



COUNTRY : SLOVENIA		BY NUMBERS (IMPORTANCE OF THE SECTOR)
SECTOR : TOURISM		
HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND	INTERNATIONAL	<ul style="list-style-type: none"> - 4.7 million tourists in Slovenia (2017) - 12 million overnights (2017) - 2.4 billion spent by foreign visitors (2017) - revenue from tourists accounts for 12.6 % of Slovene GDP (2016) - 12.9 % employment in tourism sector (2016) - 8.1 % tourism export share (2016) - Global Peace Index (WEF) 7th Place (June 2017)/163 countries - Global Terrorism Index : Slovenia zero impact terrorism (2016) - Tourism Competitiveness Index : Slovenia as 41/136 countries - 108.000 employees (2017) - Index EPI – 5th most green country in the world (February 2016)
<p>The key markets relating to the number of overnight stays of tourists in Slovenia were: Italy, Austria, Germany, Croatia, the Netherlands, the United Kingdom, Hungary, Serbia, Israel and the Czech Republic, which generated 42.6% of overnight stays of tourists in total, or 64.9% of overnight stays of the top 10 markets. The number of overnight stays of tourists from the Israel (+28.3%), the Hungary and the Czech Republic (+17.3%) increased the most. Overnight stays of tourists from remote markets also increased. Overnight stays of Korean guests increased by 25.3%, Canadians by 11.4% and Americans by 10.6%. The number of overnight stays of Japanese guests decreased by 16.9%. (2016 data)</p> <p>Slovenia is the first green country in the World. In September 2016, within the Global Green Destination Day (GGDD) Slovenia was declared a green destination, based on an assessment by the Netherlands-based organisation Green Destinations that established 96%-compliance across 100 criteria. As such, Slovenia has become a model for the whole world. It was also ranked in TOP</p>	<p>Slovenia is the only country in the world offering experience in exploring the lifestyles of the Mediterranean, the Alps, or the Pannonian Plain in a small geographical area in the very heart of Europe. Tourism is a sector that makes a key contribution to raising Slovenia's profile, positioning it as a sustainably oriented, green, active and healthy country.</p> <p>Green, sustainable and responsible development is the pillar of Slovenian tourism, and all its stakeholders have committed themselves to these ideals. They provide support for the preservation and protection of natural and cultural assets and heritage, and for responsible and sustainable tourism revaluation.</p> <p>The Green Scheme of Slovenian tourism includes 22 destinations, 13 accommodation providers, 3 parks and 2 agencies. Destinations are evaluated according to the Green Destination Standard, and providers (accommodation providers, agencies, parks) must obtain one of the environmental signs recognized by the scheme.</p>	

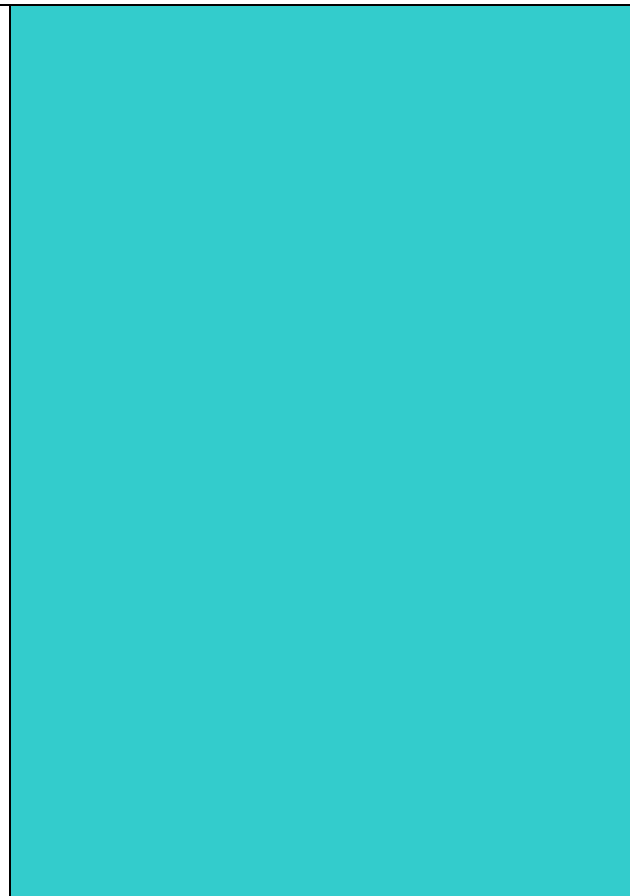


<p>100 sustainable destinations (Sustainable Destinations Top 100).</p> <p>PATWA Award for the Best Emerging Destination (March 2016)) awarded Slovenia for being the fastest- developing tourist destination.</p> <p>At Sustainable Tourism Award MITT Moscow exhibition (March 2016), Slovenia received a special award for its development and promotion as a sustainable destination.</p> <p>Slovenia : The 50 Best Places to Travel in 2018 (Established magazine Travel + Leisure classified Slovenia as one of the 50 most beautiful destinations in 2018 and additionally mentions Slovene gastronomy)</p> <p>In 2017, Slovenia was declared the winner of a World Legacy Award from the National Geographic Society, which is given to companies, organisations or destinations encouraging sustainable tourism. Slovenia won in the Destination Leadership segment.</p> <p>Slovenia received a number of important international awards in 2017 Awards received in 2017 also contributed to Slovenia’s recognisability as a green, active and healthy destination. The STB received the prestigious award, National Geographic World</p>	<p>RELATED FIELDS</p> <p>Land-use planning – Gastronomy – Hospitality – Cultural heritage – Food service – Sports – Transportation and logistics – Health – Education</p> <p>SUBFIELDS</p> <p>Ecotourism – Wine and culinary tourism – Congress tourism – Alternative tourism – Cultural and ethnological tourism – Sustainable tourism – European tourism – Tourism for the disabled – Industrial tourism – Mountain tourism – Health and wellness tourism – Medical tourism – Natural spas – Destination management – Religious tourism – Responsible tourism – Senior tourism – Sports-related tourism – Green tourism – Urban tourism – Vineyard tours – Festivals – Carnivals</p> <p>RELATED SUBFIELDS</p> <p>Reception - Business - Land-use planning - Hostels - Camping - Bed and breakfast - Railway - Tours - Culture - Treatments - Sustainable development - Touring equipment - Cultural and athletic events - Environment – Excursions - Guide</p>	<p>USEFUL LINKS</p> <ul style="list-style-type: none"> • Slovenian tourist board (STO) : www.slovenia.info • TRAVEL & TOURISM ECONOMIC IMPACT 2017 SLOVENIA : https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/slovenia2017.pdf • STAT economic calculations for tourism: http://www.stat.si/StatWeb/News/Index/5678 • Ana Roš, the World's Best Female Chef for 2017: http://www.hisafranko.com/en/anas-kitchen/philosophy/
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[Legacy Destination Leadership](#) for sustainable management of a destination and [The Golden City Gate 2017](#) for the promotional video [Slovenia. Make New Memories](#). Flight Network, one of the leading online travel agencies from Canada, declared the STB as one of the best tourist organisations in the world. The Association of Travel Journalists of Slovenia also recognized the significant contribution of STB in increasing Slovenia's recognisability and awarded it the [Crystal Triglav 2017](#), the award for supreme achievements in Slovenian tourism. Individual destinations also received various recognitions and awards. Visit Ljubljana received the prestigious [WTM Responsible Tourism Award](#) in London in the category Best for Communication. For the third time, Ljubljana was among the [Global TOP 100 Sustainable Destinations](#), while Bled was declared the best ice-cream destination in the world. National Geographic put the idyllic image of the lake with the island on the cover of its latest catalogue of exclusive travels, [National Geographic Private Jet Expeditions 2017-2018](#).

- Lodging - Hotels - Interpreter - Gardens - Coast - Recreation - Sea - Mobile home - Monuments - Mountains - Tourism office - Amusement park - Natural parks - World heritage - Industrial heritage - Pilgrimage - Hiking - Refuges - Tourism residences - Wellness and recovery - Restaurants - Cultural and tourist sites - Sports - Ski - Ski resort - Spa therapy - Hot springs- Tour operator - Tourist transportation - Vacation - Biking - Holiday resort - Travel - Zoos





COUNTRY : SLOVENIA		SECTOR : TOURISM
SECONDARY LEVEL	BACCHELOR LEVEL	MASTER LEVEL
<p>Secondary level education in tourism-related fields such as gastronomy, hotel management, tourism, culinary, wellness etc. is offered by a wide specter of schools in Slovenia.</p>	<p>3 colleges in Slovenia offer undergraduate programmes with specializations in :</p> <ul style="list-style-type: none"> - Hotel management and tourism - Cultural tourism - Tourist destinations management - Tourism <p>One faculty (Faculty of Tourism Studies – Turistica) offers the study programme in English entitled Tourism Enterprise Management.</p>	<p>One faculty offers master’s degree in tourism with specialization in :</p> <ul style="list-style-type: none"> - Innovative tourism
<p>Schools offer : secondary education with matura examination (4 years, 240 ECTS) or vocational education (3 years, 180 ECTS).</p>		
<p>After finishing vocational education (3 years) additional 2 years of technical education and training (120 ECTS) provide necessary knowledge and skills for employment thus offering better employment conditions.</p>		
<p>HIGHER VOCATIONAL EDUCATION Higher vocational education and training takes place at the non-university tertiary level. Such education combines teaching of both practical skills and theoretical expertise. Higher education differs from other forms of post-secondary education such as that offered by institutions of vocational education. 9 higher vocational colleges offer study program Catering and Tourism (2 years) and 8 colleges study program Wellness (2 years). Both programmes cover 120 ECTS.</p>		



COUNTRY : SLOVENIA SECTOR : HOSPITALITY & HOTEL MANAGEMENT		BY NUMBERS (IMPORTANCE OF THE SECTOR)
HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND	INTERNATIONAL CONTEXT	42.682 hotel beds in Slovenia (2016) over 6.6 million overnight stays in hotels (2016) Hiking hotels: 92 Cycling hotels: 63 Mountain huts with cycling specialization: 5 Ecological tourist farms: 75 Facilities with certificate "disability friendly": 14 With the Green Scheme of Slovenian tourism certificate - »SLOVENIA GREEN« (acquired until June 2017): 13 Facilities with Travelife Certification: 3 Facilities with the environment logo, EU Eco-label: 8 Facilities with Green Globe Certification: 1 Facilities with the Bio hotels logo: 2
<p>In 2016 there were 59.3% overnight stays of tourists in hotels with a total of 42.682 beds. Highest occupancy in hotels and camps was in August. Lowest occupancy: January</p> <p>Slovenia has fifteen state verified natural spas and thermal spas.</p>	RELATED FIELDS	
	Gastronomy – Food services – Tourism – Wellness and spa – Education	USEFUL LINKS Združenje hotelirjev Slovenije (Association of Hoteliers of Slovenia): http://www.tgzs.si/sl/zdruzenje-hotelirjev-slovenije



		Združenje slovenskih naravnih zdravilišč (Slovenian Natural Spas): http://www.slovenia-terme.si/o-ssnz/
	SUBFIELDS	Združenje turističnih kmetij Slovenije (Association of tourist farms of Slovenia) : http://www.turisticnekmetje.si/
	Reception – Inn – Travel agency – Activities coordinator - Animation activities for children – Camping – Bed and breakfast – Recreation centers – Concierge – Resort – Hotel manager – F&B manager – Chef – Housekeeping – Hotel management – Accommodations – Receptionist – Vacation – Tour operator – Tourism office	Združenje turističnih agencij Slovenije (Association of Tourist Agencies of Slovenia) : https://www.ztas.org/

**COUNTRY :
MANAGEMENT**

SECTOR : HOSPITALITY & HOTEL

SECONDARY LEVEL	BACCHELOR LEVEL	MASTER LEVEL
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	<p>One faculty (Faculty of Tourism Studies – Turistica) offers the study programme in English : Tourism Enterprise Management.</p>	
<p>Schools offer : secondary education with matura examination (4 years, 240 ECTS) or vocational education (3 years, 180 ECTS).</p>		
<p>After finishing vocational education (3 years) additional 2 years of technical education and training (120 ECTS) provide necessary knowledge and skills for employment thus offering better employment conditions.</p>		
<p>Higher vocational education and training takes place at the non-university tertiary level. Such education combines teaching of both practical skills and theoretical expertise. Higher education differs from other forms of post-secondary education such as that offered by institutions of vocational education. 9 higher vocational colleges offer study program Catering and Tourism (2 years) and 8 colleges study program Wellness (2 years). Both programmes cover 120 ECTS. Programmes are carried out both as fulltime and parttime.</p>		