

APPLYING THE GSTC CRITERIA IN A NATIONAL SCHEME

JANA APIH

Institute Factory of Sustainable
Tourism GoodPlace

AZORES, 4.12.2019







DEVELOPED AND RUN IN PARTNERSHIP

OWNER &
MANAGER



I FEEL
SLOVENIA



ACCREDITED
PARTNER



INTERNATIONAL
PARTNER





GREEN SCHEME OF SLOVENIAN TOURISM

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



RESULTS IN ONLY 4 YEARS



48



38



4



2



WHY?

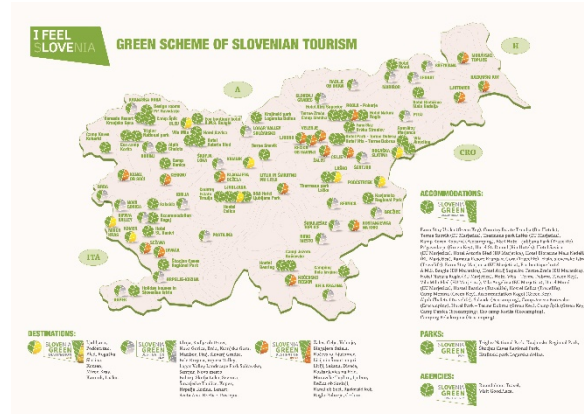
of sustainable tourism

1 SLOVENIA
IS GREEN



Slovenia's competitive
advantage // strong
green facts

2 SLOVENIA
ACTS GREEN



Development // Green
Scheme of Slovenian
Tourism

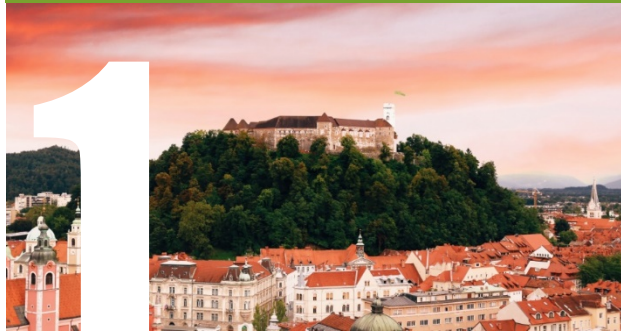
3 SLOVENIA
PROMOTES GREEN



Repositioning, mission of
STB // Communicate green

GSST COVERS 2 LEVELS

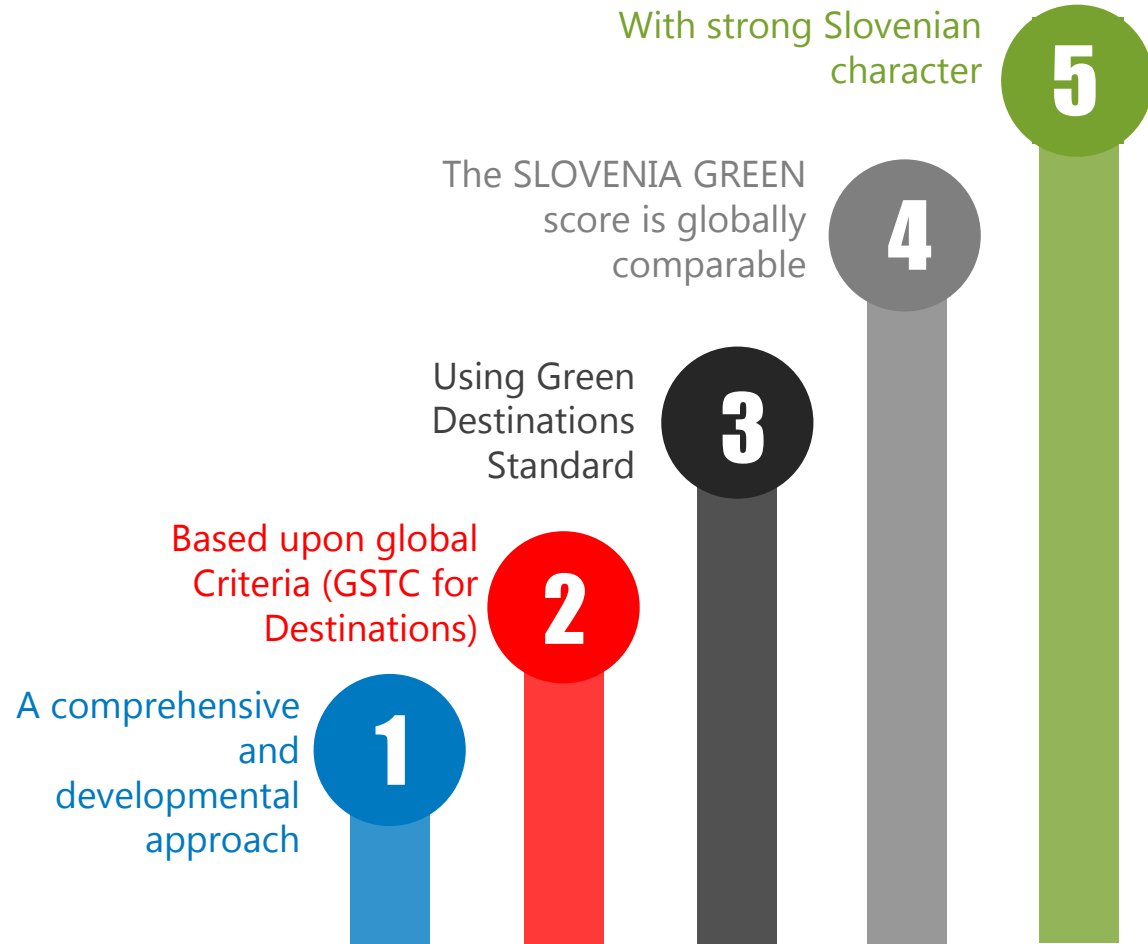
DESTINATIONS



TOURISM PROVIDERS



HOW?





DEVELOPMENT IS THE KEY!

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

PROMOTING SLOVENIA GREEN
(special visibility of SLOVENIA GREEN partners & targeted marketing)

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

=

EFICIENT
MANAGEMENT

DEVELOPMENT

EDUCATION
SOLUTIONS
BENCHMARK

=

BUILDING THE
ENVIRONMENT

MARKETING

BASED ON
DEVELOPMENT
GOALS

=

SUPPORTING
THE BRAND