



#1 NEW TOURISM STRATEGY







#2 THE GREEN SCHEME OF SLOVENIAN TOURISM

GREEN PHILOSOPHY OF SLOVENIAN TOURISM

1.

SLOVENIA IS GREEN

STRONG GREEN FACTS



65% of land covered by forest



The highest-quality
drinking water



36%
of land protected
by Natura 2000

More than

20,000

plant and animal species
and

30,000

watercourses

GREEN PHILOSOPHY OF SLOVENIAN TOURISM

1.

SLOVENIA IS GREEN

STRONG GREEN FACTS



2.

SLOVENIA ACTS GREEN

GREEN SCHEME OF SLOVENIAN TOURISM



3.

SLOVENIA PROMOTES GREEN

WE FEEL GREEN AND WE SAY IT LOUD





GSST STRUCTURE

**OWNER &
MANAGER**

STO
SLOVENIAN
TOURIST
BOARD

**I FEEL
SLOVENIA**



**ACCREDITED
PARTNER**

good place

PARTNER

GREEN
DESTINATIONS

GSST CATEGORIES

DESTINATIONS



INDUSTRY



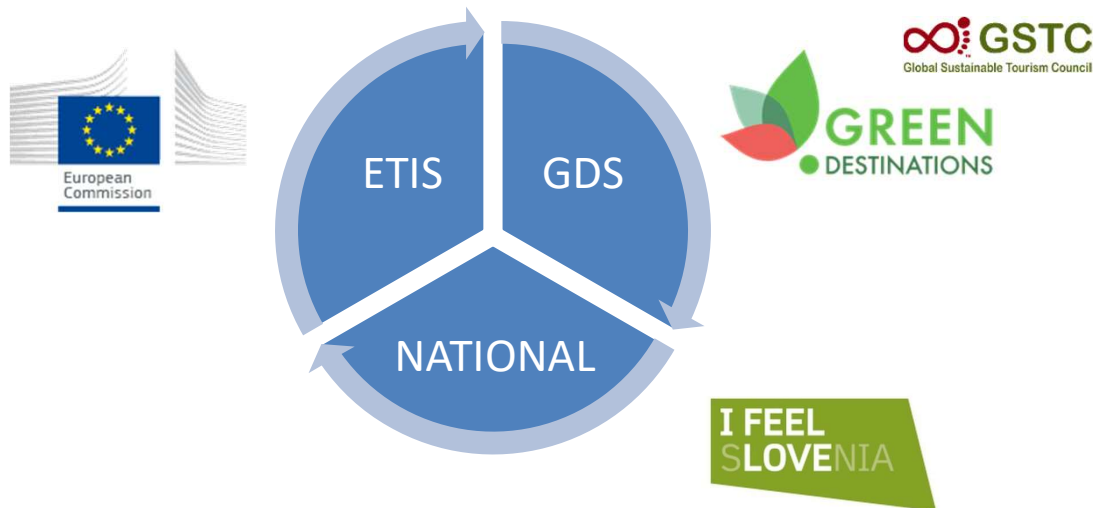
PROTECTED AREAS



GSST FOR THE INDUSTRY



GSST FOR DESTINATIONS



THE PROCESS for DESTINATIONS

**SLOVENIA GREEN
= 11 STEPS + 1**



Easy-to use TOOLS and on-going SUPPORT by the accredited partner

STEP 1

Collection of data → **WHERE ARE WE?**



STEP 2

Sustainability action plan → **WHERE ARE WE GOING?**

**SLOVENIA
GREEN
CONSORTIUM**
association of
certified
destinations
and
businesses
(41 members)





**STEP 3
PROMOTION
based on
real
sustainable
actions and
real
sustainable
products.**

GREEN PHILOSOPHY OF SLOVENIAN TOURISM

3. SLOVENIA PROMOTES GREEN

WE FEEL GREEN AND WE SAY IT LOUD

ZELENA DOŽIVETJA
Vodnik po zelenih zgodbah / 9 destinacij Slovenia Green

www.slovenia.info

I FEEL SLOVENIA

SLOVENIA GREEN
SLOVENIA GREEN

SLOVENIA
Makes You GREEN
Convention & Culture Partner
ITB Berlin 2017
Halls 1.7 & 4.1

SLOVENIA
SL
I FEEL SLOVENIA

Slovenia makes you green

The land of healthy visitors who inspire the world with their model of sustainability.

Slovenia is the green heart of Europe. Its nature and its environment, the green heart and cultural heritage, cities and towns, and the Slovenian Green model of tourism all serve as an example to the rest of the world.

"As the first country in an overall assessment of sustainability, Slovenia achieved a 96% comply with international criteria Green Destinations Status."

Slovenia makes you green and energized. Along the Mediterranean, the East meets the West. This is the geographical advantage of Slovenia, which has made it the most sustainable country in the world. Slovenia has more than 1000 km of coastline, more than 1000 km of the land to sea, and more than 1000 km of the land to sea. Slovenia is a green heart, which is the heart of the European Green model.

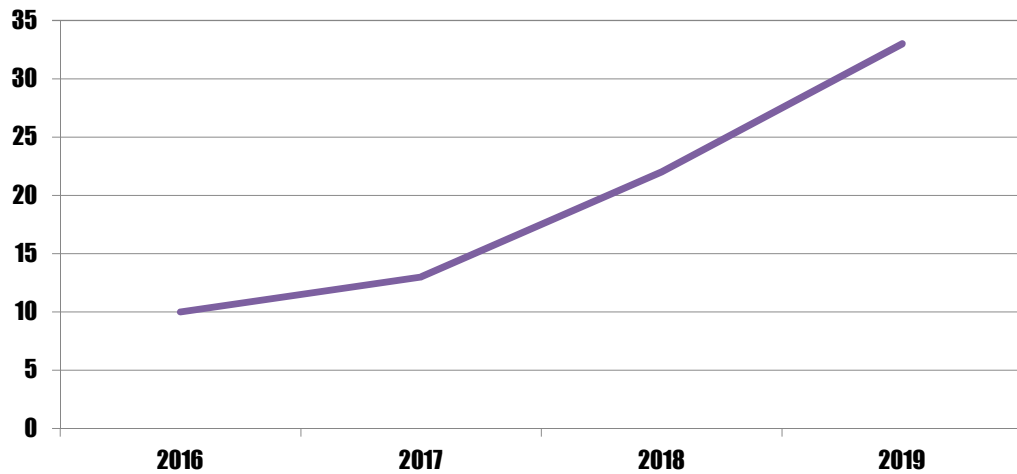
1. Več kot 22.000 živalskih vrst
Slovenija uvršča med naravne Evrope.

2. Slovenija je ena redkih držav

#3 MEASURING SUSTAINABILITY

WHAT DO WE MEASURE

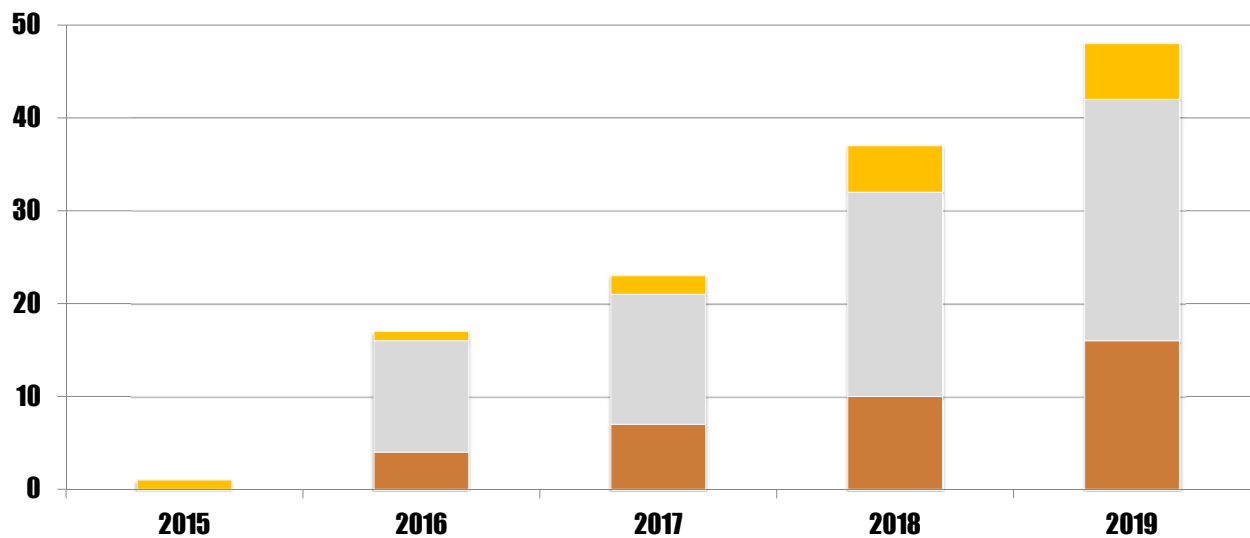
SLOVENIA GREEN ACCOMMODATION



SLOVENIA GREEN DESTINATION



■ bronze ■ silver ■ gold



GREEN DESTINATIONS STANDARD



1.11 Javni prevoz	1	1	1	1	1	1	1	2	2	1	2	1	1	2
1.12 Potovanja in podnebje	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1.13 Kompenzacija ogljičnega odtisa	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1.14 Zmanjševanje količine trdnih odpadkov	1	1	1	1	1	1	1	1	1	2	1	2	3	1
1.15 Ločevanje odpadkov	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1.16 Ravnanje z odpadki	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1.17 Spremljanje rabe energije	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1.18 Zmanjševanje odvisnosti od fosilnih goriv	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1.19 Odgovori na podnebna tveganja	1	3	2	3	2	3	3	3	3	1	3	3	2	2
1.20 Obveščanje o podnebnih spremembah	3	2	2	2	2	2	2	2	2	2	3	3	2	3
2.1 Ohranjanje kulturne dediščine	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2.2 Zaščita artefaktov in fosilov	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2.3 Upravljanje turističnih vplivov na kulturo	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3.4 Nesnovna dediščina	1	1	1	1	3	1	2	1	1	1	2	2	2	2
3.5 Spoštovanje avtentičnosti	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4.1 Lastniške pravice	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4.2 Preseljevanje	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4.3 Pravice prebivalstva	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4.4 Zaščita intelektualne lastnine	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4.5 Zaščita oseb	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4.6 Javna objava zakonov	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4.7 Spremljanje spoštovanja človekovih pravic	1	1	1	1	1	1	1	1	1	1	1	1	1	1

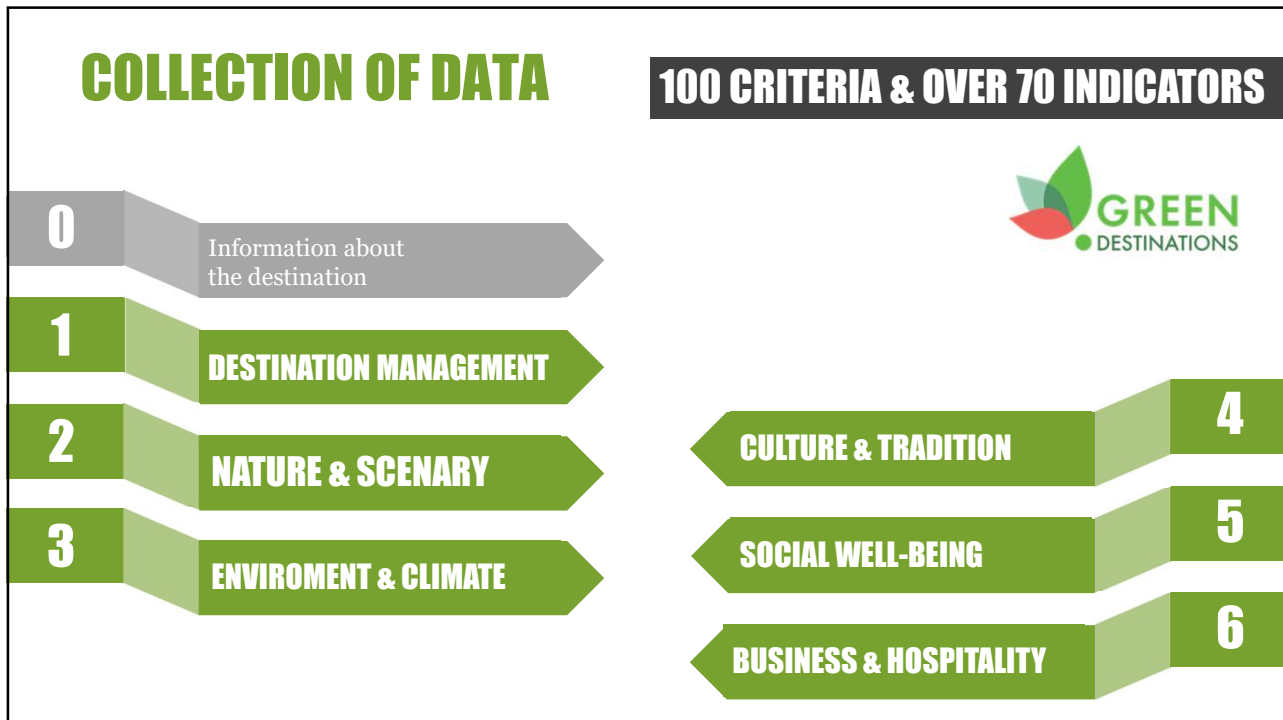
NEW PROJECTS

**Development of carbon calculator for destinations
(with Breda University of Applied Sciences, The Netherlands)**

WHAT SHOULD WE MEASURE

#1 indicators

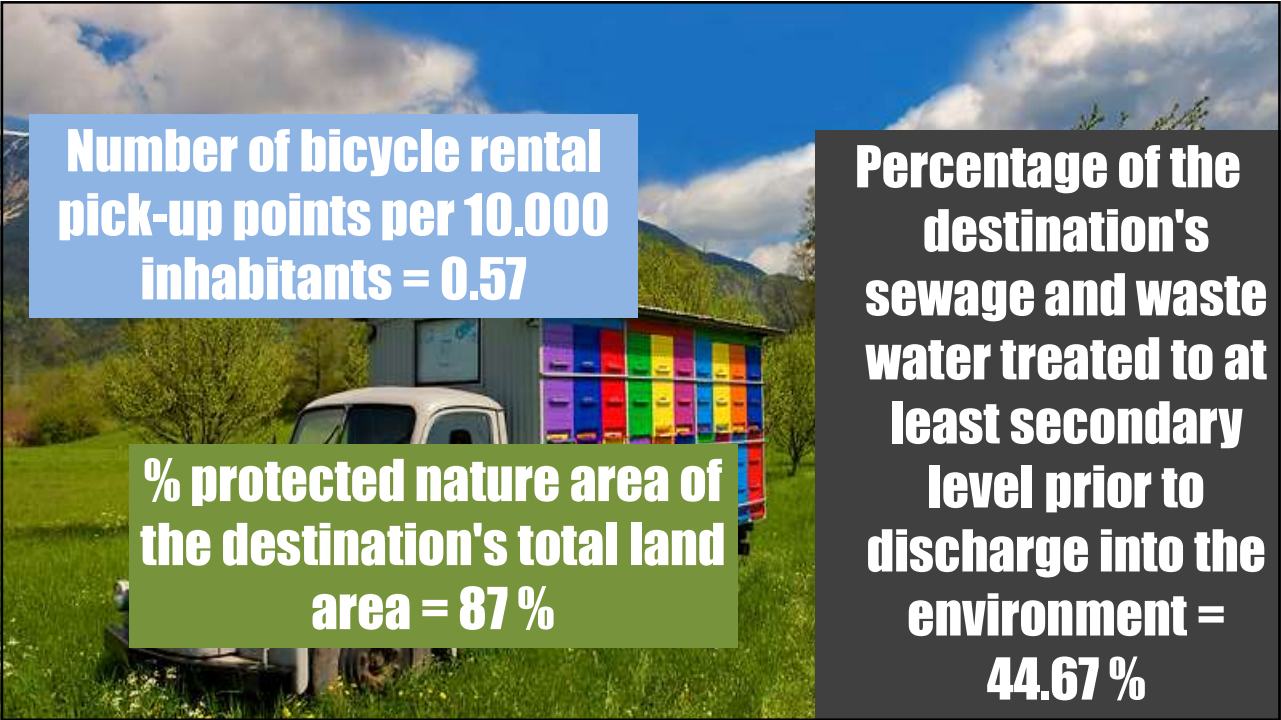
COLLECTION OF DATA		ENTERPRISE SURVEY		42 INDICATORS																	
<i>This survey contains a list of indicators relevant to visit</i> <i>Please note: the relevant indicators in the survey question: Before you use it to</i>		<i>This survey contains a list of questions you indicators relevant to resident data. You i</i> <i>Please note: the relevant indicators for each the survey question: Before you use it to conduct survey</i>																			
Please take a few minutes to Thank you for your cooperation		Please take a few minutes to help us improve remain confidential. Thank you for your cooperation																			
Date of your visit to our destination		INDICATOR C.3.1 Percentage of men and women employed in the tourism sector compared to total employment. What is the number of women and men working in your enterprise? <table border="0"> <tr> <td>Women</td> <td>Men</td> <td></td> </tr> <tr> <td>_____</td> <td>_____</td> <td>Full-time employees</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>Part-time employees</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>Seasonal employees</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>Trainees/Interns</td> </tr> <tr> <td>_____</td> <td>_____</td> <td>Other, please specify: _____</td> </tr> </table>			Women	Men		_____	_____	Full-time employees	_____	_____	Part-time employees	_____	_____	Seasonal employees	_____	_____	Trainees/Interns	_____	_____
Women	Men																				
_____	_____	Full-time employees																			
_____	_____	Part-time employees																			
_____	_____	Seasonal employees																			
_____	_____	Trainees/Interns																			
_____	_____	Other, please specify: _____																			
INDICATOR D.1.3 Average travel (km) I ☐ Distance travelled: _____ ☐ Home _____		INDICATOR C.1.2 Percentage of residents who are satisfied with tourism in my season) Overall, I am very satisfied with tourism in my season) <table border="0"> <tr> <td></td> <td>Strongly Agree</td> <td></td> </tr> <tr> <td>In Autumn</td> <td>☐</td> <td></td> </tr> <tr> <td>In Winter</td> <td>☐</td> <td></td> </tr> <tr> <td>In Spring</td> <td>☐</td> <td></td> </tr> <tr> <td>In Summer</td> <td>☐</td> <td></td> </tr> </table>			Strongly Agree		In Autumn	☐		In Winter	☐		In Spring	☐		In Summer	☐				
	Strongly Agree																				
In Autumn	☐																				
In Winter	☐																				
In Spring	☐																				
In Summer	☐																				
INDICATOR D.1.1 Percentage of tourist the destination What was the ☐ Train ☐ Aeroplane ☐ Bus ☐ Car (own, friends, family) ☐ Car (hired) ☐ Motorcycle		INDICATOR C.3.2 Percentage of tourism enterprises where the general manager position is held by a woman Percentage: _____ Is the general manager in your enterprise a woman or a man? ☐ Woman ☐ Man																			
OPTIONAL RELEVANT QUESTION There are benefits for the community from tourism Strongly Agree ☐ Agree ☐		INDICATOR C.4.4 Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes Percentage: _____																			
OPTIONAL RELEVANT QUESTION There are benefits for myself from tourism Strongly Agree ☐ Agree ☐		Do attractions participate in a recognised accessibility scheme (certification or labelling system that																			



RESULT		AUDIT REPORT WITH QUALITATIVE RECOMMENDATIONS		2018		SCORES	
I rajonska mobilnost				Award Scores	Overall	Policy	Indicators
3.12. Potovanja in podnebje	✗	Dokumentacija o podnebnih spremembah je v obliki kompleksnejših izračunov. Svetujemo, da se v obdobju do naslednje presoje pripravi načrt za pilotno merjenje ogljičnega odtisa.		Destination Management	8.5	8.5	-
3.13. Izravnava ogljičnega odtisa	✗	Merilo bo relevantno šele po tem, ko bo vzpostavljen sistem merjenja (3.12).		Nature & Landscape	8.7	9.7	7.8
Prilagajanje na podnebne spremembe				Environment & Climate	7.6	7.5	7.7
3.19. Prilagajanje na podnebne spremembe	✓	Koper je priobalna destinacija; glede na napovedani dvig morske gladine pričakujemo, da se bo z vprašanjem vpliva podnebnih sprememb na turizem bolj poglobljeno ukvarjala. Destinacija se je sicer zavezala k pripravi načrta blaženja podnebnih sprememb in prilagajanja nanje, vendar dokument danes še ni v veljavi. Prav tako ni jasno, ali bo šlo za splošen dokument ali bo poseben poudarek v dokumentu namenjen tudi vplivu podnebnih sprememb na turizem. Merilo je zato zaenkrat ovrednoteno z rumeno.		Culture & Tradition	8.8	9.2	8.4
3.20. Osveščanje o podnebnih spremembah	✓	Osveščanje o podnebnih spremembah za vse tri navedene ciljne skupine je pomanjkljivo. Destinacija se npr. sklicuje na obveščanje v ekstremnih vremenskih razmerah - tega pri tem merilu ne sprašujemo in ni relevantno. Predlagamo, da destinacija podrobneje raziše vpliv podnebnih sprememb tako na turizem (3.19) kot tudi sicer in o tem strukturirano komunicira z vsemi tremi ciljnimi skupinami. Pri tem si lahko pomaga z naslovi spletnih strani iz zavihka Guidance pri 3.19 in 3.20.		Social Well-being	8.3	8.6	8.1
5. Družbena klima				Business & hospitality	6.5	7.7	5.4
Lokalna ekonomija				Total	8.1	8.5	7.5
5.15. Spremljanje	✗	Destinacija navaja spremljanje kazalnikov, kot je število					

#1

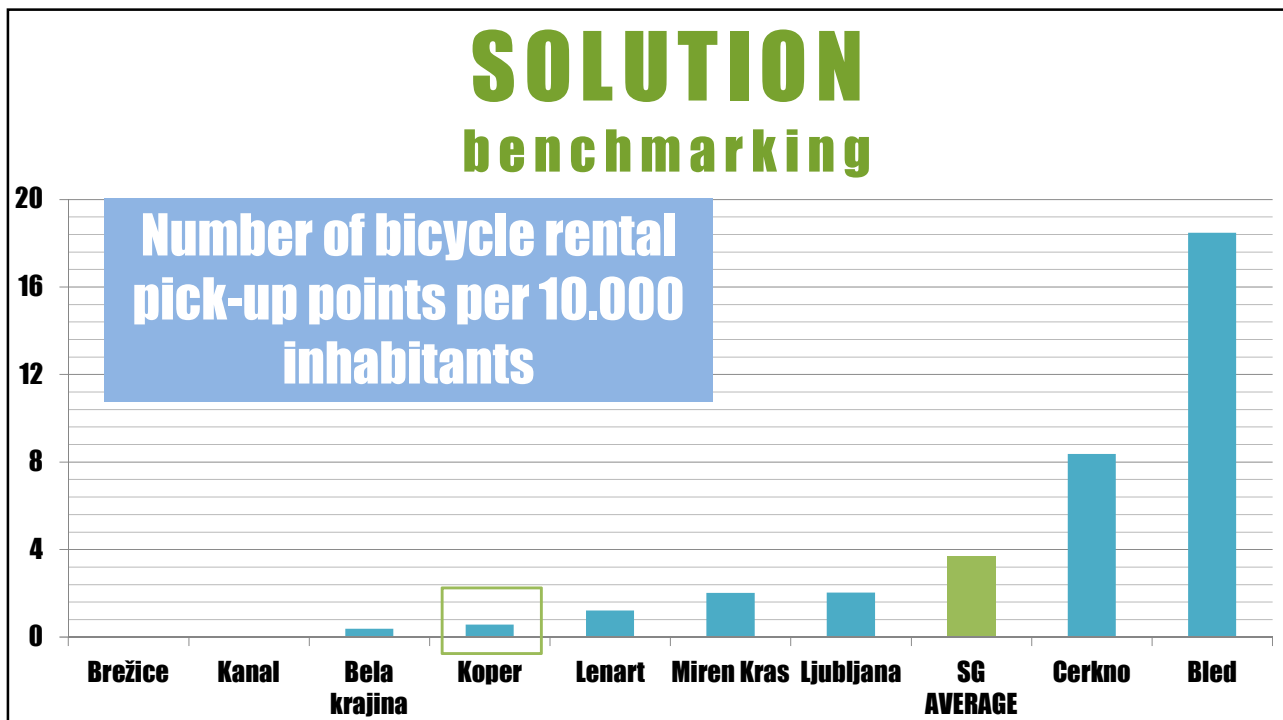
analysis and interpretation of indicators



**Number of bicycle rental
pick-up points per 10.000
inhabitants = 0.57**

**% protected nature area of
the destination's total land
area = 87 %**

**Percentage of the
destination's
sewage and waste
water treated to at
least secondary
level prior to
discharge into the
environment =
44.67 %**



WHAT SHOULD WE MEASURE

#2 action plans



#2

**what is the real added
value of the GSST**

