



SLOVENŠKA
TURISTIČNA
ORGANIZACIJA
www.slovenia.info



Lead Partner



Project partners

- Provincia Ferrara
- Provincia Ravenna
- Provincia Rovigo
- GAL Polesine Delta Po
- GAL Venezia Orientale, VEGAL
- Consorzio del Parco Regionale del Delta del Po Emilia-Romagna
- Ente Parco Regionale Veneto Delta Po
- Dipartimento di Scienze politiche e sociali, Università di Trieste
- GAL Alta Marca Trevigiana
- GAL Terre di Marca
- BSC, Poslovno podporni center, d.o.o., Kranj
- Turizem Bohinj, javni zavod za pospeševanje turizma
- Zavod za turizem in kulturo Žirovnica
- Center za trajnostni razvoj podeželja Kranj, razvojni zavod
- Triglavski narodni park
- Slovenska turistična organizacija
- Občina Bled
- Občina Bohinj
- Občina Gorenja vas-Poljane
- Občina Jesenice
- Občina Kobarid
- Občina Kranjska Gora
- Občina Radovljica
- Občina Žiri
- Provincia di Venezia
- Provincia di Udine
- Comune di Ravenna
- Regione Emilia-Romagna
- Associazione Nautica Nautisette

SLOW TOURISM

Valorizzazione e promozione di itinerari turistici "slow" tra l'Italia e la Slovenia - SLOWTOURISM

Valorizacija in promocija turističnih "slow" poti med Italijo in Slovenijo - SLOWTOURISM

Ref. Bando pubblico per la presentazione di progetti strategici n. 01/2009
Javni raxpis za predložitev strateških projektov št. 01/2009.
Rif. AF./ Št. Vloge: 22

Progress activities WP 5.1

Italia Slovenia Programme

ASSE / PREDNOSTNA NALOGA:

2 Competitività e società basata sulla conoscenza
2 Konkurenčnost in na znanju temelječa družba

Work packages:	5 - INFORMATION
Activity:	5.1: Information for tourist guides
Output:	Training programme
Version:	01
Date:	25.10.2011
Language:	English
Status:	Internal
Type:	Document
Availability	Internal
Responsible Partner	Triglav national Park
Editor	
Contributor	
Other PPs contributor	PP15, PP16



2007-2013
cooperazione territoriale europea
programma per la cooperazione
transfrontaliera
Italia-Slovenia
evropsko teritorialno sodelovanje
program čezmejnega sodelovanja
Slovenija-Italija

Progetto finanziato nell'ambito del Programma per la Cooperazione Transfrontaliera Italia-Slovenia 2007-2013, dal Fondo europeo di sviluppo regionale e dai fondi nazionali.
Projekt sofinanciran v okviru Programa čezmejnega sodelovanja Slovenija-Italija 2007-2013 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev



Ministero dell'Economia
e delle Finanze



REPUBLIKA SLOVENIJA
SLUŽBA VLADE RS ZA LOKALNO SAMOUPRAVO
IN REGIONALNO POLITIKO



Investiamo nel
vostro futuro!
Naložba v vašo
prihodnost!

www.ita-slo.eu

Progetto cofinanziato dal Fondo europeo di
sviluppo regionale
Projekt sofinancira Evropski sklad
za regionalni razvoj



SLOW TURIZEM - DISCOVER US SLOWLY

Workshops on Slow tourism, sustainable development and intercultural communication

21.-23.11.2011

Triglav National Park - Bled, big hall (1st floor), Bohinj Park EKO Hotel

Monday, 21st of November 2011

Location: Triglav National Park - Bled, big hall (1st floor)

9.00 - 9.10	mag. Martin Šolar <i>Triglav National Park</i>	Welcome speech
9.10 - 10.30	Stefano Dall'Aglio <i>Econstat</i>	Definition of Slow tourism: Meaning of »Slow« in tourism
10.30 - 11.00	COFFE BREAK	
11.00 - 12.00	Stefano Dall'Aglio <i>Econstat</i>	CASTEL model
12.00 - 12.30	DISCUSSION	
12.30 - 13.30	LUNCH	
13.30 - 14.00	Stefano Dall'Aglio <i>Econstat</i>	Presentation of good practices worldwide
14.00 - 14.30	Lidija Koren <i>Kamp Koren</i>	Presentation of good practices in Slovenia: Presentation of the camp and vision for the future
14.30 - 15.00	Rok Teul <i>Feel Green</i>	Presentation of good practices in Slovenia: Adventure tourism
15.00 - 15.30	COFFE BREAK	
15.30 - 16.00	Janko Humar <i>LTO Sotočje</i>	Presentation of good practices in Slovenia: Green house Kobarid
16.00 - 16.30	Fedja Pobegajlo <i>Sava Hotels Bled</i>	Presentation of good practices in Slovenia: Glamping
16.30 - 17.00	DISCUSSION	



Tuesday, 22nd of November 2011

Location: Triglav National Park - Bled, big hall (1st floor)

9.00 - 10.30	Miša Novak <i>Alohas</i>	Implementation of sustainable management
10.30 - 11.00	COFFE BREAK	
11.00 - 12.00	Silvija Černe	Visual communication design
12.00 - 13.00	LUNCH	
13.00 - 13.10	Rok Klančnik <i>Slovenian Tourist Board</i>	Introduction to intercultural communication in tourism
13.10 - 13.55	Tone Matjašič <i>Panoramic Travel Group</i>	Asia - - a challenge for Slovenian tourism
13.55 - 14.30	COFFE BREAK	
14.30 - 15.15	Mag. Mirjana Miše <i>Marketing expert</i>	How it sounds / feel Slovenia in Chinese?
15.15 - 15.45	Chinatsu Nakajima <i>Tourist guide</i>	How to welcome Japanese touristic?
15.45 - 16.00	Mojca Krašovec <i>Sava Hotels Bled</i>	Experiences from practice
16.00 - 16.30	DISCUSSION	



Wednesday, 23rd of November 2011

Location: Bohinj Park EKO Hotel

- | | | |
|----------------------|--|---|
| 9.00 - 9.10 | Anže Čokl
<i>Bohinj Park EKO hotel</i> | Welcome speech |
| 9.10 - 10.10 | Anže Čokl
<i>Bohinj Park EKO hotel</i> | Presentation of the hotel, getting ECO certificates, vision for the future |
| 10.10 - 10.40 | Klemen Langus
<i>LTO Bohinj</i> | Presentation of good practices in Slovenia:
Slow events - International Flower Festival , Hiking Festival |
| 10.40 - 11.40 | Marko Lenarčič
<i>GIZ pohodništvo</i> | Advantages and disadvantages of networking on the case of Hiking and Biking Association as a possible model of continuation of the project Slow tourism |
| 11.40 - 12.00 | DISCUSSION | |
| 12.00 - 15.00 | EKO hotel Bohinj
Gastronomy- experience of the future and sustainability: tasting of typical dishes of Bohinj area | |

Moderator: Rok Klančnik, Slovenian Tourist Board

Location:

1st and 2nd Day

Triglav National Park, great hall (first floor)

Ljubljanska cesta 27,

4260 Bled

www.tnp.si

3rd Day

Bohinj Park Hotel, ECO RESORT & SPA, Jalovec hall

Triglavska cesta 17, 4264 Bohinjska Bistrica

www.bohinj-park-hotel.si

