



Key directions of the Strategic Development and Innovative Partnership in Tourism (SRIPT) 2017–2022

SUMMARY

Authors: Dr. Maja Uran Maravić, Dr. Ljubica Kneževič Cvelbar, Jana Apih, Klavdija Štalcer, Dr. Boštjan Brumen with cooperation of representatives of companies participating in SRIP TURIZEM - SRIPT and collaborators of the Tourism and Hospitality Chamber of Slovenia



1.) SRIPT key objectives

The Strategic Development and Innovative Partnership in Tourism (SRIPT) focuses on the reinforcement of relationships in the field of development and innovations as well as research between participants in the field of tourist economy, state and other non-economic institutions, research and education activities and other professional and non-governmental organizations. The partners enter into a partnership for development and innovations with the purpose of developing competitive and socially- and environmentally-friendly products supported by technology in tourism and the training of quality cadres in the field of tourism.

Our objective is the systematic integration into individual value chains, horizontal value networks and independent innovation clusters as well as cooperation with other strategic development and innovation partners.

We also enter into the strategic partnership with the intent of becoming a strong, active and development-oriented proponent to the state in the field of tourism as well as integration into international value chains.

SRIPT aims to:

- Contribute to the sustainable development of Slovenia, including health and the social well-being
- Interconnect tourist providers with the intent of creation of common innovative and globally competitive products in tourism
- Improve the know-how and competences of employees in the field of tourism
- Improve the valuation of the primary tourist offer
- Take into consideration the expectations of every interest group and their participants
- Act in accordance with the valid legislation and international operation norms
- Integrate into new SRIP partnerships (e.g. SRIP food, SRIP medicine, SRIP circular economy, SRIP smart cities etc.)

Ceaselessly, we intend to cooperate and prepare professional development foundations aimed at creating a development policy in accordance with national and international development guidelines and the requirements of the tourist economy, including all partnered economic entities, representatives of non-economic companies, educational and research organizations and non-governmental and other professional organizations.

Quality, transparency and efficiency of participant governance will ensure the acquisition of new service users, improve the reputation of partnered organizations and competitive advantages, while the strategy will be based on socially- and environmentally-friendly operations.

2.) Key global indicators

The main objectives of SRIPT are connected to the Smart Specialization Strategy (S4) in the field 2.2.3 Sustainable tourism. Specifically, the following objectives have been defined for the period until 2023:

- 1. Increase of added value in tourism by 15%**
- 2. Increase revenue under the header of export travel by 4-6% annually**
- 3. Improve the energy efficiency of tourist facilities by 20%**



Objectives of SRIPT operations will be coordinated with the objectives of the 2017-2021 Slovenian Tourism Development Strategy when adopted by the Government of the Republic of Slovenia. The strategy proposes two different tourism development scenarios: scenario of continued current growth and scenario of accelerated tourism development. We wish to positively impact and promote the development of tourism through development activities in SRIPT. Taking into account the current officially adopted policies by the Government of the Republic of Slovenia, SRIPT's operations will focus on the realization of the following strategic objectives:

Objectives in accordance with the Slovenian Tourism Development Strategy for the period until 2021:

- Increase the number of stays and tourists until 2021 in accordance with the Tourism - Development Strategy.
- Increase revenue from the export of travels until 2021 in accordance with the Tourism - Development Strategy.
- Increase the average length of stay until 2021 in accordance with the Tourism Development Strategy.
- Increase lodging capacities until 2021 in accordance with the Tourism Development Strategy.
- Increase the number of employees in tourism in accordance with the Tourism Development Strategy.

Specific objectives in accordance with the Smart Specialization Strategy (S4):

- Increase the value added in tourism by 15%.
- Improve the energy efficiency of tourist facilities by 20%.
- Improve the level of know-how and quality in tourism in Slovenia.
- Increase the number of rapidly growing companies in tourism from 29 in 2015 to 50 in 2021 (data by SORS).

Specific objectives and performance indicators have been outlined in individual priority fields of focus under Item 5.2.2 of the Action Plan.

3.) SRIPT strategy

The SRIPT strategy includes activities in **four priority fields of focus** identified in the SP4 and by the tourist economy and which will contribute to a more competitive global market position:

1st field of focus: **Information-based marketing and networking** through the creation of innovative, comprehensive and sustainable tourist products and services in accordance with future needs. Tourist and hospitality companies in this value chain will interconnect with ICT service providers as well as education and research institutions and non-governmental and other professional organizations.

2nd field of focus: **Know-how necessary to improve the quality of services** – constitutes activities in the following fields: service design, innovative governance, process innovations, branding of basic (hospitality) and thematic products while taking into account international well-established brands and training. Here, companies in the field of tourism and hospitality will interconnect with education and research institutions and non-governmental and other professional organizations, marketing research providers, architects, spatial designers, service



designers, ICT solution providers, marketing agencies and similar.

3rd field of focus: **Technological solutions for the sustainable use of resources associated with accommodation facilities** – in connection with activities in the field of smart buildings. In the sense of this field, tourist companies will interconnect with providers of products and services which enable the sustainable use of resources in the broadest sense by research institutions. Also included will be architects and designers of smart and sustainable buildings, mobility solution designers, participants in the field of safety as well as other providers of products and services which enable the sustainable and socially responsible development of tourism.

4th field of focus: **Green Scheme of Slovenian Tourism** – systematic approach to the integration, guidance and development of sustainable tourism. In this field, tourist and hospitality services will interconnect with consultants, promoters of certification programmes, research and education organizations, non-governmental and other professional organizations, providers or marketing research, marketing agencies, local and organic foods suppliers, developers and promoters of authentic green tourist experiences with the objective of introducing in tourist and hospitality facilities sustainable operations and integration processes that would improve sustainability and increase demand, consequently the offer and self-sufficiency.

SRIPT governance has been entrusted by the tourist economy to the **Tourism and Hospitality Chamber of Slovenia as the representative organization of tourist economy in Slovenia**. SRIPT was backed by a total of 35 tourist companies (which constitute more than 50% of the tourist economy by revenue) as well as 11 other organizations (universities, chambers, faculties and institutions - all vital providers of know-how in the field of tourist and activities associated with tourism), which constitute the main drivers of the tourist offer in Slovenia. These companies and organizations are home to the critical mass of available competences in tourism and activities associated with tourism.

We wish to highlight that tourism is one of the rare branches of the economy with an already established entity the main purpose of whose operations is the execution of activities for the professional marketing of tourist products and services in foreign markets. We are referring to the Slovenian Tourist Board (STB - with already established, organized and professional marketing activities in foreign markets), with the assistance of which the participants in the SRIPT partnership intend to upgrade the existing activities and develop new activities necessary for the joint participation of SRIPT members in individual foreign markets:

- Networking between companies - beginning in the industrialization phase and onward (from TRL 5 onwards)
- Business clubs and councils
- Integration of companies via cooperation into cross-border cooperation programmes
- Counselling during new market entries
- Reinforcement of the capacities for the integration of companies into international circular economy connections (the Council for Environmental Protection of the Republic of Slovenia) etc.



4.) Focus and definition fields of common development activities

The **Information-based marketing** field of focus includes activities and development propositions connected with the digital transformation of tourism. Solutions which interconnect tourism and technology are necessary for the development of break-through solutions in order to increase the value added in tourism. Via new technologies, we could eliminate the inefficiencies in the tourism sector and improve the value added in tourism as a rapidly growing sectors of the economy. During the idea generation process and necessary shifts in development for the digital transformation of tourism in Slovenia, SRIPT members have identified three key areas of development as follows: 1.) Digital solutions for tourist communication, 2.) Tourist product digitalization, and 3) ICT solutions aimed at the optimization of operations.

The **Know-how necessary to improve the quality** field of focus in the Smart Specialization Strategy (S4) and other associated documents focuses on five topics: creation of internal quality standards, branding of basic and thematic tourist products, service design, innovative governance and training. Project idea proposals and SRIPT member activities have been included in the following fields: 1.) Internal service quality system, 2.) Tourism innovation centre and Tourist services clinic, 3.) HT academy, 4.) Know-how and competences platform, and 5.) Quality tourism label.

Project idea proposals listed under Items 2 to 5 of this field of focus do not constitute RDI in terms of content since its support requires a specific solution or response which complements other instruments of the development policy (e.g. Slovenian innovation environment, European Social Fund, STB). They constitute absolute priorities in the field of tourism which have been identified by all participants.

The field of focus **Technological solutions for the sustainable use of resources associated with accommodation facilities** is composed of the following final project proposals and fields which provide for the sustainable use of resources: 1.) Sustainable use of resources, 2.) Waste management, 3.) E-mobility technical solutions, 4.) Technological solutions and safety, and 5.) Technological solutions in smart buildings.

The primary objective of the **Green Scheme of Slovenian Tourism** field of focus is to integrate the efforts for the development of sustainable tourism in Slovenia. In order to realize this objective, the **Slovenia Green** certification programme was set up and includes the sustainable operations evaluation processes for tourist destinations and providers and the integration of participants while introducing a system for the implementation of improvements into operations processes and offer development. The core of the Green Scheme of Slovenian Tourism are the challenges associated with the key sustainable tourism development processes: 1.) Governance of natural landmarks and cultural heritage, 2.) Development of innovative sustainable offer and smart governance, and 3.) Development of environmentally friendly and responsible tourist products.

The key development priority in tourism in Slovenia is the creation of a competitive and sustainable tourist product, which would position Slovenia in the global markets and simultaneously highlight the development of comprehensive services which result in exquisite experiences while considering integration and taking into account environmental and natural as well as cultural preservation. Which is why it is imperative that all participants in the partnership concentrate on the defined key fields of focus (with the use and



development of new technologies).

We strive to develop and implement a break-through platform for the development of new products and services in the field of sustainable tourism.