

**I FEEL
SLOVENIA**

**SLOVENIA
GREEN** 

GREEN SCHEME OF SLOVENIAN TOURISM

Short overview

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SLOVENIA'S STRATEGIC GUIDELINES

1. Slovenija IS green.



> **SLOVENIA'S COMPETITIVE ADVANTAGE**

2. Slovenija ACTS green.



> **DEVELOPMENT OF GREEN TOURISM**

3. Slovenija PROMOTES green.



> **REPOSITIONING OF SLOVENIAN TOURISM**

“The Slovenian Tourist Board defined the focus on green, sustainable tourism as the right development opportunity for our country and its range of tourism products, while placing the integral implementation of sustainability at the very heart of its operations, namely the development and promotion of Slovenian tourism. The appealing competitively positioned range of tourism products based on the concept of sustainability and the development of high-quality and innovative tourism products with added value represents the key element of our competitiveness, which makes our country and its offer for tourists stand out from other tourist destinations.”

WHAT IS THE GREEN SCHEME OF SLOVENIAN TOURISM?

The Green Scheme of Slovenian Tourism is a tool developed at the national level and a certification programme that carries out the following tasks under the SLOVENIA GREEN umbrella brand:

- brings together all efforts directed towards the sustainable development of tourism in Slovenia,
- offers tools to destinations and service providers that enable them to evaluate and improve their sustainability endeavours,
- promotes these green endeavours through the SLOVENIA GREEN brand.

The scheme's key strategic objective is to introduce sustainable models to Slovenian tourism, to both tourism service providers and destinations. All the objectives of the strategic guidelines are in line with sustainable development and demonstrate concern for the economic, social, cultural and natural environment.

The abbreviation GSST is used for the Green Scheme of Slovenian Tourism.

“The Slovenian Tourist Board has pledged itself to sustainable development with the national strategic guideline and, in doing so, has taken an important step towards the better sustainable development of the entire country. Tourism service providers and destinations are switching to sustainable, i.e. green, development.”

THE GSST HAS:



A MANAGER (Slovenian Tourist Board) who actively manages and develops the scheme, offers educational support, and also establishes promotional channels in the international tourism market for the promotion of SLOVENIA GREEN destinations and service providers.



AN ACCREDITED PARTNER (Association for Sustainable Tourism GoodPlace) who has a licence to make assessments using the Green Destinations Standard and is a Green Destinations partner.

GSST LEVELS:

The levels are closely connected. The destination motivates key interested parties (service providers) to operate sustainably and carry eco-labels, since a green destination can only be credible if it has a critical mass of certified service providers.

5 CHARACTERISTICS OF THE GSST

1. A comprehensive and developmental approach
2. Of a national character
3. Internationally comparable
4. Based on global criteria (GDS)
5. A tool for positioning and promotion

THE GSST COVERS TWO LEVELS



Fundamental level:
DESTINATIONS



Fundamental unit:
SERVICE PROVIDERS

WHAT DOES THE SLOVENIA GREEN LABEL MEAN?

SLOVENIA GREEN is a certification programme and a quality standard that we use to indicate the fulfilment of the requirements for destinations and operators under the Green Scheme of Sloveni-

an Tourism (GSST). At the umbrella level, SLOVENIA GREEN is used to communicate the work we do under the GSST, and in particular to promote green destinations and operators. The label can

only be used by destinations and operators that have joined the GSST and meet the conditions for being awarded the label.

JOINING THE GSST

The GSST is based on the European Tourism Indicators System (ETIS) and on the global criteria of the Green Destinations Standard (GDS), awarded by the Global Sustainable Tourism Council (GSTC), which therefore also applies to SLOVENIA GREEN. The instructions for acquiring the SLOVENIA GREEN label state that destinations are evaluated according to the GDS global criteria, and operators that join the GSST have to have one of ten international labels which is also recognised by SLOVENIA GREEN. Parks can join with a supporting label or as destinations.

Destinations can obtain the **SLOVENIA GREEN Destination** label by applying and completing an eleven-step process: appointment of a green coordinator, forming a green team, raising awareness, signing the Green Policy for Slovenian Tourism, conducting surveys, collecting data, issuing reports and requests

for assessment, drawing up action plans, defining the local character and green DNA, issuing requests for field visits, implementation of measures and a re-assessment after no more than three years.

Depending on their level of fulfilment of the criteria, destinations can be awarded the label SLOVENIA GREEN Destination Bronze, SLOVENIA GREEN Destination Silver, SLOVENIA GREEN Destination Gold, and SLOVENIA GREEN Destination Platinum for the highest level of fulfilment of the criteria. To receive a Gold or Platinum label, the destination must also have at least one accommodations provider with the SLOVENIA GREEN Accommodation label.

Parks can receive the **SLOVENIA GREEN Park** label, or become destinations as described above, or operators with supporting labels, as described below.

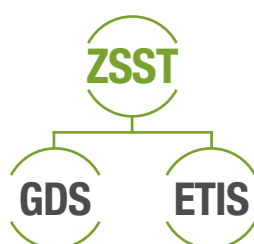
Operators can obtain the **SLOVENIA GREEN Accommodation, SLOVENIA GREEN Travel Agency, SLOVENIA GREEN Attraction** and **SLOVENIA GREEN Cuisine** labels on the basis of a supporting label; in addition to a completed application and signed Green Policy for Slovenian Tourism document, applicants must enclose proof of receipt of one of the international labels recognised by the GSST.

To make it easier to carry out the procedure of joining the GSST, we provide destinations and operators with the Manual on Obtaining, Maintaining and Renewal of the Slovenia Green Label (with appendices) and the Rules on Obtaining, Maintaining and Renewal of the Slovenia Green Label, which cover the entire procedure for obtaining the SLOVENIA GREEN label.

FOR DESTINATIONS



BASIS



FOR SERVICE PROVIDERS



BASIS



FOR PARKS



BASIS*



* or by applying and completing a process as destinations do

The cost of joining the GSST (registration, sustainability evaluation and awarding of Slovenia Green label) for destinations is EUR 1,220 + VAT. The cost of maintenance of the label for the first and second year after joining the GSST is EUR 200 + VAT. The cost of renewal of the label every third year for destinations is EUR 920 + VAT. The cost of joining the GSST (registration and awarding of Slovenia Green label) for operators is EUR 150 + VAT. This is a one-off cost that the operator pays upon joining.

BENEFITS FOR SLOVENIA GREEN MEMBERS

Having the Slovenia Green Destination, Slovenia Green Accommodation, Slovenia Green Travel Agency, Slovenia Green Park label or Slovenia Green Cuisine increases the visibility of destinations, accommodation providers, travel agencies or parks and increases the level of promotion they receive through national and international channels. The Slovenian Tourist Board is planning and implementing promotional activities to support sustainability efforts in the project of included destinations, service providers and parks.

“In the process of joining the GSST the destinations and service providers sign the **Green Policy of Slovenian Tourism**, which is based on ten sustainability principles. The Green Policy of Slovenian Tourism sets out the fundamental commitment of Slovenian tourism to operate according to sustainability principles and to make continuous efforts to improve. Restaurants who join sign the **Commitment to sustainable Slovenian gastronomy**.”

SLOVENIA GREEN CONSORTIUM

In June 2016, the STB and 18 contractual partners (destinations and operators) formed the Slovenia Green Consortium, a strategic partnership aimed at networking, development and promotion. The members of the consortium face similar challenges in the development and marketing of sustainable tourism, and therefore the collaboration i.e. platform for cooperation and sharing good practices is very important. All members of the GSST can join.

USEFUL MATERIALS:

- Manual on Obtaining, Maintaining and Renewal of the Slovenia Green Label (with appendices)
- Rules on Obtaining, Maintaining and Renewal of the Slovenia Green Label
- Guidelines for the Development of Green Tourism Products
- Handbook for Hotels for the Development of Sustainable - Business Models
- Handbook for Marketing the Slovenia Green Label and Destinations

The useful materials and more information on GSST can be found at: www.slovenia.info/zelenashema

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DESTINATIONS:



Ljubljana, Podčetrtek, Bled, Rogaska Slatina, Komen, Miren Kras, Kamnik, Laško, Nova Gorica, Vipava, Kranjska Gora, Bela krajina, Kočevsko, Soča Valley, Logar Valley Landscape Park Solčavsko, Radovljica, Rogla-Pohorje.



Idrija, Radlje ob Dravi, Šentjur, Novo mesto, Bohinj, Škofja Loka, Sevnica, Šmarješke Toplice, Koper, Hrpelje-Kozina, Lenart, Sveta Ana, Brežice, Postojna, Velenje, Blagajeva dežela, Ajdovščina.



Žalec, Celje, Ljutomer, Zeleni kras, Litija in Šmartno pri Litiji, Sežana, Divača, Kostanjevica na Krki, Moravške Toplice, Ljubno, Recica ob Savinji, Cerklje na Gorenjskem, Trzin.

PARKS:



Triglav National Park, Kozjansko Regional Park, Škocjan Caves Regional Park, Logar Valley Landscape Park.

AGENCIES:



Roundabout Travel, Visit GoodPlace, Atlas Express, Hike&Bike, Emazing.

ATTRACTIONS:



Winery Klet Brda, Notranjski Museum Postojna.