



REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT
AND TECHNOLOGY



SRIPT
STRATEGIC
DEVELOPMENT AND
INNOVATIVE PARTNERSHIP
IN TOURISM



TOURISM AND
HOSPITALITY
CHAMBER OF
SLOVENIA

TOURISM AND HOSPITALITY CHAMBER OF SLOVENIA

STRATEGIC RESEARCH INNOVATIVE PARTNERSHIP FOR SUSTAINABLE TOURISM

2017 – 2022

Project manager: Katarina Cegljar

Nova Gorica, 1. 10. 2019





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TOURISM AND HOSPITALITY CHAMBER OF SLOVENIA

- ✓ tradition with over 115 years
- ✓ established by the economy (companies in tourism)
- ✓ voluntary membership
(since 2013; before it was mandatory by law)
- ✓ 270 members
75% hotels,
25% camp sites, restaurants, spas, casinos, travel agencies, sport facilities, etc



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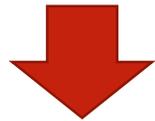
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STRATEGIC RESEARCH INNOVATIVE PARTNERSHIP FOR SUSTAINABLE TOURISM (SRIFT)

✓ voluntary membership



main drivers of the tourist
offer in Slovenia



critical mass of available
competences in tourism

✓ 38 tourist companies

(which constitute more than 50% of the tourist economy by revenue)

✓ 10 other organizations

(universities, chambers, faculties, etc)



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5 FOCUS PILLARS

1.
Gastronomy

2.
Human
resources &
quality

3. Digitalization
& technology

4.
Sustainable
system

5. Research
and
Development



THE MOST IMPORTANT ACHIEVEMENTS OF SRIPT

SUSTAINABLE TOURISM became one of the 9 priority areas in the Smart specialization strategy S4



Through SRIPT was proved that R&D exist in tourism (speleotherapy in Postojna cave)



R&D were formally recognized by the government



Tourist companies started to establish R&D departments and activities at the Slovenian research agency (formalizing R&D in tourism)



Approved projects for R&D in tourism (supported by the public funds)

5. Research
and
Development



GASTRONOMY

SLOVENIA – EUROPEAN REGION OF GASTRONOMY 2021



TURISTIČNO
GOSTINSKA
ZBORNICA
SLOVENIJE

The International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)

Candidacy with the book titled **»Taste Slovenia«** -

gastronomic specialties of Slovenia and protection, beekeeping, connection of gastronomy with tourism, strategy of gastronomy development in connection with sustainability, innovation, education and integration at various levels, with active involvement of citizens

✓ cooperation between **16 stakeholders** (Ministry of Economic Development and Technology, Ministry of Agriculture, Forestry and Food, Ministry of Foreign Affairs, Ministry of Health, Ministry of Culture, Slovenian Tourist Board, Chamber of Tourism and Hospitality, Chamber of Craft and Small Business of Slovenia, Tourism Ljubljana, Tourist Association of Slovenia, Higher Technical School for Catering and Tourism Maribor, University of Primorska, Slovenian Ethnographic Museum, etc)

✓ **focus on increasing the quality of life, education in the field of healthy and sustainable living, and the sustainable development of gastronomy**



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INTERNACIONALIZATION IN SRIPT

EU network NECSTouR, members of Steering Committee



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

Initiative »Digitalization and Safety in Tourism«



Part of S3 platform
of the EU commission



3 partner regions:
Lapland (Finland), Andaluzia (Spain), SRIPT (Slovenia)

Supporting:

1. investments in tourism,
2. commercializing & up-scaling,
3. cooperation of researchers, companies, NGO-s, public administrations in the S4 on national and regional level,
4. pilot projects & testing new solutions
5. Sharing good practices and innovative approaches/tools



The Smart Specialisation Platform for Industrial Modernisation (S3P-Industry)

Support provided and case studies

Technical Assistance Facility (TAF) Regional Co-operation Networks for Industrial Modernisation (ReConfirm)

Case study 1 Tourism of Tomorrow Laboratory

This investment idea is brought forth by **Digitalisation and Safety for Tourism**, a partnership led by the Andalusia (ES), Lapland (FI) and Slovenia (SI) regions.

Tourism is the third biggest industry in Europe but tourism companies are mostly SMEs. While regional and national stakeholder and activities support tourism businesses, accessing international investment channels is still challenging.

The Tourism of Tomorrow Laboratory (ToT LAB) is designed to be an EU hub for gathering research, expertise, and data on tourism. It will foster connections for private and public research centres and business communities to generate business intelligence, new knowledge, access to new technology, innovation and investment.

ToT LAB intends to sum up contributions from each of the involved regions, gathering private and public stakeholders and expertise together. International players such as the European Commission, the World Tourism Organization, Eurostat and multinational companies are already showing interest in the activities foreseen.

The project will:

- Strengthen the investments portfolio of each partner region;
- Engage private actors among relevant SMEs in partner regions;
- Name a project manager from the lead organisation;
- Gather the necessary human and financial resources to prepare the business plan (supported by experts).

As the lead partner, the Andalusia Regional Government will provide a physical location, budget and staff time.

In order to match tourism SMEs with providers of new technology and innovation, the SMEs need relevant and specific skills on how to make decisions based on data and access to relevant data. This will enable them to scale up their business to an international dimension and integrate with other businesses that can provide synergies and new opportunities.





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INTERNACIONALIZATION IN SRIPT

HOTREC: Umbrella Association of Hotel, Restaurants and Cafes in Europe

implementation, advising and supervision of Hotelstars in Slovenia

hotel classification with common criteria in Europe for hotels and other
acomodation facilities



HOTREC
Hotels, Restaurants & Cafés in Europe



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INTERNACIONALIZATION IN SRIFT

OTHER EU PLATFORMS:

- 1) ECTAA (European Travel Agents' and Tour Operators' Association)
- 2) EFCO (European Federation of Campingsite Organisations)
- 3) WACS (World Association of Chefs Societies)
- 4) CROSS-BORDER COOPERATION





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INTERNACIONALIZATION IN SRIFT

POINT OUTS IN 2019



- ✓ International conference „**Huture Summit**“, spring 2020 in Nova Gorica (focus on sustainability, nature, human resources, digitalization in tourism)



NON-COMMERCIAL PARTNERSHIP
**CLUSTER
OF MEDICAL,
ECOLOGICAL EQUIPMENT
AND BIOTECHNOLOGIES**

- ✓ Cluster of Medical, Ecological Equipment and Biotechnologies, St. Petersburg, Russia (medial tourism, rehabilitation equipment, etc)



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THANK YOU FOR YOUR ATTENTION

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