



Evropski kmetijski sklad za razvoj podeželja: Evropa investira v podeželje

Project of cooperation PILOT MODEL DIFFUSED HOTEL

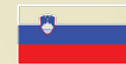
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Ljubljana, 04.07.2017



Content:

- Background
- Why project of cooperation
- Goals
- Circular economy in diffused hotel context



Background

- Initiatives by associations of municipalities, institutions, organizations and individuals to establish a new tourist product in terms of a diffused hotel
- Very good and successful practices from abroad
- the beginnings of establishing a diffused hotel in Slovenia



Background

- Connecting local providers to tourism cooperatives or associations
- In terms of providing new tourist accommodation facilities and increasing the economic efficiency of existing capacities, we estimate that the model of the organization of the diffused hotel is suitable for many local Slovenian environments
- The integration of the above-mentioned facts is a typical task of the LAGs – possibility for project of cooperation (or TNC in future)



Why project of cooperation?

- ▶ Local partnerships are developing new services, new offers, and an innovative approach to address specific issues
- ▶ LAG have the possibility of implementing a project in the entire territory of Slovenia
- ▶ Additional money for projects - a special fund for cooperation projects
- ▶ Easier cooperation of experts and assistance of state institutions (ministries, associations of municipalities)
- ▶ A smaller cost for LAGs



Goals

- The joint activity of preparing a pilot model of the diffused hotel for Slovenia
- Find and recognize the interest of the community (residents, societies, companies, municipalities, farmers)
- Record existing infrastructure, appropriate building cultural heritage, catering offer
- Designing a diffused hotel model as a sustainable tourist product



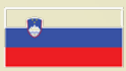
Goals

- ▶ Prepare the organizational and legal basis of the diffused hotel
- ▶ Education and advice on the organization, positioning and marketing of a diffused hotel
- ▶ Coordination, monitoring, information and dissemination of the model to other local environments
- ▶ Functioning of the pilot model and the establishment of a common business system Diffused hotels of Slovenia
- ▶ Achieve support from local communities and state institutions



Circular economy in diffused hotel context

- ▶ The project follows the principles of the circular economy as it ensures sustainable resource management
- ▶ among other things, it is understood as a resource in terms of its availability for a particular purpose - **in this case for tourism**
- ▶ Offers an opportunities for greater social inclusion while exploiting space as a potential, which in addition to the availability of an activity, identifies the existing economic, social or cultural activities that are available for development



Circular economy in diffused hotel context

- ▶ Activities will follow as much as possible the recommendations of green, circular and smart orientations (or policies)
- ▶ Mobility that uses alternative fuels and ICT solutions, improving health, promoting walking and cycling, sharing...
- ▶ Buildings adapted to climate change (green facades, green roofs, smart, economical, sustainable)
- ▶ Use of recycled materials (equipment, consumables, cleaning, etc...)



Circular economy in diffused hotel context

- Establishing a service cycle - a circular economy. For example creation of short-chain food chains for tourism providers - linking local food producers, users and visitors.
- Establishment and implementation of the mobility plan at the tourist destination: electric buses, gas-powered buses, electric cars and bicycles for rent, establishment of charging stations for electric cars.



PROGRAM
RAZVOJA
PODEŽELJA



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Discussion, questions ?