

Sustainable Destination Management Planning: The Case of Slovenia

Aljaz Nerad

University of Primorska, Faculty of Management, Slovenia
aljznrd@gmail.com

Roberto Biloslavo

University of Primorska, Faculty of Management, Slovenia
roberto.biloslavo@fm-kp.si

Marko Koscak

University of Maribor, Faculty of Tourism, Slovenia
marko.koscak@um.si

Igor Jurincic

University of Primorska, Faculty of Tourism Studies, Slovenia
Igor.Jurincic@fts.upr.si

Tourism is one of the largest and fastest growing economic sectors that promotes economic growth, boosts employment, self-employment and business development (Miloradov et al., 2018), whose important role in the European economy has been recognized by the European Commission (Notarstefano, 2008). In the past the development of mass tourism has caused serious damage to the environment (Lasart et. Al, 2014) so we must strive to achieve a competitive and sustainable tourism policy in Europe (European Commission, 2007). The opposite of mass tourism is the sustainable development, which Grundy et. al (2008) define as development that meets the needs of today, without negatively affecting the needs of future generations, since the goal of sustainable development is not to create greater economic benefits, but to create better living conditions for present and future members of society. In general, it can be argued that the concept of sustainable development is to strike a temporary balance between natural resources and their use (Gorica et al., 2010); it can be achieved through the economic, environmental, socio- cultural and climate pillars of sustainable development, which form the basic guideline in establishing sustainable development (Brokaj, 2014). We are also aware of the importance of sustainable development in Slovenia, where the Ministry of Economic Development and Technology (2017) defines it in its development strategy as green, sustainable and responsible development, which is deeply rooted among tourism stakeholders in the public and private sectors. However, for successful sustainable development, the concept of sustainability needs to be carefully defined and examined (Terzić and Simeunović Bajić, 2018), since the inaccuracy of the concept of sustainability makes it difficult to put into practice (Law et al., 2016). Gaps in the area of sustainable tourism planning appear especially in small countries, such as Slovenia, which is centrally managed and where tourism is not fully recognized yet as a driving force for economic growth (Koščak, Colarič-Jakše and Veljković, 2014). The latter does not apply to large destinations with efficient destination management that are aware of the importance of tourism (Nizić and Drpić, 2013). Therefore, the paper will introduce in more detail the first phase of research on sustainable destination management in the Republic of Slovenia, in which we will limit ourselves to reviewing and analysing domestic and foreign relevant literature, summarizing ideas and results of research articles published on this topic, and reviewing publicly available examples of good practice. In this phase of the research, we relied primarily on foreign authors, due to the lack of literature on sustainable destination management in the RS, which, however, explore a different reality than that in the RS. Based on the literature review, we will offer a new perspective for understanding the challenges and outstanding issues that, due to the magnitude of the problem of managing tourist destinations, prove crucial for their sustainable

development. At the same time, we will present the development of destination management in the RS and highlight all the good practices that can be transferred to other related countries.

Keywords: sustainable tourist destination, sustainable management, Slovenia

References

- Brokaj, Rezarta. "Local Governments role in the sustainable tourism development of a destination." *European scientific journal* 10, no. 31 (2014).
- European Commission. "Agenda for a sustainable and competitive European tourism: COM Document (2007), 621 final." (2007).
- Gorica, Dklodiana, Dorina Kripa, and Edlira Luci. "Sustainable tourism-a dynamics method for destination planning: Community approach: A case from south of Albania." *Romanian Economic and Business Review* 5, no. 2 (2010): 9.
- Grundey, Dainora, Migle Sarvutyte, and Jurgita Skirmantaite. "Prospects for sustainable tourism in Lithuania: a national survey." *Transformations in Business & Economics* 7, no. 1 (2008): 13.
- Košćak, Marko, Lea-Marija Colarić-Jakše in Božidar Veljković. 2014. "The quest for excellence and a socially responsible approach in the planning process for sustainable tourism development: A case study of Slovenia." *Turizam: međunarodni znanstveno-stručni časopis* 62, no. 2: 189-200.
- Lasarte, Marta Plumed, Tatiana Iniguez Berrozpe, and Maria Pilar Latorre Martinez. "Sustainability and tourist promotion: the case of Spain." *Aktual'ni Problemy Ekonomiky= Actual Problems in Economics* 156 (2014): 123.
- Law, Alexandra, Terry De Lacy, Geoffrey Lipman in Min Jiang. 2016. "Transitioning to a green economy: the case of tourism in Bali, Indonesia." *Journal of Cleaner Production* 111: 295–305.
- Miloradov, K. A., T. S. Romanishina, A. A. Kovalenko, N. G. Bondarenko, and J. V. Andrianova. "An efficient strategy for the development of tourism at regional level." *European Research Studies Journal* 21, no. 4 (2018): 208-221.
- Ministry of Economic Development and Technology (2017). *Strategija trajnostne rasti slovenskega turizma 2017–2021*.
https://www.slovenia.info/uploads/dokumenti/kljuni_dokumenti/strategija_turizem_koncno_9.10.2017.pdf, 8. 5. 2019.
- Nižić, Marinela Krstinić, in Danijel Drpić (2013). "Model for Sustainable Tourism Development in Croatia." *Tourism in South East Europe...* 2: 159.
- Notarstefano, Cosimo. "European sustainable tourism: context, concepts and guidelines for action." *International journal of sustainable economy* 1, no. 1 (2008): 44-59.
- Terzić, Aleksandra in Nataša Simeunović Bajić. 2018. "Sustainable tourism issues—the role of local community (case of Serbia)." *Yearbook-Faculty of Tourism and Business Logistics* 3, no. 2: 28–37.