

I FEEL
SLOVENIA

ZA MANJ ODPADNE HRANE V TURIZMU

Marina Ferfolja, Slovenska turistična organizacija, 24. april 2025



KDO SMO IN KAJ POČNEMO

I FEEL
SLOVENIA

V letu 2025
praznujemo
30 let
STO



NAČRTUJEMO IN IZVAJAMO TRŽENJE CELOVITE TURISTIČNE PONUDBE
SLOVENIJE NA TUJIH IN DOMAČEM TRGU TER SKRBIMO ZA TRAJNOSTNI
RAZVOJ TURIZMA.

I FEEL
SLOVENIA

NACIONALNA RAVEN

Ministrstvo za gospodarstvo, turizem in šport

Delovna področja ministrstva:

1. Industrija, podjetništvo in internacionalizacija
2. Lesarstvo
3. **Turizem**
4. Notranji trg
5. Razvojna sredstva
6. Šport

Direktorat za turizem

Zakonodaja & razvoj turizma

SPIRIT
SLOVENIA

SPIRIT
SLOVENIJA
PUBLIC AGENCY OF THE
REPUBLIC OF SLOVENIA

I FEEL
SLOVENIA

Javna agencija Republike Slovenije za spodbujanje podjetništva, internacionalizacije, tujih investicij in tehnologije.

Turistično
gostinska
zbornica Slovenije

RAVEN TURISTIČNIH PRODUKTOV

SLOVENSKA
TURISTIČNA
ORGANIZACIJA

STO
SLOVENIAN
TOURIST
BOARD

I FEEL
SLOVENIA

SSNZ

Slovenia Outdoor

KONGRESNI URAD

+ manjša združenja

DESTINACIJSKA RAVEN

DMMO-ji
(Destinacijske marketing in
management organizacije)

Ustanovljene in
financirane s strani
občin

V 4 slovenskih turističnih regijah je
približno 60 DMMO-jev

VSEBINSKI
DIGITALNI
MARKETING



KOMUNICIRANJE
S POSLOVNIMI
JAVNOSTMI



RAZISKAVE
IN
RAZVOJ



POSLOVNA
ANALITIKA IN
TRAJNOST



+ 8 %

Increase in arrivals
of tourists
2017 - 2018



+ 10 %

Increase in overnight
stays by tourists
2017 - 2018

PREDSTAVNIŠTVA V TUJINI



TURIZEM 2024 V ŠTEVILKAH

A scenic landscape of a lake in a forested valley with mountains in the background. The lake is covered with green lily pads. The surrounding forest is dense and green. In the background, there are steep, rocky mountains with some snow patches. The sky is clear and blue.

I FEEL
SLOVENIA

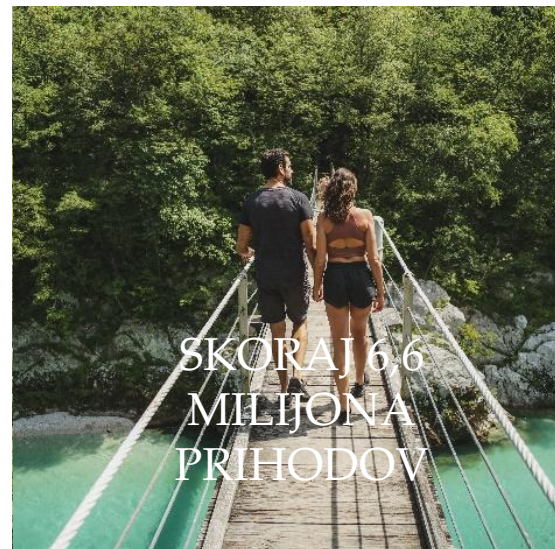
MEDNARODNI TURIZEM

JE V LETU 2024 DOSEGEL 99% RAVNI PRED PANDEMIJO

ZABELEŽENIH JE BILO 11% VEČ MEDNARODNIH PRIHODOV V PRIMERJAVI Z 2023

KLJUB VSEMU MORA SEKTOR POSPEŠITI PREOBRAZBO IN V SREDIŠČE RAZVOJA
TURIZMA POSTAVITI LJUDI IN PLANET

NAŠE USPEŠNO TURISTIČNO LETO 2024



I FEEL
SLOVENIA

SLOVENIA
GREEN

Zelena shema slovenskega turizma je
upravljavsko orodje in razvojni PROGRAM.

Ponudniki in destinacije prejmejo ZNAK Slovenia
Green, ki je hkrati tudi ZNAMKA, skozi katero
predstavljamo trajnostna prizadevanja Slovenije.

SMALL BUSINESS

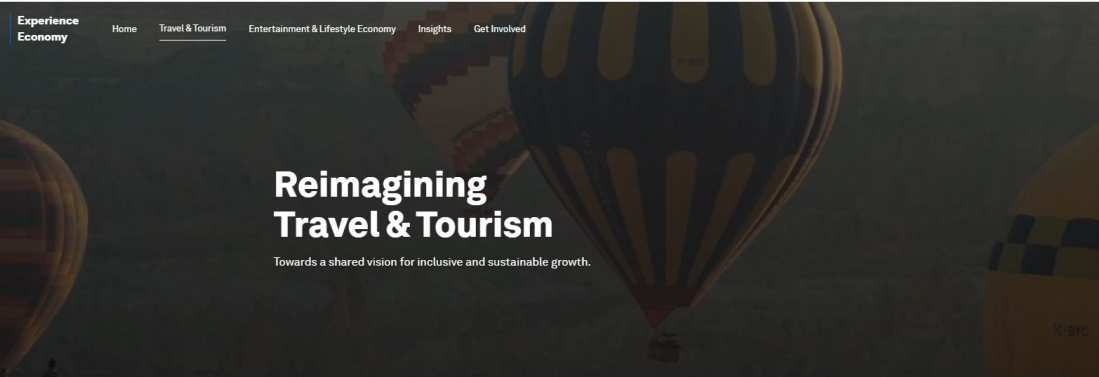
The Art Of Responsible Tourism: A Force For Good

By [Caesar Indra](#), Forbes Councils Member.for [Forbes Business Council](#), COUNCIL POST | Membership (fee-based)

Aug 25, 2023, 07:15am EDT

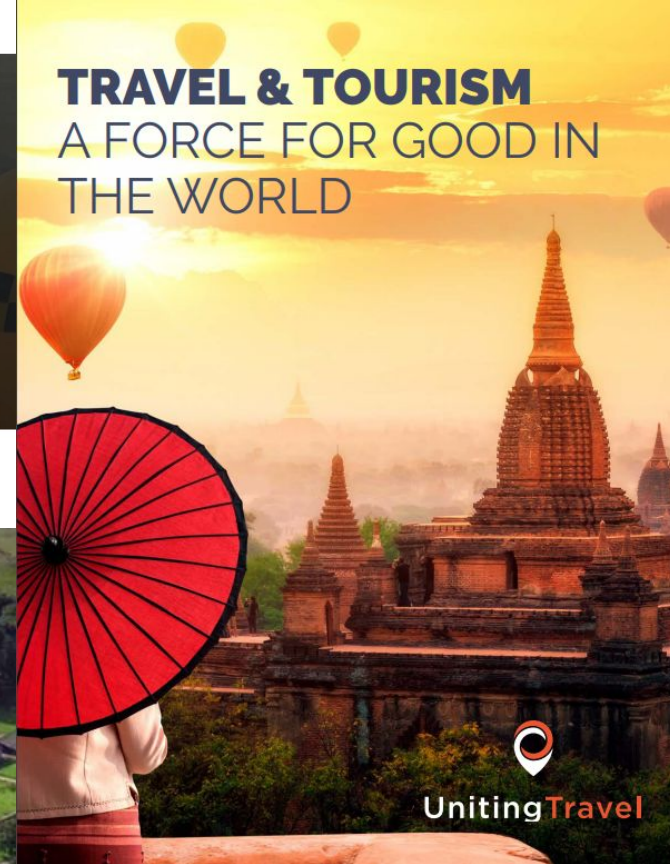
[Share](#) [Save](#)*Caesar Indra, President, Traveloka.*

GSTC
Global Sustainable Tourism Council

[ABOUT](#) [STANDARDS](#) [CERTIFICATION](#) [ACCREDITATION](#) [TRAINING](#) [MEMBERSHIP](#)


Our vision for the future

We aspire to a future where travel and tourism serve as a transformative force for good—driving inclusive and sustainable economic growth while preserving cultural heritage and protecting natural ecosystems.



The Art Of Responsible Tourism: Travelers Can Be A Force For Good

[Home](#) / [Posts](#) / [News](#) / The Art Of Responsible Tourism: Travelers Can Be A Force For Good

In the ashes of the pandemic, sustainable tourism has emerged as the next frontier of travel. A sea of change catalyzed by border restrictions saw hitherto overcrowded destinations rejuvenated by the absence of human traffic. People have taken notice and are keen to play their part—in essence, being responsible.

A recent American Express Travel report highlighted that around **82%** of Gen Z and millennial travelers are interested in going on holidays with minimal environmental impact in 2023, compared to 72% of Gen X and 64% of boomers.

Responsible tourism exists under the umbrella of sustainability, which will continue to gain momentum this year in my opinion. The question is: How do we ensure a force multiplier effect?

As travelers push brands for more accountability, they are also aware of how their own choices can make a difference. They are more inclined to lighten their luggage, reduce their carbon footprint and opt for an "off grid" vacation to travel the right way.

Sign up for our GSTC Monthly Newsletter to receive important updates and opportunities.



Newsletter

Don't forget to join us on social media for the latest news!



How Travel & Tourism can be a force for good





ODPADNA HRANA V TURIZMU

Hrana in pijača – top
potrošniška kategorija
za večino popotnikov

What will travellers spend most on in Europe?

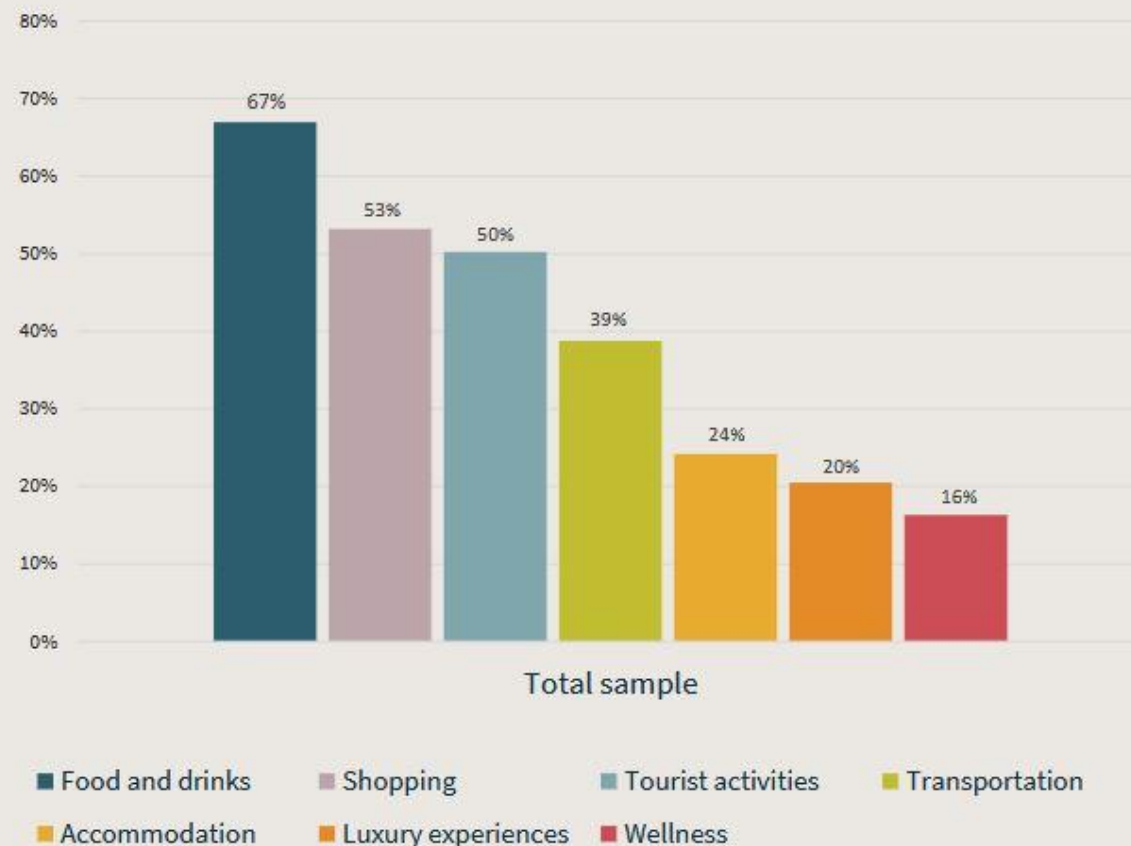
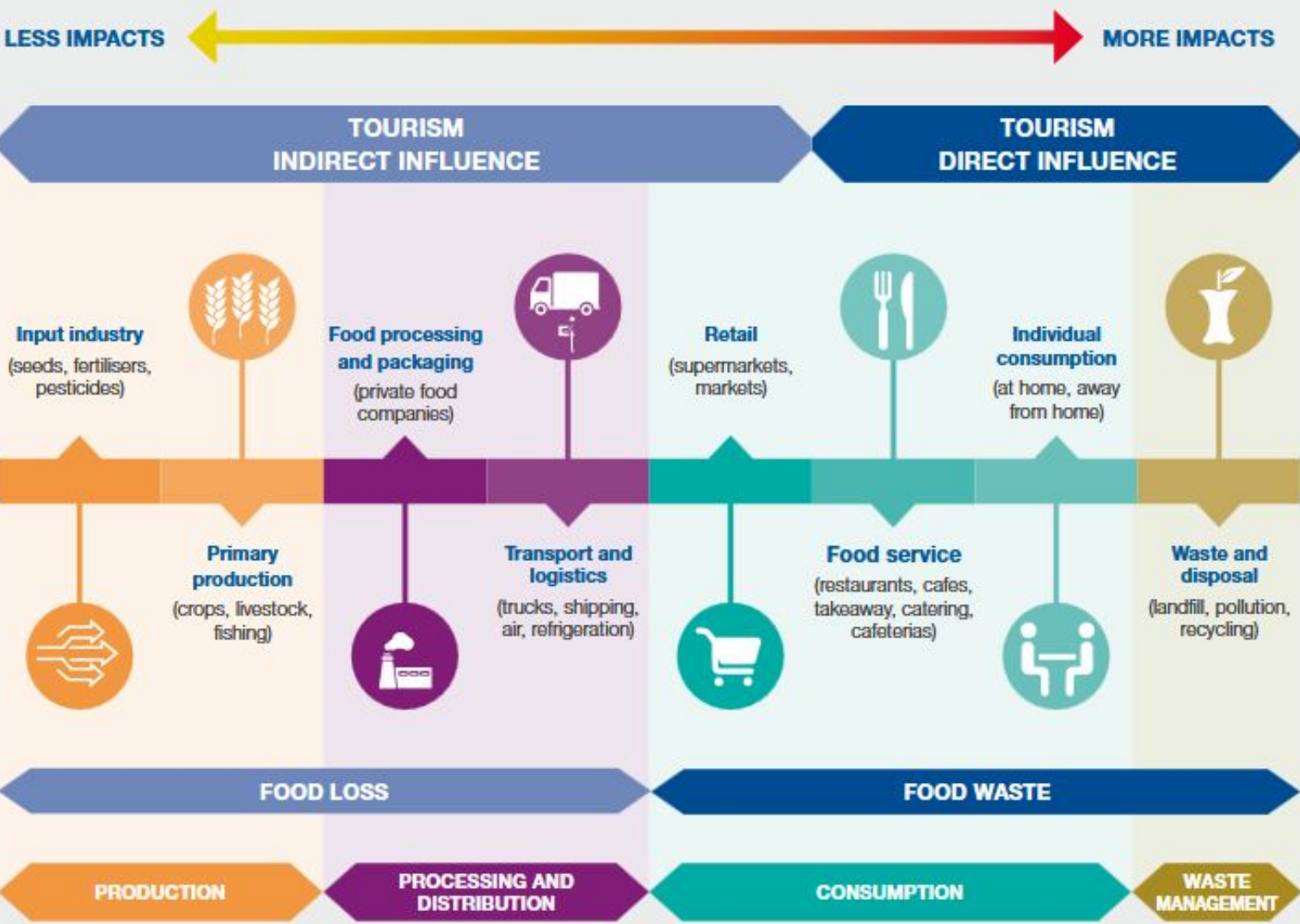


Figure 1 Tourism in the food value chain



Odpadki –
področje kjer ima
turizem največji
direkten vpliv v
prehranski verigi

Sources: Adapted from **United Nations Environment Programme (2021)**, *Catalysing Science-based Policy action on Sustainable Consumption and Production – The value-chain approach & its application to food, construction and textiles*, pp. 50, UNEP, Nairobi, online available at: https://www.oneplanetnetwork.org/sites/default/files/from-crm/report_unea5_catalysing_science-based_policy_action_on_scp_-_task_group_irp-one_planet_0.pdf



I FEEL
SLOVENIA

GLOBALNA STRATEGIJA

ZA ZMANJŠANJE ODPADNE HRANE V TURIZMU, UN TOURISM, 2023

TURIZEM JE V SREDINI PREHRANSKE VREDNOSTNE VERIGE IN LAHKO
SPODBUJA SPREMEMBE V NAČINU UŽIVANJA IN PROIZVODNJE HRANE



AKTIVNOSTI STO ZA MANJ ODPADNE HRANE

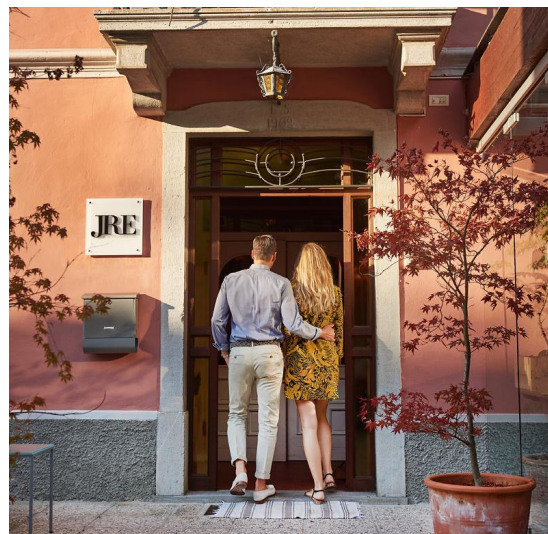
AKTIVNOSTI STO



ROADMAP

21/22

- **Akcijski načrt delovanja ZSST za 2021 in 2022**
- 3 prioritete
- Krepitev kratkih nabavnih verig



PROJEKT-JRE

2023

- **Analiza stanja**
- Izbor **metode merjenja** odpadne hrane
- **Pilotno merjenje**



HOTELI

2024

- **Merjenje v 6 Slovenia Green** restavracijah
- **Anketa** o izkušnji merjenja odpadne hrane



NAČRT

2025

- Sodelovanje z **Gostilno Slovenije**
- Integracija orodja v **NIST**

JRE PILOT 2023: STRATEŠKE PODALAGE, ORODJE IN ANALIZA



**Gostilna
Mahorčič**



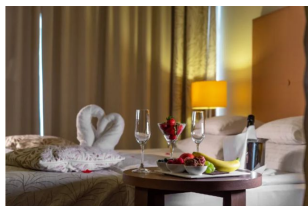
GUARDIANS OF
GRUB
(WRAP)

RESTAVRACIJA –
GOSTI - DOBAVITELJI

OSNUTEK SMERNIC
ZA MANJ ODPADNE
HRANE

SLOVENSKI PRIMERI
DOBRIH PRAKS,
TRAJNOST JE
VREDNOTA

SLOVENIA GREEN HOTELI 2024: MERJENJE IN UKREPI



GRAND
HOTEL **sava** ****



Terme Zreče
Hotel Atrij **** Superior



Hit Alpinea
Ramada Resort in Kranjska Gora



50% ODPADKOV
NASTANE MED
PRIPRAVO, 30% S
KOŽNIKOV GOSTOV

ODPADKOV IZ
NASLOVA
POKVARJENE HRANE
JE ZELO MALO

POLOVICA KUHINJ
JE ZMANJŠALA
KOLIČINO
ODPADNE HRANE V
4 TEDNIH

ŽE SAMO MERJENJE
ODPADKOV PRIVEDE
DO SPREMEMB

SPODBUDNO NAPREJ

UPORABNA VREDNOST PREPROSTIH ORODIJ

PRIPRAVLJENOST ZA PONOVI TEV MERJENJA

MOŽNOST SPROTNIH KOREKCIJ ZARADI BOLJŠEGA OPAŽANJA

ZSST za naslednje desetletje

NIST KOT KROVNI SISTEM

Zbiranje podatkov v online okolju

Želja po primerjalnih analizah

PAMETNA IN ZELENA PREOBRAZBA

PRODUKTIVNOST. SODELOVANJE.

Večja vrednost za vse.

STO
SLOVENSKA
TURISTIČNA
ORGANIZACIJA

**I FEEL
SLOVENIA**

30ex

NAJ VAS VODI ZELENA MISEL