

Idrija.

SUSTAINABLE TOURISM IN IDRİJA between 2019 and 2022 – questionnaire analysis

The destination Idrija first joined the Slovenia Green Destination procedures in 2016 and went through the renewal process in 2019. As a tourist destination Idrija was awarded the Slovenia Green Silver label both times. At present the renewal process is underway again. In the years 2021 and 2022 we conducted a survey among the local population, the visitors and the tourism providers at the destination. There were 619 questionnaires fulfilled, among them 414 by the locals, 198 by visitors, and 7 by tourism providers.

The questionnaires were available at the Tourist Board Office (TIC Idrija), in the Municipal Museum, the Lace School, Anthony's Mainroad and at the Smelting Plant, as well as on our websites www.visit-idrija.si, www.geopark-idrija.si and at our social media profiles (FB and IG).

The survey results have shown that the majority of visitors are Slovenian, while among the foreigners the majority are French and German. The majority arrived in Idrija as couples or families. The average stay lasted 1.3 days. The average age of visitors ranges between 25 and 44 years. 57% of visitors arrived by car, 17% by bus and 18% on foot (hikers). The main motif for their visit was visiting the natural and cultural sights, the Idrija Lace Festival, and recreation. The visitors were satisfied with the information they got at the destination.

The local population's responses have shown that the majority is not satisfied with the tourism development at the destination. They claim that they don't get enough information about tourism in the municipality, and that they have too little impact on the development of tourism. Despite all this the majority still thinks that tourism doesn't have a negative impact on their quality of life. The same applies to locals' not finding the increased number of visitors in the summer season disturbing.

The tourism providers have answered that the majority don't follow energy consumption data, but they believe they can improve the situation. 40% supervise the water consumption, but way too few put effort into reducing the consumption. 60% of the surveyed companies separate waste and introduce measures to reduce amounts of waste food. Only 20% introduce measures to reduce amounts of plastic. Using environmentally friendly products (ecological detergents, reusable items, etc.) many measures will still have to be introduced and implemented. The same applies to all sustainability indices that the tourism providers do not follow and are not aware of their importance.

According to the survey results we can conclude that there are many necessary actions to be performed in order to inform the local population, to improve the sustainability status in the performance of the tourism providers at the destination. The goal of the destination is to increase the values of all indices during the coming evaluation period.

