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4th UNWTO Euro-Asian Mountain Tourism
Conference - The Future of Mountain Tourism
Berchtesgaden, 3 March 2019

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Ministry of Economic Development and Technology
Republic of Slovenia

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REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT
AND TECHNOLOGY

STRATEGY FOR THE SUSTAINABLE GROWTH OF SLOVENIAN TOURISM FOR 2017-2021

KEY EMPHASES

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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.

PRODUCTS

Key products

1. **HOLIDAYS IN THE MOUNTAINS** (all year-round active holidays in the mountains for couples and families; outdoor adventures, activities, wellness and relaxation)
2. **SPORTS TOURISM** (an all year-round product for athletic team training; sporting events and European and World Championships)
3. **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)
4. **BUSINESS MEETINGS & EVENTS** (all year-round business tourism – business guests at conferences, meetings, motivational meetings and exhibitions, including events attracting multi-day guests)

Secondary/supporting products

- **GASTRONOMY**
- **EXPERIENCES in NATURE**
- **CULTURE**
- **COUNTRYSIDE TOURISM**
- **TOURING**
- **GAMBLING**

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THE FUTURE OF MOUNTAIN TOURISM

CHALLENGES
=
OPPORTUNITIES?



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IS GROWTH AN ENEMY?



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SUSTAINABLE MANAGEMENT



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GREEN SCHEME OF SLOVENIAN TOURISM (GSST)

- 1# National program for development of sustainable tourism
- 2# Certification program
- 3# SLOVENIA GREEN, a label for destinations and providers

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GSST offers

TOOLS

TO DESTINATIONS AND SERVICE
PROVIDERS THAT ENABLE THEM
TO:

1# EVALUATE

2# IMPROVE
their sustainability

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SLOVENIA GREEN FAMILY

64
ACCREDITED

37



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CLIMATE CHANGE





ADDRESSING SEASONALITY



PRODUCT DEVELOPMENT AND 5* EXPERIENCES





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Vila Planinka

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Slovenia Unique Experience



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Thank you for your attention!
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