

ANNUAL TOURISM REPORTING TEMPLATE 2010-2011 FOR SLOVENIA

1. INTRODUCTION

Council Decision 86/664/EEC of 22 December 1986¹ establishing a consultation and cooperation procedure in the field of tourism foresees that “each Member State shall send the Commission, once a year, a report on the most significant measures it has taken and, as far as possible, on measures it is considering taking in the provision of services for tourists which could have consequences for travellers from the other Member States”.

With the publication of the “Agenda for a sustainable and competitive European tourism”, the Commission announced that “in order to strengthen the collaboration with and among Member States, their current annual reporting through the Tourism Advisory Committee (TAC) will be used to facilitate the exchange and the dissemination of information about how their policies and actions safeguard the sustainability of tourism”.

This Communication was welcomed by the Competitiveness Council conclusions (22nd-23rd November 2007) and by the Presidency Conclusions of the Brussels European Council of 14th December 2007.

The main aims for the reporting process are:

- to be able to monitor the level of implementation of the “Agenda for a sustainable and competitive European tourism” by Member States;
- to facilitate the exchange of experiences among member States with regard to how they tackle issues which are important for the competitiveness and sustainability of European tourism.

MS reports referring to year n shall be sent to the European Commission by the end of February of year $n+1$.

If the reports are sent in English, the deadline is shifted to the end of April.

2. ORGANISATIONAL STRUCTURE

This section should provide an overview of the main organisational structure to illustrate how tourism is organised and managed, to identify linkages and to identify the engagement of other organisations/stakeholders.

The information required will only need to be prepared fully in year 1 as it will subsequently only be necessary to provide details of any changes.

¹ Official Journal L 384, 31/12/1986 P. 0052 – 0053.

2.1 Please identify the National Bodies responsible for tourism (Ministry and also any separate/related National Tourism Organisation), including key areas of responsibility, and their relationship to other national bodies. (maximum of 1.000 characters)

Tourism policy remains within the purview of the **Ministry of Economic Development and Technology** (change after the last Parliamentary elections on December, 2011) and remains as part of the overall economic policy of Slovenia. Administrative and legislative issues concerning tourism are delivered to the **Tourism and Internationalization Directorate**. The Tourism and Internationalization Directorate has operated as an independent directorate since May 2011 the then Ministry of the Economy. Within the field of tourism and foreign economic relations, the directorate prepares and implements tourism policies and strategies, prepares regulations in the field of tourism and catering, leads and coordinates all matters concerning the common trade policy, cares about promotion of domestic SMEs and Industry Internationalization and promotes foreign Investments in Slovenia.

The Directorate is divided into two divisions:

- **Tourism Division** (national policy on tourism and structural policies with impact on tourism co-ordination, Foreign and EU relations in tourism)
- **Internationalisation Division** (Foreign Investments promotion and domestic Industry and SMEs internationalization)

The promotion of Slovenia as a tourist destination and the corresponding marketing activities are the responsibility of the **Slovenian Tourist Board** (STB). The STB was set up in 1995 by the Government as a partly-commercial, partly state-funded organisation. In 2010 the STB got a new status as full-state-funded institution responsible for development, promotion and marketing of the destination Slovenia. The STB provides certain services on a fee basis for the tourism industry as well. In general It is responsible for managing, promotion and advertising of the national tourism brand "**I feel Slovenia**", within it's annual working programme supports creativity, innovation and the design of new products and services (the Sower Award Competition, The Weaver Award competition and Bank of Tourism Potentials), promotes internationalisation and quality diversification of tourism supply, promotes quality and uniqueness of guest experience, manages visitors structure, cares about public relations and advertising campaigns in important consumer markets, carries out R&D in the field of tourism marketing, etc.

Ministry of Economic Development and Technology <http://www.mgert.gov.si/en/>

Slovenian Tourist Board <http://www.slovenia.info>

2.2 Please, describe what organisations/agencies are used to deliver services at the national and regional level and the services that they deliver. (maximum 800 characters)

To encourage small and medium-sized enterprises (SMEs), including those in tourism, to invest at any phase during their lifecycle, to support SMEs through subsidies, favourable loans and guarantees for loans taken, Slovenia founded the **Slovene Enterprise Fund (SEF)**.

Through the **Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments (JAPTI)**, the Government enhances Slovenia's general economic competitiveness via technical and financial assistance to national and foreign entrepreneurs, businesses and investors.

Slovene Enterprise Fund (**SEF**) <http://www.podjetniskisklad.si/index.php?id=86>

Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments (**JAPTI**)
<http://www.japti.si/home>

2.3 Please, describe which other bodies and organisations are involved at the national level and the process for involving them. (maximum 800 characters)

The most important civil society organisation in the field of tourism is the **Tourist Association of Slovenia (TAS)**<http://www.turisticna-zveza.si/OsebnaKartica.php>.

It is the oldest non-governmental, civil tourism association of friends of tourism Slovenia (in the year 2005, it celebrated its centenary) and incorporates more than 655 local tourist societies (clubs with several thousands of civil friends of Tourism) throughout the country.

Other important organisations at national level are **the Chamber of Commerce, Hospitality and Tourism** - <http://eng.gzs.si/slo> / (representing among others by compulsory membership the interests of all leisure and tourism entrepreneurs) as well as the **Chamber of Craft** <http://www.ozs.si/eng/prispevek.asp?IDpm=19> (representing among others the interests of the tourism small entrepreneurs and craftsmen) and the **Trade Union for Tourism and Catering workers**<http://www.sindikrat-git.si/eng/>.

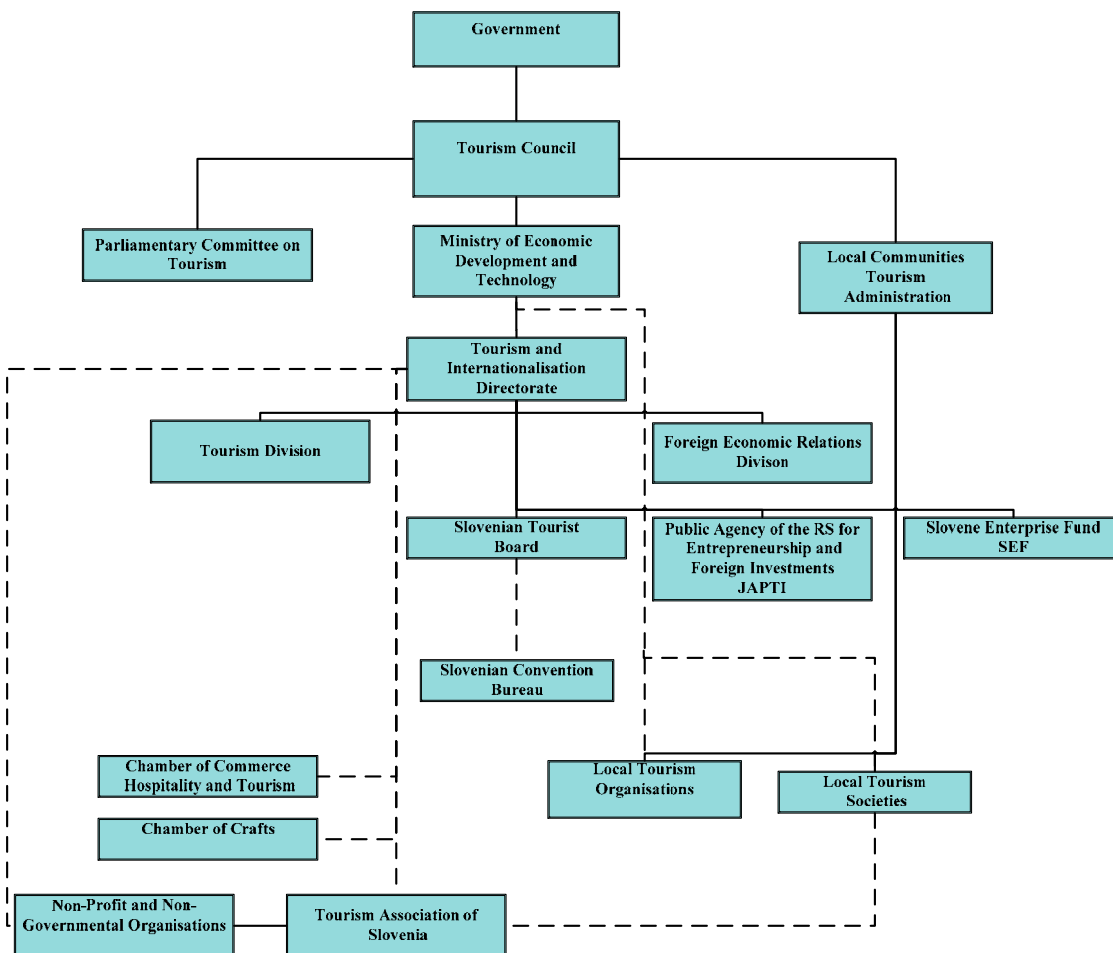
There are two major tourism associations at national level which represent the interests of their members (voluntary membership) **the Association of Slovene Travel Agencies** (<http://www.ztas.org/eng/>) and the **SloveniaSpasAssociation**http://www.slovenskazdravilisca.si/en/informacija.asp?id_meta_type=1&view=Splosno).

There are two separate industry associations; **The Slovenian Convention Bureau**, link: <http://www.slovenia-convention.com/> and **National Tourist Association of Slovene tourism Industry** which was founded on December 16, 1993 with the aim to promote tourism in Slovenia as its strategic economic and development opportunity. The private Association performs activities of private and public interest in Slovenia and abroad, link: <http://www.ntz-nta.si/>. **Statistical Office of the Republic of Slovenia** - www.stat.si is in charge of collecting, analysing and disseminating data in tourism.

2.4 Please provide a diagram/organogram of the organisational structure for tourism identifying the relationship between national, regional and local bodies. Provide also a short description of the core responsibilities and competencies of each of the organisations. Include also information regarding the direct and indirect links between other departments, stakeholder organisations and unions. Information

about mechanisms of decision making process participation from outsider organisations, e.g. forums, advisory committees is also requested. (maximum of 2.000 characters)

Organisational chart of Tourism bodies in Slovenia



Ministry of Economic Development and Technology

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Minister: **Radovan Žerjav, MSc**

State Secretary: **Monika Kirbiš Rojs, MSc**

State Secretary: **Uroš Rožič, MSc**

In Slovenia, Tourism is part of overall economic policy and particular of SMEs and competitiveness policies. Tourism as a typical multi-sectoral issue which request intensive structural policies coordination is regulated by a diversity of national laws. The legislative authority in tourism affairs is vested to the national Government as Slovenia still hasn't introduced the second level of self- governance, the provincial level. Tourism legislation is also affected by European Union legislation, e.g. in the realm of consumer protection, internal EU market-services, customs and tax-duties, migration, etc.

National level:

In November 2010, the Government of the Republic of Slovenia established the **Slovenian Tourism Council**. The Tourism Council is headed by the Prime minister and the responsible minister for Economy as his deputy. It is composed of 19 members, representatives from ministerial level and different levels of other Governmental bodies, of representatives of tourism economic associations, tourism industry, the Tourist Association of Slovenia (NGO) and Slovenian Tourism Board (STB). The Slovenian Tourism Council discusses important questions related to tourism development and Tourism policy implementation, creates and provides proposals, opinions and motions to the Government, cares about effective and harmonized tourism development policy and of general issues concerning the promotion and advertising the destination Slovenia abroad.

Slovene Tourist Board was set up in 1995 by the Government of the Republic of Slovenia as state founded organization, STB provides certain services on a fee basis for firms in Slovene Tourism Industry (e.g. organization of promotion and marketing activities of the firms in foreign markets, Tourism fairs etc.).The Slovene Government adopts the STB annual working programmes. STB operates 4 offices in Europe, cooperates with many foreign offices worldwide on contractual basis and in some cases STB operates with the support of the Slovene economic diplomacy worldwide.

STB carries out strategic national marketing and promotion activities based on product knowledge and market trend analysis, provides annual working programme which is based on five years programme and implementation policies of National Strategy for Tourism development.

Provincial level:

According to current situation Slovenia still hasn't introduce the second level of self-governance, the provincial /regional level. Consequently Slovenia does not have provincial government responsible for tourism and provincial tourist offices in charge of tourism promotion in and outside of Slovenia. The function of tourism development (without promotion and marketing of tourism and tourism legislation) at regional level is performed by the 12 Regional development Agencies which are responsible to the Regional Councils comprised by regional mayors of local communities responsible for regional (12 statistics regions) tourism development and co-responsible for implementation of national legislation and national development objectives of Slovene tourism at regional level.

Local level:

At local level each Mayor,Community Council and local tourism providers are co-responsible for the tourism development in community/destination. Locally collected "Tourist tax" (amount of tax according to Tourism Promotion Act); is used by the local communities to establish and maintain public tourism facilities and for other local destination development purposes among others establishing, financing and supporting Local Tourism

Organizations and Tourists Info-centres and for co-financing Local Tourism Associations (local civil societies/friends of tourism) projects and their voluntary actions which contribute significantly to overall tourists experience and support good image of local destinations.

2.5 Please provide information about financial data, including spend on tourism as a percentage of overall government spend, the level of national funding support for tourism marketing, the amount of EU funding support made available for tourism and data concerning the support to SMEs and Destinations. (500 characters)

TOURISM BUDGET 2010- 2011

	2010	2011
Budget (EUR)		
National and European Regional Development Fund (ERDF) budget: co-financing budget for investments in tourism infrastructure construction and development of tourism destinations (national budget contribution: 15% in 2009, 15 % in 2010 ?	28.993.954	14.184.407
National budget for Annual tourism policy implementation measures co-financing; R&D policy, HR development policy, policy for overall quality of Slovene tourism sustainability and competitiveness policy implemetation, TAS programmes and projects co-financing	272.105	37.104
National STB(Slovenian Tourism Board) budget: Annual STB working programme budget and STB operational costs budget,	8.786.920	8.882.300

The main funding source for the promotion and development of Slovenia as a tourism destination is the annual state budget. However, when marketing and promoting Slovenia as a tourism destination and particular tourist products abroad the amount of public funds spent could be matched/co-financed by the travel and tourism industry. Slovenia, as a Member State of the EU successfully uses the advantageousness of different Structural Funds through different Sectoral Operational programmes.

To achieve the objectives of the DPPST 2007–2011, Slovenia, along with the ERDF and other Cohesion funds encourages investment cycle in Slovenian tourism. Investments are based on the high quality renovation of existing facilities and the construction of new tourist capacities, as well as the development and management of tourist destinations. For the 2007–2013 financial periods, EUR 145 million ERDF funds are allocated for tourism. Till the end of 2010 4 Calls for proposals have been published which resulted in 99 private and NGO investment projects applied and confirmed. Additionally 34 public investment projects (on the basis of cooperation among different ministries) have been confirmed such as sport and recreational infrastructure, restoration of cultural heritage important for tourism, tourism infrastructure for youngsters (youth hostels etc.) and for strengthening the cooperation on regional destination levels in terms of common management, development and marketing.

In 2011 no additional Calls for proposals were launched concerning the 2007–2013 financial programme for co-financing investment projects of tourism facilities. Most of the activities done have been focused to monitoring and management of the on-going projects and confirmation procedures of beneficiaries claims related to different Calls from previous years. Additionally some financial Incentives for enhancing green and innovative tourism products and services have been distributed among tourism providers through Public calls.

3. POLICIES AND STRATEGIES

3.1 Is there a current National Strategy for tourism? Yes No

If yes, please, provide information in bullet point format about the key aims, objectives and priorities of the strategy highlighting those that are designed to address sustainability issues in economic, environmental and social terms in particular those related in the six aims included in the Agenda. In preparing the tourism strategy, explain how consideration has been given to the 9 principles set out in the Agenda (para2.3 p5) and given in the appendix. (maximum 1.000 characters)

The strategic objectives of Slovene tourism are set out in the current document in force [Development Plan and Policies of Slovene Tourism 2007–2011](#) (DPSST 2007-2011). This is the key strategic document in the field of tourism, highlighting the importance of tourism for the Slovenian economy, individual industry tourism stakeholders, tourism destinations and local communities. DPPST 2007–2011 sets out three [quantitative objectives](#) (raising the volume of the tourism infrastructure, raising the volume of arrivals and overnights stays, improving the visibility of Slovene tourism) and three [qualitative objectives](#) (de-centralisation of tourism, reduction of seasonality, promotion of changes). The implementation measures of DPPST 2007–2011 objectives that are the common responsibility of all governmental sectors and structural policies influencing tourism are set out through the following specific policies:

- Sustainable and regional development policy;
- Promotion and marketing policy of Slovenian tourism;

- Human Resources development policy;
- Investment policy and product development policy;
- Policy for overall quality of Slovenian tourism (quality labels and branding, accommodation classification and certification, direct service quality raising, etc.);
- EU, international, regional and cross-border co-operation in tourism.

In 2010 our basic measures and activities of the tourism policy were focused on ensuring successful development of tourism, increasing the recognition and visibility of Slovenia as attractive tourism destination on foreign, promoting SMEs start-ups (by SEF) and implementation of the investment cycle within the planned scope, promoting the development of Human Resources in tourism and stimulating an increase in overall quality of tourism goods and services of Slovene Tourism industry.

In 2010 preparation for new Tourism Development and Marketing Strategy for the next five-year programming period has been launched.

The new Tourism Development and Marketing Strategy 2012-2016 has been finalised recently and is prepared for Government adoption.

3.2 Who was the initiator and who is responsible for its implementation? (maximum 200 characters)

Development plan and Policies of Slovene Tourism 2007-2011 and new Tourism and Marketing Strategy 2012-2016 are common documents of all the stakeholders in Slovene tourism: private sector, civil society, local tourist organizations and public sector. They have been developed and formed as a private-public partnership documents on the former Ministry of the Economy and present Ministry of the Economic Development and Technology initiative. During preparation procedure Governmental level cooperated closely with Private and Non-governmental sector in order to make an agreement on common goals, measures and activities as well as on defining the role and responsibility of the particular stakeholder/partner in actual programming period.

3.3 How is the strategy monitored and how often? (maximum 500 characters)

In 2001, we prepared a feasibility study for implementing TSA in Slovenia. In 2004, the first project, "Implementation of TSA in Slovenia", was completed with statistical data and analysis according to the TSA methodology. In 2007 we carried out the second project "Economic Importance of Tourism in Slovenia and Extrapolation of Tourism Statistics for 2006 (using the TSA methodology)". Further TSA evaluations will be carried out on a regular basis by the Statistical Office of the Republic of Slovenia, firstly with data for 2009, and then on a triennial basis. Along with TSA, Slovenia carries out **periodical evaluations of progress towards the DPPST 2007-2011** objectives. Realisation of the general strategic goals and objectives of Slovene tourism strategy is evaluated each year at **the Slovenian Tourism Forum**. This is the key policy co-ordination platform

between the private, public and civil sectors, at which representatives of all tourism stakeholders meet and discuss results, and agree on the future activities and challenges of Slovene tourism.

DPPST 2006 -2011 evaluation has been made for 2007 and 2008 annual policy; remained two years including current year policy will be evaluated as part of analytical phase of new Tourism strategy for forthcoming programming period 2012-2016 preparation.

Additionally to annual policy evaluations it is requested by Government to report periodically about the Tourism working programme results.

General evaluation of the performance of Slovene tourism from 1991 to 2010 has been carried out. As the base for new the Tourism and Marketing Strategy 2012-2016 and new tourism policy goals settings.

3.4 What tourism specific legislation exists? (maximum 500 characters)

Act on Catering Industry

In order to assure a good quality of services and high level of consumer protection, in the Catering Industry Act requirements regarding minimum standards or conditions for the performance of certain services (e.g. catering, cooking, etc.) are preserved. There are requirements on minimum technical conditions, minimum services, measures and conditions according to classification of the accommodation facilities, minimum sanitary and health conditions. There were some changes to the Catering Industry Act adopted in the year 2007 (RS NDR. 4/06 AMD 60/07), regarding minimum level of education of the tourism entrepreneurs, which is not regulated any more and some other improvements. *In the catering sector the safety of services also includes adequate execution of health and sanitary provisions within the HACCP mechanism.*

Tourism Promotion Act

The Tourism Promotion Act had been adopted by the Parliament in December 2003 and was published in January 2004 (Official Journal Nr. 2/04). It is entirely harmonised with the EU legislation.

The Tourism Promotion Act defines planning and implementation of the tourism policy and its organization at the national level and at the level of the tourist destination. It defines the value and the purposes of the tourist tax as well as other instruments for implementation of the tourism policy. The act also lays down conditions concerning organising and selling of package travel, package holidays and package tours as well as performing the services of tourist guides and tourist escorts. It is based on principles of sustainable development and public-private partnership and principle of equal treatment of the economic, social and environmental components.

Act on Mountain Guiding

It defines requirements regarding the profession "Mountain guide" and conditions for establishment and providing mountain guiding services.

In 2010 the Act on Mountain Guiding was been finally harmonised with EU and OECD legislation in terms of performing mountain guiding services as business activity.

Some other, general legislation with impact on Tourism sector

- Consumer Protection Act
- Code of Obligations,
- The umbrella act for companies is the Companies Act, which defines the *performance of business*

activities in Slovenia.

- *Gaming Act,*
- Law regarding health protection, concerning products, which, appearing to be other than they are, endanger the health or safety of consumers
- Law on drown protection, implemented in the field of bathing water sanitary conditions and standards, first aid equipment and rescue procedures, baths and swimming pools technical conditions and standards and baths classification standards
- Law on trade concerning the consumer in respect of contracts negotiated away from business premises.
- Entrepreneurship Promotion Act,
- Crafts Act,
- Environmental protection Act,
- Sports Act, etc.

In 2011 there were no significant changes or initiatives for change of on-force legislation related to tourism.

Tourism administration plans to change some statutory provisions of the Tourism Promotion Act in 2012, some changes are envisaged to the Law on Entrepreneurship Promotion, Fiscal Act etc.. in order to minimise administrative burdens for Investors, Entrepreneurs, Industry, etc. which will affect Tourism SMEs and Industry performance as well.

4. MEASURES AND INITIATIVES

This section provides Member States with an opportunity to outline specific initiatives and policies that are or are going to be adopted to manage and develop tourism activity in ways which respond to the key challenges of the Agenda and which fall within the six main aims of the Agenda itself.

1 Economic prosperity

- a. **To ensure the long term competitiveness, viability and prosperity of tourism enterprises and destinations.**
- b. **To provide quality employment opportunities, offering fair pay and conditions for all employees and avoiding all forms of discrimination.**

2 Social equity and cohesion

- a. **To enhance the quality of life of local communities through tourism, and engage them in its planning and management.**
- b. **To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, religion, disability or in other ways.**

3 Environmental and cultural protection

- a. **To minimise pollution and degradation of the global and local environment and the use of scarce resources by tourism activities.**

To maintain and strengthen cultural richness and biodiversity and contribute to their appreciation and conservation.

4.1 Please set out, briefly, the steps which have been or will be taken, if any, to address the 7 key challenges for the delivery of sustainable and competitive tourism, covered in the TSG report and referred to in the 'Agenda'.

Overall Tourism policy of Slovenia is based on **quantitative objectives** (raising the volume of the tourism infrastructure, raising the volume of arrivals, overnights stays and spendings, improving the visibility of Slovene tourism, new working places, new Tourism SMEs, higher productivity and profitability and competitiveness raise) and **qualitative objectives** (de-centralisation of tourism, reduction of seasonality, promotion of changes toward better sustainability and green tourism, green innovations, quality banding. .). Both quantitative and qualitative objectives of Slovene tourism policy are closely linked with 7 key challenges for the delivery of sustainable and competitive tourism set out in the Agenda. The implementation measures of Slovene tourism policy are the common responsibility of all governmental sectors, industry and civil societies and are set out through the following specific policies:

- Sustainable and regional development policy;
- Promotion and marketing policy of Slovenian tourism;
- Human Resources development policy;
- Investment policy and product development policy;
- Policy for overall quality of Slovenian tourism (quality labels and branding, accommodation classification and certification, direct service quality raising, etc.);
- EU, international, regional and cross-border co-operation in tourism.

In 2011 our basic measures and activities of the tourism policy were focused on ensuring successful development of tourism, increasing the visibility of Slovenia as attractive tourism destination on foreign markets, promoting SMEs start-ups (by SEF) and implementation of the investment cycle within the planned scope, promoting the development of Human Resources in tourism and stimulating green innovativeness for raising overall quality and competitiveness of tourism supply. The key activity in 2011 has been focused to new Tourism Strategy/policy preparation for programming period 2012-2016.

4.1.1 Reducing the seasonality of demand. (maximum 200 characters)

With a view to **reducing seasonality** and the discordance of regional development in tourism, Slovenia provides **two basic measures**; **distributing school holidays in different regions and in different holiday periods and promoting and encouraging investments in tourism infrastructure (with different public incentives and ERDF grants) in remote areas with reach thermal and health water springs**. Spa and health destinations allow year-round visits to those areas and assist in spreading tourist flows from well established coast and mountain destinations with intensive seasonal character to the interior of Slovenia, and to more remote regions where seasonality (due to all year Spa tourism offer possibility) is not huge problem.

4.1.2 Addressing the impact of tourism transport. (maximum 200 characters)

Common tourism, transport and environmental policy measures to sustain "Soft Mobility in Tourism" projects (road, rail, sea and air mobility) remain a challenge that will have to be tackled in the future programming period under the general transport policy of Slovenia. However, in the transport area, a number of cycling paths have been created throughout Slovenia (mostly in towns and suburbs in order to respond to the issue of poor public transport networks), which represent the necessary infrastructure for national tourist cycling products supported and promoted by the STB.

The cycling routes of Slovenia participating at the cross Europe cycling trail "**The Iron curtain trail**". National "Iron curtain trail" project partner is Regional development Agency "MURA.

The majority of actions related to transport in 2011 are linked with additional cross-border and International "Biking tourism projects of Slovenia" like Mura-Drava. BIKE (http://www.bistra.si/international_projects) or Maribor-Pohorje Biking (<http://maribor-pohorje.si/Biking.aspx>), CB, Biking Rout between Mojstrana (SI) and Trbiž/Treviso(IT) <http://www.deteljica.net/splet/gori-doli-naokoli/kolesarski-izlet-s-sodelavci-mojstrana.html>, etc. But there are still a lot of challenges remaining on the field of green transport to and round destinations that should be addressed by national and local transport and tourism Authorities and local tourism providers to be able to set up market competitive, economic viable and sustainable tourism packages that include transport as well...

info@rra-mura.si
www.rra-mura.si; www.investpomurje.eu

STB – http://www.slovenia.info/si/Aktivne-pocitnice.htm?aktivne_pocitnice=0&lng=1

4.1.3 Improving the quality of tourism jobs. (maximum 200 characters)

The gap between demand and the supply of sufficiently skilled work force in Slovene tourism is the major problem particularly in Slovene Hotel and catering industry. Inscription in tourism and hospitality schools are decreasing each year. To improve this situation, the Slovenian tourism administration in partnership with the Chamber of Commerce, Chamber of Tourism and Catering, Chamber of Crafts and the National Institute for Vocational Education and Training, organises each year workshops, seminars and media campaigns to support and promote vocational, entrepreneurial skills in tourism- and hospitality-related jobs. The annual "We know how to do it" media campaigns and National Labour/job Exchange of tourism and hospitality employees and employers have met with a wide response. We are considering new measures to support overall improvement of working conditions in tourism sector (scholarships, trainings abroad, etc.). Those measures should help employers to enhance the attractiveness of workplaces, creating better working conditions with common aim to raise the productivity and quality of tourist services.

To provide quality employment opportunities, offering fair pay and working conditions for all employees and avoiding all forms of discrimination at working places the Collective Agreement was signed in December 2011 (between Trade Union of Hospitality and Tourism, Chamber of Commerce, Hospitality and Tourism Association of Employers of Slovenia. The Collective Agreement between social partners regulates minimum wage level (according to Law on minimum wages) and other working conditions and working environment for employees in Tourism sector.

GiT - Workers Trade Union/ <http://www.sindikot-git.si/eng/> is the only Trade Union that represents workers in Hospitality and Tourism sector and is co-signatory of general Collective Agreements of all Trade Unions in

Slovenia. GiT is a member of the European Trade Unions for Hospitality and Tourism the EFFAT, internationally cooperates with IUL.

Some tourism and hospitality SMEs have been awarded with **Family Friendly Enterprise Certificate**, the awarding project that stimulates employers for providing favourable working conditions and environment for employees. The project is co-financed by European Social Fund.

With adoption of the **Law on Social Entrepreneurship** in 2011 which will make feasible the responsible tourism entrepreneurship and establishment of Social Tourism SMEs as well, the first base for socially responsible and sustainable tourism in Slovenia has been made.

4.1.4 Maintaining and enhancing community prosperity and the quality of life in the face of change. (maximum 200 characters)

Most local communities in Slovenia are rural communities. With exception of some larger cities, the entire national territory of Slovenia is considered as a rural area and therefore eligible for EU measures and funds for promotion of Rural Development in Europe. Rural Slovenia, with its multitude of local communities and rich natural and cultural heritage, has great development potential. A sustainable tourism industry which takes into due consideration the social paradigm and the interests of the local population is thus one of the key development instruments in rural local communities and a promoter of more balanced rural development. Development of the non-agricultural economy, as tourism is, enjoys support under Axis 3 of the Rural Development Programme and Leader. The Ministry of Agriculture, Forestry and Rural Development, responsible for this area, publishes and manages public calls under the Axis 3 where rural tourism entrepreneurship promotion is one of the Call for tenders priority. The key interest of the Slovenian tourist policy is to develop, on the basis of the natural and cultural assets of rural Slovenia (farms, rural towns and villages, wine-producing areas, mountain areas) competitive, attractive, high-quality and sustainable tourism products and services, maintain the traditional settlements of rural areas, create job opportunities for locals and thus offer the local population the possibility of increasing their income and quality of Life and development and progress of the Local Communities. The Ministry of the Economy, The Ministry for Agriculture, Food and Forestry and the STB cooperate with all competent line ministries and tourism operators, at both national and local level, in drafting first "[Slovenia's Rural Tourism Strategy](#)", which will be the basis for implementation of a comprehensive structural policy and the development of tourist products.

To promote and enhance local communities prosperity which have due to rich natural and cultural heritage and available human resources a great potential as emerging tourism destinations, Slovenia decided to participate at [EDEN competitions](#). So far four Slovenian EDEN destinations have been awarded.

A good Slovenian practice how to stimulate innovative and sustainable tourism products at countryside and viniferous regions is the project initiated by the Tourism and Agricultural Administration and co-financed by ERDF, so called "**Viniculture**" Tourism or "**Vineyard cottages**" Tourism.

http://www.zidanice.si/en/Default.aspx?qclid=CNev6uy2_68CFUZd3wod2yYFTg

<http://www.kompas-nm.si/english/>



4.1.5 Minimising resource use and the production of waste. (maximum 200 characters)

Minimising resource use and the production of waste is part of Slovenia's environment policy. There are no specific and direct measures within the tourism policy focusing on reducing resource use and production of waste.

Slovenia promotes and stimulates (with specific public grants) **EU Flower** standards implementation by Slovene hoteliers. With regular public grants we support DOVES Association (member of FEE) programme and activities aiming at **Blue Flag** standards (standards of the quality of bathing waters) obtaining by different providers. For the purposes of long-term conservation of natural resources as health drinking water and clean air are, Slovenia has elaborated different sectors planning documents, legislation and implementation measures in the area of air and water quality (drinking water and waste water), construction of housing and construction of industrial facilities regulations in terms of modern sewage systems, adequate **spatial planning, including environmental impact assessments and environmental capacity assessments of all investment projects in tourism**

4.1.6 Conserving and giving value to natural and cultural heritage. (maximum 200 characters)

Slovenian tourism policy is founded on an overall sustainable development paradigm, based on long-term use of the fundamental development potentials of tourism – natural, cultural, social and man-made resources. Slovenia has produced the appropriate supportive sector planning documents, legislation and implementing measures with a broad impact on tourism. Particularly important is legislation concerning **protected areas (national, regional and landscapes parks, Natura 2000 areas)**, which represent the basis for nature-friendly tourist products. Construction of tourist infrastructure and residential construction in protected areas is subject to obligatory environmental impact assessment and environmental capacity assessment (Environmental Impact Assessment (EIA) Directive.)

To support sustainable tourism projects, the Government assesses applications under calls for tenders for co-financing construction of tourism infrastructure and **additionally encourages investors that associate investment projects with sustainable criteria on preservation and revitalisation of cultural heritage**, and environment-oriented green investments. Slovenia participates in the pilot project "European Destinations of Excellence" and grants national awards to winning destinations. In cooperation with the Ministry of Culture, the Ministry of Economy and all the protagonists of cultural tourism in Slovenia, the STB is drafting a **Strategy of Development and Marketing of Slovenia's Cultural Tourism**. The STB supports development and promotes cultural tourism products of national importance.

http://www.slovenia.info/en/Naravna-in-kulturna-dediščina.htm?znamenitosti_kulturna_dediscina=0&lng=2
culture

Since September 2011 traditional Slovene Restaurants that satisfy strict criteria and standards of the Quality Label "**Gostilna Slovenia**" are in a position to acquire "**Gostilna Slovenia**" **Quality Label Award**. This is a new and attractive Trademark of Slovene Catering industry that respects cultural Heritage and Traditions of Slovene Culinary and Hospitality. The basic quality standards of the "Gostilna Slovenia" are the following; traditional local architecture of Restaurants and Inns, traditional internal and external ambient design, local and regional food and beverages origin with accentuation on organic food and local vines provided by local producers, traditional music and folklore scenery, high quality service and variety of other requested components that justify "Gostilna Slovenia" certificate. The "Gostilna Slovenia" project was initiated by tourism

administration, expert's ethnologists and was carried out by the Section for Hospitality and Tourism at the Chamber of Craft and Small Business of Slovenia. So far (April 15th 2012), **the 41 Slovenian Restaurants have been granted with "Gostilna Slovenia" Award and symbols.**

<http://www.gostilnaslovenija.si/gostilna-slovenija/blagovna-znamka/>

<http://www.ozs.si/Ozbornici/Sekcijeinodbori/Sekcijazagostinstvointurizem/GostilnaSlovenija.aspx>

GOSTILNA SLOVENIJA



4.1.7 Making holidays available to all. (maximum 200 characters)

For the time being, Slovenia has no special national systems/mechanism supporting "Tourism for all", such as holiday vouchers or cards are. On the other hand, Slovenian legislation does provide for a universal system (i.e. for all social groups of employed and retired workers) of holiday bonuses (the amount of which is defined on annual basis by the Government with agreement of both social partners (employees and employers) as a percentage of the average wage)). **The holiday bonus in Slovenia is a taxable emolument, paid in cash,** not exclusively linked to the annual leave and holiday activities, and as such often used to alleviate the difficult social condition of the beneficiaries as making their holidays accessible. Various trade unions and NGOs in Slovenia (Red Cross, Caritas, Slovenian Association of Friends of Youth, etc.) offer their own holiday facilities to young people, the elderly and persons with disabilities at lower-than-market prices (prices are partially subsidised by public grants). Usage of that particular service is accessible only for Slovene citizens; NGO's mentioned don't cooperate internationally. Due to strong budgetary constrain caused by economic crisis, due to necessity for modification of a large scale of supportive legislation and because of no specific Industry and NGO interest in Calypso project, tourism administration took a decision in 2010 not to participate at the European initiative "Calypso" anymore. In line with the activities of the Commission aimed at the promotion of so-called "socially responsible tourism", Slovenia despite above mentioned facts decided to carry out a first comprehensive analysis of status, potentials and needs of disadvantaged social groups of Slovenia within the context of the accessibility to tourism demand market. Furthermore an analysis of current status of correspondingly organised supply side of the social tourism market in Slovenia is envisaged. The study results will be the base for further Governmental actions and planning in order to create more socially responsible tourism in Slovenia. The analysis will be implemented as part of preparative phase of new Slovene Tourism Strategy for incoming programming period 2012-2017.

Slovene Tourism suppliers have not taken a decision so far to co-operate at low seasons International tourists exchange (Calypso) as according to Industry the seasonality of Slovene tourism is currently not very problematic.

4.2 As key challenges may change over time, please identify any other areas that are becoming a new challenge. (maximum 600 characters)

Promotion and marketing policy of the Slovenian tourism

To improve the marketing, promotion and visibility of Slovenian tourism, the Ministry of the Economy and the

Slovenian Tourism Board launched a new tourism brand for Slovenia "I FEEL SLOVENIA". This is an exceptional slogan and the tourism brand (Slovenia is the only state in the world with the word "LOVE" in its name), the green colour used should represent exceptional beauty of very well preserved Slovenian nature, environment friendly tourism and traditional hospitality of Slovene people. This completely new and clear image, a new technique of branding, aims to set Slovenian tourism products and services apart from the international competition, and should create new attention and attract visitors in a wider global context.

Priority areas of the STB programme of work in 2011:

1. Concentration of promotion in key incoming markets and searching for new markets and segments.
2. Strengthening the visibility of the destination Slovenia, slogan and Tourism brand " I feel Slovenia "
3. Strengthening virtual marketing and stimulating innovative marketing and promotion approaches.
4. Promoting creation and marketing of green tourism products and services.
5. Strengthening and stimulating effectiveness of the existent partnerships and networks on the field of co-branding, supply chains, co-marketing, inter-sectorial co-operation, etc.

Enhancing co-operation and networking

The Slovenian Convention Bureau- <http://www.slovenia-convention.com/home/> which has been founded by the Slovene congress industry and with start-up public incentives of the Ministry of the Economy and the Slovenian Tourist Board, is currently a strong partnership network of the key players in Slovenian convention tourism. The SCB oversees the quality and promotion of Slovene convention services and acts as a professional intermediary between meeting planners and suppliers, assisting organisers in selecting the most appropriate solution for their customers.

Measures toward consumer protection

Responsibility for consumer protection in Slovenia is vested to the Ministry of Economic Development and Technology of Slovenia which includes protection measures concerning tourism products and services as well. (http://www.mgert.gov.si/si/delovna_podrocja/notranji_trg/sektoz_za_varstvo_potrosnikov_in_trgovino/)public Official notification of the Slovenian amendments related to last modified Directive 2008/122/EC on Timeshare, was in 2011. All other protection measures concerning tourism consumers in Slovene tourism market are harmonised with EU Consumer Protection Directive.

NGO acting on the Tourism Consumer protection area is National Consumer Association/ <http://www.zps.si/onas/zveza-potrosnikov-slovenije/index.php> and European Consumer Centre (<http://www.epc.si/>)

4.3 Please identify and describe a specific initiative, which is related to the 7 key challenges, that is innovative/ successful and which would be of interest to or of help to other Member States. (maximum 2.000 characters)

The Sower Award Competition, the Bank of Tourism Potentials of Slovenia and a new Award Competition for Inventions in Tourism a "Weaver Award competition" introduced in 2009, might be of interest of other Member States (http://www.slovenia.info/?ps_sto=0&lng=2)

Last year the then Ministry of the Economy and Slovenian Tourist Board launched a new award competition on so called "Weaver Award". In comparison with previous Sower Award which is primarily focused to already market capable tourism innovations the Weaver Award is dedicated to creativity and tourism inventions processes promotion at tourism SMEs in a very early stage of creating competitive products and services.

The Sower Award is thus dedicated only to market proven tourism innovations while Weaver Award is earmarked for inventions which normally emerge at the first stage of innovation process development.

The BTPS invites everyone who has "€-nergy" to offer (i.e. financial resources but also material resources and labour) and **invites everyone who has "i-deas" to offer** ("i-deas" because without good ideas, tourism is missing the dot on the i) to deposit either ideas or financial resources at this special bank account. These "i-dea deposits" in a BTPS bank account will help to make tourism in Slovenia better, more successful and more original. Clients who agree to the general operating conditions of the BTPS are presented to the public in a discreet manner. Potential customers, partners, funders – anyone interested in a particular deposit – can advertise. This ensures that compatible pairs of providers and customers are brought together, while guaranteeing appropriate protection for their business secrets. (<http://www.facebook.com/pages/Bankaturistinih-prilonosti-Slovenije-Bank-of-Tourism-Potentials/47660342868>)

BTPS has been awarded in 2009 by UNWTO special Ulysses jury prize for innovations in tourism Government.

BTPS's has been awarded by the UN World Tourism Organization for specific and innovative achievements in tourism and had been awarded as well as the best innovative practice in tourism for 2009 – the European year of innovation, by the EU Commission. The BTPS earned a lot of attention by experts of tourism innovation at the OECD Tourism Committee Task Force for enhancing Innovations in Tourism. BTPS has been successfully presented to the Nordic Innovation Centre and OECD members at BMI Conference in Copenhagen, 12. May 2012.

- A new **T-lab project** has been launched in 2011 by the STB since good experience with project BTPS. The T-lab project is co-financed by ERDF under the Operational Programme SI-IT Territorial Cooperation 2007-2013. The lead Slovenian partner is STB, the Italian partner is; URES Unione Regionale Economica Slovena and S.I.PRO. - Agenzia Provinciale per lo sviluppo S.p.A.
- **Description:** The on-going T-Lab project aims to transfer and upgrade the good practice of the "**Bank of Tourism Potentials in Slovenia**" (BTPS) to cross border regions and to widening access of existing Technologies to widespread users. The main project outcome will be: establishing and upgrading cross-border BTP portal which will help joining and networking CB initiators of new tourism Ideas and potential CB Investors.
- The T-Lab project will encourage networking of tourism SMEs and companies within the CB region/destination and will support joint development and marketing of tourism products and services in the cross border area Slovenia-Italia.

5. MECHANISMS FOR IMPLEMENTATION

Three mechanisms for implementing the Agenda were identified in the "Agenda": sustainable destinations, sustainable businesses and responsible tourists.

5.1 Sustainable destinations: What support is given to strengthen destination management at the regional/ destination level (supportive policy environment, knowledge networks, training programmes, establishment of measures/indicators for benchmarking, etc.)? (maximum 600 characters)

To adapt best to basic Agenda standards of sustainable destinations the prime aim of Slovenian national tourism is to define precisely our destinations on the local and regional level. This is an ongoing process as Slovenia still hasn't introduced NUTS 3 statistical level (regional level).

The ongoing process according to DPPTS 2007–2011 is the restoration of appropriate destination management and setting up internationally comparable quality standards, sustainable indicators for sustainable destination management, products and services. To speed this process Slovenia executes a "promotion of changes" sub-policy with different implementation measures; in 2010 several seminars and workshops for tourism industry have been executed with focus on sustainable destination, products and services management, a special manual for sustainable management of tourism destinations was published in 2010. In 2010 Ministry of the Economy launched a call for tender with specific objective; stimulation of regional destinations stakeholders to cooperate and networking better for achieving common goals like; common products development, marketing and sustainable destination management. A specific call for granting the hotel SMEs willing to introduce the **EU flower certificate for eco-accommodation** is permanently open. Slovenia introduced new e-technology hotel categorisation system and encourages the innovation process in tourism with annual **Sower Award competition** and **the Weaver Award Competition**.

To encourage sustainable regional destination management and networking for better destination marketing competitiveness the former Ministry of the Economy lunched in 2010 the Call for Proposals for establishing Regional Destination Organizations(RDO). The main aim and task of RDO should be strengthening the sustainable management of destinations and supporting tourism suppliers networking to achieve better marketing and promotion results of entire RD. As a result of 2010 Call for Proposals in 2011, 13 full boarded RDO have started to operate on regional level with several suppliers networks and successful marketing approach of emerged RD.

Ministry for Economic Development and Technology plans to introduce a set of sustainability indicators (in compliance with basic sustainability criteria of Agenda indicators) with specific monitoring mechanism which

will be tested on several tourist destinations within Slovenia as a pilot project. The results of the pilot project will be the base for further actions on this field toward establishing permanent destination sustainability monitoring mechanism of Slovene tourism. In 2011 tourism administration provided several workshops dedicated to regional and local destinations stakeholders to help them adapting to new realm of destination cooperation and common management and sustainable approach.

5.2 Sustainable businesses: What support is given to strengthen the sustainability and competitiveness of businesses (supportive policy environment, orientation of business support services to sustainability, training, financial incentives, etc.)? (maximum 600 characters)

Helping tourism SMEs to face global competition and sustainability

General governmental support to stimulate industry and SMEs in Slovenia (including tourism SMEs) aims to improve access to sources of funding and to make visible the investment challenges in Slovenia (including the investment challenges in tourism infrastructure and tourism facilities projects). Slovenia set up the **SEF** – The national finance institution for SMEs – to encourage investment at all phases of an SME's lifecycle, and to ensure more favourable sources of funding for development investments undertaken by enterprises through subsidies, favourable loans and guarantees for loans, grants. With **JAPTI**, the Government enhances Slovenia's general economic competitiveness through technical and financial assistance to domestic and foreign entrepreneurs, investors and businesses.

To help tourism SMEs and industry to adapt best to this process, the tourism administration publishes special manuals and carries out permanent seminars for direct service quality improvements of Slovene tourism Industry and SMEs. Within the frame of general entrepreneurship policy implementation a special **consulting system on the Voucher basis** (voucher is granted by the Government) is available for entrepreneur start-ups. To support sustainable tourism projects and investments, the Government assesses applications under calls for tenders for tourism infrastructure construction co-financing and additionally encourages investors that associate investment projects with sustainable criteria on preservation and revitalisation of cultural heritage, and environment friendly - investments

Slovene Enterprise Fund (SEF) <http://www.podjetniskisklad.si/index.php?id=86> enabling SMEs including tourism SMEs better access to bank guarantees, subsidized loans interests and favoured long and short terms loans conditions and grants.

Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments (JAPTI) <http://www.japti.si/home> as the Government Agency enhances Slovenia's general economic competitiveness through technical and financial assistance to domestic and foreign entrepreneurs, businesses and investors.

Slovenia promotes and stimulates Slovene hoteliers and other accommodation suppliers (with specific public grants) for **EU Flower** accommodation standards enforcement. Tourism administration prepares and provides workshops for industry sector and published special manual /guidance for candidates to help them adjust their accommodation facilities best to the requirements of the EU flower certificate.

Through green public procurement, green Calls for Proposals and Government incentives available for SMEs (including tourism SMEs) the sustainability of businesses is assured.

5.3 Responsible tourists: What support is given to promote responsible choices by tourists (e.g. sustainability in education, national marketing and media campaigns, promotion of certification schemes)? (maximum 600 characters)

Raising general public and tourist awareness about the importance of Tourism, conservation and protection of natural and cultural resources is the TZS task. TZS/ <http://www.turisticna-zveza.si/> as **non-profit non-governmental Tourist Association of Slovenia** which annual activity program is financed mostly by public(governmental and local communities) grants, comprises more than 550 local tourist societies(LTS)/civil clubs of friends of Tourism throughout Slovenia. At the local level, local tourism societies carry out locally important activities which are financed by the local communities budgets, voluntary donations and own economic activities. These activities include: Local Tourism promotional campaigns, voluntary environment cleansing and beautifying actions, activities associated with raising the awareness of the importance of Tourism at local population, tourists, tourism friends, school-age young people, etc.

LTS publishing promotional brochures of local tourism and organising seminars, campaigns, managing local cultural (mostly traditional or ethnological ones) events. The Government of the Republic of Slovenia identifies the civil organisation TZS as an equal actor in the development of Slovenian tourism. Therefore, it co-finances the implementation of its activities of national importance through individual ministerial budgets involved in the content of individual projects. The civil society sector and local population are also included in the tourism related legislative process. One of the regular TSZ programmes is a very popular competition entitled **“Think with your own head and help tourism”** carried out among elementary school pupils participating in extracurricular activities on tourism issues. This competition is extremely popular and is financed by the Government through the competent ministries. At the initiative of the Ministry of Economy, responsible mostly for economic tourism issues, special courses were introduced in **elementary school curricula** dedicated to promotion of tourism and particularly to tourism entrepreneurship promotion among pupils. A special awareness-raising programmes concerning tourism are also being introduced in **kindergartens**. A new activity of the TZS is **ECO-patrol** (regular environment pollution monitoring in tourism destinations). National prime-time TV on regular basis performs special TV programmes dedicated to promotion of Slovene tourism, a lot of Slovene newspapers publishing on daily/weekly/monthly basis special supplements, articles dedicated to tourism. STB - Slovene Tourist Board publishes Tourism newspaper for professionals monthly and set-up the STPA – **Slovene Tourism Press Agency.** / http://www.slovenia.info/?e_casopis=0&lng=1

6. DATA AND INDICATORS

Eurostat will provide, as an annex, the key statistical data required to support the reporting process covering around 20 indicators². These are mainly related to the aim of ‘economic prosperity’.

Please, identify indicators that are being used or developed which could add to the range of information being provided by Eurostat, particularly in relation to social and environmental issues (other indicators from the TSG report, visitors/ residents satisfaction, etc.). (maximum 500 characters)

National Statistical Office (SORS) has not developed or introduced recommended additional Eurostat (20*) sustainable indicators so far, particularly not those related to social, cultural or environmental issues of tourism statistics. SORS is mostly oriented toward “economic prosperity” indicators observation. Three special

² These indicators have been selected from the 50 TSG indicators on the basis of the possibility to calculate them at the European level.

surveys were being conducted by SORS: Survey on foreign tourists (three-year periodicity), Survey on foreign travellers at road border crossings (three-year periodicity) and Tourism travels of domestic population (annual data).

The surveys data provide base for further partial indicators caring out recommended in TSG report like; Total day visitors estimation per annum or per month, % of visitors indicating that they are satisfied with overall experience, % of visitors who are on a repeat visit, % of visitors who say they will return, (% of visitors from lower socio-economic groups, etc.

The TSA methodology is still not officially introduced and regularly implemented by SORS for tourism statistic purposes. There are no additional indicators developed in Slovenia in 2010, which could explain social, cultural or environmental issues of tourism. Two special surveys are conducted by National Statistical Office (SORS): Survey on foreign tourists, Survey on foreign travellers at road border crossings and at tourist attraction points (both with three-year periodicity).

Results of those two surveys provide base for further partial indicators caring out recommended in TSG report like; Total day visitors estimation per annum or per month, % of visitors indicating that they are satisfied with overall experience, % of visitors who are on a repeat visit, % of visitors who say they will return, (% of visitors from lower socio-economic groups, etc.

Some additional indicators could be calculated from results of Tourism Satellite Accounts. Next TSA's will be implemented for the reference year 2009 by SORS.

SORS: General Sustainable development indicators which are monitored permanently by SORS are grouped into three sections:

1. Well-being

2. Balance and modesty

3. Intergenerational cooperation

Latest indicators (mostly for the year 2010 are available on:

http://www.stat.si/eng/tema_okolje_kazalniki_trajnostnega_razvoja.asp

The results of some of the above listed indicator are as follows:

1. Well-being

1.1. Quality and natural resources: - Air pollution by particulate PM10 is slowly decreasing(+); - The share of agricultural holdings with organic farming or in conversion is increasing(+);

1.2. Economic growth: - After the decrease in 2009, the GDP per capita slightly increased in 2010 but shrunk in 2011(-);

2. Balance and modesty

2.1. Natural resources: - The share of renewables in final energy consumption has been constantly increasing (+) - Per capita water consumption in households has been decreasing in recent years(+); - The amount of collected municipality waste per capita is decreasing(-);

2.2. Research and development: - The majority of funds for research and development of Slovenia is contributed by private enterprises(+);

2.3. Population: - Birthrate/ Natality has been positive in recent years(+);

3. Intergenerational cooperation is good(+)

3.1. Intensity of use of natural resources: - Energy use intensity is decreasing (+).

7. COMPLEMENTARY ADDITIONAL INFORMATION

If necessary use the following box to provide additional complementary information that has not already been covered.

The priority measures adopted by the Government of the Republic of Slovenia to tackle the economic crisis focus on strengthening banking liquidity for strengthening the accessibility of businesses to investment funds for development projects. As a result, in tourism the measures are aimed at:

1. **Strengthening the investment cycle for the development of tourism infrastructure within the framework of the promotion of tourism entrepreneurship and competitiveness. This includes:**
 - further support for small and medium-sized enterprises;
 - investment in public tourism infrastructure;
 - support for the development of the sustainable management of tourism industry companies and destinations;
 - promotion increasing the quality of tourism products and services;
 - promotion of innovation;
 - development of human resources for the needs of tourism;
 - Support for the preservation and implementation of sustainable development in tourism (balanced and harmonised structural policies and implementation of measures to increase competitiveness in Slovenian tourism).
2. **Strengthening activities related to promotion and marketing of Slovenian tourism. The Slovenian Tourist Board will undertake to work in close co-operation with the tourist industry to:**
 - organise more marketing communication campaigns co-financed by the tourist industry (in traditional tourist markets, particularly in neighbouring countries and in perspective markets not strongly affected by the financial crisis);
 - organise more expert meetings, educational workshops and study trips for the purpose of improving professionalism and the knowledge needed for the planning, design, management and marketing of tourist services;
 - provide further training in tourist destination management;
 - set up an incubator network with the aim of promoting innovation in tourism;
 - launch additional tourist service advertising campaigns intended for the general public in domestic as well as foreign mass media
 - intensify public relations activities (additional study trips for journalists);
 - strengthen the thematic campaign "Taste Slovenia", advertising campaigns and communication aimed at the target tourists (B2C) in the nearest markets and in moderately distant markets;
 - approach more actively the development of new air routes in co-operation with the national airline;
 - intensify in 2010 market communication activities in the domestic market within the framework of the promotion campaign "Home Sweet Home" to take advantage of the trend of increased holiday-making

by Slovenes in their own country;

- strengthen e-marketing and website advertising in the domestic market and in the markets of neighbouring countries;
- Strengthen the monitoring of the situation and the provision of information to key stakeholders on overall developments in tourism at home and at the European and international level (EC, UNWTO; ETC; OECD/Tourism Committee).

APPENDIX

Principles of sustainable tourism:

- **Taking a holistic and integrated approach**

All the various impacts of tourism should be taken into account in its planning and development. Furthermore, tourism should be well balanced and integrated with a whole range of activities that affect society and the environment.

- **Planning for the long term**

Sustainable development is about taking care of the needs of future generations as well as our own. Long term planning requires the ability to sustain actions over time.

- **Achieving an appropriate pace and rhythm of development**

The level, pace and shape of development should reflect and respect the character, resources and needs of host communities and destinations.

- **Involving all stakeholders**

A sustainable approach requires widespread and committed participation in decision making and practical implementation by all those implicated in the outcome.

- **Using best available knowledge**

Policies and actions should be informed by the latest and best knowledge available. Information on tourism trends and impacts, and skills and experience, should be shared across Europe.

- **Minimising and managing risk – the precautionary principle**

Where there is uncertainty about outcomes, there should be full evaluation and preventative action should be taken to avoid damage to the environment or society.

- **Reflecting impacts in costs – user and polluter pays**

Prices should reflect the real costs to society of consumption and production activities. This has implications not simply for pollution but for charging for the use of facilities that have significant management costs attached to them.

- **Setting and respecting limits, where appropriate**

The carrying capacity of individual sites and wider areas should be recognised, with a readiness and ability to limit, where and when appropriate, the amount of tourism development and volume of tourist flows.

- **Undertaking continuous monitoring**

Sustainability is all about understanding impacts and being alert to them all the time, so that the necessary changes and improvements can be made.