### COUNTRY: SLOVENIA  
#### SECTOR: TOURISM

<table>
<thead>
<tr>
<th><strong>HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND</strong></th>
<th><strong>INTERNATIONAL</strong></th>
<th><strong>BY NUMBERS (IMPORTANCE OF THE SECTOR)</strong></th>
</tr>
</thead>
</table>
| 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) | 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. 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. | - 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) |
| 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 | 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. |
100 sustainable destinations (Sustainable Destinations Top 100).

PATWA Award for the Best Emerging Destination (March 2016)) awarded Slovenia for being the fastest-developing tourist destination.

At Sustainable Tourism Award MITT Moscow exhibition (March 2016), Slovenia received a special award for its development and promotion as a sustainable destination.

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)

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.

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

### RELATED FIELDS

### SUBFIELDS

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### USEFUL LINKS
- Slovenian tourist board (STO): www.slovenia.info
- STAT economic calculations for tourism: http://www.stat.si/StatWeb/News/Index/5678
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.
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#### SECONDARY LEVEL

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.

#### BACCHELOR LEVEL

3 colleges in Slovenia offer undergraduate programs with specializations in:
- Hotel management and tourism
- Cultural tourism
- Tourist destinations management
- Tourism

One faculty (Faculty of Tourism Studies – Turistica) offers the study program in English entitled Tourism Enterprise Management.

#### MASTER LEVEL

One faculty offers master's degree in tourism with specialization in:
- Innovative tourism

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<thead>
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</tr>
</thead>
</table>

| Schools offer: secondary education with matura examination (4 years, 240 ECTS) or vocational education (3 years, 180 ECTS). |

| 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. |

| 9 higher vocational colleges offer study program Catering and Tourism (2 years) and 8 colleges study program Wellness (2 years). Both programs cover 120 ECTS. |
### COUNTRY: SLOVENIA
### SECTOR: HOSPITALITY & HOTEL MANAGEMENT

#### HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND

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

Slovenia has fifteen state verified natural spas and thermal spas.

#### 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

#### RELATED FIELDS

- Gastronomy – Food services – Tourism – Wellness and spa – Education

#### USEFUL LINKS

COUNTRY: SLOVENIA
SECTOR: HOSPITALITY & HOTEL MANAGEMENT

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<thead>
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| 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. | 3 colleges in Slovenia offer undergraduate programs with specializations in:
- Hotel management and tourism
- Cultural tourism
- Tourist destinations management
- Tourism | One faculty offers master’s degree in tourism with specialization in:
- Innovative tourism |
One faculty (Faculty of Tourism Studies – Turistica) offers the study programme in English: Tourism Enterprise Management.

Schools offer: secondary education with matura examination (4 years, 240 ECTS) or vocational education (3 years, 180 ECTS).

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.

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 programs cover 120 ECTS. Programs are carried out both as fulltime and parttime.