Secondary/supporting products</th>
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</thead>
<tbody>
<tr>
<td>1. HOLIDAYS IN</td>
<td>HOLIDAYS IN THE MOUNTAINS (all year-round active holidays in the mountains for couples and families; outdoor adventures, activities, wellness and relaxation)</td>
<td>• GASTRONOMY</td>
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<td>THE MOUNTAINS</td>
<td></td>
<td>• EXPERIENCES in NATURE</td>
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<tr>
<td>2. SPORTS</td>
<td>SPORTS TOURISM (an all year-round product for athletic team training; sporting events and European and World Championships)</td>
<td>• CULTURE</td>
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<td>TOURISM</td>
<td></td>
<td>• COUNTRYSIDE TOURISM</td>
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<td>3. OUTDOOR</td>
<td>OUTDOOR (all year-round active outdoor sports, such as cycling, hiking, water sports, skiing, etc. – as the main motive for visiting) – with emphasis on a particular outdoor activity as the maintourist motivation)</td>
<td>• TOURING</td>
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<td>4. BUSINESS</td>
<td>BUSINESS MEETINGS &amp; EVENTS (all year-round business tourism – business guests at conferences, meetings, motivational meetings and exhibitions, including events attracting multi-day guests)</td>
<td>• GAMBLING</td>
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<td>MEETINGS &amp; EVENTS</td>
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THE FUTURE OF MOUNTAIN TOURISM

CHALLENGES = OPPORTUNITIES?
IS GROWTH AN ENEMY?
SUSTAINABLE MANAGEMENT
1# National program for development of sustainable tourism
2# Certification program
3# SLOVENIA GREEN, a label for destinations and providers
GSST offers tools to destinations and service providers that enable them to:

1# Evaluate
2# Improve their sustainability
CLIMATE CHANGE
ADDRESSING SEASONALITY
PRODUCT DEVELOPMENT AND 5* EXPERIENCES
Slovenia Unique Experience
Thank you for your attention!
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