

**I FEEL
SLOVENIA**

**SLOVENIA
GREEN**
Green. Active. Healthy.

GREEN SCHEME OF SLOVENIAN TOURISM

Short overview

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SLOVENIA'S STRATEGIC GUIDELINES



“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 BRAND STAND FOR?

SLOVENIA GREEN is a certification programme and mark of quality used to indicate destinations' compliance with requirements defined by the GSST. On the foremost level of Slovenian tourism, SLOVENIA GREEN is used to communicate the efforts of the GSST and, most importantly, to promote green destinations and service providers. The brand can only be used by destinations and service providers who have joined the GSST and fulfil the requirements of obtaining the label.

FOUNDATIONS FOR THE FORMATION OF THE GSST*

The GSST is based on global criteria, is globally recognised, and enables international comparison. The Green Destinations Standard (GDS) is recognised by the Global Sustainable Tourism Council (GSTC), as is SLOVENIA GREEN (SG).

In accordance with the instructions on obtaining the SLOVENIA GREEN label, destinations are assessed according to GDS global criteria, while service providers who join the GSST must obtain or present one of the seven internationally recognised labels that are also verified by SLOVENIA GREEN. Parks must obtain or present one of the two internationally recognised labels, also verified by SG (parks can also join the scheme according to Slovenia Green standard).

*Abbreviations: GDS – Green Destinations Standard, GSTC-D – Global Sustainable Tourism Council, Destination Criteria, ETIS – European Tourism Indicator System, SG – Slovenia Green



HOW TO JOIN THE GSST?

To obtain the **SLOVENIA GREEN DESTINATION** label, the destinations must follow eleven steps (appointment of a green coordinator, setting up a green team, increasing awareness, signing a green policy, carrying out surveys, gathering information, submitting reports and the application for an assessment, drafting an action plan for measures, determining the local character and USP, submitting an application for a field visit, realising measures and, after three years, re-assessment), which are evaluated using a point system from 1 to 10.

Destination gets **SGD gold label**, if at least three of the five categories have 8 points or more and where at least one of those three categories is directly linked to tourism (Destination management or Socio - Economic situation) and it has at least one accommodation provider with a valid label Slovenia Green Accommodation.

Destination gets **SGD silver label**, if at least two of the five categories have 8 points or more and where at least

one of those two categories is directly linked to tourism (Destination management or Socio - Economic situation).

Destination gets **SGD bronze label**, if at least one of the five categories has 8 points or more.



To obtain the **SLOVENIA GREEN ACCOMMODATION or SLOVENIA GREEN TRAVEL AGENCY/** label, the service provider must submit proof of ownership of one of the seven internationally recognised labels that are also recognised by the Green Scheme of Slovenian Tourism. To obtain the **SLOVENIA GREEN PARK** label, the provider must submit proof of ownership of one of the two labels, verified by the scheme, or be assessed according to Slovenia Green standard.

Upon joining the GSST, service providers have to complete an application form, sign a green policy and submit proof of the label's validity (each time expires).

The cost of joining and membership in GSST, the sustainability assessment, and obtaining the Slovenia Green label for service providers is €150 + VAT. This is a lump sum that the service provider pays upon joining.



There is a **Handbook on how to obtain the SLOVENIA GREEN label** to help destinations and service providers with the steps needed to join the GSST, and includes the entire procedure for obtaining a SLOVENIA GREEN label.

The cost of joining and membership in GSST, the sustainability assessment, and obtaining the SLOVENIA GREEN label for destinations is €1,220 + VAT. The cost for destinations the first and second year after joining the GSST is €200 + VAT. The cost for destinations in the third year after joining the GSST and subsequently every three years after that (for re-assessment, grade renewal) is €920 + VAT.

BENEFITS FOR SLOVENIA GREEN MEMBERS

Having the SG Destination, SG Accommodation, SG Travel Agency or SG Park label 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.

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*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.*

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THE SLOVENIA GREEN CONSORTIUM

In June 2016, the SLOVENIA GREEN Consortium was established with 18 contractual partners (destinations and service providers) and the Slovenian Tourist Board as a strategic partner. The consortium members face similar challenges concerning the development and marketing of sustainable tourism, which is why the association and platform is of great importance for strengthening cooperation and sharing good practices.

GSST HANDBOOKS:

- Handbook on how to obtain the SLOVENIA GREEN label for destinations and service providers
- Guidelines to develop green tourism products
- Handbook for hotels on how to develop sustainable business models
- Handbook for branding Slovenia Green

Website with handbooks and more information about the GSST: www.slovenia.info/greenscheme

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GREEN SCHEME OF SLOVENIAN TOURISM



DESTINATIONS:



Ljubljana, Podčetrtek, Bled, Rogaška Slatina, Komen.



Idrija, Kamnik, Radlje ob Dravi, Rogla-Zreče, Cerkno, Nova Gorica, Brda, Kranjska Gora, Maribor, Ptuj, Slovenj Gradec, Bela Krajina Region, Vipava Valley, Logar Valley Solčavsko, Sentjur, Novo mesto, Bohinj, Škofja Loka, Sevnica, Šmarješke Toplice, Koper, Hrčelje-Kozina.



Laško, Žalec, Celje, Velenje, Polhov Gradec, Kočevsko Region, Ljutomer, Litija in Šmartno pri Litiji, Sežana, Divača.

ACCOMMODATIONS:



Farm Stay Urška (EU Ecolabel), Country Estate Trnolja (Bio Hotels), Terme Snovik (EU Ecolabel), Thermana park Laško (EU Ecolabel), Camp Koren Kobarič (EU Ecolabel), Hotel Park Ljubljana (Travelife), Design rooms Pr' Gavedarje (Travelife), Hotel Jožef Idrija (EU Ecolabel), Hotel St. Daniel (Bio Hotels), Hotel Savica (EU Ecolabel), Hotel Astoria Bled (EU Ecolabel), Hotel Bioterme Mala Nedelja (EU Ecolabel), Ramada Resort Kranjska Gora (Travelife), Holiday houses in Slovenian Istria (Travelife), Farm Stay Marjanca (EU Ecolabel), eco boutique hotel A.M.S. Beagle (EU Ecolabel), Hotel Atrij Superior Terme Zreče (EU Ecolabel), Hotel Natura Rogla (EU Ecolabel), Terme Dobrna (EU Ecolabel), Vila Mila Bled (EU Ecolabel), Vila Angelina (EU Ecolabel), Hotel Mond (EU Ecolabel).

PARKS:



Triglav National Park, Kozjansko Regional Park, Škocjan Caves Regional Park.

AGENCIES:



Roundabout Travel, Visit GoodPlace.