



TOURISM GOVERNANCE IN SLOVENIA

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Rovinj, 20th October 2010





Tourist arrivals and overnight stays 2010

January – August 2010 (provisional data):

- **Tourist Arrivals:** index 100
 - **Domestic:** index 98
 - **Foreign:** index 101

- **Overnight stays:** index 98
 - **Domestic:** index 95
 - **Foreign:** index 100



Source: SORS

Tourism policy



Planning and promotion of tourism in **collaboration** with the different administrations, the private sector and civil society, for the **improvement** of the social, environmental, cultural and economic conditions of all the **actors** of the system or destination.

Tourism policy execution



Instruments

(certain variables or magnitudes on which government can act effectively)



Measures

(specific deployment of an instrument)



Actions



Drawing up strategies and operational plans for competitiveness



Statistics and Information Systems

- basic **necessity**
- continued and **periodic quantitative and qualitative information**

Sustainable Development

- **define** what type of tourism model maximizes the aggregate benefit of all the agents of society
- further **develop** the main actions necessary in order for tourism to contribute positively to the objectives of **environmental, cultural, economic and social policies**, in a sustainable manner over the long term
- **improve and maintain** the sustainability of the tourism system or destination



Drawing up strategies and operational plans for competitiveness



Public-Private Cooperation

- **cooperation** networks in tourism, which are formed with the objective of generating a space for **collaboration** and the exchange of experiences, knowledge and strategies
- to solve common problems and to take **advantage of synergies**
- **“Coopetition ”**



Organisational structure of the Slovenian tourism

Ministry of the Economy
(Tourism Directorate)

Slovenian Tourist Board

Regional development agencies

Local Tourist Boards

Tourism industry and associations
(Associations of TA, tourist farms,
SPA centres, cable cars, etc.)

**Chamber
of Crafts**

**Chamber
of Commerce**

**Tourism Association
of Slovenia** (civil society)

**Tourist
companies**

Tourist societies

MINISTRY OF THE ECONOMY

Normative framework

1. Tourism legislation:

- **Tourism Promotion Act**

- Basic document for national tourism development planning is **Slovene tourism strategy** (5 years period)
- Basic execution document is **tourism policy** (1 year period with guidelines for next year)
 - » short-term goals, measurements and activities for encouragement of tourism development
 - » budget defined

- **Catering Industry Act**

- **Mountain Guides Act**

2. Some other, general legislation with impact on Tourism sector:

Consumer Protection Act, Code of obligations, the Companies Act, Gaming Act, Entrepreneurship Promotion Act, Crafts Act, Environmental protection Act, Sports Act, Act on spatial development, Act on cableways and ski lifts, etc.

Slovene tourism strategy



Main strategic document of Slovene tourism is

“Development plan and policies of Slovene tourism 2007- 2011” (DPPST)

DPPST defines all major orientations and goals:

- **destination model**
- **new guidelines in the field of marketing and promoting** Slovene tourism
- **to implement an investment cycle** based on the quality renovation of existing and the construction of new tourist capacities.

The document is based on **public-private partnership** and takes account of the new development trends in tourism and **the principles of sustainable development** with equal treatment of the economic, social and environmental components.



DEVELOPMENT PLAN AND POLICIES OF SLOVENE TOURISM 2007-2011

PHASE I ENVIRONMENT ANALYSIS

- 1.1 Summary of environment analysis
- 1.2 Analysis of the current strategy
- 1.3 SWOT matrix

PHASE II STRATEGY DESIGN

- 2.1 Vision
- 2.2 Objectives
 - 2.2.1 Quantitative
 - 2.2.2 Qualitative
- 2.3 Strategies
 - 2.3.1 Basic strategy
 - 2.3.2 Business strategy
- 2.4 Policies

PHASE III IMPLEMENTATION OF STRATEGIES

- 3.1 Development policy of tourist destinations
- 3.2 Development policy of human resources
- 3.3 Marketing policy and promotions
- 3.4 Policy of sustainable and regional development
- 3.5 Policy of quality provision
- 3.6 Policy of IT development
- 3.7 Development policy of business environment and investments
- 3.8 Policy of promoting research and development in tourism

PHASE IV DPPST EVALUATION

DPPST policies



Policy of tourist destination development



Human resources development policy



Marketing and promotion policy



Policy of sustainable and regional development



Quality assurance policy



Information technology and communication



Policy of business environment and investment development



Research and development policy

Policy of tourist destination development

- ✓ **Upgrading the model of organisation of Slovene tourism**
- ✓ **Identification of Slovene tourist destinations**
- ✓ **Interactive networking system and the development of planning, designing and marketing integrated tourism products**
- ✓ **Identification of limitations in the development of tourist destination management**
- ✓ **Training in the field of tourist destination management**



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Human resources development policy

- ✓ System of education, functional education and training in accordance with the needs of the tourism economy and other users of knowledge
- ✓ Upgrading the system of national certificates and vocational qualifications, national vocational and educational standards
- ✓ Development of systems for practical education and training
- ✓ Encouragement of human resources development and working conditions in enterprises
- ✓ Improving the reputation of tourism and its impact on the local environment



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Marketing and promotion policy – in cooperation with Slovenian Tourist Board



I FEEL SLOVENIA Marketing development plan for Slovene tourism

I FEEL SLOVENIA Encouraging networking and marketing concepts intended for main target markets

I FEEL SLOVENIA Implementation of the brand of Slovenia

I FEEL SLOVENIA

I FEEL SLOVENIA Establishment of a CRM system

I FEEL SLOVENIA Establishing a support system for organisers of various events



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Policy of sustainable and regional development



- ✓ Preparing the selection of the most suitable indicators for sustainable tourism
- ✓ Spatial planning concerning tourism development
- ✓ Preparing of sustainable tourism marketing strategy
- ✓ Encouragement of EU flower implementation
- ✓ Social tourism development – “tourism for all”
- ✓ Creating conditions for the development of tourism in protected areas



Quality assurance policy

- ✓ Destination quality system
- ✓ National program for measuring tourist satisfaction
- ✓ Development of standards for key brands
- ✓ Classification of accommodation facilities system
- ✓ Integrated tourist information system upgrading



Information technology and communication

- ✓ **Development of integrated tourist information system**
- ✓ **Developing and setting up a central Slovene E-booking system**
- ✓ **Introduction of mobile technologies support for (marketing) Slovene tourism**



Policy of business environment and investment development



- ✓ Amendments to the legislation and implementing regulations that hinder the development of tourism
- ✓ Investment cycle (85% ERDF funds): 145 million EUR
 - Private tourism infrastructure
 - Investments in conservation of natural assets and restoration of cultural heritage assets
 - Destination management development





DPPST EVALUATION



The evaluation and control of strategy implementation is a **process of monitoring activities and results, and the comparison** of actual and desired results.

This information **helps in planning corrective action** and **resolving problems**.

Evaluation allows immediate detection of any divergence from the planned results and, on this basis, timely preparation of corrective action or changes to the strategy.

DPPST evaluation:

- between the implementation (2009)
- at the end of a 5 year period





Thank you for your attention!

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