

I FEEL  
SLOVENIA



# RESPONSIBLE TRAVEL STANDARDS OF SLOVENIAN TOURISM

Guide for responsible, safe and sustainable  
business operations of providers and  
destinations.

**Safe  
travels**

approved by

WORLD  
TRAVEL &  
TOURISM  
COUNCIL





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# NOW IS THE TIME. TO ACT RESPONSIBLY, SAFELY AND SUSTAINABLY.

## Hygienic and important business recommendations for responsible conduct in tourism

In this time of uncertainty due to the novel coronavirus, the success of the tourist industry depends on visitors' trust that they can spend their holidays in Slovenia and not endanger their health and safety. On account of changes caused by the spread of the COVID-19 disease, it is now more important than ever before that tourist destinations and providers maintain the achievements of Slovenian tourism by working harmoniously and in mutual cooperation.

Let us preserve the trust in the "I feel Slovenia" brand and improve it with responsible travel standards in tourism, which were combined under a "GREEN & SAFE" label. These mark and highlight high hygienic standards and protocols and sustainable recommendations for tourist providers and destinations. Let us improve visitors' trust in the fact that Slovenia is a green and safe tourist destination with activities that are based on safety, responsibility and sustainability.

When communicating with guests, use the content, solutions and tools from the guide intended for responsible tourist destinations and providers. The guide includes:

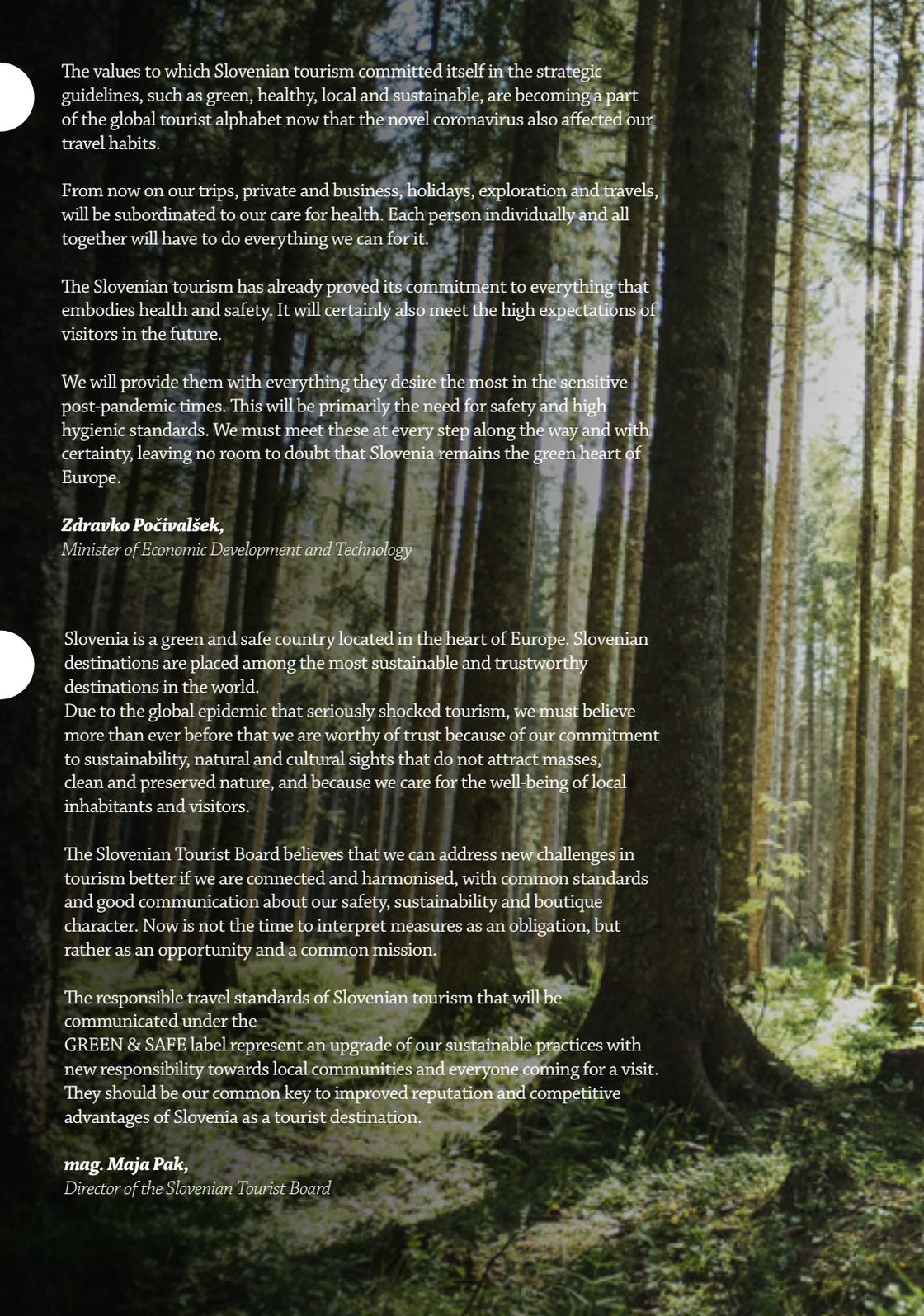
- **hygienic standards**, measures and recommendations of the National Institute of Public Health that apply to the tourist industry;
- **opportunities** that we as an established green, active and healthy country can exploit at the time when tourists around the world pay special attention when choosing safer, individualised and boutique tourist accommodation, programmes, and experiences;
- **communication tools** that under the umbrella commitment, stating that Slovenia is a green and safe country, emphasise ten key content items also suitable for application in the communication of individual destinations and providers.

Let our responsible conduct help visitors when choosing their best holidays in Slovenia.



## LET US OBSERVE CHANGES.

We are living at a time when the current situation changes quickly. Let us behave responsibly. Let us pay attention to the ongoing changes and novelties. The content of the guide will be amended and updated. Follow the current content of the guide at [www.slovenia.info/standards](http://www.slovenia.info/standards).



The values to which Slovenian tourism committed itself in the strategic guidelines, such as green, healthy, local and sustainable, are becoming a part of the global tourist alphabet now that the novel coronavirus also affected our travel habits.

From now on our trips, private and business, holidays, exploration and travels, will be subordinated to our care for health. Each person individually and all together will have to do everything we can for it.

The Slovenian tourism has already proved its commitment to everything that embodies health and safety. It will certainly also meet the high expectations of visitors in the future.

We will provide them with everything they desire the most in the sensitive post-pandemic times. This will be primarily the need for safety and high hygienic standards. We must meet these at every step along the way and with certainty, leaving no room to doubt that Slovenia remains the green heart of Europe.

**Zdravko Počivalšek,**

*Minister of Economic Development and Technology*

Slovenia is a green and safe country located in the heart of Europe. Slovenian destinations are placed among the most sustainable and trustworthy destinations in the world.

Due to the global epidemic that seriously shocked tourism, we must believe more than ever before that we are worthy of trust because of our commitment to sustainability, natural and cultural sights that do not attract masses, clean and preserved nature, and because we care for the well-being of local inhabitants and visitors.

The Slovenian Tourist Board believes that we can address new challenges in tourism better if we are connected and harmonised, with common standards and good communication about our safety, sustainability and boutique character. Now is not the time to interpret measures as an obligation, but rather as an opportunity and a common mission.

The responsible travel standards of Slovenian tourism that will be communicated under the GREEN & SAFE label represent an upgrade of our sustainable practices with new responsibility towards local communities and everyone coming for a visit. They should be our common key to improved reputation and competitive advantages of Slovenia as a tourist destination.

**mag. Maja Pak,**

*Director of the Slovenian Tourist Board*



# **HYGIENIC RECOMMENDATIONS TO IMPLEMENT TOURISM AND HOSPITALITY ACTIVITIES IN ORDER TO PREVENT THE SPREAD OF THE COVID-19 DISEASE**

The hygiene recommendations provided in this document are summarised from the recommendations of the National Institute of Public Health, published in the document Hygiene recommendations for providing tourist and hospitality services for preventing the spread of infection with SARS-CoV-2, of 30 September 2020, taking into consideration the valid instructions for wearing protective masks in open public spaces and premises. The hygiene recommendations in this document apply to services and activities that are subject to the provisions of the Ordinance amending the Ordinance on the provisional prohibition on the offering and sale of goods and services to consumers in the Republic of Slovenia (Official Gazette of the Republic of Slovenia [Uradni list RS], No. 67/2020) and apply for tourism and hospitality activities. The providers of these services should observe the recommendations and implement measures that are reasonable for the type and scope of their activity.

Due to the occurrence of the novel coronavirus, it is necessary to comply with changes in the manner of behaviour and observe the adjustments introduced by service providers in all places where people meet and socialise. In order for the staff and guests to understand and be constantly informed, it is advised that short instructions for preventive and protective action are displayed at several visible spots, and always at or after the entrances and exits of facilities/parks.

The National Institute of Public Health regularly updates the hygienic recommendations with new findings regarding the SARS-CoV-2 virus and according to the development of the epidemiological situation in the Republic of Slovenia. The recommendations can be amended and updated so follow and observe current information about hygienic recommendations that are available at [www.nijz.si](http://www.nijz.si).

# KEY PRINCIPLES OF PREVENTING THE TRANSMISSION OF NOVEL CORONAVIRUS INFECTION



Tourism and hospitality establishments involve activities for which it is particularly important that we are healthy and show no signs and symptoms of acute respiratory infection (such as sneezing, malaise, muscular pain, high temperature, cough), or that we were not in contact with a person who showed signs of COVID-19 in the last 14 days.

Regularly and thoroughly wash your hands with soap and water.



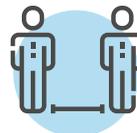
If soap and water are unavailable, disinfect your hands with hand sanitiser. Hand disinfection with sanitiser with an alcohol content of at least 60% is mandatory when entering an enclosed public space.

Do not touch your face (eyes, nose and mouth) with unclean/unwashed hands.



Use of protective masks is mandatory when moving and staying in all enclosed public spaces or premises and using means of public passenger transportation. Face masks are also mandatory outdoors if at least a two-metre distance cannot be secured.

Observe sufficient physical distancing, which is at least 1.5 or 2 metres.



During the period of increased incidence of respiratory infections and the spread of the COVID-19 epidemic, avoid enclosed spaces where large numbers of people gather.

Thoroughly ventilate enclosed spaces several times a day.



Observe correct cough etiquette (before coughing/sneezing, cover your mouth and nose with a paper tissue or cough/sneeze into the upper part of the sleeve). Dispose of the paper tissue after each use and wash your hands with soap and water.

The most common transmission route of the novel coronavirus is through **respiratory secretions** and **contaminated hands**.

Hands are always considered contaminated; except directly after they are washed or disinfected. With contaminated hands, **you transmit the infectious agent onto yourself and other persons and items** you touch (e.g. door handles, work aids and tools, money, etc.).

If observing all relevant recommendations, the possibility of infection will be minimised and thus you will protect yourself and others. **Each person must assume their responsibility** for correct implementation of self-protection measures.

**There is no absolute security.**



## EMPLOYEES IN TOURISM AND HOSPITALITY SERVICES

In addition to complying with the basic protection principles to prevent transmission of the infection, the staff in tourism and hospitality services may obtain more detailed instructions to safely implement their activities. These instructions are provided for workplaces in the tourism and hospitality services by an authorised occupational health specialist who is familiar with the particularities of the organisational process and risks at individual workplaces. The occupational health website is available at: [www.anticovid.zmdps.si](http://www.anticovid.zmdps.si)



## HYGIENIC RECOMMENDATIONS FOR INDIVIDUAL ACTIVITIES

### General recommendations for service providers

       	<p>Only healthy staff, without symptoms or signs of an acute respiratory infection (high temperature, cough, nasal discharge, sneezing, sore throat, heavy breathing, chest pain, etc.), are permitted to work.</p>
	<p>The providers of these services should observe the recommendations and implement measures that are reasonable for the type and scope of their activity.</p>
	<p>Staff should be regularly updated on the manner of implementing protective measures, protective action and cleaning plan for surfaces and rooms.</p>
	<p>Staff should ensure sufficient physical distancing between themselves at all times, and the greatest possible distance when performing hospitality services.</p>
	<p>Contact between the staff and guests should be reduced to a minimum (we advise the introduction of bookings and contactless payment or ordering of food and beverages).</p>
	<p>So that staff and guests are constantly informed regarding the measures, it is advised that brief instructions for preventive and protective action are displayed (in several languages if necessary) at visible spots, and always at or after the entrances and exits of facilities/camps/stops/other facilities at health resorts.</p>
	<p>The service provider should make sure that hand sanitiser dispensers are installed.</p>
	<p>Work clothing and textiles (dishcloths, table cloths) must be made from a material which may be washed at least at 60°C, and if this is not possible, a clothing disinfectant (for example, a bleaching agent based on sodium hypochlorite or another textile agent with a similar effect) should be added when washing such items.</p>
	<p>The use of protective equipment by staff or physical protection of the place of work is defined by an occupational medicine specialist.</p>
	<p>The use of children's playgrounds is not recommended until the epidemiological situation has calmed down.</p>
	<p>For outdoor tourist activities, including water and underwater activities and caves, service providers should observe the recommendations and implement measures which are reasonable for the type and scope of their activity. The critical points of the activity include reception of guests, ensuring sufficient physical distancing for the entire duration of the activity, transportation, activities in enclosed spaces, sanitation and cleaning of surfaces which come in contact with guests, sanitation and cleaning of the equipment for the activity, providing food during the activity, use of sanitary facilities, payment for the activity.</p>

## General recommendations for guests

       	<p>Use tourism and hospitality services only if you are healthy and show no signs and symptoms of acute respiratory infection (such as sneezing, malaise, muscular pain, high temperature, cough), or if you were not in contact with a person who showed signs of COVID-19 in the last 14 days.</p>
	<p>In addition to maintaining sufficient physical distancing, the use of a face mask is also mandatory when moving and staying in enclosed spaces with other people. The use of a face mask is thus mandatory in enclosed spaces of restaurants and catering facilities, i.e. when arriving at the table, when leaving the table and when using the toilet. The face mask is then safely removed at the table.</p>
	<p>The guests should consistently observe the staff's instructions relating to maintaining sufficient physical distancing and house rules relating to the activity, e.g. disposal of baggage and clothes, the manner of ordering food and beverages, use of cutlery and dishes, use of toilets and other common areas, payment for services, waste disposal, camping regime or the use of the stops. Mass gatherings should be limited, and the principles of sufficient physical distancing should be observed consistently.</p>
	<p>The number of people sitting at a table should be limited in restaurants and catering facilities and sufficient physical distancing must be maintained between people sitting at the same table, except in the case of family members or members of the same household.</p>
	<p>Practise good respiratory hygiene/cough etiquette. Visitors should not touch their face, particularly the mouth, nose and eyes.</p>

Key:



Restaurants and catering establishments



Tourist agencies and tourist information centres



Accommodation establishments



Camping sites and camper stops



Outdoor tourist activities, including water and underwater activities and caves



Casinos



Business events



Health resort services



## FOLLOW CURRENT RECOMMENDATIONS

The National Institute of Public Health regularly updates the hygienic recommendations with new findings regarding the SARS-CoV-2 virus and according to the development of the epidemiological situation in the Republic of Slovenia. Recommendations may be amended and updated so follow and observe current information, instructions and recommendations upon gradual easing of measures, including other activities, which are available at [www.nijz.si](http://www.nijz.si).



## RESTAURANTS AND CATERING ESTABLISHMENTS

### Kitchen

- The food business operators should strictly comply with the Rules setting out the health requirements to be met by workers coming in contact with foodstuffs (Official Gazette of the Republic of Slovenia [Uradni list RS], Nos. 82/03 and 25/09). In addition to other provisions in the relevant Rules, it must also be observed that employees should not work if they were in contact with a COVID-19 patient in the last 14 days or if they suffer from an acute respiratory infection.
- During the internal control of their activity, the food business operators must ensure compliance with Regulation (EC) No 852/2004 on the hygiene of foodstuffs, which means that they must implement programmes of good hygiene practice and procedures that are based on the HACCP system when this is necessary.

### Dining room, terrace, summer garden

- Several hand sanitiser dispensers should be available to guests in dining rooms, on terraces and in summer gardens. Their installation is mandatory at entrances and exits.
- If possible, service providers should consider a system of separate entrances and exits.
- The distribution of tables in the facility should enable sufficient physical distancing between guests.
- The use of physical barriers between tables (e.g. plexiglass) is also an option for restricting contact; in which case, physical distancing may be reduced.
- Service providers should remove items that more guests may touch, e.g. toys, newspapers, magazines. We currently advise against the use of children's playgrounds. Buffet-style offers, e.g. salad bar, bread baskets, food plates and similar, or options where guests can obtain certain goods by themselves e.g. sugar, salt, spices, glasses and similar, should be removed.
- The offer of catering services in the form of classic cold and hot self-service buffets should be minimised. If food is offered on a buffet table, it must be protected accordingly and served to the guest on a plate.
- Cutlery should be prepared for an individual guest and served in a manner that prevents unprotected contact and possible contamination, e.g. closed bag with cutlery for one person or cutlery for one person wrapped in a paper napkin. Dinnerware sets (plates, bowls) and glassware must not be subject to contamination.
- Service providers should remove shared items or make sure that shared items (e.g. salt shakers, sugar, spices, menus, toys, newspapers, magazines, etc.) are not used by several guests in succession. The use of children's playgrounds is not recommended until the epidemiological situation has calmed down. Self-service should not be available or should be adapted for shared use, i.e. salad bars, baskets of bread, serving plates, tureens, etc. The same applies to places where guests, who are not in close contact otherwise, could help themselves to certain goods.
- Service providers should clean used cutlery and dishes while wearing gloves and using the dishwasher detergents they usually use, hot water, or the dishwasher.
- After each guest, table surfaces must be disinfected consistently, and if necessary, other surfaces frequently touched by guests should be disinfected as well. We advise against the use of tablecloths.
- We also advise against the use of chair pads if they cannot be sufficiently disinfected after each guest.
- The surfaces of the cash register, cash desks and POS terminal should be disinfected regularly after each use, including the washing or disinfecting of the hands.
- The disinfection of the facility and its equipment should take place at least once a day in accordance with the instructions for cleaning and disinfection of facilities excluding health institutions.
- Enclosed spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.

## Sanitary facilities

- Sanitary facilities are a high-risk area regarding the potential for transmitting the infection, which is why special attention should be paid to their use and disinfection.
- Guests should use sanitary facilities individually or, relative to the size and layout of rooms, so that sufficient physical distancing is ensured. When walking from the table to the toilet, sufficient physical distancing should be observed. Guests must be provided with running water, soap and disposable paper towels. Hand dryers must be switched off. Guests should avoid touching items and surfaces as much as possible. Trash bins for personal waste should have lids, and foot pedals, if possible.
- The use of a face mask is mandatory in sanitary facilities.
- Service providers should make sure that sanitary facilities are regularly and effectively ventilated. In the case of mechanical ventilation, air should be exchanged only with fresh ambient air, without re-circulation of air, as per the instructions for cleaning and disinfection of facilities excluding health institutions.
- Service providers should make sure that sanitary facilities are cleaned and disinfected every hour or relative to the frequency of visits. It is advised that when cleaning and sanitising public sanitary facilities during the novel coronavirus (SARS-CoV-2), the standard cleaning procedures for sanitary facilities and hygienic instructions for the use and cleaning of public sanitary facilities during the spread of the COVID-19 disease are appropriately applied.

**The relevant recommendations for sanitary facilities also apply for sanitary facilities and common sanitary facilities at accommodation establishments, camping sites, camper stops and casinos.**

## Newspaper usage

- Regarding the usage of newspapers and magazines, we recommend that the guest/customer/visitor is handed a copy including a notice that the new coronavirus can be present when printed copies are used by many people, as well as instructions to wash or disinfect their hands before and after reading the publication and to consider coughing/sneezing hygiene and not to touch their face. Wear a face mask while reading.



## ACCOMMODATION ESTABLISHMENTS (HOTELS, SUITES, ROOMS, HOLIDAY APARTMENTS, TOURIST FARMS OFFERING ACCOMMODATION, MOUNTAIN HUTS, ETC.)

### Reception

- Guests should approach the reception desk individually or in a number which, relative to the size and layout of the room, still makes it possible to avoid close contact and ensure sufficient physical distancing, while floor markings should be clearly delineated or waiting line ropes installed for the waiting guests.
- The check-in and check-out of guests should be conducted separately if possible (another counter desk).
- It is advised that sanitation equipment (wipes, etc.) and face masks are made available to guests.
- Hands should be sanitised before and after touching documents or items which are handled by multiple people. Separate writing accessories should be available to guests (if needed), which should be sanitised after every individual use.
- Service providers should offer promotional material to guests only if requested, and should not let them pick, for example, maps, leaflets, brochures and magazines, on their own.
- The surfaces touched by each guest (e.g. counter, POS terminal, cash desk) should be sanitised.
- Enclosed reception spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.
- If a guest themselves or staff notice that a guest has visible signs of a respiratory infection, they must inform the reception desk.

## Dining room and breakfast room

- The hygienic recommendations used in restaurants and catering establishments apply.
- Furthermore, the introduction of various approaches is advised by means of which service providers ensure that guests have minimum contact (e.g. timetables, arrangements, breakfast served in the room subject to advance order, and similar).

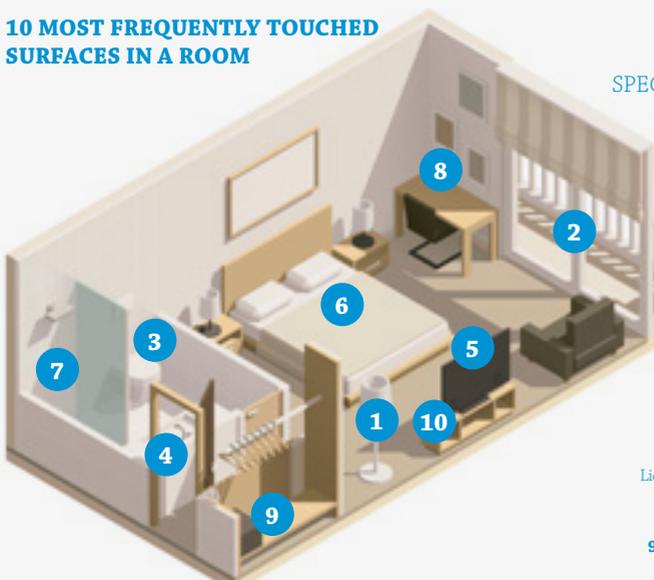
## Bar and lobby lounge

- The hygienic recommendations used in restaurants and catering establishments apply.
- Service providers should remove shared items that could be used by several people in succession.

## Accommodation units (room)

- The service provider must make adjustments to their offer and provide single and double rooms. Accommodation units with multiple beds may only accommodate guests from the same household or guests who travel together and are already in close contact.
- Decorative textile elements on upholstered furniture and beds shall be removed (pillows, ribbons, bedspreads, etc.).
- Before an accommodation unit is turned over, it must be cleaned and sanitised in line with the instructions for cleaning and disinfection of facilities excluding health institutions. An accommodation unit must be properly ventilated after cleaning and sanitising.
- During the cleaning of multiple accommodation units, attention should be paid to the risk of spreading the virus from one accommodation unit to another by means of contaminated clothing or protective equipment used by the staff. It is advised that cleaning procedures are adjusted so that such transfer is prevented (for example, by using protective clothing/disposable aprons, constant changing of protective clothing, etc.).
- If a guest is staying in an accommodation unit for multiple days, daily cleaning can be carried out only if this is expressly requested by the guest.

## 10 MOST FREQUENTLY TOUCHED SURFACES IN A ROOM



SPECIAL ATTENTION IS TO BE PAID WHEN SANITISING.

### 1. SWITCHES AND LAMPS

Lights, lamps and switches.

### 2. DOORKNOBS AND HANDLES

Doors, wardrobes, drawers, furniture handles.

### 3. BATHROOM SURFACES

Toilet bowl, toilet tank, handles, facets, sink, shower/bath.

### 4. AIR CONDITIONING CONTROL PANELS

### 5. PHONES, REMOTE CONTROLS

Phone receivers and buttons, TV remote control.

### 6. BED AND BED LINEN

Bed linen, blankets, pillow casings and sheets.

### 7. BATHROOM ACCESSORIES

Liquid soap dispensers, toilet utensils and hair dryer.

### 8. EQUIPMENT SURFACES

Tables, desks and nightstands.

### 9. ADDITIONAL EQUIPMENT IN THE ROOM

Iron and a safe.

### 10. FOOD AND BEVERAGES IN THE ROOM

Cutlery, glasses, mini bar/fridge, water heater and similar.

- The staff must place a special emphasis on cleaning and sanitising items which are touched by a large number of persons (for example, stairway railings, switches, handles, doorknobs, elevator buttons).
- Enclosed spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.

### Common sanitary facilities

- Sanitary facilities are a high-risk area regarding the potential for transmitting the infection, which is why special attention should be paid to their use and disinfection. Read more detailed recommendations on page 11.



## TOURIST AGENCIES AND TOURIST INFORMATION CENTRES

### Business premises

- The visitors should enter the premises of tourist agencies and tourist information centres individually or in numbers which, in accordance with the size and spatial arrangements, prevent the meeting of other visitors and enable sufficient physical distancing between them. Floor markings or similar guides should be introduced for visitors who are waiting.
- It is advised that sanitation equipment (wipes, etc.) and face masks are made available to visitors, if they do not have their own.
- Hands should be sanitised before and after touching documents or items which are handled by multiple people. Separate writing accessories should be available to visitors (if needed), which should be sanitised after every individual use.
- Service providers should offer promotional material to guests only if requested, and should not let them pick, for example, maps, leaflets, brochures and magazines, on their own.
- The surfaces touched by each visitor (e.g. counter, POS terminal, cash desk) should be sanitised.
- Enclosed reception spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.
- The introduction of contactless payment with advance booking is advised.



## CAMPING SITES AND CAMPER STOPS

### Reception

- The use of protective equipment by staff or physical protection of the reception desk is defined by an occupational medicine specialist.
- Guests should approach the reception desk individually or in a number which, relative to the size and layout of the room, still makes it possible to avoid close contact and ensure sufficient physical distancing, while floor markings should be clearly delineated or waiting line ropes installed for the waiting guests.
- The check-in and check-out of guests should be conducted separately if possible (another counter desk).
- It is advised that sanitation equipment (wipes, etc.) and face masks are made available to guests, if they do not have their own.
- Hands should be sanitised before and after touching documents or items which are handled by multiple people. Separate writing accessories should be available to guests (if needed), which should be sanitised after every individual use.

- Service providers should offer promotional material to guests only if requested, and should not let them pick, for example, maps, leaflets, brochures and magazines, on their own.
- The surfaces touched by each guest (e.g. counter, POS terminal, cash desk) should be sanitised.
- Enclosed reception spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.
- The introduction of contactless payment is advised.
- If the staff notices that a guest has visible signs of a respiratory infection, they must inform the reception desk or management.

### Camping sites

- Camping sites or camper stops must be appropriately labelled and organised so that guests can maintain sufficient physical distancing.
- The use of children's playgrounds is not recommended until the epidemiological situation has calmed down.

### Common premises

- The use of common premises should be limited to the most essential ones, for example, dish washing rooms, laundry rooms, waste collection facilities. Sufficient physical distancing between guests should be ensured by means of appropriate signs (for example, by using only marked dish washers, etc.).
- If possible, the entrances and exits from common premises should be separated, so that close contact between guests is reduced to a minimum. It is advised to introduce timetables or schedules.
- Common premises should be regularly cleaned and sanitised relative to the frequency of visits by guests in accordance with the instructions for cleaning and disinfection of facilities excluding health institutions. Common premises must be properly ventilated after the cleaning and sanitising.
- The staff must place a special emphasis on cleaning and sanitising surfaces and items which are touched by a large number of persons (for example, switches, handles, doorknobs, railings, buttons).
- Enclosed spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.
- Guests who enter enclosed common premises are obliged to put on a face mask and enter individually or maintain sufficient physical distancing at all times. Enclosed spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.

### Sanitary facilities

- Sanitary facilities are a high-risk area regarding the potential for transmitting the infection, which is why special attention should be paid to their use and cleaning and disinfecting in camping sites and camper stops where a large number of guests meet. Read more detailed recommendations on page 11.



## OUTDOOR TOURIST ACTIVITIES, INCLUDING WATER AND UNDERWATER ACTIVITIES AND CAVES

### Guiding of tourist groups

- Outdoor tourist activities, including water and underwater activities and caves should be organised for individuals, members of the same household or small groups for whom it is possible to ensure sufficient physical distancing for the entire duration of the activity.
- In addition to maintaining sufficient physical distancing, the use of a face mask is mandatory in enclosed spaces. Regarding the conditions for ventilation and features of the space, caves may be very diverse. In the case of narrow spaces with low ceilings, it is necessary to observe limitations that apply

for enclosed spaces.

- It is advised that sanitation equipment (wipes, etc.) and face masks are made available to visitors, if they do not have their own.
- Surfaces which may be touched by several persons must be frequently cleaned and sanitised. Activities should be adjusted so that the number of surfaces touched by multiple people (for example, eliminating interactive maps, revolving gates, sitting sites, etc.) is reduced to a minimum.
- For outdoor surfaces which may be touched by several persons and which cannot be sanitised after each user (for example, adventure parks, climbing walls), the use of protective gloves and sanitiser is recommended.
- Spaces should be cleaned regularly as per the instructions for cleaning and disinfection of facilities excluding health institutions.
- In the case of organised tourist transportation of participants from the meeting point to the place where the tourist activity is provided, the organiser must observe the recommendations applicable for transportation and the hygienic recommendations for public passenger transport with vans during the spread of the COVID-19 disease in accordance with the recommendations for easing of measures published at [www.nijz.si/sl/sproscanjeukrepov-covid-19](http://www.nijz.si/sl/sproscanjeukrepov-covid-19).
- If a tourist activity includes providing meals to guests, this should be done in accordance with hygienic principles and in a way that ensures that the meal is appropriately protected and prepared for one person, including cutlery. Before receiving meals or drinks, guests should wash or sanitise their hands. Food should be served and eaten on clean surfaces.

### Equipment for the activity

- The equipment used for a certain activity must be washed or sanitised. This applies in full to equipment that is worn or fully touched by guests (for example, neoprene suits, saddles, safety harnesses, helmets, goggles, shoes, raincoats, earphones, etc.), or only to those parts of the equipment which are frequently touched by guests, for example, in vessels or vehicles.
- Providers should assign or distribute the equipment to guests individually. While doing so, they should maintain sufficient physical distancing or use personal protective equipment (for example, while helping children secure a safety harness in an adventure park).
- If the equipment does not fit an individual for various reasons, the equipment that has been tried by the individual should be put among the "unclean" equipment. After the activity is concluded, the used equipment is collected and transported in marked and closed containers if possible, in bags, trailers, etc. for cleaning, which should be followed by disinfecting. The "unclean" and "clean" equipment should be appropriately separated (for example, in separate storage rooms).
- Before receiving any clean equipment, guests should sanitise their hands. This should also be done after the equipment is returned.
- For certain activities, it is recommended that participants use gloves, which should be treated in the same way as the other equipment, while they should also be encouraged to use their own gloves (for example, in adventure parks, climbing parks, cycling parks).
- The hygienic recommendations for the use of outdoor sport and recreation surfaces, outdoor sport and recreation facilities and surfaces should also be reasonably applied.
- The use of children's playgrounds is not recommended until the epidemiological situation has calmed down.

## Sanitary facilities

- Sanitary facilities are a high-risk area regarding the potential for transmitting the infection, which is why special attention should be paid to their use and disinfection. Read more detailed recommendations on page 11.



## CASINOS

### Gaming activities

- Service providers should prevent the gathering of guests when waiting for the service or at entry, whereby they can use floor markings or other solutions (e.g. prior reservation) to ensure sufficient physical distancing.
- The number of guests should be adapted to the size of the premises and gaming equipment capacities to consistently guarantee sufficient physical distancing during the activities.
- In addition to maintaining sufficient physical distancing, the use of a face mask is mandatory in enclosed spaces.
- Slot machines and gaming tables should be distributed to guarantee sufficient physical distancing between the guests and the staff. If physical barriers (e.g. plexiglass) are used, the physical distancing can be reduced.
- It is advised that sanitation equipment (wipes, etc.) and face masks are made available to guests, if they do not have their own.
- All surfaces and objects (e.g. tokens, gaming tables surfaces, slot machines bars and buttons), which are touched by multiple persons, should be frequently cleaned and disinfected if possible after every guest. Activities should be adapted to minimise the number of contact surfaces, and the movement as well as meeting of guests.
- Decorative textile elements on upholstered furniture should be removed (e.g. pillows).
- The staff must place a special emphasis on cleaning and disinfecting surfaces and items which are touched by a large number of persons (for example, stairway railings, switches, handles, doorknobs, elevator buttons).
- Premises where gaming activities take place must be regularly and well-ventilated in accordance with the instructions for ventilating rooms outside health institutions.
- Sufficient physical distancing should be ensured and gatherings limited to the use of dedicated enclosed premises, e.g. smoking rooms.
- Hygienic recommendations that apply for restaurants and hospitality establishments should be used for hospitality areas in casinos.

### Sanitary facilities

- Sanitary facilities are a high-risk area regarding the potential for transmitting the infection, which is why special attention should be paid to their use and disinfection. Read more detailed recommendations on page 11.



## BUSINESS EVENTS

### Business events activity

- Service providers should prevent the gathering of guests or visitors when waiting for the service or at entry, whereby they can use floor markings or other solutions (e.g. prior reservation), and ensure sufficient physical distancing.
- The number of business event participants or visitors should be adapted to the size and capacities of the premises to ensure sufficient physical distancing for the entire duration of the activity.
- The capacities of sanitary facilities, dressing rooms and catering capacities should be considered.
- It is recommended that contactless operations are introduced to the maximum extent (registration for an event, payment, provision of materials).
- If the general public collaborates at the event, it is recommended that the number of visitors is limited with timetables, prior reservations, etc.
- In addition to maintaining sufficient physical distancing, the use of a face mask is mandatory in enclosed spaces.
- Tables, chairs, exhibition counters, exhibition platforms, etc. should be arranged to ensure sufficient physical distancing between participants or visitors and the staff, and all access points and movement directions should be marked, if possible.
- It is advised that sanitation equipment (wipes, etc.) and face masks are made available to participants, if they do not have their own.
- Surfaces and objects which may be touched by several persons should be frequently cleaned and sanitised. All activities must be adapted to minimise the number of contact surfaces and the movement of participants, or to make movement one-directional.
- The staff must place a special emphasis on cleaning and sanitising surfaces and items which are touched by a large number of persons (for example, stairway railings, switches, handles, doorknobs, elevator buttons).
- Premises where business events take place must be regularly and well-ventilated in accordance with the instructions for ventilating rooms outside health institutions.
- Sufficient physical distancing should be ensured, and gatherings should be limited to the use of dedicated enclosed premises, e.g. smoking rooms.
- Hygienic recommendations that apply for restaurants and hospitality establishments should be used when catering for participants or visitors. We advise against tastings during the spread of the COVID-19 disease, except if the hygienic recommendations for restaurants and hospitality establishments are observed consistently.



## HEALTH RESORT SERVICES

### General recommendations for health resort activities

- Hygienic recommendations for accommodation establishments should apply when implementing health resort activities with accommodation units. Read more detailed recommendations on pages 12–13.
- The same recommendations apply for receptions as for the receptions of accommodation establishments. Read more detailed recommendations on page 11.
- For implementation of marketing activities of various items or goods (e.g. cosmetics) the hygienic recommendations for service activities are used accordingly.

- All common premises should be regularly cleaned and sanitised relative to the frequency of visits by guests in accordance with the instructions for cleaning and disinfection of facilities excluding health institutions. Common premises must be properly ventilated after the cleaning and sanitising.
- The staff must place a special emphasis on cleaning and sanitising surfaces and items which are touched by a large number of persons (for example, switches, handles, doorknobs, railings, buttons).
- Enclosed spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.

### **Bathing sites, swimming pools and baths**

- When implementing activities of bathing sites, the hygienic recommendations for the period of easing measures for bathing sites and bathing water in swimming pools apply.
- Due to the formation of aerosols and/or low temperatures, we advise against the use of steam baths, Jacuzzi pools, inhalation rooms, cold baths and similar services when trying to prevent the spread of the SARS-CoV-2 infection.

### **Wellness services (massages, beauty centres, body care, saunas, sunbeds, etc.)**

- It is advised that the use of wellness services is planned in a way that prevents guests from meeting and that the time needed to clean/sanitise and ventilate the premises is also observed.
- Upon their arrival, guests should receive individually protected (e.g. wrapped, put in bags and similar) packages with slippers and bathrobes. When leaving the premises, guests should leave slippers, bathrobes, towels, sheets and other used items in baskets with lids or containers/bags. Suitably protected staff interact with unclean equipment according to the instructions of the occupational medicine specialist. Any used textile is washed at least at 60°C, and waste is disposed of in accordance with the instructions for waste disposal and collection on page 20.
- It is advised that guests are encouraged to take a shower in their accommodation unit. If guests use common showers, these should be used individually. Before using a shower, it is necessary to disinfect the hands. Showers are to be regularly cleaned and disinfected, i.e. at least every hour and depending on the frequency of use.
- Access to changing rooms should be adjusted in a way that prevents guests from meeting and enables sufficient physical distancing at all times.
- Wardrobe lockers should be allocated to guests in advance so that they do not pick them themselves. After each use, wardrobe lockers should be sanitised. Changing facilities must be regularly and thoroughly cleaned/sanitised and ventilated; the use of a face mask is mandatory.
- When implementing massage activities, the hygienic recommendations for conducting massage services in order to prevent the spread of the SARS-CoV-2 infection apply.
- When implementing services of cosmetics and body care, the hygienic recommendations for conducting cosmetics services in order to prevent the spread of the SARS-CoV-2 infection apply.
- When using a sauna or a sunbed, the hygienic recommendations for conducting the services of body care salons (sunbeds, saunas) in order to prevent the spread of the SARS-CoV-2 infection apply.
- Service providers should offer promotional material (e.g. individual testers of cosmetics products, brochures) to guests only if requested to prevent them from picking up these items by themselves.
- Surfaces which may be touched by several persons should be frequently cleaned and sanitised, after every guest if possible. The premises must be adjusted in a way that enables few contact surfaces.
- Buffet-style offers of food and beverages should be removed or served to the guest so that unprotected contact and possible contamination are prevented.

### **Relaxation areas**

- Furniture (lounge chairs, deckchairs) and other equipment in relaxation areas should be arranged in a way that enables sufficient physical distancing between guests and staff at all times.

- It is advised that all decorative items that cannot be sanitised (e.g. cushions on chairs and similar) be removed.
- In addition to regular cleaning, sanitising and ventilating of rooms, surfaces and items touched by a large number of persons (for example, switches, handles, doorknobs, railings, buttons) should be sanitised at least every hour or relative to the frequency of the use of such rooms.
- Furniture (lounge chairs, deckchairs) and other equipment should be sanitised after each guest.
- Used textiles (e.g. sheets, towels) are to be removed after each guest and washed at least at 60°C.
- Buffet-style offers of food and beverages should be disabled or served to the guest individually so that unprotected contact and possible contamination are prevented.
- Guests who enter enclosed common premises are obliged to put on a face mask and enter individually or maintain sufficient physical distancing at all times.

### **Exercise and recreational areas (training, recreation centres)**

- It is advised that the training schedule of various groups be organised in a way to prevent temporal overlapping and that the groups do not meet each other. Whereby time necessary for cleaning/sanitising and ventilating must be observed.
- All sports requisites, equipment and devices used during exercising must be sanitised accordingly before they are used.
- It is necessary to ensure sufficient physical distancing and enter premises and on surfaces individually.
- When entering the exercise and recreational area, participants wash or sanitise their hands. Directly before entering the exercise surface, participants wash or sanitise their hands again.
- Access to changing rooms should be adjusted in a way that prevents guests from meeting and enables sufficient physical distancing at all times.
- Wardrobe lockers should be allocated to guests in advance so that they do not pick them themselves. After each use, wardrobe lockers should be sanitised. Changing facilities must be regularly and thoroughly ventilated; the use of a face mask is mandatory. It is recommended to encourage participants to attend exercise sessions without the use of changing facilities.
- It is advised that guests are encouraged to use showers in health resort's accommodation units. If guests use common showers, these should be used individually while observing sufficient physical distancing. Before using a shower, it is necessary to wash or disinfect the hands. All surfaces of the shower must be sanitised after showering.
- Participants attending exercise sessions and the staff should maintain physical distancing of 2 metres or more if the exercise involves fast movements and great speed. Physical distancing relative to the type of exercise must be such during movement as to prevent the transmission of droplets from one person to another.
- The group exercising in an enclosed space should be as small as possible. The smaller the group or the smaller the number of participants per surface area and the larger the distance between participants, the lesser the possibility for the transmission of the virus.
- To implement sports and recreational activities within the health resort service, hygienic recommendations to prevent the novel coronavirus (SARS-CoV-2) infection when implementing sports activities should apply.
- The staff must place a special emphasis on cleaning and disinfecting surfaces and items which are touched by a large number of persons (for example, stairway railings, switches, handles, doorknobs, elevator buttons). The procedure should be implemented at least every hour or relative to the frequency of the use of premises.
- Enclosed spaces should be ventilated regularly as per the instructions for ventilating rooms outside health institutions.
- To implement fitness centre activities, hygienic recommendations to prevent the novel coronavirus (SARS-CoV-2) infection in fitness centres should apply.

## Health resort treatment and complementary and alternative medicine programmes

- Hygienic and protective recommendations for activities of health resort treatment or implementation of complementary and alternative medicine activities are not the subject of these recommendations. For more information, contact the Ministry of Health ([gp.mz@gov.si](mailto:gp.mz@gov.si)).

## ANCILLARY ACTIVITIES



### TOURIST TRANSPORT

- Providers of passenger transport should comply with hygienic recommendations for the provision of public bus transport, permanent, occasional and special line and shuttle passenger transport (suburban, interurban, local, etc.) and urban line passenger transport during the spread of the COVID-19 disease and hygienic recommendations for public passenger transport with vans during the spread of the COVID-19 disease in accordance with the recommendations for easing of measures published at [www.nijz.si/sl/sproscanje-ukrepov-covid-19](http://www.nijz.si/sl/sproscanje-ukrepov-covid-19).



### ELEVATORS

- Service providers should observe the recommendations about the use of elevators and staircases during the spread of the COVID-19 disease published at [www.nijz.si/sl/uponaba-dvigal-in-stopnisc-v-casu-epidemije-koronavirusa-sars-cov-2](http://www.nijz.si/sl/uponaba-dvigal-in-stopnisc-v-casu-epidemije-koronavirusa-sars-cov-2).



### CABLEWAYS

- Service providers should observe the hygienic recommendations for transport of passengers via cableways published at [www.nijz.si/sl/sproscanje-ukrepov-covid-19](http://www.nijz.si/sl/sproscanje-ukrepov-covid-19).



### OTHER TECHNICAL MAINTENANCE

#### Ventilation

- The possibility of virus transmission via central ventilation or combined ventilation/heating/cooling systems must be prevented in hotels. The recommendations for ventilating rooms outside health institutions should be observed.

#### Water supply systems disinfection

- Assuming that a facility has been closed for a longer period of time, it should be ensured that water is run through taps for an extended period or that the internal water supply network is disinfected before use in compliance with the recommendations for owners of buildings regarding the maintenance of internal water supply network.
- Further information is provided in the recommendations on the irrigation of the internal water supply network in public facilities prior to the start of a new school year.
- It is necessary to check whether the recommendations on the prevention of the Legionella spread took place regularly after the buildings were closed as per the instructions for the prevention of Legionella growth in the internal water supply network.

## Waste disposal and collection

- During the spread of the COVID-19 disease, personal waste (e.g. used handkerchiefs) and waste from the cleaning of facilities (e.g. disposable cloths) should be disposed of in a plastic waste bag, which should be tied. The contents of the bag should not be compressed, and waste should not be touched after it is disposed of in the bag. This bag should then be placed in another plastic waste bag and tied. This bag should be stored separately for at least 72 hours before it is deposited in an external mixed municipal waste container.
- Other waste (packaging, bio-waste, glass, paper) is to be disposed of and collected normally, in accordance with the valid legislation.
- After each waste handling and/or cleaning procedure, the staff and guests should have the option to wash their hands with soap and water or to disinfect them.

## RECOMMENDATIONS REGARDING THE CONDUCT WHEN DISPLAYING COVID-19 SYMPTOMS/SIGNS

If an employee suffers from an acute respiratory infection, they should stay at home and call their doctor. The employee should notify their superior about the situation. If the person tests positive for COVID-19, they should notify their employer. Owners of businesses should notify the regional unit of the National Institute of Public Health regarding the occurrence of COVID-19 among employees. The epidemiological service that receives the notification on the confirmed case (business owner, report by the laboratory) initiates an epidemiological investigation, identifies close contacts at the workplace and proposes proper measures. If one of the employees at the business premises was in contact with a person displaying the signs of an acute respiratory infection, they should thoroughly observe their health for the next 14 days. In case of an acute respiratory infection, the person should remain at home, call their doctor and notify their superior.



If a guest falls ill with fever or signs of acute respiratory infection, the service provider should call the nearest community health centre.



The guest should wait in isolation, wear a face mask, and only use specific sanitary facilities and wash basin.



The epidemiological service that receives the notification on the confirmed case manages an epidemiological investigation, identifies close contacts and proposes measures.



The premises in which the guest infected with COVID-19 stayed must be thoroughly cleaned and disinfected. All premises must also be thoroughly ventilated.





2.

# SUSTAINABLE BUSINESS OPPORTUNITIES AND GUIDELINES IN TOURISM

In the past decade, providers and strategic operators of Slovenian tourism have managed to ensure that our country is known worldwide as green, active and healthy Slovenia. This is our competitive advantage. At a time when it is most important that both guests and employees in the tourism and hospitality industry provide each other with safe experiences and breaks by acting responsibly and observing preventive actions, our desire is not only to preserve the advantage we have achieved but also to deepen it.

The safety measures and standards for safe implementation of individual activities that are in place in the tourism sector on the basis of the guidelines of the National Institute of Public Health (NIJZ) are not in the opposition with our intention to become a 5-star destination of sustainability-oriented tourism. Although the future outlook is uncertain due to the spreading of the COVID-19 disease, it could be expected now more than ever before that future tourism will be based on responsibility and safety, healthy lifestyle and sustainable development.

Now is the time to find the right opportunity for suitable development, the strengthening of current and the introduction of new sustainable practices, and for a proud presentation of our tourist products and services within the set forms of the operation of green, active and healthy Slovenia.



## IT IS TIME

# FOR THE GREEN SCHEME OF SLOVENIAN TOURISM



In addition to the natural environment, guests with a sustainable mindset long for accommodations and services that foster an environmentally and socially friendly lifestyle. In Slovenia, we can also count on certificates obtained by destinations and providers within the Green Scheme of Slovenian Tourism.

The Green Scheme of Slovenian Tourism (GSST) is a national programme and certification scheme that combines all efforts put into the sustainable development of tourism in Slovenia to which all its key actors and the Slovenian Tourist Board are committed under the umbrella **SLOVENIA GREEN** label. The Scheme is a relevant model of standard development around the world that is supported by the international awards received. We have been realising the vision of Slovenia as a green and boutique destination with five-star experiences in accordance with individual needs and desires and sustainable development principles, including the **environmental, economic, social and cultural aspects of tourism development** and all **significant safety aspects**.

We can become part of the Green Scheme of Slovenian Tourism as a destination, provider of accommodation of hospitality services, tourist agency, park, beach or tourist attraction. Depending on how they meet the criteria, destinations may receive a platinum, gold, silver or bronze label, while other recipients receive a label from their field of operation. The Scheme provides recipients with a wider recognisability – promotion with its specific tools for the assessment and improvement of sustainable operations.

### OVER 100 RECIPIENTS OF THE SLOVENIA GREEN LABEL



55

TOURIST  
DESTINATIONS



57

ACCOMMODATION  
PROVIDERS



4

NATURE  
PARKS



7

TOURIST  
AGENCIES



2

TOURIST  
ATTRACTION

The

## SLOVENIA GREEN,

certificate of sustainable practices, which complies with verified international environmental standards, is used by many destinations and providers to successfully boost their recognisability.

## 80 %

of all Slovenian tourist accommodation facilities are located in destinations which bear the Slovenia Green label.

Slovenia received the prestigious

## BEST OF EUROPE 2020

award for excellent sustainable tourism destination management.

## ► LET'S PLAN. LET'S ACT.

### ► Present the sustainable character of your products and services

- If you do not have a recognised proof that you operate in a green manner, you can obtain one of the international labels for environmental and sustainable conduct. **EU Ecolabel, Bio Hotels, Green Globe, Green Key, Travelife, Ecocamping, LEAF, Hostelling International Quality & Sustainability and World of Glamping Green – these are the labels that you may use in accordance with the Green Scheme of Slovenian Tourism.**
- If you have a certificate of sustainable operation, show it, talk about it and encourage guests to act in accordance with our principles. Include information on green operation in all marketing activities. Use it in advertisements, public relations and sales offers

### ► Activate your competitive advantages

- Become part of the Green Scheme of Slovenian Tourism certification system. Read the rules and criteria to obtain and preserve the Slovenia Green label. More information at: [www.slovenia.info/sl/poslovne-strani/zelena-shema-slovenskega-turizma/poziv2021](http://www.slovenia.info/sl/poslovne-strani/zelena-shema-slovenskega-turizma/poziv2021)

### ► Encourage guests and employees to act responsibly

- *When introducing measures and principles in accordance with the NIJZ guidelines, think* how they can be applied together with the applied recommendations, and the advantages and habits of the green country that are so often taken for granted.
- *Prevent unnecessary consumption of single-use plastics.* For example, point out to guests that they can use their own sustainable reusable bottles. Offer them tap drinking water, which is one of Slovenia's great advantages. Tell them that Slovenia is one of the few countries to enshrine the right to drinking water in its Constitution.
- *Be watchful of systematic waste sorting.* This is supplemented everywhere with information on suitable ways to dispose of face masks, gloves and other disposable protective equipment. Include guests in our efforts to increase the share of separately collected waste, which exceeds 70 per cent of all waste produced in Slovenia.
- *Spread green advice.* While taking into account new hygiene and safety requirements, connect with the local community, and participate in awareness raising of employees and guests. Each act counts. This particularly applies to daily and seemingly simple acts.

## ACCOMMODATIONS WITH AN ENVIRONMENTAL LABEL ARE PERCEIVED AS SAFER

A survey of the Slovenian Tourist Board carried out in May 2020 shows that foreign guests identify accommodations that have an environmental label with a higher level of safety. The question "Do you believe that an accommodation with an environmental label is safer than an accommodation that has not obtained an environmental label?" was answered as YES by 62 per cent of foreign respondents.

Source: Slovenian Tourist Board, online survey [www.slovenia.info](http://www.slovenia.info), May 2020, N = 569

# IT IS TIME FOR SUSTAINABLE GASTRONOMY

An important part of our common direction towards sustainable development is sustainable gastronomy connected with the tourist story of a destination, and the cultural and natural features of an area. It is inseparably related to short supply chains and proven short paths from the source of food and other products. Such gastronomy enhances guests' trust and enriches their experiences. Connections in the local environment improve safety, support local businesses and strengthen joint brands of tourist destinations, which stress the best local products and services. Respect what we have. We increase the added value of our products and services with authenticity and uniqueness.

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## ► LET'S PLAN. LET'S ACT.

### ► Let's meet the commitments of Slovenia as European Region of Gastronomy 2021 together.

- Preserve local culinary heritage and provide *genuine experiences of traditional and modern Slovenian cuisine* – by establishing supply chains that are as short as possible. Choose sustainably produced high-quality food from local organic farmers, beekeepers and other sustainable local providers.
- When offering dishes in accommodation facilities, restaurants and other catering establishments, act according to the principle *“from a local field to a local table – to the guest”*.

### ► In accordance with the two-year theme of gastronomy, the **Green Scheme of Slovenian Tourism** is supplemented with additional gastronomic criteria. Stay up to date with news.

- Hospitality providers make efforts to meet the criteria for the **Green Key and Leaf** support labels.
- Become part of the wider model to promote sustainable gastronomy; **Taste Slovenia**.
- Gostinski ponudniki si prizadevajo za izpolnjevanje meril podpornih znakov oziroma certifikatov **Green Key/Zeleni ključ in Leaf**.

### ► Develop common destination brands and offer what is typically ours.

- The systematic management and certification of local products within common brands in individual destinations ensure high quality and supervision of even the smallest providers. Point out local brands to guests.
  - Think about the opportunities for own production. Perhaps there is a herb garden nearby or there is space for a garden at your location? Think about the opportunities to see our suppliers' production facilities. It is important to guests to see and experience the production or making of our products and services.
-



## IT IS TIME FOR UNIQUE TOURIST EXPERIENCES

The vision of Slovenian tourism is realised by the creation of unique experiences with an emphasis on sustainable aspects. In addition to developing and managing products and services, create and provide experiences which take advantage of the features of nature and the landscape, the environment and the climate, the culture and the traditions, and social orientations in a community. Sustainable experiences include caring for health and safety. Forecasts of tourist flows for the period of tourism recovery imply transformed tourist habits and greater focus on quality experiences with a strong marketing potential.

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### ► LET'S PLAN. LET'S ACT.

#### ► Adapt to specific opportunities to provide experiences.

- Adapt the organisation and implementation of experiences to the emitting markets from which our guests will come. Take into account the opening of borders, travel options for guests, established travel connections, and **implement all applicable measures and principles** to prevent the spread of COVID-19. Provide transport and experiences that allow for sufficient physical distancing among travellers in addition to suitable hygiene. Highlight hygiene routines in accommodations and justify trust with established sustainable actions.

#### ► Bear in mind the boutique character of Slovenian tourism.

- Unlike mass tourism, unique personal experiences in places with original Slovenian homeliness have added value for individuals. Develop sustainable boutique tourism experiences for individual guests and small groups, taking into account the needs and abilities of the local community.

#### ► We upgrade unique products and services and create 5-star experiences.

- Take the opportunity for developing and greater promotion of unique experience Obtain the **Slovenia Unique Experiences** certified label that contributes to the positioning of Slovenia in keeping with its vision of "Slovenia as a green boutique destination for five-star experiences"
- Selected experiences that receive the Slovenia Unique Experiences label will compete for the **Sejalec** title. The winner of the **Sejalec** title and (a maximum of two) finalists will receive earmarked funds for activities in the field of marketing and product or process digitalisation. They are focused on developing experiences that have a high probability of success and great market potential, and they address domestic and foreign guests with a permanent and high-quality offering.

#### ► Create experiences that stand out from the usual and transcend the limitations of individual seasons. When travelling is possible, the love of travel will encourage new experiences.

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## IT IS TIME TO ACQUIRE NEW KNOWLEDGE

To face the challenges posed by SARS-CoV-2, we need new business models and, sooner or later, new views of performance indicators. We are walking towards new opportunities with our own visions and know-how. We are checking tourist news and expert sources. Be an active co-creator of the next period of Slovenian tourism.

## ► LET'S PLAN. LET'S ACT.

### ► Use knowledge and news to be digital and hospitable at the same time.

- Check your digital business. Upgrade your own digital services to make the user experience of guests as enjoyable as possible and the management of the tourist flow more efficient.
- Balance the need for contactless payments with preserving human contact. Nurture genuine human contact in advanced and substantively considered electronic communications and services, too.

### ► Receive education at the Academy for Marketing in Tourism.

- Upgrade knowledge and boost competences in digital marketing, management, sustainability and other current topics; follow global trends and news in tourism; cooperate and connect. As part of various modules, the Academy for Marketing in Tourism provides a wide range of educational content for tourist service providers and destinations – select the most popular at [www.slovenia.info/att](http://www.slovenia.info/att).

### ► Subscribe to the weekly newsletter of the Tourist Press Agency (TTA) with topical information about the measures to mitigate the consequences of the spread of the COVID-19 disease for Slovenian tourism. Get informed about the findings from analyses and forecasts, and opportunities for cooperation and promotions at [www.slovenia.info/tta](http://www.slovenia.info/tta).

### ► Make use of new information and education alternatives.

- Instead of taking part in standard round table debates and lectures, listen to podcasts on various topics.
- *The TURIZEM podcast*, which is hosted for you by the Slovenian Tourist Board (STO), features talks with the key stakeholders in Slovenian tourism and foreign experts from the tourism sector, raises topical issues and discusses topics in the field of tourism, provides information about activities of the STO, events in Slovenian tourism and news and tourism trends at home and abroad.

## IT IS TIME TO ENSURE SAFETY

Slovenia has been among the safest countries in the world for many years. In 2019, it was ranked among the top ten countries in the world by the Global Peace Index for 2019. **To restart our tourism sector, act in a way that preserves and boosts our reputation as a land of peace and a safe tourist destination.**

## ► LET'S PLAN. LET'S ACT.

### ► *Respect, take into account and carry out the measures and principles recommended by the NIJZ to prevent the spread of COVID-19.* Discuss health and safety guidelines with employees and keep them informed. At the level of destinations, employees should be familiar with these measures to the extent that they can advise local tourist providers and guests regarding them. If possible, visit providers and help them carry out recommendations in practice with personal counselling.

### ► *Collect all information on the current health and safety situation and make this available to residents and visitors in one place.* Share with visitors on destination websites. Set up an information point for visitors. When communicating, utilise the GREEN&SAFE tools presented in the next chapter.

- **Register and use the GREEN&SAFE label and communication tools.** Tourist destination and tourist service providers who diligently follow the recommendations and measures of the National Institute of Public Health (NIJZ) and follow the sustainable and responsible recommendations of the GREEN&SAFE communication platform upgrade their efforts by registering the use of the label and communication tools at [www.slovenia.info/standards](http://www.slovenia.info/standards). More information about the manner of communication is presented below.
- **We follow above-standard protocols and efforts.** The Safe and Healthy Meetings & Events certificate, which is awarded by the Slovenian Convention Bureau in cooperation with the National Institute of Public Health, confirms that the organisers and venues implement above-standard measures for providing health protection of participants of business events and meetings. With the purpose of providing health protection for visitors of natural health resorts, the Association of Slovenian Natural Spas also established additional above-standard protocols and recommendations in cooperation with experts.
- **Be connected and cooperative.** Establish a support point with all available information on hygiene recommendations and sustainable business opportunities for providers. Inform locals that appropriate actions provide safety in the local community.

## ● IT IS TIME FOR HARMONISED MARKETING ACTIVITIES AND INTEGRATION

In cooperation with leading tourist destinations and providers, the Slovenian Tourist Board has further adapted its programme of marketing activities in 2021 to the new situation brought about by the coronavirus epidemic. We continue implementing THE TIME IS NOW. My Slovenia. campaign for the domestic market. We organise online meetings for foreign travel organisers and the media. In accordance with the epidemiological situation, we implement more intensive activities in selected nearby and remote markets. The activities are planned and implemented in close cooperation with all stakeholders, utilising swift and comprehensive information and in-depth knowledge. Preserve Slovenia's reputation as a green, active, and healthy country with prudent planning and coordinated action.

### ▶ LET'S PLAN. LET'S ACT.

- **Take part in the pan-Slovenian marketing and communication campaign The time is now. My Slovenia,** prepared by the Slovenian Tourist Board in cooperation with the tourism sector, destinations, partner associations, influential individuals, the media and other institutions. Encourage people to decide on holidays in Slovenia, explore this green, active, and healthy country, and share their experiences and impressions. Respond to calls of the Slovenian Tourist Board and boost our recognisability.
  - **We publish and communicate detailed plans (itineraries) for holiday hikes in leading destinations.** The Slovenian Tourist Board has invited leading destinations to create top three itineraries for their destinations by means of the free Slovenia Trip Planner – <https://trip-planner.slovenia.info/>. Domestic guests are also encouraged to use the planner, which they can access through the tourism portal [www.slovenia.info](http://www.slovenia.info) or social media posts by the STO. Destinations are encouraged to publish prepared route planners on their own destination websites and to communicate through their own promotional channels.
  - **As a tourist destination, we involve selected ambassadors and faces of Slovenian tourism in our communication:** celebrities, athletes, artists, foreigners who live in Slovenia, tourist guides, top chefs,

restaurant owners, winemakers and wine growers and others. They are encouraged to make short video clips with statements and, this year, when Slovenia holds the European Region of Gastronomy title, also on the topic of gastronomy.

- As a tourist provider and a destination, use the opportunity for **a free presentation of our tourist packages at the national level**. Develop high-quality and attractive packages, and promptly post them at [www.slovenia.info/oddajpaket](http://www.slovenia.info/oddajpaket). Packages will be presented in the online environment of the The time is now. My Slovenia campaign for the national market.
- **Communicate in a uniform way**. In promotional campaigns, use the image and slogan of the The time is now. My Slovenia campaign. Instructions for the preparation of visuals are available at: [www.slovenia.info/sl/poslovne-strani/kampanja-moja-slovenija](http://www.slovenia.info/sl/poslovne-strani/kampanja-moja-slovenija).
- When communicating on social media, use the established hashtag **#ifeelsLOVEria** and add **#mojaslovenija**.

### ➤ Participate in digital campaigns in nearby and remote markets!

- The Slovenian Tourist Board will launch a digital marketing campaign in foreign markets. Advertising as part of the My Way communication platform will take place on the following platforms: Google, Facebook, Instagram, Twitter, LinkedIn and Pinterest.
- All advertisements will lead to the landing pages of the [www.slovenia.info](http://www.slovenia.info) website with presentations of five products of Slovenian tourism for crucial segments of guests. Presentations on websites include packages by tourist service providers. Check calls for the submission of bids for these markets!

### ➤ Keep mutually informed and perform coordinated action

- **Be informed** of the activities of the Slovenian Tourist Board and of options to cooperate. Check the business site at [www.slovenia.info](http://www.slovenia.info) and TPA news. Send important notices on products and services, and events at destinations to the Slovenian Tourist Board.
- **Cooperate at the level of destinations**. Supports connections among all providers and do not forget to enhance cooperation with the locals. Provide information on measures to ensure safety in the local environment, and present the positive effects of tourism. Include residents in the preparation and realisation of strategies for tourism recovery. Organise joint events, discussions, workshops or obtain the opinion of residents through surveys.
- **Target user/guest is sensibly specified for the content that we want to communicate**. If the product could be interesting to the foreign public, we produce relevant material in a foreign (English) language and also make sure that a website is available that will address the target guest in the appropriate foreign language.
- **Inform the Slovenian Tourist Board about shows and events at the destination**. By providing the information on tourist events that we want to promote among the broader domestic and foreign public on the online form, we ensure additional promotion on the national tourism portal [www.slovenia.info/oddajpireditev](http://www.slovenia.info/oddajpireditev)

### ➤ Be adaptable and responsive to maintain connections with guests and markets.

- **Follow changes in purchasing processes** processes and tourist behaviour, and the measures taken in the markets from which our guests come. Provide clear and updated information on your own presentation portals. Adapt to the situation and update information promptly.

- **In the process of planning and organising adjusted study trips**, we include providers and other destinations, and together we adjust to the current situation in the world.
- **Communicate with guests and markets**. Justify their current affinity and loyalty. Keep them informed of news and security measures put in place for their visit. Let them know that they will receive even more personalised offers. While necessary, replace personal meetings with virtual ones.

### ➤ Participate at Feel sLOVEni@ Business Date virtual events.

- We present the diverse offer of Slovenia and create new unique business opportunities at virtual workshops for tourism sector stakeholders.
- Cooperate in business collaboration opportunities given to us by the new reality: mutual communication and exchange of information between the Slovenian tourism industry and foreign travel agencies, searching for new business partners and developing ideas. Via virtual events and without travel and physical contact, the Slovenian Tourist Board enables us to build relationships and trust that will be upgraded to live events as soon as it is deemed possible; we acquire new contacts, build and strengthen relationships through virtual one-on-one meetings agreed in advance; we meet trustworthy representatives of foreign travel and tourist agencies.
- As a tourist service provider and destination, we take the opportunity to present their unique stories, places and experiences. For the first half of 2021, virtual workshops are planned with the business public in Italy, Austria, Germany, Switzerland, Belgium, the Netherlands, France, Hungary, the Czech Republic, Poland and Slovakia, and the virtual workshop in the field of congress industry will be conceptualised anew. Follow topical events and applications at: [www.slovenia.info/sl/poslovne-strani/poslovna-javnost/feel-slovenia-business-date](http://www.slovenia.info/sl/poslovne-strani/poslovna-javnost/feel-slovenia-business-date)

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### THE IMPORTANCE OF HEALTH AND SAFETY CONSIDERATIONS FURTHER INCREASES, WHILE SUSTAINABILITY APPEARS FOR THE FIRST TIME AS POPULAR TRAVEL QUALITY



Source: European Travel Commission (ETC), Monitoring sentiment for domestic and intra European travel, Wave 5, February 2021

A summary of the European Travel Commission's fifth report on short-term travel intentions within Europe can be found at: [www.slovenia.info/etc-5](http://www.slovenia.info/etc-5)

I FEEL  
SLOVENIA

RESPONSIBLE TRAVEL STANDARDS



# SLOVENIA. MY WAY OF TRAVELLING.

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**Green&Safe – now is the time to act in a responsible, safe and sustainable manner.**

We maintain and increase trust in the "I feel Slovenia" brand by establishing responsible travel standards in tourism. We have joined them into the GREEN&SAFE label to designate and highlight superior hygiene standards and protocols, and sustainable recommendations for tourist service providers and destinations. Through activities based on safety, responsibility and sustainability, we increase our guests' trust in Slovenia as a green and safe tourist destination.

**#ifeelsLOVEnia**

**#myway**

[www.slovenia.info](http://www.slovenia.info)

**Safe  
travels**







3.

# **WE ARE WORTHY OF THE TRUST OF OUR GUESTS. LET'S SAY THAT.**

The epidemiological situation is changing on a daily basis, therefore it is of key importance to follow the current information and communicate transparently. In a country that has been among the safest in the world for decades, the safety of residents and guests is maintained with a high level of hygiene requirements, responsible actions by tourist providers and the promotion of self-protection behaviour.

Communicate with customers. Help each other with joint recommendations and tools that connect the provision of safety and health with the green character of our Slovenia. Follow useful examples and find the right solutions in those good examples. To communicate requirements and measures, tourist providers use the GREEN & SAFE label, letting guests know that we are a country committed to sustainability and that we care for their safety and well-being.



# COMMUNICATE KEY GUARANTEES OF GREEN AND SAFE SLOVENIA

We have brought together recommendations of the National Institute of Public Health and sustainable guidelines of the Slovenian tourism sector under the basic guarantee that Slovenia is a safe and green country. The new GREEN&SAFE label comprises responsible travel standards which include high hygiene standards and protocols, and additional sustainability recommendations for tourist providers.



The fact that Slovenia is a sustainable and safe destination for travellers is based on at least ten important communication topics which we, as a country, a destination, and a tourist provider, can demonstrate to our guests. They are included in our marketing and communication activities at all levels and all stages of the purchasing process of guests.

We enhance guest trust with information on safe and responsible behaviour in the current situation and the assets that are acknowledged as being Slovenia's competitive advantages. Our long-standing orientation towards boutique and sustainable tourism is a solid basis on which to reaffirm the safety aspect of our products and services.

## TEN FOUNDATIONS OF GREEN AND SAFE SLOVENIA

**1.**

We have adopted a high standard of hygiene requirements and protective measures at the national level.

**2.**

The tourism sector respects the measures, requirements and recommendations of the NIJZ.

**3.**

We work in a country which is ranked among the top ten in the world by safety index.

**4.**

We are the first country in the world to boast the Green Destination title as a whole.

**5.**

We are the best in Europe in managing sustainable destinations – supported by the Best of Europe 2020 award.

**6.**

Over 50 Slovenian tourist destinations meet the international requirements of the Green Destinations Standard.

**7.**

We are the only country in Europe where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet.

Geographic diversity is related to exceptional biodiversity.

**8.**

Around the country, we develop genuine, boutique and unique 5\* experiences for small groups and individuals in cooperation with nature. We are an excellent choice for guests 365 days a year.

**9.**

The quality of our hospitality is based on a clear categorisation of accommodation. Hotels are categorised according to the Hotelstars European Criteria.

**10.**

We are a land of hospitable people and friendly local communities. In tourist destinations, we provide cooperation and integration.

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## 1 HIGH HYGIENE REQUIREMENTS AROUND SLOVENIA

Measures and requirements prepared and guided by the National Institute of Public Health in view of the epidemiological situation apply to the whole country. Additional hygiene measures and recommendations justified by experts and used to prevent the spread of infection apply to the tourism and hospitality sectors.

➤ **Inform guests on current measures to preserve health in Slovenia.**

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## 2 IN TOURISM, WE RESPECT ALL EXPERT RECOMMENDATIONS

Tourist destinations, accommodation facilities and other providers are well aware of the significance of hygiene safety, and we thoroughly implement all state-imposed measures and recommendations typical of our industry. We educate employees on requirements to prevent the spread of the infection. We enable our guests to act responsibly and encourage them to ensure safety together with us.

➤ **Provide suitable knowledge to, and training for, employees on the new situation. Enhance the responsibility of employees and guests to preserve health with joint efforts.**

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## 3 WE FEEL SAFE IN SLOVENIA

On the basis of 23 criteria, which assess the peacefulness and safety of countries, Slovenia has ranked among the safest countries in the world for many years. It ranked eighth on the latest Global Peace Index for 2019. Preserve common safety with responsible behaviour.

➤ **Be proud of the level of safety we have achieved. Tell guests that by choosing our products and services they also choose one of the safest countries in the world.**

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## 4 TOGETHER WE ACT SUSTAINABLY

We are a green country providing a boutique five-star experiences for visitors. We have earned the Green Destination title with everything we develop in tourism (the Green Scheme of Slovenian Tourism, the sustainable policy of Slovenian tourism, etc.). We are the first country to receive this title as a whole.

➤ **Show your guests sustainable practices with small, everyday acts. Encourage them to act responsibly – including in regard to the environment.**

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## 5 AS A COUNTRY, WE ARE A ROLE MODEL FOR GREEN DESTINATIONS WORLDWIDE

Our sustainable development management with the Green Scheme of Slovenian Tourism draws the attention of experts. We are the recipients of esteemed international awards such as Best of Europe 2020. We earned this title, which is part of the selection of 2020 Sustainable Top 100 Destination Awards, by introducing sustainable guidelines to tourism at the national level and through good practices at the destinations level.

➤ **Awards we receive as a country also belong to destinations and providers who act in accordance with the criteria of the Green Scheme of Slovenian Tourism. Present our models and practices to guests.**

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## **6 IN SLOVENIA, WE CAN CHOOSE FROM CERTIFIED DESTINATIONS**

In Slovenia, over 50 tourist destinations meet the criteria of the Green Destinations Standard prescribed by the GSTC (Global Sustainable Tourism Council). The sustainable development criteria address the fields of the environment, society, culture, the economy, quality, health and safety. These destinations are also home to most accommodation facilities in Slovenia. Numerous providers meet many other criteria prescribed by certification systems to obtain various labels related to quality and sustainability in tourism.

➤ **The labels obtained are proof of, and a testament to, our efforts to achieve quality. Explain to guests what they mean.**

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## **7 WHEREVER WE ARE, WE ARE IN CONTACT WITH EXTRAORDINARY NATURE**

We are the only country in Europe where the Alps, the Mediterranean, the Karst and the Pannonian Plain meet. Slovenia is home to over 22,000 animal and plant species. Forests cover about 60 per cent of Slovenia's territory. There are important primeval reserves just 60 kilometres from the capital. Almost 40 per cent of Slovenia's territory is designated as nature protection areas. There is a chance to escape to nature everywhere.

➤ **In Slovenia, contact with nature is a part of our culture and a way of staying healthy. Hiking, cycling and other trails support activities adapted to individuals in nature. Encourage guests to explore various options.**

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## **8 BOUTIQUE EXPERIENCES ARE PROVIDED 365 DAYS A YEAR**

Planned and provided boutique experiences are an attractive choice in all seasons. Guests can choose from authentic and unique experiences, various outdoor activities, and circular trips around this diverse country, which offers genuine local cuisine in each of its regions, 365 days a year. You can also enjoy a green, active, healthy and safe break in a country which is also famous for its healthy waters and health resorts.

➤ **Find and emphasise experiences among your products and services that have a boutique character and consideration for individual expectations which contribute to their feeling of safety.**

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## **9 WE PROVIDE VERIFIED HIGH-QUALITY ACCOMMODATIONS**

In Slovenia, all accommodation facilities must be classified (categorised): hotels, motels, bed and breakfasts, inns, apartments, holiday apartments and houses, rooms, camping sites and farm accommodations. The criteria for individual groups or categories are aimed at providing a high-quality stay for guests.

➤ **Clearly state the category in your accommodation offers and point out the criteria that contribute to the feeling of safety for guests.**

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## **10 WE ARE A LAND OF HOSPITABLE PEOPLE AND CONSIDERATE GUESTS**

Local and regional tourist organisations promote connections between various tourist providers, tourism and other activities, and particularly cooperation with local residents. Each destination is inseparably connected with the culture of the local environment. Hospitality to tourists is maintained by respecting local habits and preventing unwanted effects of tourism on the quality of life of local residents.

➤ **Protect local residents with our measures and the respect for safety requirements. Communicate with the local community.**

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## CONVEY THE RIGHT MESSAGES AT THE RIGHT TIME AND PLACE

We have been successfully letting the world know that Slovenia is a green and sustainable country. The right thing to do now is present the important advantages of our sustainable products and services to our guests. Include the contents that show the basic GREEN & SAFE promise in your messages in view of the purchase decision-making stages or steps of tourists.

### SAFETY ASPECTS AND FUNDAMENTAL CONTENT IN THE VARIOUS STEPS OF THE PURCHASING PROCESS OF TOURISTS

#### DESIGN

Guests want assurance that they are choosing safe tourist destinations.



#### EXPLORATION

Guests, who deem sustainable tourism, products and services, contact with nature and natural features, as well as boutique experiences, to be important, research Slovenia before arrival.



#### RESERVATION

Guests want to feel safe with their choice. Let them know that they have chosen high-quality accommodation and experiences in a tourist destination that suits their desires and interests. Prompt information enables them to suitably prepare for potential checks on the way.



#### EXPERIENCE

The feeling of safety of guests should be supported with suitable instructions and explanations from their arrival to their departure, and by the availability of all information that is important for their quality stay in Slovenia. Sustainable practices, and options to choose authentic and unique experiences in contact with hospitable people boost trust.

#### SHARING EXPERIENCES

Upon departure, encourage guests to share their experience of green and safe Slovenia with others in various ways (for example, by sharing on social media).





## RECOMMENDATIONS FOR COMMUNICATING SUITABLE CONTENT BY INDIVIDUAL STEPS



### DESIGN: BASIC PROMISE OF SAFETY

We live in a time when safety has become an important factor in our yearning for, and planning, a break. To this end, we include GREEN & SAFE content-related tourism foundations in all crucial means of communication in a clear way at the national level. This promise is upheld by a generous amount of suitable information and facts made available to everyone at [www.slovenia.info/standards](http://www.slovenia.info/standards).

- **Tourist destinations and providers can insert the link to ten GREEN & SAFE content-related foundations in the presentations of their products and services at their own discretion.**



### EXPLORATION: MESSAGES OF A GREEN DESTINATION AND HIGH-QUALITY ACCOMMODATION

As foreign or domestic guests explore where to go in Slovenia, they seek places, products and services that suit their desires and interests. Their choice of a programme, product or a service should reassure them that their experiences will be safe. Through channels and offers, tourist destinations and providers communicate to their guests that Slovenia is a geographically and biologically diverse country of sustainable tourism with an abundance of unique and boutique experiences and high-quality accommodation. Place information on green and safe Slovenia in your campaigns, advertisements, newsletters, social media posts and other communication environments. Make sure that guests know that our products and services include care for their health and safety.

- **Check whether guests notice your care for their safety when they explore online presentations of our tourist destination, programme, experiences, products and services.**
- **Enhance the online presentation of tourist places and providers with content that explains the green and safe promise. Make use of the ten crucial content-related foundations or prepared solutions for both domestic and foreign guests published at [www.slovenia.info](http://www.slovenia.info). The content is supplemented with the GREEN & SAFE label.**
- **Provide suitable content or links to clear information on the current epidemiological situation in the country.**



### RESERVATION: GUIDELINES AND EXPERIENCES

When a guest chooses their desired tourist destination or provider, support their feeling of safety with suitable instructions on the current epidemiological situation in Slovenia and, for foreign guests, on the situation and rules in their own countries or those applicable in transit, if possible. When thanking them for making a reservation, help them to access suitable information. Even as a chosen destination or provider, point out the standards, rules and measures in place in Slovenia.

- **Communicate with the guests who make reservations of our programme, product, service or accommodation. Provide them with the most relevant guidelines on the hygiene requirements and measures that guarantee their safety.**

- **Encourage them to choose additional experiences in Slovenia – particularly those that are in the narrower and wider area of the destination in which they chose to spend their break; this may reinforce their trust in a safe holiday.**



## **EXPERIENCE: A FRIENDLY ENCOURAGEMENT TO RESPONSIBLE BEHAVIOUR**

When guests stay with us, make all information and guidelines for a safe, healthy and experiential break available to them. Guests should feel welcome in an environment in which caring for their health and safety is important. Inform them of house rules and crucial measures with clear and available, but not upsetting, information. Upon their arrival, communicate the basic rules in a friendly way and provide more detailed information around the accommodation (for example, a flier in their room). Inform them promptly of any potential changes related to security measures or anything that could affect the quality and safety of their stay.

- **Use the solutions (posters, fliers on the GREEN & SAFE principles) in Slovenian and foreign languages published at [www.slovenia.info/standards](http://www.slovenia.info/standards) to communicate crucial hygiene measures. We invite you to use the solutions in your promotional channels.**
- **Maintain well-balanced information. Do not inform guests only of security measures but also provide them with information about experiences, activities, trips, etc. Keep informed of measures that apply to other providers at our destination and around Slovenia.**



## **SHARING EXPERIENCES: SATISFIED GUESTS ARE AMBASSADORS FOR GREEN AND SAFE SLOVENIA**

Before departure, thank your guests for helping you to maintain safety with their responsible behaviour. Encourage them to help us improve by giving their feedback on the stay and experiences. Invite them to share their superb experience of a green and safe country with others in various ways.

- **Think about options to reward their cooperation and about communication tools through which they can share their experience with acquaintances, friends and family.**
- **Encourage them to use hashtags #ifeelsLOVEnia and #mojaslovenija (for domestic guests) or #myway (for foreign guests) when posting about their experience of green and safe Slovenia on social media.**



## **COMMUNICATION TOOLS FOR JOINT USE**

Guests can be alerted to responsible behaviour to prevent the spread of infection with messages that summarise the crucial recommendations of the National Institute of Public Health. These can be placed in suitable spots throughout the accommodation. To communicate content that reassures guests that Slovenia is a green and safe country, you are invited to use the information available at [www.slovenia.info/standards](http://www.slovenia.info/standards). We invite you to use the solutions in your promotional channels.



## HOLIDAYS ARE BEST WHEN WE ARE SAFE AND HEALTHY.

FOLLOW THE RECOMMENDATIONS FOR PREVENTING THE SPREAD OF INFECTIONS.



Even if you are perfectly healthy, keep a safe distance from other people - 1.5 to 2 metres.



Wash your hands regularly and thoroughly. Use soap and water.



Do not touch your face, especially your eyes, nose and mouth, with unwashed or undisinfected hands.



If soap is not available, use hand disinfectant containing 60% to 95% alcohol.



Wear a face mask or a scarf covering your nose and mouth in all enclosed public spaces.



Thoroughly air enclosed spaces several times per day.



Practice respiratory hygiene/ cough-etiquette. Dispose of tissues in a waste bin after every use, then wash your hands with soap and water.



If you start showing signs of acute respiratory infection, such as a runny nose, feeling unwell, muscle pain, fever and a cough, take care of yourself and others! Notify the reception. Do not stay in rooms with other people, do not go on trips or participate in other activities.



If the spread of respiratory infections and COVID-19 increases, avoid enclosed spaces and large gatherings of people.



Follow the information and recommendations of health professionals.



## SAFETY AND HEALTH ARE IN YOUR HANDS.

THANK YOU FOR TAKING MORE THAN A MINUTE!



1.

First rinse your hands under warm running water.



2.

Scrub your hands with soap, which should be applied to all surfaces of your hands, for one minute.



3.

Thoroughly rinse the soap off your hands with warm water.



4.

Pat your hands dry with a single-use paper towel. Use the paper towel to turn off the tap. Do not touch the tap with your freshly washed hands.



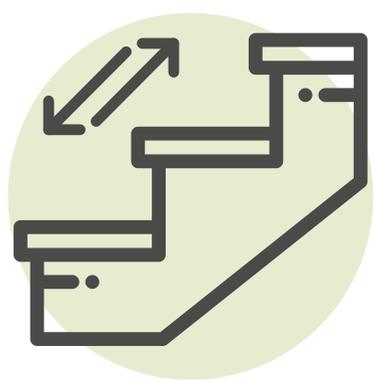
## THANK YOU FOR WEARING A FACE MASK!

THE USE OF A FACE MASK OR SCARF IS MANDATORY HERE. PLEASE WEAR ONE. THANK YOU!



## USEFUL ADVICE: TAKING THE STAIRS IS HEALTHY!

IF ANOTHER PERSON IS USING THE LIFT, PLEASE WAIT UNTIL IT IS EMPTY OR USE THE STAIRS.





I FEEL  
SLOVENIA

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