

MEMBER STATES' ANNUAL TOURISM REPORTING TEMPLATE

Article 3 of Council Decision 86/664/EEC¹ of 22 December 1986 establishing a consultation and cooperation procedure in the field of tourism stipulates 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. The Commission shall inform the other Member States thereof".

The following reporting form aims at facilitating compliance with this Council Decision.

SECTION 1 TOURISM ORGANISATION AND GOVERNANCE

This section is aimed at reporting on the following:

- **Administrative organisation**
- **Territorial organisation**
- **Organisation and links between the national tourism authority and the provinces / regions**
- **Organisation and links between the national tourism authority and industry associations, stakeholders and customers**

1.1. Please provide a short description of the administrative and territorial organisation of public bodies responsible for tourism, indicating the relationship and cooperation between national, regional and local bodies of the core responsibilities and competences of each department (Max. 3000 characters)

The Ministry of Economic Development and Technology (MEDT) is the main governmental body responsible for providing and implementing national tourism policy that is part of the overall economic policy of Slovenia. Given the crosscutting nature of tourism, a number of national laws requiring permanent cross-sectoral co-ordination concerning regulation with impact on tourism. Law on promoting tourism development requires the adoption and implementation of a National Tourism Strategy for a five-year period.

Strategic planning of Slovenian tourism policy reflects a partnership between the public and private sectors and with the NGOs dealing with tourism issues. In that regards the MEDT co-operates and consults primarily with the Chamber of Tourism and Hospitality, the Chamber of Craft and Small Business and the Tourism Association of Slovenia; all three are engaged in the strategic planning of tourism policy.

The promotion of Slovenia as a tourism destination and the corresponding marketing activities are the responsibility of the Slovenian Tourist Board (STB), a Public Agency that operates six offices in Europe and works with other promotional offices worldwide.

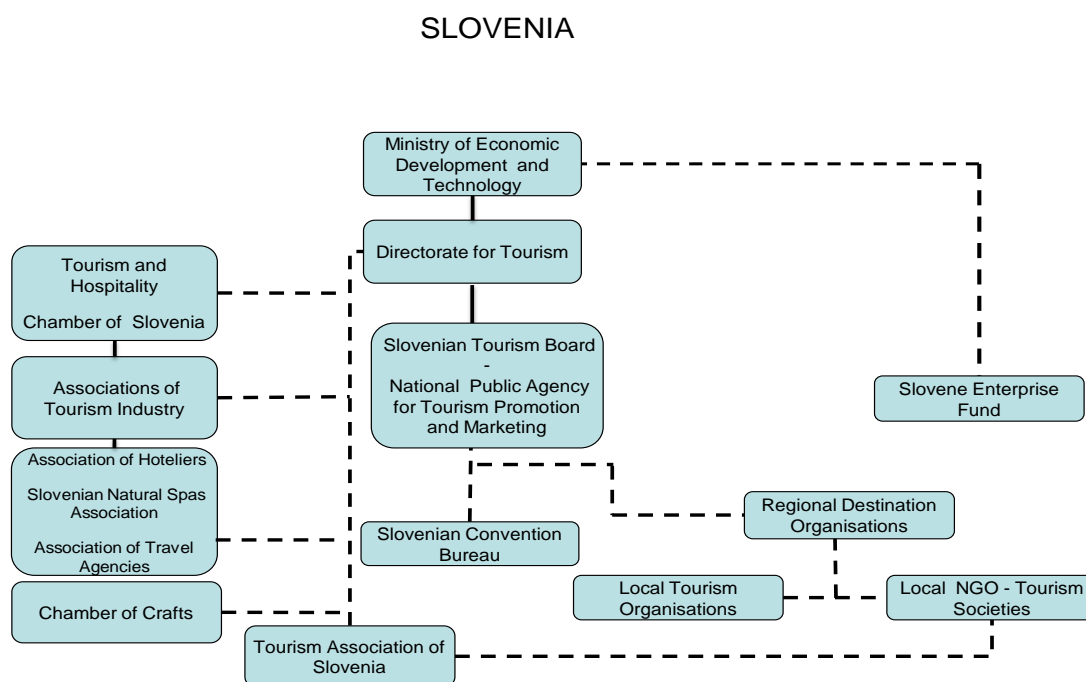
¹ <http://eur-lex.europa.eu/Notice.do?val=123070%3Acs&lang=en&list=123070%3Acs%2C&pos=1&page=1&nbl=1&pgs=10&hwords=>

The STB is also responsible for providing and management of the tourist information infrastructure, coordination of the most visible national products development, promotion of Slovenian tourism abroad, stakeholder networking and undertaking research and development on the field of tourism. At the regional level of tourism governance, tourism development has undertaken by the twelve Regional Development Agencies that are responsible to Regional Councils comprised of Mayors of local communities. Regional tourism development should be pursuit in accordance with national legislation and main national development objectives of Slovenian tourism, where regional development strategies always including some specific regional development objectives and goals.

According to the actual Strategy for sustainable growth of Slovenian tourism 2017-2021 Slovenia adopted new organizational scheme. Slovenia as national tourism destination has divided into four macro tourism destinations and 34 leading destinations. This new organizational scheme enables better development and promotion of tourism destinations and main destination products. Since new organizational structure of leading destinations, we noticed considerable development progress of the leading destinations. We are particularly satisfied that we awakened destinations that were completely unrecognizable on the tourist map. The 34 leading tourist destinations are thus the core of Slovenian tourism.

At the local level, each mayor and Community council is responsible for tourism development according to national legislation and national strategic objectives. A locally collected tourist accommodation tax goes directly to the community budget. It is the main financial source for local tourism development and is dedicated only for these purposes. These purposes are; construction of information centres, walking and cycling trails, parks, and sports facilities, along with local marketing activities.

1.2. Please provide an **organisation chart reflecting the above-described administrative and territorial organisation.**



Source: OECD, adapted by the Ministry of Economic Development and Technology, 2018.

- 1.3. Please list and describe briefly the **relationship and main areas of cooperation between national/regional public tourism bodies and the most significant / active private organisations / stakeholders / industry associations /unions / consumer organisations.** (Max. 1500 characters)

Tourism industry organisations at national level are:

The Chamber of Commerce and Industry of Slovenia – Chamber of Hospitality and Tourism representing among others by compulsory membership the interests of all **leisure and tourism entrepreneurs.**

<http://www.tgzs.si/>

- the **Chamber of Craft and Small Business of Slovenia** representing among others the interests of the **tourism and catering small entrepreneurs and craftsmen**
<http://www.ozs.si/eng>
- the **Trade Union of Tourism and Catering workers**
<http://www.sindikar-git.si/eng>
- The **Tourism Association of Slovenia (TAS)**. It is the oldest non-governmental, civil tourism association in Slovenia (110 years) and incorporates more than 655 local tourist societies (clubs with several thousands of civil friends of tourism) throughout the country.
- <http://www.turisticna-zveza.si>

There are some tourism cluster associations at national level representing the interests of their members (voluntary membership), these are:

- the **Association of Slovene Travel Agencies**
<http://www.tgzs.si/en/>
- the **Slovenian Spas Association** (<http://www.slovenskazdravilisca.si/en>)
- the **Slovenian Convention Bureau** <http://www.slovenia-convention.com/sl/>
- the **Association of Hoteliers** <http://www.tgzs.si/en/>
- the **Association of Tourist Farms of Slovenia**, <http://www.turisticnekmetje.si/en/>
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The national office for collecting and analysing data:

- **Statistical Office of the Republic of Slovenia (SORS)** is in charge of collecting, analysing and disseminating data in tourism.
<http://www.stat.si/StatWeb/en>
- **Slovene Enterprise Fund (SEF)**. 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, the Government has established the SEF.
- <http://www.podjetniskisklad.si/en>

Strategic planning of Slovenian tourism policy is a reflection of partnership between public and private

sector and NGOs in the field of tourism. Within legislation and policy providing procedures ministry responsible for tourism cooperates and consults primarily with **the Chamber of Tourism and Hospitality** (representative organization of tourism industry) as well as with the **Chamber of Craft and Small Business of Slovenia** (representing among others the interests of the tourism and catering small entrepreneurs and craftsmen). Cooperation is very close also with the NGO on the field of tourism with the **Tourism Association of Slovenia**.

1.4. What is the existing national/regional specific legislation on tourism? (Max. 500 characters)

A. Catering Act with secondary laws:

Rules on minimum technical conditions and scope of services for catering activities

Rules on criteria for determining the operating hours of catering establishments and farms hosting the catering industry

Rules on the categorization of accommodation establishments

Rulebook on the method of enrollment of attendants in the Business Register of Slovenia

B. Tourism Development Promotion Act with secondary legislation:

Regulation on development incentives for tourism

Rules on the manner and procedure for obtaining a license for performing the activities of organizing and selling tourist arrangements and the content and manner of keeping a register of licenses issued

Rules on the procedure for acquiring the status of a legal person acting in the public interest in the field of promotion of tourism development

Rules on granting public authorization to tourism

C. The Law on mountain guides with a by-law:

Rules on mountain guides and mountain guiding

D. The Law on the Lipica Stud Farm

SECTION 2 - MEMBER STATE ECONOMIC DATA AND TOURISM BUDGETS

This section is intended to provide an overview of the key statistical information about the general tourism economic environment of the Member States.

Data marked with **green** is also collected by Eurostat. Data marked with **orange** is equally collected by the OECD. The data categories match the templates of these two organisations, therefore data reported to the Commission can be transferred / used when reporting to Eurostat and OECD and vice-versa.

The statistical data provided in the tables below shall cover the year 2016 and, **if available**, 2017.

The data collected through these sections will also feed into the future Virtual Tourism Observatory.

Please use the Excel templates provided below in order to facilitate coherence and comparability of the data.

Please note that you are only requested to fill in data that is available in your country. Please insert "N/A" for those that you are not able to provide.



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reports_template for

The template is enclosed separately !

SECTION 3 NATIONAL TOURISM POLICY AND STRATEGIES

This section aims at collecting information on the Member States general strategic vision as well as the specific objectives of their tourism policies.

3.1. Please provide information in bullet points on the key mission, main medium and long-term objectives and the main targets of your national tourism policy. (Max. 1500 characters)

The strategic vision for Slovenian tourism till 2021 (According to the Strategy for sustainable growth of the Slovenian Tourism 2017-2021)

Slovenia would like to become a global green boutique destination for demanding guests who are seeking a diverse and active experience, peace of mind and personal benefits.

Slovenia would like to become a green, active and healthy destination for 5-star experiences.

Slovenia's tourism 2021 growth targets

Key target:

- ▶ **To increase revenues from the export of travels to EUR 3.7 – 4 billion.**

Other targets:

- ▶ 5-5.5 million tourist visits;
- ▶ 16-18 million overnight stays;
- ▶ average length of stay 3.1-3.4 days;
- ▶ 18,000 to 22,000 new tourist rooms, of which 8,500 will be renovated and 6,500 will be new rooms in the hotel sector;
- ▶ To increase full-time employment in the tourism sector to 12,000 employees.

3.2. Do you have a multi-annual national tourism strategy specific / relevant for tourism in place? If yes, please describe in bullet points the main medium and long-term objectives of the strategy as well as **who is responsible for its implementation. How is the implementation monitored and how often?** (Max. 2000 characters)

According to the **Law on tourism development** the Slovene Government adopts Tourism Strategy for the 5 years programming period. Last year the Government of the Republic of Slovenia adopted the new Strategy for sustainable growth of Slovene tourism 2017-2021.

In drafting phase of strategy preparation, we actively cooperated with all key stakeholders in the Slovenian tourism industry.

Public consultations were made with **the Chamber of Tourism and Hospitality** (representative organization of tourism industry) as well as with the **Chamber of Craft and Small Business of Slovenia** (representing among others the interests of the tourism and catering small entrepreneurs and craftsmen). Cooperation is very close also with the **Tourism Association of Slovenia**, NGO on the field of tourism with over 500 civil societies or civil associations that promote the development of tourism in their local environments.

The strategy defines six key policies:

- a new organisational structure: macro destinations and tourism products;
- institutional and legal framework;
- accommodation, tourism infrastructure and investments;
- human resources in the tourism industry;
- space, cultural and natural resources;
- Small and medium-sized enterprises (SMEs).

The main objectives of the strategy:

4. TOURISM CHALLENGES, MEASURES AND INITIATIVES

This section aims at collecting information on the challenges the Member states and the tourism industry has to deal with as well as the measures put in place to tackle them.

4.1. Please identify the key challenges for the tourism sector in your country and indicate their importance /priority in the table below.

| CHALLENGES | IMPORTANCE / PRIORITY | | |
|--------------------------------------|-----------------------|--------|-----|
| | HIGH | MEDIUM | LOW |
| Diversification of the tourism offer | X | | |

| | | | |
|--|---|--|--|
| Protection of the cultural heritage | | | |
| Protection of the natural heritage | | | |
| ICT and innovation, digitalisation | X | | |
| Collaborative economy in the tourism sector | | | |
| Connectivity and transport | | | |
| Employment in tourism – improving the perception of the sector as a career opportunity | X | | |
| Improving education and skills in tourism | X | | |
| Combatting seasonality | | | |
| Demographic changes | | | |
| Improving accessibility of tourism | | | |
| Improving socio-economic data in tourism | | | |
| Economic crisis and recovery | | | |
| Improving investment in the sector | X | | |
| Improving the sustainability of tourism offer | X | | |
| Combatting climate change | | | |
| Improving the quality of tourism offer | X | | |
| Developing responsible tourism practices | | | |
| Competition against other destinations | | | |
| Administrative / regulatory burden, bureaucracy, improvement of the business environment | X | | |
| Other, please specify | | | |

4.2. Please describe briefly the main measures in your country aimed at tackling the key high-priority challenges indicated above. (Max. 2000 characters)

Diversification of the tourism offer:

Within the new territorial organisation of destinations management and tourism promotion which divides Slovenia into – 4 Macro destinations we would like to strengthen a destinations identity and achieving synergies in the development of products and promotion of tourism on the Macro level (4) and micro level (34 s.c. lead destinations) of the destination - round Slovenia.

At the umbrella of 4 macro destinations and 34 lead destinations level, clearer and more focused marketing communication and positioning of Slovenian tourism will be more feasible:

The strategy divides Slovenia into **4 macro destinations:**

- ▶ Mediterranean Slovenia,
- ▶ Alpine Slovenia,
- ▶ Thermal Pannonian Slovenia;
- ▶ Central Slovenia & Ljubljana.

ICT and innovation, digitalisation,

Strategy for Smart specialization S4 is the foundation of the SRIP's - Strategic Innovation development partnerships including one in the field of Tourism.

Collaboration and mutual support in innovation, digitalization and transition from new ideas to the most successful market system are the goals of the adopted strategy, which forms the basis for focusing development investments in areas where Slovenia has a critical mass of knowledge, capacities and competences.

The common denominator of the Smart specialization strategy S4 are sustainable technologies-digitalization and services for a healthy life: a healthy living and working environment that are natural and traditional resources for the future of industry 4.0 implementation.

SRIP – Strategic Innovation development partnership- Sustainable tourism has basic goals in the field of digitalization of tourism in terms of supporting investments that will help to raise the quality and accessibility of services, that will bring new technological solutions for sustainable use of natural and cultural resources for tourism, new digital solutions for marketing and promotion of Slovene tourism, new digital solutions for accommodation facilities and digital support to the Green scheme of Slovenian tourism implementation.

Within the framework of the **Slovenian Digital Coalition** that is a platform for the participation of stakeholders from the economy, research and development sector, civil society and the public sector in order to coordinate the digital transformation of Slovenia according to the adopted **Digital Slovenia 2020 strategy paper**. In this context, focussed areas of the ICT are; digital marketing and activities related to the digital transformation of tourism in order to increase the visibility, benefit and efficiency of the tourism sector. The key areas of digitization include Digital Solutions in Communicating with Tourists, Digitizing Tourism Products and ICT Solutions for Optimizing the Business of Tourism Companies

The Sower and the Founder Competition

For more than a decade, with various measures, STB – Slovenian Tourism Board have been promoting innovation in Slovenian tourism. **With the Sejalec /Sower and Snovalec/Founder competition and awards**, the STB stimulates development and creation of innovative tourism products and services. The Sower and the Founder certificate is awarded to the most creative and innovative achievements in the field of new products, processes and / or marketing approaches in tourism, which contribute to increasing the visibility of Slovenia's tourist offer.

Improving the sustainability of tourism offer:

The green scheme of Slovenian tourism is a tool at the national level or a certification scheme under the umbrella mark **SLOVENIA GREEN**.

WHAT IS GREEN SCHEME OF SLOVENE TOURISM?

The Slovenian Tourism Organization has committed itself to a sustainable development with a national strategic orientation, thus making important steps towards a more sustainable development of the whole country. Tourist providers and destinations "switch" to sustainable, ie green development.

The key strategic goal of the scheme is to introduce sustainable models in Slovenian tourism,

both at the level of tourism providers and destinations. All goals of strategic guidelines are monitored by sustainable development and concern for the economic, socio-cultural and natural environment.

└ **Environmental certificates / Slovenia Green Accommodation**

In 2015 Slovenia set up the Green Scheme of Slovene Tourism. That is a national program for enhancing sustainable tourism, the green certification scheme and at the same time a special label for green destinations and green accommodation. In order to promote the enforcement of green environmental standards in accommodation sector, the MEDT (Ministry of Economic Development and Technology) announces on annual basis calls for granting up to EUR 7,000.00 to tourism accommodation providers costs deriving from green standards implementation in their services operations and accommodation offerings. The accommodation providers acquire after assessment procedure the Slovenian label "Slovenia Green Accommodation" which is the prerequisite for joining the Green scheme of Slovenian tourism".

Improving the quality of tourism offer

└ Within the Program for the Development of a Quality of Slovenian Tourism, the adaptation of quality categorization system is ongoing. Slovenia introduced the Electronic System of Self-Categorization of Accommodation Facilities, which provides providers with an easy way of self-assessment of the accommodation facility

The introduction of the HOTREC - Hotel Stars quality standards for the Slovenian Hotel industry is undergoing.

Improving investment in the sector

└ Within the objectives of the new strategy of Slovenian tourism, investments in new accommodation capacities and the restoration of existing ones are envisaged, including the establishment of a special Fund for investments in major tourist projects in Slovenia.

Administrative / regulatory burden, bureaucracy, improvement of the business environment

└ In the interest of promoting the development of tourism, the number of regulatory burdens are already deregulated or are in preparations to de-regulate.

- Deregulation of the Tourist Guide and Travel Companion professions are already deregulated.
 - On 1 December 2017 a new **E-tourism system** was introduced for the reporting of guest overnight stays in accommodation (guestbook) facilities. The electronic system besides the reporting to the Ministry of Interior/ monitors and reports to the two other administrative Institutions; payment of tourist tax to the Ministry of finance and to the National Statistical Office for statistical purposes.

- For faster establishments of tourism and other SMEs, a number of the **VEM - All in one place** - single points have been established round Slovenia - which enable Enterprises founders to quickly register companies and obtain all required licenses for performing business activities in one place. The VEM single points also provide all necessary information for foreign and domestic investors.

Employment in tourism – improving the perception of the sector as a career opportunity

HRD Policy is one of the 6 main priorities of the Tourism Development Strategy 2017-2021.**Main measures:**

- ☐ Vocational education in the hospitality and tourism industries
- ☐ Introducing new school hotels

- ☐ Updating standards and specialisations in vocational education
 - ☐ Tertiary-level education programmes
 - ☐ Establishing a business programme for the hotel industry
 - ☐ Strengthening programmes for middle management in tourism
 - ☐ Improving the data capture system for tourism needs
 - ☐ Promotion of vocational education in tourism
 - ☐ Improving the image of tourism professions
 - ☐ On-the-job education in tourism
 - ☐ Setting up a national centre for on-the-job education in tourism
 - ☐ Providing education for small, specialised hotels
 - ☐ Strengthening the knowledge of information and communication technology (ICT)
 - ☐ Development of a model for promoting appropriate human resources policy
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- ☐ In May 2017 the Apprenticeship act has been adopted where the catering sector is also included.
 - ☐ A special research (CRP) about the needed skills and knowledge of employees in hospitality and tourism sector has been also launched.

Improving investment in the sector

The Law on Investment Promotion has been adopted and the preparation of a special investment scheme for major investment projects in Slovenian tourism is underway.

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4.3. Please identify if any of the above-mentioned challenges relate to any legislative measures at EU level, and how. (Max. 1000 characters)

Financial incentives for actions related to the promotion of tourism development and strategic goals achieving, are co-financed by the EU funds (mostly ERDF and Cohesion fund), are according to the Regional state aid regulation awarded on the basis of Commission Regulation (EU) No. 651/2014 of 17 June 2014 declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty (OJ L 187, 26.6.2014, p. 1).

4.4. Please identify and describe any measures implemented in your country to increase tourism flows from other EU Member States and from third countries. (Max. 1000 characters)

There are no specific actions or measures related to increase tourism flows from EU countries and other countries except regular programme for promotion and marketing of Slovene tourism in the European markets that are carried out by Slovenian Tourism Board. The programme comprises campaigns, digital campaigns in our main inbound markets that are mostly our neighbouring countries and the EU countries. The STB also carried out other promotional activities of Slovene tourism on specific new markets and specific overseas markets.

4.5. Please describe how promotional measures implemented in your country make use of / capitalise on the promotional campaigns carried out by the Commission (i.e. Ready for Europe, Europe. Wonder is all around, European Destinations of Excellence (EDEN), low-season tourism campaigns, etc.). (Max. 1000 characters)

Destination Europe 2020 strategy – a programme of activities designed to increase the visibility of Europe as a destination in key long-haul markets is of particular importance also for Slovenian tourism as it helps not only to enhance the visibility of destination Europe as a whole but also destination Slovenia as one of the European destinations. Slovenia cooperates with the ETC promotional activities of the European tourism on third markets and capitalises with the EC promotional activities and promotional campaigns on the third markets. The Slovenian Tourism Board cooperates also with the Tourism Board of Croatia in terms of common campaigns of both neighbouring destinations on the third and long haul markets particularly in China and Asian markets.

EDEN - Slovenia's seven destinations of excellence

Slovenia prides itself on exceptionally picturesque nature and diverse culture and flavours, which is seen also in the diversity of the European Destinations of Excellence. Feel the culturally and historically rich old town centre of **Koper** and the varied green countryside surrounding it. In the **Brda Hills**, try local delights and noble wines saturated with energy of the sun and love of the local people for their soil and tradition. Follow the story of **Idrija**, where lace is interwoven with mercury and where new ideas are borne from the rich cultural heritage. Take part in the wave of active adventures in the **Valley of the River Soča**, one of the most magnificent Alpine rivers, which has been writing unique stories for centuries with its emerald reflections: from folk tales and legends to memories of the atrocities of the First World War. Stop time and seek refuge in the embrace of pristine nature in **Solčavsko**, which excites with its impressive mountain scenery, harmony of three glacial valleys (Logar Valley, Matkov Kot Valley and Robanov Kot Valley) and the hospitality of the locals, who live in accordance with surrounding nature. Health and well-being, brewing tradition and beekeeping are the pride of **Laško**, the friendly destination accessible to everyone. Swim in Slovenia's warmest river, stir your imagination with fairies and the devil, Green George and the folk hero Peter Klepec, and feast your eyes on the natural and cultural particularities of the region situated by the River Kolpa.

4.6. Please identify and describe any measures /actions in your country, which contribute to maximising the potential of national policies for developing tourism (e.g. ensuring that tourism interests are taken into account in the development of other policies, which may have impact on tourism). (Max.1000 characters)

Strategic planning for Slovenian tourism policy always reflects a partnership and cooperation between all other policy sectors and policies, which have impact on tourism. Particularly important is policy coordination with the following policy sectors;

- ✓ Measures and policies in the field of conservation and revitalization of cultural heritage - competent department Ministry of Culture.
- ✓ Measures and policies in the field of rural development/ Tourists farms/ vine and food production - the competent authority Ministry of Agriculture, Forestry and Food.
- ✓ Measures and policies in the field of transport development – public transport in all transport modes , cableways systems and cycling routes - Ministry of infrastructure
- ✓ Measures and policies in the field of education, science and sport related to educational programmes for tourism professions , vocational trainings and gaining competences - the competent department - the Ministry of Education and Sport
- ✓ Institutional and legal framework ensuring that national tourism development interest is taken into account within the development of other sectoral policies that have impact on tourism.
- ✓ According to new Law on Lipica Stud Farm the Lipica Stud Farm was last year transformed from Public institution into a Limited Liability Company- the Holding Lipica Stud Farm, where the sole shareholder is Republic of Slovenia.
- ✓ The Government last year ordered the detailed financial and business analysis of stayed owned hotel companies in Slovenia. Governmental goal is namely the restructuring of state-owned hotel companies in Slovenia in terms of new investment and new management plans under the **SDH-Slovenian Sovereign Holding** to prepare these companies for privatization. Governmental financial Incentive scheme for 160 million EUR for the development of tourism and hotel sectors has been created for that purpose.
- ✓ Further development of the **Green Scheme of Slovenian Tourism (GSST)** that is coordinating among different ministries is ongoing with the common focus to maintain the National brand **Slovenia Green**.

(Max. 1000 characters)

The Government Office for Development and European Cohesion Policy has been established to manage the EU funds on national level as whole. Its role is the National Focal Point, which takes care of providing all information on EU funds; It carries out public tenders and calls related to the EU funds under the ECP 2014-2020 or Cohesion policy, the EU territorial cooperation and the EEA Financial Mechanism 2014-2021.

Direct actions in the field of promotion of tourism development are carried out within the framework of the **Operational Program for the Implementation of the European Cohesion Policy for the period**

2014-2020 "priority axis:" Dynamic and competitive entrepreneurship for green economic growth
"; Priority investment: "Developing and implementing new business models for SMEs, especially with regard to internationalization. The measures are aimed at developing new and innovative tourist products and services, increasing their quality and developing tourist destinations. The specific objective of the measures concerned is the increased international competitiveness of small and medium-sized enterprises in the field of tourism

In the border regions, the development of tourism is also positively influenced by the measures and funds of cross-border bilateral programs (INTERREG), whereby, in particular, the measures of integrating natural and cultural heritage into tourism products helping enriching the CB tourist offer and enabling better cross-border cooperation and faster development of the area concerned.

4.8 Please describe shortly which EU programmes are used the most frequently and for what purposes of tourism development in your country. (Max. 1000 characters)

Besides the national budgetary resources, European Cohesion funds are the most used funds for tourism development. Mostly the ERDF funds are used as non-refundable or returnable funds for investments in tourism and encouraging the development of tourism SMEs.

Sustainable and responsible tourism, whether talking about economic, social or environmental sustainability, is a broad concept and may be interpreted in various ways depending on the attributes of a Member State or region.

The following questions focus on sustainability and responsibility in tourism as described in the 2007 Commission Communication² on an agenda for sustainable and competitive European tourism.

4.9. Sustainable destination: What support is given to strengthen destination management at the national /regional/local level (e.g. supportive policy environment, knowledge networks, training programmes, technological support tools, financial support, promotional activities, etc.)? (Max. 1000 characters)

In 2015, the **Green Scheme of Slovene Tourism** was set up. This is a national program, a certification scheme and a special green label for awarding green destinations and green accommodation providers at the same time. In order to gain the SLOVENIA GREEN DESTINATION label, the destination must enter into the Green Scheme of Slovenian tourism first: To be eligible to enter into the scheme the destination has to guarantee that it already at the entering into the scheme ensures a certain level of sustainability. The green destinations have to assure the undertakings in the destination will fulfill required sustainable standards on a long-term basis, which is needed for keeping the status of sustainable - green destination on a long-term basis.

4.10. Sustainable businesses: What support is given to strengthen the sustainability and competitiveness of tourism businesses (e.g. supportive policy environment, knowledge networks, orientation of business support services to sustainability, training, financial incentives, promotional activities, etc.)? (Max. 1000 characters)

In 2015, the **Green Scheme of Slovene Tourism** was set up. This is a national program, a certification scheme and a special green label for awarding green destinations and green accommodation providers at the same time.

In order to promote the implementation of the green environmental standards by the tourism providers, the ministry responsible for tourism policy publishes on annual basis special public tenders for granting partial costs of green standards introduction in business operations and accommodation infrastructures. The grant is up to EUR 7,000.00 per applicant. The providers that acquire the Slovenian label "**Slovenia Green Accommodation**" or acquire any other international label for eco-accommodation get a possibility to be included in the Green scheme of Slovene Tourism.

4.11. Responsible tourism: What support is given to tourists and the tourism industry to promote their responsible practices and choices (e.g. awareness raising, sustainability in education, national marketing and media campaigns, promotion of certification schemes, etc.)? (Max. 1000 characters)

Within the Slovenian procedure for the selection of the European destination of excellence 2013, dedicated to responsible tourism, the special media campaign to promote responsible tourism practices within the destinations was been conducted for the first time. We have continuing with the campaigns promoting responsible tourism until 2016 with focus on the tourism SMEs responsible practices. In 2016 campaigns for more responsible tourism resulted in a Slovenian tourist industry signature of the **UNWTO Private Sector Commitment to the Global Code of Ethics for Tourism**. They committed themselves to conduct their business according to Ethics standards with focus on the employers, employees, the customers, the environment and the society.

² http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index_en.htm

4.12. Please describe maximum three of the most significant planned / future tourism measures (legislative or non-legislative) which envisage to impact travellers visiting your country from other Member States or from outside Europe. (Max. 1000 characters)

In line with the objectives of the Strategy for the Sustainable Growth of Slovenian Tourism 2017 – 2021,

- } Measures to further promote the digitalization of promotion and marketing of tourism and targeting new and emerging markets.
- } Introduction of Hotel-Stars quality standards for accommodation facilities
- } Measures to promote new innovative and integral tourism products within 4 macro destinations and within 34 leading destinations in Slovenia
- } Measures to encourage tourism investments in reconstruction and new accommodation facilities construction, investments in tourist attractions and measures for the revitalization of cultural heritage for the needs of tourism.

5. ADDITIONAL INFORMATION

5.1. Please describe maximum 3 best practices of tourism measures implemented at national, regional or local level (any type of activity). (Max. 2000 characters)

Škocjan Caves Park <https://www.park-skocjanske-jame.si/en>

Two projects of co-financed investments in the Škocjan Caves Park infrastructure have been implemented also with co-financing by ERDF financial source. Both projects are very important in terms of protecting the natural heritage (the Škocjan Caves are listed on the **UNESCO** list) on one side and as tourism attraction on other side.

Stud farm Lipica - ORIGINAL STUD FARM OF THE LIPIZZANER HORSE
<http://www.lipica.org/en/>

Two phases of a comprehensive investment in improving the infrastructure of Stud farm Lipica was finalized. The Stud farm is the monument of cultural heritage of national importance, where the breeding of famous Lipizzaner horse is taking place. The investment costs were partially covered with the ERDF financial source.

Information Center Bohinjka <https://www.bohinj.si/en/info-centres/>

The purpose of the project was to establish a public information and education center for the specific area of the Bohinj lake, which is a part of the **Triglav National Park**. The investment consisted of the A-Info Center facility construction, which is the central tourist information facility and B-House of Knowledge facility that is dedicated to the educational and research activities.

All of the examples listed above are examples of sustainable projects that demonstrate how can the same time objectives of protecting the natural and cultural heritage as well as the objectives related to the higher quality of tourist offer influence increased tourist visit.

5.2. Please describe, in a concise manner, in your view, what policy developments / actions / activities would you expect from the Commission's tourism team that would serve better (than the current ones) the EU Member States and the industry. (Max. 2000 characters)

Given the economic importance of tourism in the EU's internal market, it would make sense to consider better positioning of tourism within the EU Commission in the future. An independent DG or even Tourism Commissioner will enable better sector policies coordination within the integrated policy of the European tourism. Within the same frame the independent financial source / Fund for the development of competitiveness and productivity of the EU tourism, particularly for the tourism SMEs incentives could bring new impetus to development of European tourism.

- The EC Communication of 2010 should be revised with set up a new vision for 2030 EU tourism that will support remaining the Europe as world destination nr.1 on global tourism market.
- Despite the positive impact of relevant EU programmes such as the current COSME programme on the tourism sector in EU, Slovenia would like to stress the importance of possible wider contribution of the future EU programmes (that are under the ongoing negotiations within the multiannual financial framework (MFF), to the further development of the EU tourism sector particularly SMEs within next programming period..

THANK YOU