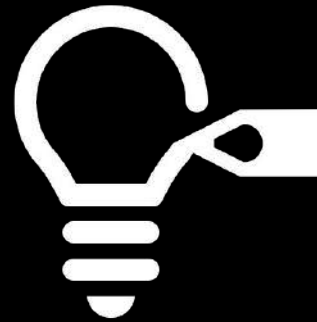


I FEEL
SLOVENIA

SLOVENIA GREEN

Maša Klemenčič, Slovenian Tourist Board

GSTC Global Conference, Sevilla, 13 December 2022



HOW IT WORKS



GSST STRUCTURE

OWNER &
MANAGER



ACCREDITED
PARTNER



INTERNATIONAL
PARTNER



FOUNDATIONS FOR OBTAINING SLOVENIA GREEN LABEL

DESTINATIONS



GD STANDARD



BUSINESSES



10 CERTIFICATES



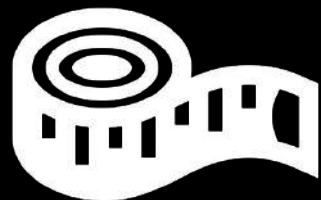
PARCS



2 CERTIFICATES



I FEEL
SLOVENIA



HOW IT FITS

We continue to build Slovenia's "green story", with a strong focus on green value - upgrading green infrastructure and strengthening authentic cultural elements in our offer and image.

GREEN = ENVIRONMENTAL + SOCIO-CULTURAL + ECONOMIC SUSTAINABILITY, with a strong Slovenian local character.



National programme for delivering on the promise of a green Slovenia.

OUR VISION

Promoting boutique & quality offer (*characterised by local character, cultural content, sustainable development, responsible experience of nature, premium services, 5-star experiences, personalised experiences, world-class gastronomy, technological innovation and digitally-driven processes*). We are creating a higher added value offer, tailored to a more demanding and responsible visitor.

BOUTIQUE = PREMIUM + AUTHENTIC (SLOVENIAN – well-defined LOCAL CULTURAL CHARACTER OF DESTINATIONS)

GREEN & BOUTIQUE

Smaller footprint. More value for everyone.

Our green commitment translates into a smaller environmental and social footprint. We are successfully preserving biodiversity, the quality of the environment and natural values, and the balance between life and visit, taking into account carrying capacities.

Developing tourism with higher added value IN THE INTEREST OF ALL STAKEHOLDERS:

- 1 A SUSTAINABLE LOCAL COMMUNITY (balanced tourism development that brings value to the local economy, supports investment in a well-maintained environment, preserves nature and cultural landscapes, creates new opportunities for young people, strengthens local identity and enables the preservation of cultural heritage).
- 2 SUCCESSFUL BUSINESSES that care for MOTIVATED and SATISFIED EMPLOYEES and invest in the development of their offer.
- 3 INSPIRED VISITORS, who get a more in-depth experience, stay longer and spend more, appreciate both the nature and the cultural content and the authentic character of the destinations, are keen to recommend and return.

KEY POLICIES (7)



HORIZONTAL POLICIES (3)





Policy 4: Sustainability and Green Scheme of Slovenian Tourism

Sustainable development, carbon footprint reduction and Green Scheme of Slovenian Tourism as a tool for sustainable tourism development.



SUBPOLICY 1:
Green Scheme of Slovenian
Tourism as a tool for
promoting sustainability



SUBPOLICY 2:
Promoting
sustainable business
practices
to reduce carbon
footprint



SUBPOLICY 3:
Management and valorisation of
natural values and protected
areas for sustainable tourism
development



HOW IT ADDRESSES OUR AIMS

I FEEL
SLOVENIA

GOAL:
100 % green
Slovenia



I FEEL
SLOVENIA

EU
Ecolabel
www.ecolabel.eu

We are certified green accommodation

SLOVENIA
GREEN
ACCOMODATION

Evaluation &
improvement for
more responsible
tourism
management

Implementaion of
sustainable
models in
Slovenian tourism
(certification for
businesses)

Awareness
raising

Support on all
levels of public
managment
(from ministry to
mayors)

Training at
DMMO and
business
level

Measuring
impact of
tourism on a
destination

I FEEL
SLOVENIA

THANK YOU!

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