APPLYING THE GSTC CRITERIA IN A NATIONAL SCHEME

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WHEN BUILDING THE NATIONAL/REGIONAL SCHEME WHAT IS IMPORTANT TO BE AWARE OF?

WHAT ARE THE EXPERIENCES OF EXISTING SCHEMES? LESSONS LEARNED!

WHAT KIND OF SUPPORT IS NEEDED?

EVALUATION IS THE FIRST STEP / WHAT THEN?
USE OF INTERNATIONAL STANDARDS THAT WE DIDN’T DEVELOP, WE DON’T RUN AND WE DON’T OWN

WE ADOPTED INTERNATIONAL STANDARDS, WE USE THEM AND UPGRADED THEM TO OUR NEEDS

DEVELOPMENT PROGRAM FOCUSING ON TRAINING, SOLUTIONS AND REACHING OUR GOALS!
ADOPTING AND UPGRADING

FOR DESTINATIONS

FOR SERVICE PROVIDERS

FOR PARKS

SLOVENIA GREEN DESTINATION

SLOVENIA GREEN DESTINATION Silver

SLOVENIA GREEN DESTINATION Gold

SLOVENIA GREEN DESTINATION Bronze

SLOVENIA GREEN ACCOMMODATION

SLOVENIA GREEN ATTRACTION

SLOVENIA GREEN TRAVEL AGENCY

EUROPARC FEDERATION

UNESCO

MAB

SLOVENIA GREEN DESTINATION

GREEN DESTINATIONS

ETIS

Travelife

GREEN GLAMPING

Green Key

IUCN

Slovenia Green Destination

BIO HOTELS

EMAS

Slovenia Green Destination

Slovenia Green Destination

Slovenia Green Destination

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RESULTS IN ONLY 4 YEARS
WHY?

SLOVENIA IS GREEN
Slovenia's competitive advantage // strong green facts

SLOVENIA ACTS GREEN
Development // Green Scheme of Slovenian Tourism

SLOVENIA PROMOTES GREEN
Repositioning, mission of STB // Communicate green
A comprehensive and developmental approach

Based upon global Criteria (GSTC for Destinations)

Using Green Destinations Standard

The SLOVENIA GREEN score is globally comparable

With strong Slovenian character

1. GSST COVERS 2 LEVELS
2. DESTINATIONS
3. TOURISM PROVIDERS
4. HOW?
STB PROMOTES THE SCHEME = ANNUAL CALL for new destination and providers

TOOL-KIT + ON-LINE TOOLS & TRAINING FOR SLOVENIA GREEN STANDARD with active support in the process (Accredited Partner)

SLOVENIA GREEN CONSORTIUM (coaching, development, promotion, sharing good practices) – STB is strategic partner

OTHER HANDBOOKS AND GREEN PROJECTS
• Guidelines to develop green tourism products
• Handbook for hotels for sustainable business models
• Handbook for marketing Slovenia Green
• ...
MAIN GOAL OF GREEN SCHEME OF SLOVENIAN TOURISM

TO MANAGE DEVELOPMENT OF SUSTAINABLE TOURISM

EVALUATION
THROUGH CERTIFICATION PROGRAMS
= EFFICIENT MANAGEMENT

DEVELOPMENT
EDUCATION SOLUTIONS BENCHMARK
= BUILDING THE ENVIRONMENT

MARKETING
BASED ON DEVELOPMENT GOALS
= SUPPORTING THE BRAND