GREEN SCHEME OF SLOVENIAN TOURISM
Short overview

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SLOVENIA’S STRATEGIC GUIDELINES

1. Slovenija IS green.

2. Slovenija ACTS green.

3. Slovenija PROMOTES green.

SLOVENIA’S COMPETITIVE ADVANTAGE

DEVELOPMENT OF GREEN TOURISM

REPOSITIONING OF SLOVENIAN TOURISM

WHAT IS THE GREEN SCHEME OF SLOVENIAN TOURISM?

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

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

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

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

THE GSST HAS:

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

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

GSST LEVELS:

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

5 CHARACTERISTICS OF THE GSST

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

THE GSST COVERS TWO LEVELS

Fundamental level: DESTINATIONS

Fundamental unit: SERVICE PROVIDERS
SLOVENIA GREEN is a certification programme and a quality standard that we use to indicate the fulfilment of the requirements for destinations and operators under the Green Scheme of Slovenian Tourism (GSST). At the umbrella level, SLOVENIA GREEN is used to communicate the work we do under the GSST, and in particular to promote green destinations and operators. The label can only be used by destinations and operators that have joined the GSST and meet the conditions for being awarded the label.

**What does the SLOVENIA GREEN label mean?**

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

Destinations can obtain the SLOVENIA GREEN Destination label by applying and completing an eleven-step process: appointment of a green coordinator, forming a green team, raising awareness, signing the Green Policy for Slovenian Tourism, conducting surveys, collecting data, issuing reports and requests for assessment, drawing up action plans, defining the local character and green DNA, issuing requests for field visits, implementation of measures and a reassessment after no more than three years.

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

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

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

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

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**Joining the GSST**

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

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**FOR DESTINATIONS**

FOR SERVICE PROVIDERS

FOR PARKS

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* or by applying and completing a process as destinations do
**BENEFITS FOR SLOVENIA GREEN MEMBERS**

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

**SLOVENIA GREEN CONSORTIUM**

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

**USEFUL MATERIALS:**

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

The useful materials and more information on GSST can be found at: [www.slovenia.info/zenelashema](http://www.slovenia.info/zenelashema)

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**GREEN SCHEME OF SLOVENIAN TOURISM**

**ACCOMMODATIONS:**

**AGENCIES:**
- Triglav National Park, Kranjsko Regional Park, Bohinjsko Caves Regional Park, Logar Valley Landscape Park.

**PARKS:**
- Roundabout Travel, Visit GoodPlace, Atlas Express, Hike&Bike, Amazing.

**ATTRACTIONS:**
- Winery Klet Roča, Notranjski Museum Postojna.