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Sustainable Tourism Challenges: Systems Change - Slovenia Tourism's Green Scheme

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SUSTAINABLE TOURISM CHALLENGES: SYSTEM CHANGE

SLOVENIA TOURISM'S GREEN SCHEME

KEY TAKEAWAYS

- Slovenia has created an internationally recognized program that enables destinations to properly evaluate and achieve their sustainability objectives.
- The program has been broadly adopted across the country, creating an “ecosystem” of sustainable destinations.
- The Green Scheme of Slovenian Tourism (GSST) includes a certification program using globally recognized criteria that encourages destinations to achieve a SLOVENIA GREEN label of Platinum, Gold, Silver, or Bronze, and service providers to obtain SLOVENIA GREEN Accommodation, Park, Travel Agency, Attraction, Cuisine, or Beach labels.
- Slovenia’s comprehensive program promotes sustainable development in all areas, including economic, social, cultural, and environmental sustainability.

Encouraging adoption of sustainable tourism programs is a challenge for leaders seeking to establish sustainable tourism programs across regions and countries. Slovenia has created a program that has been adopted by destination communities across the country, creating an “ecosystem” of sustainable destinations.

The **Green Scheme of Slovenian Tourism (GSST)**, an initiative of the Slovenian Tourism Board, is the largest sustainable tourism program in Slovenia.

Launched in 2014, this tool and certification program has grown to have over 100 members, including 59 destinations within Slovenia, as well as accommodation and other tourism service providers. This program aims to introduce sustainable tourism practices to Slovenian tourism and encourage both tourism service providers and destinations to embrace sustainability in their operations.



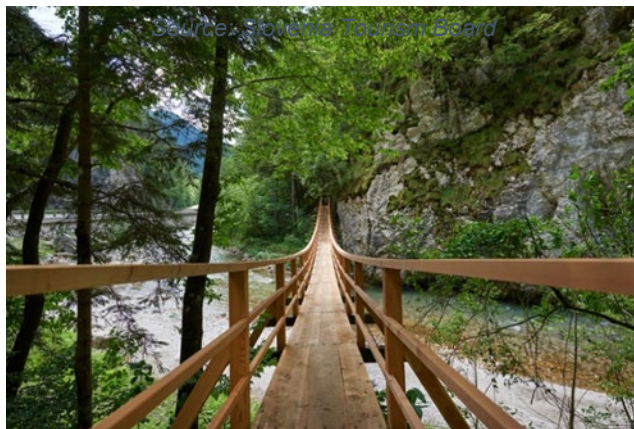
Building a Framework for Sustainable Development

An important step in encouraging adoption of sustainability programs is to provide clear guidance on the tasks required.

“The GSST ensures a framework with very concrete criteria that need to be followed by the destinations if they want to achieve the bronze, silver, gold or platinum label” according to Maša Klemenčič, project manager for the GSST.

Following this process, destinations receive the SLOVENIA GREEN label at various levels depending on their fulfillment of the criteria. Labels range from bronze at the lowest level to platinum at the highest and provide destinations with an opportunity to be recognized for their ongoing performance improvements. Tourism products and service provider labels are more specific with options including: SLOVENIA GREEN Accommodation, Park, Travel Agency, Attraction, Cuisine, or Beach labels.

Supporting System Change



GSST provides support and guidance to products and destinations utilizing the certification process. Members of the program are provided with a manual and the rules on obtaining, maintaining, and renewing the SLOVENIA GREEN Label. The GSST project manager provides additional support and education to destinations and service providers. In addition to training, products participating in the program receive access to promotional support, access to cooperative marketing opportunities, and grant funding opportunities.

Slovenia's GSST program has received international recognition and its success offers further incentive for Slovenia's destination communities and tourism products to participate in the program. As Maša notes:

“For Slovenia tourism as a whole, the GSST has given us direction, so sustainability and green tourism are not just a national strategy, but individual destinations and businesses have also started following this philosophy”.

LEARN MORE ABOUT THE SLOVENIA TOURISM

- [Green Scheme of Slovenia Tourism](#)
- [Slovenia's National Strategy](#)

IN THE NEWS

National Geographic: Recognized in 2018 as the World's most Sustainable Country by National Geographic: [This is the World's Most Sustainable Country](#)

Key Sustainable Development Goals (SDGs) and GSTC Destination Criteria



GSTC D2.0 A4: **Enterprise engagement and sustainability standards**

Prepared for:

Destination
Stewardship
Center



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