

The Project of Raising Awareness of Slovenia among Slovak Tourists

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- Popište analytické metody použité v práci.

II. Praktická část

- Analyzujte nabídku a poptávku zájezdů slovenských cestovních agentur a kanceláří do Slovinska.
- Na základě nabídky a poptávky zájezdů vyprofilujte kritéria pro výběr vhodného typu zájezdu.
- Vytvořte projekt zájezdu pro slovenský trh na území Slovinska.
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ABSTRAKT

Hlavní cíl diplomové práce je vytvořit poznávací zájezd do Slovinska, který pomůže zvýšit povědomí o Slovinsku mezi slovenskými turisty.

Teoretická část se zaměřuje na hlavní termíny spojené s turismem, které jsou použité jak v analytické tak v projektové části. Dále teoretická část popisuje analytické metody, které jsou použité v analytické části. Analytická část detailně popisuje faktory rozvoje turismu, analýzu nabídky turistických zájezdů do Slovinska na slovenském trhu, analýzu poptávky po slovinských zájezdech a také Swot analýzu. Projektová část na základě výstupů a zjištění z analytické části navrhuje dva zájezdy do Slovinska. Oba zájezdy jsou podrobeny časové, rizikové a nákladové analýze.

Klíčová slova: cestovní ruch, poznávací zájezd, turista, Slovinsko, dobrodružství, cestovní kancelář.

ABSTRACT

The main objective of my thesis is to create a sightseeing tour in Slovenia which would help raising awareness of Slovenia among Slovak tourists.

Theoretical part of the thesis focuses on the main terms related to tourism and which are connected to the chapters in the analytical and project part. Moreover, the last chapter of theory deals with and describes analytical methods used in analytical part. Analytical section describes in detail all the factors of tourism development in Slovenia, supply analysis of the Slovene tours offered on Slovak market, demand analysis of tours to Slovenia and finally, it includes Swot analysis. The project part is based on the outcome of the analytical part and two tours to Slovenia are proposed according to these findings. Both tours are comprehensively presented from the time, risk and cost point of view.

Keywords: tourism, sightseeing tour, tourist, Slovenia, adventure, tour operator.

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

Tourism has undergone numerous changes through history and it is still evolving. The same statement can be applied for tourists as well. Their motivations of travelling were different ten years ago, they are changing now and for sure they will transform in the future. Few years ago, it was enough and considered as a standard to visit seaside resorts, which were constantly full of tourists, try “local” food which was standardized for every foreign clientele and visit the shallowest sites. These trends remain nowadays as well but some things have changed. Current tourists started to prefer experiencing active holidays with adventure, exploring local traditions or visiting more remote and unusual places. All these aspects can be found in Slovenia and even more.

The reason why I have focused on this beautiful country is because I had a chance to spend longer time there and explore almost every corner of Slovenia. It charmed me with its wonderful nature and unique and dense sites. On the other hand, I have realized how little do Slovak people know about this country and how rarely they choose Slovenia as their destination.

Slovenia is a country of a huge touristic potential. Unfortunately, it is not as known among tourists as a tourism destination as it should be and especially among Slovak tourists. It faces a strong competition from neighboring countries which offer many touristic possibilities.

As the title says, my thesis aims at the problem of low awareness of Slovenia as a touristic destination among Slovak tourists which tries to be unraveled through theoretical, analytical and project part.

Theoretical part explains terms related and connected to tourism and which are later used in analytical and project part. Another section of theory is describing analytical methods used in the thesis. These methods are later used in analysis which examines Slovenia as a touristic destination from different perspectives such as factors of tourism development, supply analysis of offered tours to Slovenia on Slovak market, demand analysis for tours to Slovenia and Swot analysis. Outcomes from analytical part are then used as groundwork for creating two tours to Slovenia suitable on the Slovak market.

The main objective of this thesis is to analyze Slovenia from different tourism perspectives and according to them then propose sightseeing tours to Slovenia suitable for the Slovak market which would help to raise awareness of Slovenia among Slovak tourists.

I. THEORY

1 TOURISM

Tourism is a significant social and economical phenomenon, which is important not only from the point of view an individual but from the point of view of the whole society. Without even realizing it, tourism preserves the biggest population movement for recreation, sightseeing and getting a good feeling from own holiday. It is a part of consumption, way and style of life of people from all over the world.

The standard of life is rising, people start to realize their need to explore the world and they tend to prefer new and exotic destinations as their holiday targets. These are the facts that influence tourism nowadays.

From the economic point of view, tourism belongs to the third biggest “employer” of the world. It offers many jobs not only in direct tourism services but in indirectly connected services such as construction or agriculture. Incomes which are flowing from all these sections are significant part of local but government budgets. (Hesková, 2006, s. 9)

This chapter tries to clarify the basic terms which we come across to when dealing with tourism.

1.1 Basic terms

There might be different definitions of tourism found. In 1941 Hunziker and Kraph defined tourism as *“the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”*. (Tourism, 2001) The official definition nowadays gives us the World Travel Organization which characterizes tourism as *“a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.”* (UNWTO, 2007)

There must be some attributes fulfilled so the tourism can exist in this definition:

- Freedom of movement
- Free resources
- Free time

- Tourism potential with infrastructure and superstructure (Palatková a Zichová, 2011, s. 13)

Tourism is a matter of examining from different science fields. It can be examined from economic, geographic, social, psychological or even pedagogical point of view creating disciplines which focuses on tourism from different perspectives such as tourism economy, tourism psychology, and tourism geography or tourism sociology.

People also use different terms for tourism, which are not however equal to tourism. They might refer to tourism as recreation, relaxation, touring, dispersion or distraction.

1.2 Specifications of tourism

Tourism is not an exception and as in all the sectors, tourism has some specific characteristics. The main specifications are:

- Tourism development is influenced by political and administrative conditions
- Tourism product is not possible to make in advance
- Connection between location and its quality
- Seasonality
- Tourism market is influenced by national resources and by unpredictable sources
- High share of human labor
- Close relation between demand and supply
- Demand relies on disposable income, free time of people and price level of offered services (Jakubíková, 2009, s. 22)

1.2.1 Tourism as a system

Tourism system is a system where relationships between specific elements exist or where we can create such relationships. This system is composed of the subject, object and surrounding systems which have influence on tourism.

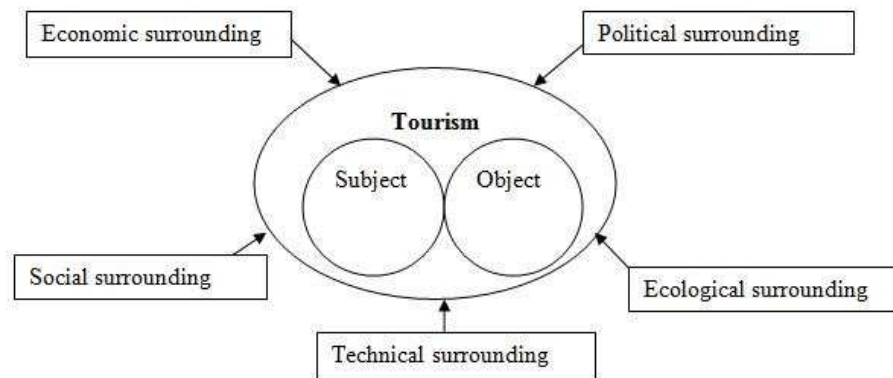


Figure 1 Tourism as a system [Own processing]

Tourism is an open and dynamic system with two subsystems; tourism subject and tourism object. Those two subsystems are connected together but they have a connection to different, outer surrounding systems as well. These surroundings are economic, politic, social, technical and ecological systems.

Subject

Tourist subject is represented by the tourism participant. From the economic point of view, tourism participant is everybody who satisfies her or his need for tourism services in the time of travelling with staying outside a place of usual residence and in her or his free time. Tourist subject is the carrier of demand and a consumer of a tourist product. There are different types of travelers:

- Resident- person who lives continually for six months at one place before moving to another place for shorter time than six months
- Visitor- a person who travels outside a place of usual residence for time shorter than six months
- Tourist- a person who fulfills criteria of a visitor but must oversleep at least for a night outside the place of usual residence. According to the time spent outside the residence we distinguish:
 - Holiday maker- must spend more days or nights at a place of holiday (depends according to the country)
 - Short-term tourist- a person who does not exceed maximum number of days or night spent at a place of holiday but stays at least for a night

- Excursionist- a person who does not travel less than 24 hours but does not include overnight stay (Hesková, 2006, s. 13)

Object

Tourism object is everything what can become a target in the matter of changing the usual residence of the tourism participant. Tourism object carries the supply of tourism and is created by the target place, companies and tourism institutions.

Target place, referred also to as tourism destination, can be a tourism resort, region or a state. Tourism destination must have appropriate cultural, natural or historic potential which is labeled as primary supply. To obtain primary supply, it is needed to build various infrastructures, which create secondary supply. These are companies, organizations and institutions which provide services which are typical for tourism such as accommodation, boarding or recreation activities. (Hesková, 2006, s. 15)

1.3 Tourism typology

In the second half of the 20th century tourism started to get many shapes of tourism types. This was influenced by the fact that people began to travel for different reasons, for different durations and with different targets and needs. That is why we can now differentiate many types and forms of tourism. (Holeček, Mariot a Střída, 2005, s. 24)

1.3.1 Types of tourism

- Recreation tourism- this type of tourism focuses on relaxation and revitalization physical and mental strengths. It covers wide spectrum of activities depending on each participant what he or she prefers. The most spread type of recreational tourism is s stay at one place, usually by the seaside or in the mountain resort.
- Cultural tourism- it is motivated by the people's need for knowledge, which is connected with visit of cultural and historic sites. Pilgrimage tourism is also part of cultural tourism; it involves visits of religious places and monuments.
- Social tourism- also referred to as ethnical tourism. Its primary motivations are visits of relatives or places where they come from or where their ancestors come from. Many Americans come to Europe to trace their relatives as a form of this type of tourism.

- Business tourism- it is connected with business duties such as visits of institutions, business meetings, fairs...) When travelling to congresses, people participate in congress tourism which usually involves high quality of accommodation and services.
- Sport tourism- this type of tourism is usually taking part for shorter period of time, when participants visit different events connected with sports such as Olympic Games or world championships. (Holeček, Mariot a Střída, 2005, 25)
- Adventure tourism- can be presented as a part of sport tourism as well. It is a type of tourism with desire of people to explore new things, activities connected with excitement, adventure and risk.
- Spa tourism- represents preventive activities with professional medical supervision. Its development depends on existence of natural healing sources such as water, gases, mud or climate.
- Health tourism- this type of tourism formed as a reaction to a growing trend of medical awareness of people and their needs to care about themselves more. Products of health tourism offer spas and hotels in recreational centers which include sport, recreational, relaxation and other programs.
- Incentive tourism- travelling connected with motivating employees to better results at work. The aim is to arouse their interest in business and strengthen relationships between employees.
- Other types- youth tourism, agro tourism, shopping tourism, hunting tourism, dark tourism, culinary tourism, sex tourism, voluntary tourism. (Hesková, 2006, s 25-26)

1.3.2 Forms of tourism

From the geographical point of we have:

- Domestic- this form of tourism involves only residents of the country to travel with the country (Slovaks travelling only in Slovakia)
- Inbound- also called incoming tourism, this form means foreigners coming to the country (French coming to Slovakia)
 - Transit tourism- special form of inbound tourism which is represented by passing of tourists through a country which is not a destination with a stop.
- Outbound- involves residents travelling to different countries (Slovaks travelling to France) (Kunešová, 2004, s. 5)

According to the relationship to the balance of payments:

- Active- includes arrivals of foreign travelers, whose expenditures on tourism related products actively influence the balance of payments. Also referred to as invisible export.
- Passive- includes departures of domestic travelers to foreign countries, whose expenditures on tourism related products passively influence the balance of payments. Referred to as invisible import. (Palatková a Zichová, 2011, s. 21)

According to taking part through the year we distinguish:

- Year-long tourism- this form of tourism is possible only in the countries where climate conditions allow so. For example, Canary Islands, France or Slovenia
- Seasonal- tourists can use touristic potential only during some seasons. For example at Alpine resorts. (Holeček, Mariot a Střída, 2005, s. 26)

According to the duration:

- Short-term tourism- involves tourists staying up to three days at place outside of their usual residence
- Long-term tourism- all tourist stays longer than three days

According to the way of travelling:

- Individual- tourisms which involves a tourist who travels alone or with a small number of people providing his or her program and services.
- Group- travelling in a group of people when the services are provided by the tour operator or agency.

According to the costs spent on tourism:

- Commercial- all the expenditures on the travel are covered from disposable income of the tourists.
- Social- it is connected with fulfilling of certain criteria to get financial benefits or concession on the stay. It might be a spa stay, professionally oriented tourism or a tourism paid by an employer.

According to the way of organization:

- Organized- this form of tourism means that the tour and its services are provided by a tour operator.

- Non-organized- traveler is looking for transportation, accommodation and other services by himself which can lower the final price of the tour. (Palatková a Zichová, 2011, s. 22)

According to the sustainability:

- Mass tourism- it is characterized by shortage of time, fast means of transport, fixed program, imported lifestyle, sightseeing, convenient, passive, no foreign languages, shopping, souvenirs, noisiness.
- Ecological tourism- can be individual, family or travelling with friends and ecological tourism can be described as lot of time, slower means of transport, spontaneous program, lifestyle adjusted to the country, experience, active, learning local language, presents, notes, photography and quietness. (Hesková, 2006, s. 28)

According to the mean of transport:

- Moto tourism- this form of tourism is the most spread one as cars and motorbikes are convenient means of transport for many travelers.
- Caravanning- it is a type of motto tourism and became very popular among families. Its convenience is in transportation and accommodation within one subject, which is a caravan.
- Railway tourism- this form of transport is usually used with organized tours where passengers can use sleeping wagons as well. Very popular are thematic train tours such as The Orient Express or The Polar Express.
- Air tourism- used mainly when travelling with a tour operator but individually as well. Air lines provide services on regular and irregular (charter) lines.
- Shipping tourism – this form of tourism is represented by a travelling on a boat, ship or a yacht with staying there or using it as a mean of transport. (Hesková, 2006, s. 34)

2 TOURISM SUBJECTS

Tourism is not an independent sector and is composed from many subjects. This chapter tries to reveal and describe all the subjects which are part of the tourism or indirectly influence tourism.

Tourism is not economically or statistically closed sector and many different subjects participate on providing tourism services. We can divide them into:

- Hotels and other accommodation facilities,
- restaurants and other catering facilities,
- means of transportation,
- complementarily services of transportation,
- transportation rental,
- tour operators and travel agencies,
- cultural services,
- sport and recreational services. (Palatková a Zichová, 2011, s. 64)

2.1 Travel agencies and tour operators

2.1.1 Tour operator

Tour operator is *“a person or organization combining several elements of travel arrangements and offering them as a product for sale at a single price. Typically, tour operators arrange and sell the products known as package holidays and inclusive tours.”* (Beaver, 2005, s. 308)

Tour operators in the tourism sector have irreplaceable position. They buy products from tourism related service providers, which they combine and create packages. After tour operators sell certain services (for example just accommodation) or whole packages for standard price. Nowadays, tour operators present limitless number of different tours to almost every country in the world in many price categories and in every season.

From the economic point of view, tour operators are significant business partners of air lines and accommodation facilities.

Tour operators focus mainly on:

- Purchase of transportation services
- Purchase of accommodation services

- Purchase of other tourism related services
- Creation of different package combinations
- Supply and distribution of services, their combination and packages
- Monitoring of realization of the distribution
- Information and propagation activities (Sysel a Zurynek, 2009, s. 14)

Tour operators have to obtain certain obligations. The most important obligations are having mandatory insurance contract, tour operator cannot sell the tour to the subject which is not tour operator, and tour operator has to label the place of business and propagation materials designated for clients.

Tour operator also has to inform the client truthfully and comprehensible before the signing a contract about all the facts and details of the tour which could influence the client's choice. Tour operator has to inform the client about:

- starting and ending day,
- price and the payment policy,
- place of the destination,
- used means of transport,
- accommodation and its location, category, equipment and characteristics,
- boarding,
- program and others. (Kunešová, 2004, s. 71)

2.1.2 Travel agency

“The travel agency is a business which is related to the selling of traveling based products and services, especially package tours, to end-user customers on behalf of third party travel suppliers, such as airlines, hotels, tour companies and cruise lines.” (Singh, 2008, p. 5)

Travel agencies have the key position in the distributional process of selling the majority of tourism services. Travel agencies have different conditions from sellers in other branches. They do not buy product on their account but they are rewarded with provision for arranging a tour or service sale. Transportation providers, accommodation facilities, tour operators and other subjects negotiate contracts with tour operators about arranging a sale of their services.

They focus on:

- Supply and distribution of transportation fee stamps
- Supply and distribution of accommodation services
- Distribution of tours from tour operators
- Distribution of trips, excursions and transfers
- Distribution and supply of tickets to cultural or sport events
- Exchange services
- Distribution of maps and touristic literature
- Information services which should include informing clients about natural and climate conditions in the destination, accommodation facilities, catering facilities, infrastructure, cultural events and many others. (Sysel a Zurynek, 2009, s. 15)

2.2 Accommodation facilities

Hotel is an accommodation facility with at least ten guest rooms, equipped for temporary accommodation, which is providing tourism related services (primarily catering). Hotel is divided into five classes: (Hesková, 2006, s. 78)

- * Tourist
- ** Economy
- *** Standard
- **** First class
- ***** Luxury

Each class has to fulfill strict criteria to get stars rating. Luxury class, for example, has to have a computer with the internet connection in the room, mini bar, laundry services, multi lingual personnel, concierge or personal welcome of every guest and other services. (Hotel Stars, 2010)

Hotel garni is a type of a hotel with at least ten rooms which offers limited catering services (minimally breakfast) and it is divided into four classes.

Motel is an accommodation facility with at least ten guest rooms equipped for temporary accommodation which is providing tourism related services to motorists. It is divided into four classes.

Guest-house is an accommodation facility with at least five guest rooms equipped for temporary accommodation and which is providing limited social and supplementary services with accommodation level of a hotel. Guest- house is divided into four classes.

Botel is an accommodation facility which is placed in permanently anchored boat. It divides into four categories.

Hostels, camps and lodges belong to other types of accommodation facilities which are used for temporary accommodation, usually in recreation centers or in mountain resorts. Camp is divided into four classes, lodges into three and hostels into two classes. (Hesková, 2006, s. 78)

2.3 Catering facilities

One of the most important requirements for tourism development is a good level and wide spectrum of catering facilities. Catering facilities contribute to recovery and usage of free time. Apart from social catering, individual catering in private accommodation unit is important as well. It is convenient especially for easy and cheap preparation. We can divide catering facilities into three main groups according to equipment and range of provided services:

- **Basic boarding-** restaurants and cafeterias
- **Supplementary boarding-** bars, buffets, cafes, wine cellars, pubs...
- **Community and event boarding.** (Hesková, 2006, s. 77)

2.4 Transportation subjects

Transportation is one of the most important keys in the tourism industry. Expansion of transportation infrastructure and services has a great impact on tourism and we can state at the same time that expansion of tourism has a huge impact on transportation too. These two sectors simultaneously influence each other.

The main means of traveling are:

- **Car traveling-** this mean of transportation is the most suitable for individual travelers when they can decide when, where and how they want to get to the destination. *“Car transport is the dominant mode in world tourism (77% of all journeys), notably because of advantages such as flexibility, price, and independence.”(Rodrigue, 2012)*

- **Coach traveling-** coaches are usually used for local mass tourism but they can be used for foreign tours too, as well as for shorter or longer journeys.
- **Air travel-** *“is by far the most effective transport mode. Notably because of prices, only 12.5% of the tourists travel by plane, but for international travel this share is around 40%.”* (Rodrigue, 2012) The biggest advantage of air travel is in the possibility of reaching the most remote places in the world within hours. This fact actually revolutionized traveling.
- **Rail transportation-** this mean of transport does not belong to the most popular ones as it is not that flexible and convenient as other types. Tourists have to depend on the fixed routes. On the other hand, in some countries there are thematic tours where the main touristic product is the train itself, such as The Orient Express.
- **Cruises-** they are becoming more and more popular as tourists can connect traveling, luxury, entertainment and sightseeing together. The main cruises in Europe are in the Mediterranean sea of fjords, then Caribbean cruises or cruises in Alaska. (Rodrigue, 2012)

2.5 Tourism services

Services in tourism can be differentiated into tourism services and other services. Tourism services are directly connected with satisfaction of tourists needs, other services are focused mainly for local people but their production is aimed at tourists. We can have a look at a main division of tourism services and other services.

- **Tourism services**
 - Delivery services- information, transport, accommodation, catering, sport, recreational, cultural, social, spa, congress, guiding, assistance, animation services
 - Intermediary services- information services, services of tour operators and travel agencies
- **Other services**
 - Services specialized in tourism- information, insurance, exchange, customs services
 - Services of local infrastructure- information, merchant, civic, medical, police, rescue and telecommunication service (Hesková, 2006, s. 106)

2.6 Indirect sectors

Apart from these direct subjects which are part of tourism, we can add also some sectors which influence tourism indirectly. They realize their production in the customer-supplier relationship frame with the above mentioned. The main indirect sectors are:

- Construction
- Food industry
- Furniture making
- Agriculture (Palatková a Zichová, 2011, s. 61)

3 TOURISM DESTINATION

Destination can be explained as a geographical area, which a tourist chooses as a target of her or his visit. Destination covers all the services which are necessary for tourism needs. Generally, destination can be perceived as a direction, target and a place visited by a tourist.

Tourism destination can be characterized as a place with adequate attractions with connections to the services and subjects of the tourism,

Tourism destination should fulfill three criteria- attractions, amenities and accessibility which are also referred to as qualities of the destination. This means that tourism destination does not have to necessarily need to mean a country or a place but it can be also a product connected to a place.

Destinations are created in the regions with strong tourism potential, good level of accommodation units, infrastructure, catering facilities, tour operators, information centers or other tourism related services. (Hesková, 2006, s. 153)

Destinations can be divided according to:

- Administrative boundaries
- Demand concentration
- Level of public sector impact
- Strategy of induction, deduction and centralization
- Tourism indicators (Palatková, 2006, s. 13)

Destination management is labeled as a process of creating and managing strong, market oriented and systematic subjects-destinations. It creates a system of measures and implements which are used in planning, organization, promotion and decision making process. It is usually driven by one independent organization subject that is created according to pragmatic and spatial perspective. There are local and regional tourism organizations in pragmatic perspective which are usually marked as DMC-Destination Management Company. On the other hand, from spatial perspective there are functional touristic destinations, marketing of touristic regions and areas.

The practice of developed countries has shown that destination management is strong and significant tool for creation and sustainability of small and middle sizes businesses there-

fore; every country which wants to raise the income from tourism should pay more attention to destination management.

Successful destination management is oriented on six key fields:

- Destination management society
- Key business systems
- Networks for market utilization
- Brand management
- Quality management
- Knowledge management

Destination marketing is “*the process of communicating with potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices. Destination marketing is a major part of the ‘Implementation’ process; it is the articulation and communication of the values, vision and competitive attributes of the destination.*” (SustainableTourism, 2010)

It focuses on influencing quantity, quality and time and spatial composition of demand in the particular destination.

The process of creation destination marketing is a system of activities and different phases that could be divided into:

- Marketing research and analysis
- Determination of vision and mission of destination
- Determination of the goals of destination
- Identification of strategic business units and new opportunities
- Defining destination strategy
- Planning of marketing programs (marketing mix)
- Realization of destination strategy
- Control and measures (Palatková, 2011, s. 21)

4 DEVELOPMENT FACTORS

Tourism destination should have tourism potential. In order to find out whether it is possible to evolve this potential, we should examine tourism destination according to development factors. This chapter reveals what are the main development factors, their subcategories and their importance.

4.1 Localization factors

Localization factors represent primary potential of the destination and they are the basic motivation for potential tourists to travel into certain destination. We include among localization factors preconditions, which have favorable values that determine attractions of the destination and a main product of tourism. They are divided into natural attractions (climate, hydrological conditions, landscape, fauna and flora) and social attractions (historic and cultural sites, social or sport events) (Plesník, Mariot, Střída, 2010, s. 8)

Natural attractions

These attractions are static and constant, they cannot be changed or added to destination portfolio but some of them can be improved. Their drawing power depends a lot on the government and local people who are taking care of these attractions (cleaning rivers, lakes, forests...).

- **Climate-** it is one of the most affecting natural factors as tourists choose their destination mostly according to the climate, whether they want to spend their stay by the seaside or in the mountains. Climate is important in the time development of the tourism- in the seasonality.
- **Hydrological conditions-** very important condition for tourism development, especially in the countries which are dependent on spa tourism or health tourism (Vichy in France, Baden-Baden in Germany). Waters play significant role also in adventure tourism (River Soča in Slovenia, River Salza in Austria) or as a part of recreational tourism.
- **Landscape-** some parts of the country can be interesting for its landscape potential which were created by erosion, disintegration or other types of formation as it visible for example in the Kras region in Slovenia. Geological composition has also a huge impact on the quality of the coast.

- **Fauna and flora-** important for tourism are parks, reservations or protected areas which are rich for different species of fauna and flora and therefore can be very attractive for potential tourists. On the other side, occurrence of some animals can also have negative effect on tourism (mosquitoes, infestation of bears, wolfs...). (Geografie cestovního ruchu, 2004)

Social attractions

Social attractions have normally character of static objects (castles, churches, theaters) or social events (festivals, concerts). This fact tells us that these objects or events are closely connected to local inhabitants (with higher density of population comes many attractions or events)

- **Historic and cultural sites-** they have the highest importance among social attraction. Their attraction is given by rarity, exceptionality and by historic or artistic value. The most appealing sites are architectonic works, modern architecture or historic building such as castle, mansions or churches. Sites of the highest importance are the ones which are placed in the UNESCO World Heritage list. (Hrala, 2002, s. 22, 23)
- **Cultural facilities-** we include in this category facilities concentrating different collections such as libraries, museums or galleries. Another part of cultural facilities are object which realize cultural events such as theaters, cinemas or amphitheatres.
- **Social events-** in this section we include dance, theater and music festivals, carnivals and pilgrimage places.
- **Sport events-** they divide into regular and irregular sport events. The main events are The Olympic Games, championships or korida fights. (Geografie cestovního ruchu, 2004)

4.2 Selective factors

4.2.1 Objective factors

- **Political situation-** world peace and free movement of people (without any administrative boundaries) are apart from disposable income, fond of free time and supply preconditions the basic conditions for tourism development. Political insta-

bility or war conflicts significantly violate the growth of tourism. Terrorism is now the biggest current threat of tourism growth.

On the other hand, governments can distinctly shape and influence the growth of tourism by creating such frameworks which would help tourism development and support growth. It can be achieved by creating legislations or norms which would positively affect tourism and local businesses and remove boundaries which prevent tourism from development.

- **Economic situation-** the factor which mostly influence tourism sector is without a doubt economic growth measured by macroeconomic quantity- gross domestic product. GDP controls amount of disposable income and it is generally known that in the countries with high GDP per capita, intensity of tourism is higher comparing to counties with lower GDP per capita. Another significant factor influencing tourism growth is different economic level of origin country and target country. Lower price level of target country can be a high motivation factor for potential tourists. Other important factors influencing tourist arrivals are exchange rate, free time fund and interest rate.
- **Demographic situation-** the essential demographic factor influencing tourism is population growth. It is necessary to state that the highest population growth is recorded in developing countries where tourism is not as evolved as in developed countries. Other significant factors are aging of population, position of women in society or changing the tradition structure of families.
- **Ecological situation-** realization of tourism is greatly influenced by natural attractions of the destination surroundings. These surroundings are usually in the places which were and are not used by other industries. Places which are marked by higher urbanization usually do not become natural attractions.
- **Personnel preconditions-** for tourism growth, it is necessary to have professional and educated personnel with knowledge of languages. (Palatková a Zichová, 2011, s. 33,34)

4.2.2 Subjective factors

- **Advertising and propagation-** these two factors have huge impact on creation trendiness and attraction of the destination. It can influence tourists perceiving of

the destination through many tools such as television spots, advertisement on the internet, articles in travel magazines and others.

4.3 Factors of realization

Factors of realization have dominant position in the final phase of tourism implementation. They allow reaching the destination and exploring it. Without adequate services it is not possible to use the potential of destination.

- **Accommodation and catering facilities-** these facilities are very significant for tourism participants as they allows them to stay at destination for more days, to be accommodated in different styles or levels and eat local specialties at restaurants or to cook by themselves. The range and density of accommodation and catering facilities determine utility of local attractions and their participation in domestic or international tourism. (Hrala, 2002, s. 3)
- **Transportation-** it enables to reach the target destination from the origin country. It should be fast, convenient, comfortable, flexible and safe. More the connection between two countries are longer, more important are these attributes. To make such a tour so the above criteria are fulfilled, tour operators should pay enough attention to creating such transport conditions to make traveling as fast and as comfortable as possible. In recent years, the importance of environment is being stressed and many new types of tours have been recorded such as green holidays, fly green or cycling tours). (Rygllová, Burian a Vajčnerová, 2011, s. 36)

5 USED ANALYTICAL METHODS

Analytical methods that I use in this thesis clarify the problem of this topic and try to reveal outcome which is later used in the project part. This chapter points out and describes what are the analytical methods used in the analytical part.

5.1 Development factors

As stated in the chapter four, development factors are extremely important for developing, sustaining and improving tourism potential. They are divided into three categories, localization factors, selective factors and factors of realization. Each category in the analytical part describes in detail localization factors in Slovenia, its natural and social attractions, selective factors in Slovenia which are created by politic, economic, demographic and ecological situation and personnel preconditions. Last category, factors of realization describes the situation with accommodation, catering facilities and transportation in Slovenia. All of these three categories give us important output saying what are the most significant attractions and sites, what is the situation in Slovenia and what facilities could be used there.

5.2 SWOT analysis

Swot analysis is one of the most frequently used analytical methods. With this analysis we can easily evaluate strengths, weaknesses, opportunities and threats of organizations, companies or business. Strengths and weaknesses are focused on internal environment which positively or negatively change the value of the company. The goal of the company after analyzing these factors is to eliminate weaknesses and sustain and improve strengths. Opportunities and threats are focused on external environment on and analyze how the company can use outside resources to raise the value of the company, or on the other hand, what factors can threaten the existence of the company.

The output of swot analysis about Slovenia tells us what the strong sites of this country are and why people should visit it. Weaknesses reveal what potential tourists should be aware of. Opportunities show what possibilities Slovenia have for tourism growth and for dragging more tourists. Threats on the other side points what factors could restrict tourism in Slovenia.

5.3 Supply analysis

Supply analysis collects all the accessible information about tours to Slovenia from different tour operators on the Slovak market. After the findings, tours are mutually compared to each other according to the price, terms, forms of transportation, accommodation and program.

5.4 Demand analysis

Demand analysis reveals in the analytical part what is the interest of tourists in travelling to and around Slovenia, what are the most popular resorts and types of accommodation. It specifically analyzes what is the interest of Slovak tourists in travelling to Slovenia and what are the numbers of tourist arrivals.

II. ANALYSIS

6 FACTORS OF TOURISM DEVELOPMENT IN SLOVENIA

Slovenia belongs to the one of the Europe's smallest countries. On the other hand, it is a country which is rich in many ways and its potential is still hidden for many tourists.

Slovenia was celebrating twentieth independence anniversary last year which makes this country also one of the youngest nations in Europe. However determination and resilience of Slovene nation lead to preservation of plentiful culture and common language.

Total area of Slovenia is only 20,273 km² which lists it on 153rd place in the world according to the total area. Population in the last year was something just a little bit above two millions. Slovenia borders Italy to the west, Austria to the north, Croatia to the south and southeast and Hungary to the northeast. All of this countries which border to Slovenia, make great competitors in tourism for Slovenia due to their rich history and historic sites, wildly known natural treasures which are difficult to compete with. People usually do not realize that diversity of these countries can be found in one, in Slovenia. This country has a beautiful and green landscape which is perfect for any summer or winter activities, water resources, clear blue sea, historic towns and great variety of colourful cultural events. (Slovenia, 2010)

To explore all the necessary factors of tourism development, we can divide them into three subgroups- localization factors, selective factors and factors of realization.

6.1 Localization factors

The main localization factors described are natural conditions, such as climate conditions, landscape, waters, fauna and flora. Another localization factors are social attractions like historical and cultural heritage.

6.1.1 Natural conditions

Natural conditions are one of the most significant aspects for making Slovenia such an interesting country as it is.

Climate conditions

As country itself, the climate is diversified as well, depending on location and it also differs from season to season offering four seasons in the year.

The mountains provide cold and harsh Alpine climate what makes winters long and snowy and perfect for skiing, the coastal region in the south-east region provides mild sub-Mediterranean climate and lowlands in the north-east continental climate. This diversity of climate offers in some periods of the year spectacular possibilities for tourists. For instance, in the beginning of autumn they can go swimming in Adriatic sea in the morning, later in the afternoon they can try some amazing wines and why not to go skiing at night to one of the Slovenes ski resorts?

The average temperature is above 20°C in July and around 0°C in January. (Slovenia, 2010)

We can have a look at the average temperatures and precipitation from the year 1971 until 2000 in Kredarica, which is a town in Julian Alps and Portorož, which is a coastal town.

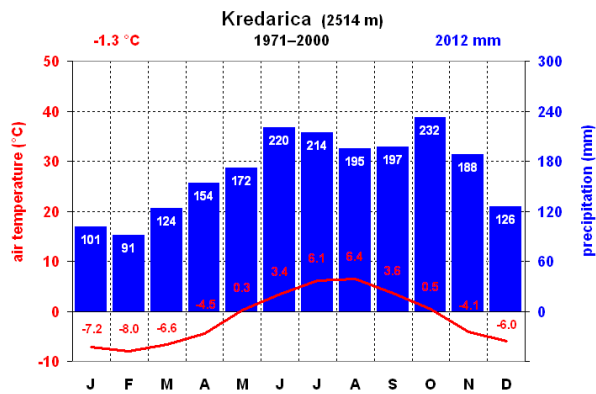


Figure 2 Air temperature and precipitation in Kredarica (National Meteorological Service of Slovenia, 2012)

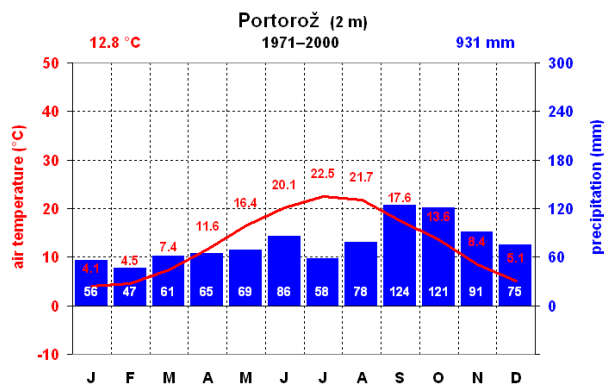


Figure 3 Air temperature and precipitation in Portorož (National Meteorological Service of Slovenia, 2012)

These diagrams show us the great potential of Slovenia. In winter, tourist can come for skiing or other winter activities in Julian Alps for example. In spring go for sightseeing, in summer visit coastal towns and autumn explore other jewelries of Slovenia or try wine tasting. Slovene climate offers lot of touristic potential for visitors.

Landscape

Generally, we can divide Slovenia into four main groups from geological point of view. The first group is the most significant one, Alps. In Slovenia, there are **Julian Alps** with the highest mountain of Slovenia, Triglav (2 864m) and **Kamnik-Savinja Alps**. Another geological group includes **uplands and lowlands** with are rich for thermal springs, second and third biggest cities, Maribor and Celje and wine yards. In Slovenia there is 216 km² of wine yards. The third group is the **Karst region**. This part of Slovenia is generous for many caves, the biggest one is Škocjan Cave, the most visited one Postojna Cave and many other smaller caves. Karst regions all over the world got this name specifically from Slovene language. The last region belongs to **the coast** which is only 47 kilometres long and spreads among Italian and Croatian coast. Even though it is a short coast, it offers nice beaches, clear blue sea and picturesque coastal towns such as Piran, Portorož, Koper or Izola. (Slovenia, 2010)

From administrative point of view, we can divide Slovenia into twelve main regions. The Gorenjska region, The Goriška region, The coast and the Karst region, Central Slovenia, The Podravska region, The Notranjska-Karst region, South-East Slovenia, Koroška, The Savinjska region, Pomurska, The Spodnjeposavska region, Zasavska region. (Slovenia, 2010)

Waters

Waters in Slovenia are very important and significant for tourism. They are considered to be clean and uncontaminated, as many people are used to drink tap water also in the restaurants. Majority of the tourists who come to Slovenia for a visit is seeing at least one river or a lake. There are numerous rivers in Slovenia, thousands of springs, waterfalls, gorges and natural or artificial lakes which are worth seeing.

Rivers have determined the landscape of Slovenia over the years, being there 56 rivers all together. The longest one with 219 kilometers in length is Sava which rises from Sava Dolinka in Julian Alps where it creates lot of breathtaking rapids, waterfalls (Savica waterfall) and gorges and then flows to the Croatian borders. One of the most beautiful Alpine rivers

is Soča river. With its gorgeous blue-green color water and magnificent surroundings it attracts tourists for rafting and other water sports. Other bigger rivers in Slovenia are Mura, Drava, Krka, Sotla and Ljubljanica.

Natural **lakes** can be found mostly in the area of the Slovene Alps. The most visited lakes by tourists are without question Triglav lakes in Triglav National Park. Bohinj lake, which is the biggest and deepest lake in Slovenia and lake Bled, which is a must see for every tourist because of its incredible surroundings of the Alps and a unique romantic island with a church in the middle of the lake.

Geologic diversity of the country enables Slovenia to use number of **mineral and thermal waters**. Most of the sources of mineral and thermal water are located in the eastern, Pannonian part. All together, there are 78 known sources. Over the years, Slovenia became very popular for spa tourism because of these healing springs which are great asset. The most popular thermal spas are Terme Banovci, Terme Maribor, Terme Čatež, Moravske Toplice and many others.

Gorges and waterfalls without a doubt belong to the greatest beauties of Slovenia. The most gorgeous waterfalls are Boka waterfall in Soča valley, Savica waterfall by lake Bohinj, Peričnik and Govic waterfall in Gorenjska region. Some of the numerous gorges which are worth seeing are Blejski Vintgar which is only about two kilometers from Bled, Soteska Soče or Iški Vintgar. (Slovenia, 2010)

Fauna and Flora

Slovenia's biodiversity of plant and animal life is evident. It is the third most forested country in the Europe and home to many rare species.

Fauna in Slovenia is represented by lynx, which is a national animal, however becoming rare in Slovenia. Slovenia counts more than fifteen thousands of different species, but most are common in the other European countries as well, such as brown bear, deer, boar, chamois or wolves. There are also two species unique to Slovenia, marbled trout, which can be found only in Soča river and Proteus Anguinus, also called Human fish, which is a blind salamander living in karst cave pools. Many bird species nest in Slovenia as well and many landscape parks are great opportunity for bird watchers to come to spot them.

Flora in Slovenia is greatly diversified too. The forests take 60% of the land, making Slovenia so-called green country. Slovenians are deservedly proud about this phenomenon and

are taking care of the country side, promoting its greenness and ecological tourism. Triglav National Park is home to many rare and endemic species. (Fallon, 2010, p. 61)

6.1.2 Social attractions

Slovenia is a culturally rich country and Slovenes are very proud of it. There are many different cultural and historical sites to see from churches, monasteries to castles, museums and various cultural and sport events.

6.1.2.1 Historical and cultural heritage

Even though Slovenia is a young country, it was influenced during the centuries by tumultuous past, giving the country many important historic and cultural sites. The most significant are:

- **Religious spots**

There are more than three thousand churches, chapels, cathedrals and monasteries in Slovenia, what places this country in the top rank of religious monuments in Europe. The most interesting for tourists to visit are:

Cathedral of St Nicholas- this cathedral can be found in the capital city and it dates back to 18th century.

Maribor Cathedral- it was built in 12th century in gothic style in the second largest city of Slovenia, Maribor. It offers spectacular view over the city from 57 meter high bell tower.

Church of the Virgin Protectress- this church stands on a hill, giving a view on Ptuj's plains. It was built in 13th century in gothic style.

Franciscan Church of the Annunciation- this church is a must see for every tourist who visit Ljubljana. It is located in the very heart of the capital city, on Prešeren square.

The church of the Assumption on the Island- it does not belong to the oldest churches in Slovenia, but definitely among ones placed in the most romantic surroundings, being built on the small island in the middle of the lake Bled. This church is very popular stop for tourists as they can paddle to it on small boats through the lake and also people come to this church to have a romantic wedding. (Slovenia, 2010)

Pleterje Carthusian Monastery- this monastery is located in Drča, in the south-east Slovenia. Tourist can visit a church, library, collection of art and a museum which is depicting life in the monastery.

- **Castles**

Ljubljana castle- this castle is one of the most distinct sights of Ljubljana which is placed on the hill in the very centre of the city. Nowadays, it is a venue of many cultural events, such as concerts, art exhibitions or concerts. Tourists can get to the castle through many different paths, offering a nice time for walk and at the end they are rewarded by amazing view on whole Ljubljana. There is also a new funicular built for those who do not feel like walking all the way to the top.

Bled castle- the castle is situated on the rock cliff which is accessible by car or 10 minutes walk from lake Bled. It provides stunning view on the whole area, museum, printing works, restaurant and wine cellar. The castle is also very beautiful during evening hours.

Predjama castle- this castle is situated about twelve kilometers from very popular Postojna cave, what makes Predjama castle the most visited castle in Slovenia. The castle is built into a cave and it is one of the wonders in Slovenia. Every year it holds medieval tournaments.

Štanjel castle- this castle is situated in the picturesque area of Karst region, famous for its beautiful nature, red wines and Kraški pršut. Today, tourists can visit castle itself, luxurious restaurant and a beautiful Ferrari garden popular for its design with a pool and a small bridge connected to it.

Celje old castle- it is one of the biggest and oldest castles in Slovenia. It combines many stories and myths about love, tragedy, jealousy, marriage and wars. Tourist can explore two towers, Gothic palatium, view platform, well, museum and attend many events during the year, such as medieval tournaments, fashion of the middle ages or the count's party. (Slovenia Castles, © 2004-2006)

- **Museums**

National Museum of Contemporary History- it is a state museum in Ljubljana which focuses on the turbulent times from the beginning of the 20th century, especially the First and Second World War, the First and Second Yugoslavias and independent Slovenia. (National Museum of Contemporary History, 2007)

National Museum of Slovenia- this museum is the oldest museum in Slovenia and it located in Ljubljana as well. It collects Roman monuments, Slovenian monetary exhibition, daily-use objects from Stone Age and detailed history of Slovenia.

Technical Museum of Slovenia- is located few kilometers away from Ljubljana in a small town of Bistra. It features collections from different fields such as agriculture, textile, engineering, fishing and hunting, forestry, wood processing and many others. They still have a working mill and also a great collection of Tito's cars.

There are number of other interesting museums to visit. For example, The World War I Museum in Kobarid, Museum of Coal Mining in Velenje, Slovene Ethnographic Museum in Ljubljana, Architectural Museum in Ljubljana, Museum of Modern Art in Ljubljana or City Museum of Ljubljana.

- **Events**

Kurentovanje in Ptuj- this special event takes place at the beginning of February in Ptuj and could be compared to a sort of a carnival, when "Kurenti" dress into special costumes made of sheepskin coats, wooden clubs and, hedgehog skin attached to a forehead and with cowbells they are making as much noise as possible. The purpose of this event is to say goodbye to the winter and welcome spring. (Government Communication Office, 2010)

Ski Jumping World Cup- is being held every year in the beginning of spring in Planica ski resort near Kranjska Gora. This is one of the most popular sport events for Slovenes and they usually do not want to miss it as there is always cheerful atmosphere.

Idrija Lace Festival- next year in June there will be an annual lace festival in the town which is famous for its lace- Idrija. Visitors can participate in the lace making, see exhibitions of domestic and foreign lace or even join the competition.

International Rowing Reggata- lake Bled becomes a host in June for international rowing competition for 3 days.

Ljubljana Summer Festival- during the summer months Ljubljana revives with different music, theatre and dance performances all over the city.

Days of National Costumes- this event takes place in Kamnik during September, just under the Alps and it takes for three days. Slovenes come here to celebrate and show off more than two thousand of different national costumes from all the Slovene regions. Important

part of this event is singing and dancing along the promenade. (Slovenia Tourist Guide, 2010)

6.2 Selective factors

These factors are also the ones which influence incoming tourism to Slovenia. Political, economic or demographic situation can favorably or adversely affect the number of visitors.

6.2.1 Political situation

Slovenia is a parliamentary democratic republic being run by a centre-right coalition under the Slovenian Democratic Party. The prime minister is Janez Janša and the president is Danilo Turk.

One of the biggest politics and economy effecting successes was connecting Slovenia to European Union in 2007, being the first former communist country to join Eurozone. This was one of the most significant events in the recent history after obtaining independence in 1991.

Slovenia is also a member of Schengen area from 2007 and a member of OECD from 2010. (Slovenia, 2010)

6.2.2 Economic situation

Slovenia is a small open economy which noted a great development from 1991 until the year of 2008 when it was hit by a global crisis. On the other hand, it has a wide potential to restore back its competitiveness and development if the right steps will be taken under consideration by the government.

As a part of the EU area, Slovenia has strong business relations with western countries such as Germany, Austria or Italy. Slovenia is known for them as a small but very reliable partner with hardworking labour.

Services are without a doubt the main sector of the Slovene economy with 64% share on GDP. Other important sectors are industry, construction, agriculture and tourism which is beginning to be more influential sector of the economy in the last years. (OECD, 2012)

According to Deloitte, the biggest domestic companies in Slovenia are Petrol (oil distributing company), Mercator (retail chain), Revoz (car factory), HSE group (power generation),

Lek (pharmaceutics). The most known Slovene companies in the world are Gorenje, Elan, Alpina or Gorenjka. (Deloitte, 2012)

- **Economy development**

Development of the Slovene economy was significantly growing from the year 1991, especially between years 1995 and 2008 when the economy was yearly increasing by 4% in average and the unemployment rate was just around 8%. It was the year of 2008 when the global recession hit the world economies and did not leave Slovene’s economy “behind”. The state debt began to deepen, the weaknesses of economy started to be revealed and the economy gradually has been slowing down. (OECD, 2012)

HDP

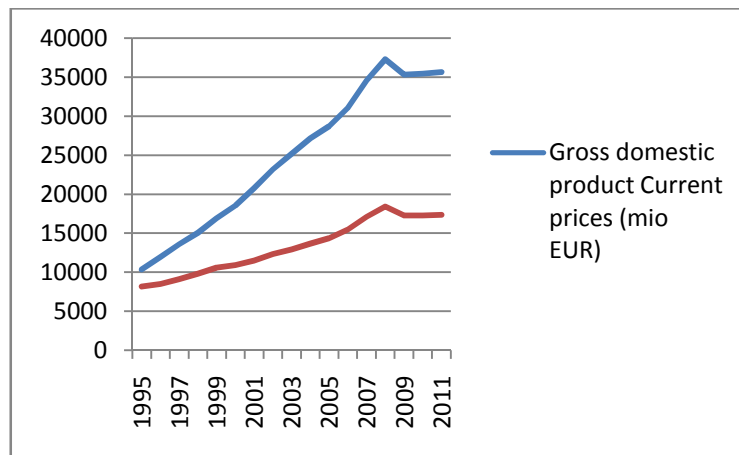


Figure 4 GDP and GDP per capita of Slovenia 1995-2011 [Own processing]

Gross domestic product of Slovenia in 2010 was 35,416 million EUR. GDP per capita was 17 602 EUR. This data shows us that Slovenia is on the 30th rank in the world’s GDP.

In comparison with the year 2008, when GDP was at its peak, the year 2009 was a downswing caused by the global recession. (Stat, 2012)

Unemployment rate

Table 1 Employment and unemployment rate 2005-2012 [Own processing]

	2005	2006	2007	2008	2009	2010	2011	2012
Persons in employment - TOTAL	80563	81248	83800	86734	87224	83608	82086	81156
Registered unemployed persons	93353	95204	79969	69238	73911	99591	11513	11596
Registered unemployment rate	10,4	10,5	8,7	7,4	7,8	10,6	12,3	12,5

Historically, the minimal unemployment rate was in 2008. After that year, the recession is showing its impact also on this economic indicator and unemployment rate started to grow year by year. In comparison, average unemployment rate in European Union was 10, 3% in the beginning of 2012. (Stat, 2012)

Government debt

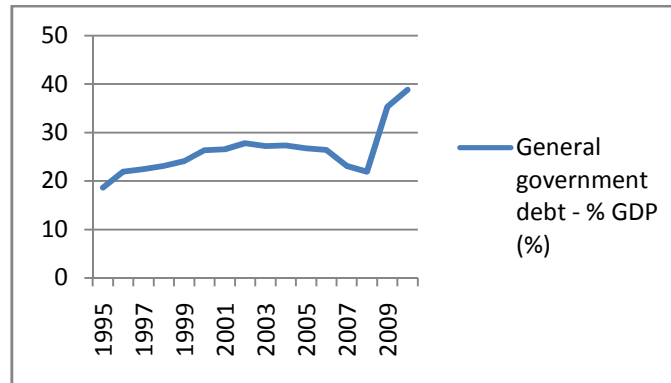


Figure 5 Development of general government debt in % (Statistical office of the Republic of Slovenia, 2011)

From figure 5, it is obvious that the general government debt is yearly increasing. Only exception was the year 2008, when the economy was at the peak. We can see also the impact of the recession when the economy in 2009 started to slow down and the general debt began to deepen. The general government debt in 2010 was 15,884 million EUR what was 38% of GDP. (Stat, 2012)

6.2.3 Demographic factors

In 2011 there were 2,050,189 inhabitants and Slovenia ranks among the countries with the lowest population density with 101 inhabitants per square kilometer.

There are various ethnic groups, which moved to Slovenia. The biggest number of immigrants comes from the former Yugoslavian countries when they search for better work opportunities and a better place to raise a family.

The current demographic structure of ethnic groups is:

- Slovenes 83 %
- Serbs 2%
- Croats 1.8 %
- Bosniacs and muslims 1.6 %

- Hungarians 0.3 %
- Albanians 0.3 %
- Macedonians 0.2 %
- Montenegrins 0.15 %
- Italians 0.1 % (Slovenia, 2010)

6.2.4 Ecological factors

Slovenia is referred to as a green country and Slovene people are aware of this fact. They are raised to love, protect and look after their country. It is visible. People are taught to recycle, not to litter, many businesses became eco-friendly, even hotels and they realized that even small actions matter.

It is fascinating how people began using bicycles in the capital city to cut down the traffic and pollution. That was the main reason for the city council to start a project of Bicikelj two years ago, what is now a great success. There are city bikes all over Ljubljana which are free to ride for one hour for those who are registered (registration is only 3€), after one hour people can return the bike into many bike stands or continue riding for a small fee. It is the greenest, easiest, fastest and without a doubt the nicest way how to explore or just go through the capital city.

Another ecological project is young as well, but extremely admiring and successful. Let's clean Slovenia in one day. Some young activists found an inspiration in Estonia where they have a similar project and they wanted to apply it in Slovenia too and it worked. This year, there were incredible 270,000 participants and they managed to collect almost 15,000 tons of garbage in just one day. (Očistimo Slovenijo 2012, 2011)

6.2.5 Personal precondition

The biggest preconditions of Slovene people for development of tourism are their hard-working character and the knowledge of languages. Nowadays, tourists do not have any problems communicating with local people as majority of the young people and many older ones speak at least one foreign language and they are aware of its importance.

6.3 Factors of Realization

6.3.1 Accommodation facilities

- **Hotels**

The number of hotels in Slovenia has been growing as well as the number of overnight stays. This is influenced by increasing level of the services and interest in holidays in Slovenia. Most of the hotels are situated in the bigger cities such as Ljubljana, Maribor, Celje, Ptuj, in the coastal towns such as Portorož, Piran, Koper, Izola, in the ski resorts such as Planica, Kranjska Gora, Krvavec and spa resorts in Moravske Toplice, Radenci or Laško.

Table 2 Hotel trend 2008-2011[Own Processing]

Year	Hotels	Capacity	Tourist arrivals - TOTAL	Overnight stays – TOTAL
2008	267	38425	1933632	5671134
2009	269	38778	1824672	5404819
2010	280	39871	1880216	5491176
2011	288	40834	2006480	5811531

Tourist can choose from a wide choice of hotels with all ratings, from tourist class hotels to some with five stars. The price depends on the rating, services and location of the hotel.

As the table shows the number of tourist arrivals as well as overnight stays is growing year by year and this gives hotels an impulse to continually improve their services and products to attract even more visitors. In 2011, there were more than 2 million official tourist arrivals which is almost the same number as the number of Slovene population. (Stat, 2012)

- **Other accommodation facilities**

The number of other types of accommodation facilities apart from hotels has been increasing as well. Among these types belong motels, boarding houses, inns, camping sites, youth hostels, mountain huts, and private accommodation. These kinds of accommodation began to be more attractive for tourists as they can more easily explore the countryside from camping sites or mountain huts with the necessary comfort and privacy.

Table 3 Other accommodation facilities 2008-2011 [Own Processing]

Year	Units	Capacity	Tourist arrivals - TOTAL	Overnight stays - TOTAL
2008	957	71823	1150081	3642904
2009	993	73207	1160156	3608954
2010	1018	78076	1126056	3415223
2011	1019	77983	1211486	3576564

It is clear that hotels are more popular than other types of accommodation and the number of tourist arrivals and overnight stays in 2011 slightly dropped. This might be influenced by the bigger competition in hotel sector which is pushing the prices down and therefore hotels are becoming more affordable. (Stat, 2012)

6.3.2 Catering facilities

Slovenia is rich in gastronomic life which was influenced by foreign countries for many years, therefore it is not uniformed cuisine and it is difficult to say exactly what dish is strictly but on the other hand, catering facilities across the regions have offers of food and drinks with different origins which vary according also according to the location.

In bigger cities, it is not a problem to find restaurants from all over the world, but for tourists it would be a sin not to try some of the Slovene's specialties. The best known dishes are Jota, which is usually made of sauerkraut and sausage, Krvavica, which could be referred to as black pudding or Žganci, which is a buckwheat dish served with cabbage or sausage. Slovene cuisine offers also some delicious desserts like Potica, Prekmurska Gibanica or Kremšnita.

The most famous gastronomic products of Slovenia are Kraški pršut what is a special type of prosciutto made in the Karst region, Kranjska klobasa, pumpkin seed oil, number of wines like Teran, Cviček, Vipava, Refošk and many others.

Wine-growing is a part of Slovene culture and history. Maribor, the second biggest city, is a home to the oldest wine in the world, Žametna Črnina and vineyards cover Slovenia with 216km² of grapes. Because of this phenomenon, there is a great number of wine cellars which offer wine tastings for tourists and wine roads. The most known is Jeruzalem wine road which provides lot of wine hosts along it way where people can stop by, taste and enjoy different wines. (Slovenia, 2010)

6.3.3 Transport

Slovenia has a great location considering transportation. It connects the Alps, the Dinaric Mountains, the Pannonian Plain and also the Adriatic Seas. Slovenia links Danube region and Balkan countries by the Sava and Drava rivers and Austria, Italy and Central Europe with valley routes. This geographical advantage of many crossroads had the best for developing an infrastructure on a very high level. (Government Communication Office, 2012)

Air Transport

There are 3 international airports in Slovenia- Maribor, Portorož and the biggest one in Ljubljana- Letališče Jožeta Pučnika. The air transport is quite low, this is influenced mainly by the fact, that the country is small and Slovenes do not use plane as the mean of transportation within Slovenia and also the fact, that there are only two low-budget airlines, EasyJet, which flies to London and Paris and Wizzair, which will start offering flights to Brussels and London from October 2012.

It is obvious from this offer that for many tourists it is quite expensive to fly to Slovenia if they are not from above mentioned cities. Therefore it is no surprise that tourists will rather choose from a wider choice of flights to Austria, Italy, Croatia or Hungary.

The aircraft transport was rising until the year of 2008. This can be explained by the global crisis and the decrease of interest in tourism and preferring of different and cheaper means of transport such as bus, train or own transportation.

Specifically, Slovak tourists will unlike choose aircraft transport to Slovenia as there flies only Adria Airways, Austrian Airlines and Air France, all of them departing from Wien airport, which is the closest airport to Slovakia and the prices are starting on 250€ for returned ticket. The distance between Wien and Ljubljana is 400km and therefore it is for most tourists unreasonable to choose this expansive way. (Stat, 2012)

Bus

There are no buses connecting Slovenia and Slovakia whatsoever.

Train

Train is the one of the possibilities how to get to Slovenia, however not that easy. It is the best to get to the train station in Wien, Sudbahnhof and then change the train in Graz, continue to Maribor and then if wanted take another train to Ljubljana. There are special tick-

ets offered by Slovene railways and the one way ticket from Wien to Ljubljana is 29€. (Slovenske železnice, 2010)

Car

Car is without a doubt the easiest, cheapest, fastest and the most comfortable way how to get to Slovenia from Slovakia. Distance from Bratislava to Ljubljana is only 450 kilometers and there is a new highway straight to the target. However, it is necessary to buy vignette in Austria which is 8€ for 10 days and also one in Slovenia which is 15€ for 7 days.

Transit tourism

The report from 2010 says that 8 out of 10 foreign travelers in the summer go through Slovenia just as a transit country and cross it only to get to other countries, mostly Croatia and Italy.

Table 4 Foreign travelers leaving Slovenia at Croatian borders by reasons of transit (Stat, 2012)

	April	July-August	October
Total	100%	100%	100%
Transit	69.2%	79.7%	69.8%
Same-day visit	13.5%	7.5%	17.4%
Stay of several days	5.1%	7.9%	5.8%
Other reasons	12.2%	4.9%	7.1%

We can have a look at table x which shows the percentage of foreign travelers in specific months who cross Slovenia just to get to Croatia. We can see that the number in the summer months is very high. On the other hand, even though the travelers who do not stop in Slovenia, they leave high amount of money for Slovene vignettes and gas at petrol stations.

6.4 Inventory of Attractions in Slovenia

In the following tables, we can have a look at the inventory of the most significant attractions in Slovenia and their short description divided in three main groups- natural and scenic attractions, cultural and historic attractions and recreational activities.

Table 5 Inventory of natural and scenic Attractions

ATTRACTION CATEGORY	DESCRIPTION
INTERNATIONAL ATTRACTIONS	
Škocjan Caves	The first Slovene landmark to become UNESCO World Heritage Site. It is a unique system of karst caves which offer visitors interesting paths. There is a possibility to spot rare amphibian- Human Fish.
NATIONAL ATTRACTIONS	
Triglav National Park	Only national park in Slovenia located in the northwestern part of the country. The park was named after Triglav, the highest mountain of Slovenia. It offers rich biodiversity, many unique species and wide possibilities for hiking, biking or other activities.
Lake Bled	The most romantic lake in Slovenia. Popular for its location with the view on the Alps and a small island with a church in the middle of the lake. There is a possibility to rent a small boat to get around the lake or take a ride. Spectacular views offer also the church above the lake.
Lake Bohinj	The biggest lake in Slovenia located in the heart of Triglav National Park. There is a possibility of a boat ride as well or a nice walk around the lake. It is recommended to go on Vogel mountain to see Lake Bohinj in its full beauty.
Bled gorge	A gorge very close to Bled Lake with waterfalls and a nice path by the river.
Tolmin gorge	Situated between rivers Tolminka and Soča, famous for spectacular views, rapids and crystal clear water.
Postojna cave	The most visited cave in Slovenia, attractive because of the tour in the small train. Quite expensive- regular ticket 22, 9€.
Soča river	The most popular river in Slovenia and one of the nicest rivers in Europe. It is famous for its amazing blue color and for white water and adrenaline activities.

Source of river Soča	Popular place to for short hiking ended with a nice waterfall.
Savica Waterfall	Few kilometers from Lake Bohinj and a nice walk through the woods tourists can find this 51 meter long waterfall which creates A letter shape.
Peričnik Waterfall	This waterfall situated in the northwestern Slovenia is probably the most stunning one. It is worth seeing in winter as well when it creates gorgeous mass of icicles.
Velika Planina	This plateau is a traditional dairy herdsman settlement which is still well preserved. Tourists can choose a whole day long hike to get there or use a cable cabin. After the hike or a ride they are offered a beautiful view on a meadow surrounded by the Alps with thousands violet flowers and traditional wooden cottages where the herdsman offer their delicious dairy products.
Mineral Waters	The most popular resorts with mineral water are in Radenci where Radenska mineral water spring is and Donat Mg in Rogaška Slatina.
Beaches	Sandy beaches in Portorož, pebble beaches in Piran, Izola and Koper

Table 6 Inventory of cultural and historic attractions

ATTRACTION CATEGORY	DESCRIPTION
INTERNATIONAL ATTRACTIONS	
Idrija Mercury Mine	UNESCO World Heritage Site. However not promoted that much and therefore not know among tourists. Visitors can experience unique guided walk in the underground paths and learn about history and methods of mercury mining.
Prehistoric Pile dwellings	UNESCO World Heritage Site. This archeological site built around 5000 B.C is unique prehistoric settlement around Alps. Its importance is in studying early settlements but it is not that attractive for

	tourists.
NATIONAL ATTRACTIONS	
Churches	The most significant churches are Church of St. Nicholas in Novo Mesto, Church of St. Nicholas in Ljubljana, Church of St. Francis in Ljubljana, Ptujška Gora Church in Ptuj.
Celje Old Castle	Old and mythical castle standing above Celje. Many medieval styled events are going on here.
Ljubljana Castle	Popular castle for nice walks especially among local people. Castle is being used for many cultural events and offers beautiful view on the whole capital city.
Štanjel Castle	A castle from medieval age with unique romantic garden.
Predjama Castle	This is probably the most visited castle in Slovenia mostly because of its location just few kilometers from Postojna cave. It is built into the stone and provides medieval events and tournaments through the year.
Bled Castle	A castle which offers most likely the nicest view. From the top of the castle, visitors can see the whole Lake Bled with the Alps surrounding it. It is recommended to visit the castle in the evening as well.
Kurentovanje	This event takes place traditionally in Ptuj in February. It could be compared to a Slovak traditional event Fašiangy when people dressed into special costumes say goodbye to the winter and welcome the spring. It is very popular event among Slovenes as it is connected with dancing, singing and feasting.
Days of national costumes	This traditional procession takes place in the town under the Alps-Kamnik. Many people come to this town in September to celebrate their ethnicity and culture by promenading in traditional costumes with dancing and singing along.

Table 7 Inventory of recreational activities

ATTRACTION CATEGORY	DESCRIPTION
Lipica Stud Farm	One of the oldest and well known stud farms in the world. It is worth seeing because the visitors can explore the tradition of horse breeding, training sessions, performances or they can even try riding courses on these beautiful white Lipizzaner horses. Guests can also visit the nearby golf course.
Arboretum Volčji Potok	This amazing horticultural facility is just few kilometers from the capital city. Except of walking in the stunning gardens, it offers many various flower shows through the year.
Hiking trails	Slovenia has more than 7 thousand kilometers of hiking trails. There are hiking theme trails such as cultural heritage trails, trails through protected area, fitness trail or interpretative trails which are enriched with information boards about fauna and flora.
Biking trails	Every biker can find a trail suitable for him or her. Trekking, mountain biking, road biking and tourists can even rent a bike in Ljubljana which has biking trail all over the city. There is one very special trail in Slovenia. Biking tour in the mine Podzemlje Pece where the bikers go through the mine with a guide being told about the history and mining.
Pumpkin seed oil factory	Pumpkin seed oil is a Slovene specialty which is added to the salads, soups or sauces. It is not that typical for Slovaks, many people do not even know about this product that is why it might be interesting to go for a tour to the factory where pumpkins are being processed and taste some typical dishes with pumpkin seed oil.
Winery Tours	Slovenia has 216 km ² of vineyard. All these vineyards are organized into trails which are lined by excellent wine cellars where tourists can stop for wine tasting. The most interesting are Vipava wine road, Maribor wine- tourist road or Jeruzalem wine road.

Rafting	This trendy river activity is possible to try on Soča river or Sava river. It is possible to raft in Slovenia with professional providers who offer all the necessary equipment and training.
Canyoning	One of the most thrilling activities which is the best to try in canyons in Soča valley. The principle is to use water-carved rocks as slides, jump into the crystal clear water pools or go alongside the waterfalls on ropes. There are many professional providers who offer this activity with a guide.
Hydrospeed	Newly invented activity which is being practiced on Soča river as well. It is attractive for having a direct contact with the water when a participant is lying on a board which is floating the body and by the flippers on the feet he or she is steering the way.
Skiing	Tourists are starting to discover the strengths of ski resorts in Slovenia. They are offering great services for reasonable price. The biggest ones are in Kranjska Gora, Krvavec, Mariborsko Pohorje, Kanin or Rogla.

7 SWOT ANALYSIS OF SLOVENIA

To better assess all the internal and external factors, we can have a look at SWOT analysis.

Table 8 SWOT analysis of Slovenia

INTERNAL FACTORS	STRENGTHS	WEAKNESSES
	nature diversity	bad and expensive accessibility
	three UNESCO World Heritage sites	high prices in Ljubljana
	all year long tourism potential	short coastline
	dense sights, everything is close	limited number of sea resorts
	many cultural and historic sights	
	colorful events	
	potential for all year long sport activities, many trails	
	good inner accessibility	
	quality accommodation facilities	
	unique fauna and flora	
	cleanness	
	language skills, hospitality	
	gastronomic specialties	
	ecologically active inhabitants	
EXTERNAL FACTORS	OPPORTUNITIES	THREATS
	appealing advertising campaign	high competition from neighbor countries
	bigger need of people to explore	impact of global crisis
	member of EU	

Strengths

Undoubtedly, the biggest strength of Slovenia is its diversity and density of the sights. In one day, tourists can see the mountains, lakes, rivers, castles, seaside, picturesque cities, countryside and many others. The choice is almost limitless.

Tourists can visit Slovenia in every month. High season is from spring to autumn, but it is recommended to try also ski resorts in winter which are not as expensive as in other Alpine countries and the services are on a good level.

Considering how small Slovenia is, for its size, it offers a large number of cultural and historic sights such as churches, cathedrals, monasteries, castles or museums, art galleries, theatres and wine cellars.

All year long, there are different cultural, historic and sport events being organized.

Visitors can enjoy many sport activities, winter sport activities, white water activities, adventure activities, biking or hiking on more than 7 thousand kilometers of hiking and biking trails.

Weaknesses

The biggest weakness is accessibility to Slovenia from other countries, especially from Slovakia. Plane connection is expensive from most countries, except France, Great Britain and Belgium. If there were more low-cost airline, the tourism arrivals would definitely rise.

Slovenia has 47 kilometers of nice Adriatic coastline; however for tourist it is not very appealing because of the longer coast in Croatia which provides better choice of beaches and resorts.

While visiting Ljubljana, people can be surprised by the high prices, especially for hotel accommodation and meals at the restaurants.

Opportunities

Slovenia has started to use very appealing advertising campaign with slogan “**I FEEL SLOVENIA**” which could attract even more tourists.

In recent years, people started to have bigger need to travel and explore new countries, this could be a great opportunity for Slovenia as tourist might leave their habits of going to the sea to Croatia or Italy and instead go to the seaside in Slovenia, or instead of exploring Austrian mountains, and they might want to hike through Julian Alps.

Another opportunity effecting tourism is a fact, that Slovenia is a member of European Union with Euro as national currency. This significantly changes the way of travelling, which makes it easier, faster and more flexible. Another opportunity is connected with the fact, that the biggest competitor in coastal tourism, Croatia, is still not a member of EU and tourists are forced to change the currency which makes it more complicated.

Threats

One of the biggest threats is the growing competition of neighboring countries, especially Croatia, Italy and Austria. Croatia is known for Slovaks as a “Slovak sea” because it is very close and the choice of beautiful beaches is limitless, but it is with Italy one of the top seaside destinations in Europe for other countries as well.

The number of tourist in Slovenia is still slowly growing, but if the effects of global crisis will deepen, the threat of losing tourists in the future is very likely.

8 SUPPLY AND DEMAND ANALYSIS OF TOURS TO SLOVENIA

This chapter is focusing on the analysis of current offer of tours to Slovenia on Slovak market, shortly describing these tours and comparing them to each other.

Demand of tourists for tours to Slovenia is described in the subsection with the factors which mostly influence their choice.

8.1 Tour operators offering tours to Slovenia

There are 110 tour operators registered in SCKA- Slovak association of tour operators and travel agencies. These are the tour operators which offer tours to Slovenia on a Slovak market:

- Satur Travel
- FIRO-Tour
- Turancar
- Čedok
- Adria Travel
- AAC Tour
- CK Raftovanie

As there are many tour operators in Slovakia offering various tours and holidays to different countries, there are not so many of them which offer tours to Slovenia and the choice is limited, especially the choice of sightseeing tours around Slovenia and they are usually very similar and the potential of Slovenia is not realized as it could be.

On the other hand, there are smaller tour operators on Slovak market which offer sightseeing or adventure tours to Slovenia but they are not that known and people tend to not to know about them.

We can have a look which major tour operators offer tours to Slovenia, what is their program and price.

8.2 Descriptions of offered tours

8.2.1 Satur Travel

Satur Travel is the oldest and the biggest tour operator in Slovakia with a wide portfolio of different countries. They offer six tours to Slovenia.

- **Spa and Wellness**

Satur Travel offers three tours to different spa and wellness resorts in Slovenia which became very popular in the last years.

First destination is a health resort in Radenci called Wellnes Hotel Izvir. This spa tour is designed for people with health problems, especially with kidneys, urinary tract and rheumatic difficulties.

The tour offers three variants- three, six and eight day long programs. The price includes: accommodation in a hotel complex with spa treatments and half board. Three day program is 112€, six day program is 230€ and six day program is 332€.

Another stay is at Hotel Savica which is located in surroundings of a natural beauty of lake Bled and therefore offers great variety of activities. Also this tour offers three variants of programs- three, six and eight long. The price includes: accommodation in a nice hotel, entrance to the wellness centre and half board. Three day program is 150€, six day program is 345€ and six day program is 474€.

Last tour of this kind by Satur travel is in Moravske Toplice, which is the biggest spa town in Slovenia. Tourists stay in Wellness Hotel Ajda which has a big number of pools, spa attractions and treatments. Hotel provides half board with prices from 165€ for three days, 338€ for six days and 448€ for eight days.

There is no transportation provided to these destinations by Satur Travel. (Satur, 2012)

- **Sightseeing tours**

The first trip is a four-day sightseeing tour which includes three days stay in a hotel with breakfast, bus transportation from and to Bratislava and Slovak guide.

In the program is visiting one of the oldest Slovene cities-Ptuj, its castle and the centre, sightseeing the capital city of Ljubljana, UNESCO landmark of Škocjan cave, famous stud farm in Lipica and the city of Terst.

Another sightseeing tour is designed as a wine road. It includes three days stay in a hotel, bus transportation, Slovak guide, one champagne tasting and a visit to a pumpkin seed oil factory.

The tour starts with a stop at the Austrian fortress in Burgenland, later wine tasting and visit at the museum. Another day is a stop in Ptuj and visits of surrounding wine yards. Third day sightseeing of Maribor and its wine yard and the last day belongs to the capital city and departure back to Slovakia in the evening.

The price for both tours is 248€. (Satur, 2012)

8.2.2 Turancar

Turancar offers one sightseeing tour with a three days stay at the hotel with breakfast, bus transportation and Slovak guide.

The program contains a visit of Maribor, its main sights, later stop in Celje and transit to a hotel. Next day, tourists are going to see Postojna cave and Ljubljana in the afternoon. On the third day they will stop by in a picturesque town of Škofja Loka and after they will see a beautiful Bohinj lake and Savica waterfall. The last day is a must see on a program, lake Bled with a castle and a church.

The price is 191€. (Turancar, 2012)

8.2.3 Firo Tour

Firo Tour was established as a Czech company and later became a significant tour operator also in Slovakia. They offer two tours to Slovenia from their Slovak webpage, however both with a departure from Czech Republic.

First tour takes seven days and it is focused on the East part of Slovenia with a four days stay in a hotel complex with half board, entrance to the hotel wellness, bus transportation and a Czech guide.

The trip begins with a departure from Czech Republic (not specified where exactly), arrival to Slovenia on a next day, the same day is a sightseeing tour of Maribor and Ptuj. On a third day tourists will see Brežice with its imposing castle. Next days, they will also see Celje, Sevnica, Novo Mesto and Ljubljana.

The price is 360€. (Firotour, 2012)

Another tour is focused on natural beauties of Slovenia.

This trip takes 8 days and includes five nights at a hotel with breakfast, bus transportation and a Czech guide.

It begins with sightseeing of lake Bled, lake Bohinj, Savica waterfalls, Škofja Loka, the second day, tourists will go to see Lipica stud farm, Škocjan cave, coastal towns Piran and Portorož. Another day will be spent in Postojna cave. Fifth day belongs to Ljubljana and Velika Planina. After that, this tour operator has chosen to spend another day around lake Bohinj again and go to see waterfall Savica one more time. In the rest of the tour, tourists will see a mining town Idrija, town Kobarid and waterfall Kozjak.

The price is 398€. (Firotour, 2012)

8.2.4 Juko CK

Juko CK is the only tour operator which offers a sightseeing tour to Slovenia by a plane from Prague. The price includes transportation from Prague to Ljubljana and back, transfer from and to Ljubljana airport, three nights at 3* hotel in Bled with breakfast in Bled, Slovak guide and insurance.

The program starts with departure from Prague airport to Ljubljana, transfer to the capital city and its tour with the most known sites. Transfer to Lake Bled where the tourists are accommodated, individual program. The next day will be spent in Bled with a guide. Third day tourists can see Lake Bohinj and they go to Vogel mountain by a chairlift. The fourth day visitors transfer to the airport and depart back to Prague.

This sightseeing tour does not have too much to offer and it is pointless from my perspective for Slovak tourists to travel first to Prague, wait two hours for the flight and then the flight itself. The tour is also quite expensive. It costs 569€. (Juko CK, 2012)

8.2.5 Adria Travel

Adria Trevel offers a four day tour to Slovenia in September with two nights at a hotel with breakfast, bus transportation and a guide.

The first day after departure tourists will see Bled Lake, castle and church, then go to the Savica waterfall and get accommodated at a hotel. Another day is a visit of Postojna Cave and Predjama castle. The third day belongs to Škocjan cave and Koper.

The price for this tour is 238€. (Adria Travel, 2012)

8.2.6 AAC Tour

This tour operator specializes in adventure tours and offers two tours to Slovenia. Both tours offer various terms from May until September. Participants stay in the tents in a camp near Soča River. There is no board included and they can come on their own or by a bus.

The first tour is called Rafting and Canyoning and as the name says, it focuses on these two adrenaline activities. It takes five days and after arrival to the camp, accommodating, the next day is spent on rafts, in the afternoon a short walk to the source of Soča. Third day participants are canyoning for almost whole day with a visit of fortress Kluže. The fourth day is rafting again, stop at Koziak gorge and Boka waterfall. The last day is canyoning again in different location, departure home with a stop at Lago di Predel Lake.

The price with bus transportation is 247€.

The second tour is very similar, but it takes four days and only the second day is rafting, the last day canyoning as in the previous tour. But during the third day there is a whole day long hike to the highest mountain of Slovenia-Triglav.

The price with bus transportation is 189€. (Rafting.sk, 2012)

8.2.7 CK Raftovanie

As the previous tour operator, CK Raftovanie also offers adrenaline tours to Soča valley from May to September, in tents, without board and also in two different variants.

The first variant takes four days. The second and third day is spent on rafts and one afternoon is a walk to Koziak waterfall. The last day is a walk to source of Soča and way back home.

The price which includes bus transportation, stay in the camp and rafting with equipment is 265€.

Another variant is similar to the first one, but takes six days and includes a whole day long hike to Mangart mountain and one day of canyoning in Sušec with rafting in the afternoon. The price also includes canyoning with equipment and is 355€. (Raftovanie, 2012)

8.3 Assessment of tours

Considering that I propose a sightseeing tour in a project part, we can better assess the competition of sightseeing tours in the following table.

Table 9 Parameters of sightseeing tours to Slovenia [Own processing]

Tour operator	Name of the tour	Terms	Days	Transportation	Accommodation	Board	Price
Satur Travel	Beauties of Slovenia	1 30.9-3.10. 2012	4	Bus	3* hotel	B	248€
Satur Travel	Slovene wine road	1 27.9-30.9 2012	4	Bus	3* hotel	B	268€
Turancar	Mountains, lakes and history	1 17.8-20.8 2012	4	Bus	3* hotel	B	191€
Firotour	East Slovenia	1 23.9-29.9. 2012	8	Bus	Hotel	HB	360€
Firotour	Natural beauties of Slovenia	1 23.9-29.9. 2012	8	Bus	Hotel	HB	398€
Juko CK	Ljubljana and Bled	1 27.9-30.9-2012	4	Plane	3* hotel	B	569€
Adria Travel	Sceneries of the Julian Alps	1 20.9-23.9.2012	4	Bus	Hotel	B	238€
AAC Tour	Rafting& Canyoning	May-September	5	Bus	Tents	-	247€
AAC Tour	Triglav, rafting, canyoning	May-September	4	Bus	Tents	-	189€
CK Raftovanie	Soča rafting	May-September	4/6	Bus	Tents	-	265€/355€

It is clearly visible from the table that sightseeing tours around Slovenia offered by Slovak tour operators are similar. They provide programs which are almost the same, exploiting only the best known sights in Slovenia which are usually crowded and not taking advantage of other natural and historical beauties of Slovenia. Also, all the terms of sightseeing tours are limited, offering dates only in August or September. On the other hand, there is a good choice of terms for adventure tours, which are offered from May to September but they are not combined with sightseeing tours.

There are ten tours to Slovenia provided by seven Slovak tour operators.

The cheapest one is the tour offered by AAC Tour which costs 189€ but takes only four days and includes only rafting, almost no sites, no board and accommodation in the tents.

On the other hand, the most expansive tour is offered by Juko CK. The price is 569€ and it is influenced by the expensive flight ticket. The tour itself is not that interesting; it does not show that much to the tourists and it is probably aimed at the better-off clientele.

The most interesting sightseeing tours from my perspective are the ones offered by Firo tour, which have reasonable price- 360€, they both take for eight days, tourists are comfortably accommodated in a hotel with half-board and the program is rich.

We can sum up that the current offer of sightseeing tours is limited which makes a niche in the market with sightseeing tours to Slovenia. That gives me a chance to create a tour which could differ in more parameters, such as different attractions, activities and sights, different way of accommodation or different terms.

8.4 Demand for tours to Slovenia

Generally, demand for tours to Slovenia is increasing year by year. We can assume this by analyzing demand from European countries and specifically from Slovakia. The tables of Statistical office of the Republic of Slovenia prove this trend.

8.4.1 Basic characteristics

If we look at the table below, we can see that in 2011 there was a 7% rise in tourist arrivals compared to 2010 with almost 3,218,000 tourist arrivals and 5% more of total overnight stays. There were registered 9,388,095 stays in all tourist accommodations. (Stat, 2012)

Table 10 Number of total tourist arrivals and overnight stays in Slovenia 2008-2011 (Stat, 2012)

Year	Tourist arrivals	Overnight stays
2008	3083713	9314038
2009	2984828	9013773
2010	3006272	8906399
2011	3217966	9388095

In 2011, there were 2,036,652 foreign tourist arrivals and it made 9% rise comparing to tourist arrivals in 2010. The rise of domestic tourist arrivals was not that significant and it

registered increase by 4% from 2010 to 1,181,314 arrivals and the number of domestic overnight stays remained almost the same as in the 2010. (Stat, 2012)

The biggest number of tourists last year came from two neighboring countries- Austria (2,221,000) and Italy (420,247) , followed by Germany, Croatia and Serbia. (Stat, 2012)

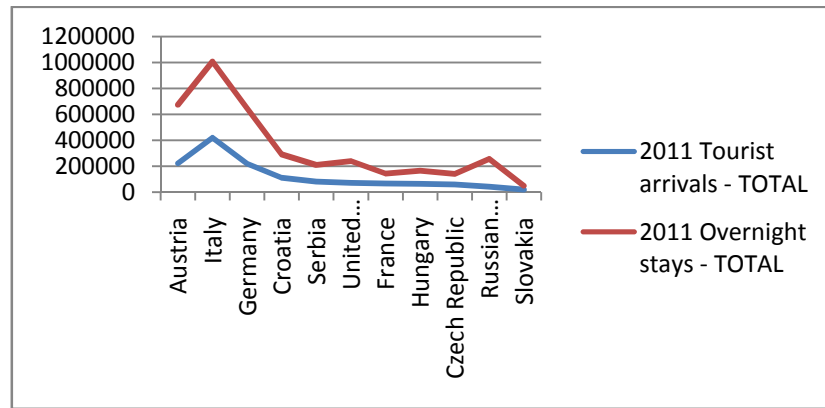


Figure 6 Comparison of incoming foreign tourists in 2011 [Own processing]

Foreign tourists made the highest share of their overnight stays in 2011 in mountain resorts, health resorts and seaside resorts, while domestic ones preferred health resorts mostly.

On average, tourists stayed in tourist accommodations four days, the longest in health resorts, followed by mountain resorts. (Stat, 2012)

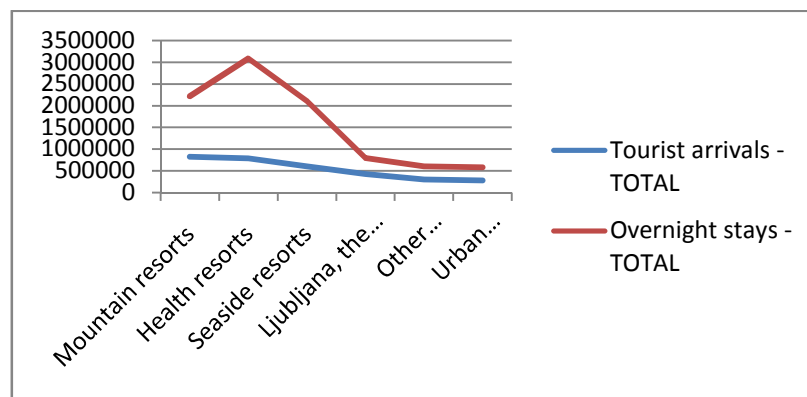


Figure 7 Number of tourist arrivals and overall stays according to municipalities in 2011 [Own processing]

As can be seen on the graph, the most popular resorts are in the mountains. There are the most unique beauties of Slovenia concentrated and in conclusion, we can say the average tourist will be from Austria, he or she will stay in the mountain resort for four days in a hotel. (Stat, 2012)

8.5 Slovak tourists in Slovenia

According to the survey of Slovak Tourism Agency (SACR), the most popular destinations for Slovaks are Croatia, Italy, Greece, Bulgaria, Hungary, Czech Republic, Egypt, Spain and Turkey. We can see, that Slovenia is not even in the top ten most visited countries by Slovaks, even though it has so much to offer and the distance from Slovakia is close. (SACR, 2008)

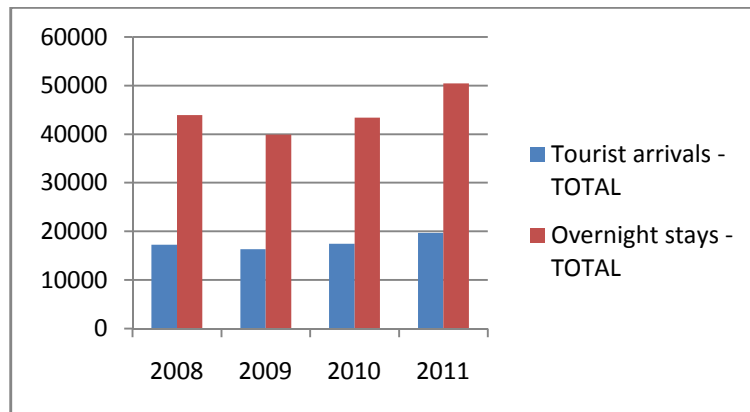


Figure 8 Number of Slovak tourist arrivals and overnight stays in Slovenia according to the resorts 2008-2011[Own processing]

In 2011, there were only 19,720 tourist arrivals to Slovenia from Slovakia what is a quite small number. These numbers might be influenced by the fact that there is not such a wide offer of tours to Slovenia and simply Slovaks have not still discovered the beauty of this country. (Stat, 2012)

Even though Slovenia is not among the most popular destinations for Slovak, there is a great potential on the other hand to improve these numbers.

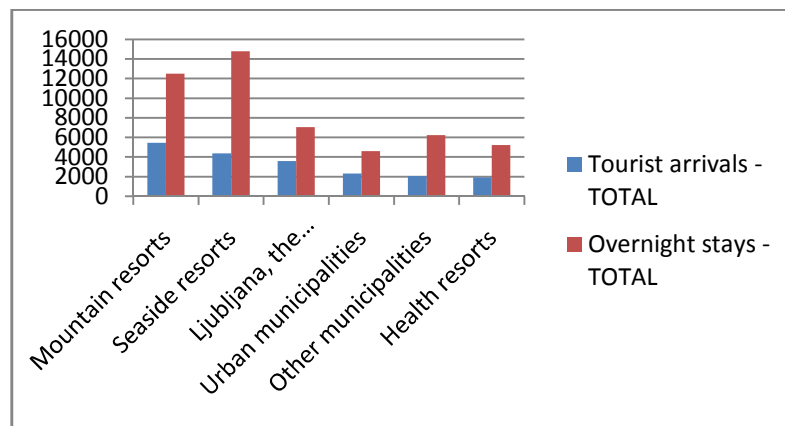


Figure 9 Municipalities preferred by Slovak tourists in 2011[Own processing]

The majority of Slovak spent their holiday in Slovenia in the mountain and seaside resorts, while the health resorts remain the least popular way of spending their holiday. Slovak tourists prefer to stay at the hotels, followed by camping sites, private accommodation, inns and mountain huts. (Stat, 2012)

I would like to use the facts that the most popular destinations in Slovenia for spending the holidays are mountains and seaside and that Slovaks like to spend their holidays in hotels and camping sites. According to this information I will later profile my tour proposal to Slovenia.

9 CONCLUSION OF ANALYTICAL PART

Slovak tour operators and agencies offer very limited number of tours to Slovenia, therefore Slovak tourists rather go with the flow and choose from the bigger choice of holidays for example in Croatia or Italy to go to the seaside, or Austria to go to the mountains.

To better conclude the analytical part we can sum up the findings of each part of the analysis.

- **The factors of development showed that:**

Slovenia has so much to offer. We can say that every type of a tourist will find something interesting, whether it is beautiful nature, seaside, historic and culture sites, spa resorts, sport activities or gastronomic treats. That is why, people started to notice Slovenia as a tourist destination and its popularity is growing more and more.

Localization factors showed that Slovenia is very rich in natural beauties such as mountains, lakes, rivers, gorges, waterfalls or beaches which are definitely worth seeing for every tourist. Cultural and historic sights are not behind them and have many spots to offer as well.

Selective factors clarified that Slovenia is a small country with some political and economic issues caused mainly by the global recession, but on the other hand, it is a country with outstanding ecological and personal preconditions.

Factors of realization demonstrated that number of accommodation units and catering facilities are growing year by year as well as their level. Incoming tourists have numerous choices of choosing the right facilities for them. On the contrary, the transport from other countries is slowing down the income of the tourists. More low cost air flights and bus connections from other countries are more than needed. However, the level of domestic transport is on a very good level. Tourists can use branched system of highways and motorways which is in a very good condition and numerous bus and train connections within the country.

- **SWOT analysis showed that:**

The biggest strength of Slovenia is without a doubt its nature diversity which offers almost limitless choice of hiking on numerous trails with spectacular views on the Alps, biking or sport activities on rivers. Other drawing powers are three UNESCO World Heritage sights

(Škocjan Cave, Idrija Mercury Mine, and Prehistoric Pile dwellings), many dense cultural and historic sites and a good domestic accessibility.

Main weaknesses of Slovenia are bad and expensive accessibility from Slovakia, higher prices compared to Slovakia and a short coastline.

- **Supply analysis showed that:**

From 110 Slovak tour operators, there are only seven tour operators which offer tours to Slovenia. They are providing three types of tours- spa tours, sightseeing tours and adventure tours. Spa tours are offered through the whole year, adventure tours from May until September and sightseeing tours only in August and September. The cheapest tour costs 189€ and the most expensive is 569€.

- **Demand analysis showed that:**

Slovenia is not one of the most popular countries among Slovaks, most likely because there are not so many tours on the market and the choice is not that wide. However the number of Slovak tourists coming to Slovenia is rising.

The most interesting spots for Slovaks to see according to the survey are in mountain and seaside resorts and they would prefer to spend their holiday in a hotel or a camping site.

It is visible from these conclusions that there is no tour on the market which would combine sightseeing with adventure or sport activities. Also, there is no sightseeing tour happening in the spring and the tour including a visit of the seaside. That is why there is a niche on the market which makes a space for me to propose tours which would raise awareness of Slovenia among Slovak tourists and which would be ideal for active people.

Active people are the people who are looking for an active way of spending their holiday. That means they prefer to spend every day of their holiday with activities such as hiking, biking or activities on the water. Potential tourists will be informed about the program in detail so every participant should take into consideration her or his physical possibilities and endurance.

The result of the analytical part is that I am going to propose two eight-day long tours in Slovenia with adrenaline sport activities combined with the most significant Slovene sights in two different terms (May and July) which are aimed at active tourists.

10 THE PROJECT

As a result of the analysis in previous part and its outcome, I have decided to propose two sightseeing tours to Slovenia which will fulfill suitable criteria for creating a new tour to Slovenia.

10.1 Tour proposal

In the supply analysis of tours to Slovenia, it was stated, that the sightseeing tours to Slovenia are being organized only during September and October and are offered only as spa and sightseeing tours. The tours organized from May to September are focused only on adrenaline activities. That is why I have decided to combine these two tours together to create one unique tour which is not on the market yet. I have chosen different dates for both tours, each one with slightly different program which is not on the market, providing sightseeing and adventure in each one. First one will be in spring time and second one in the summer. This will give tourists a wider choice of what they want to experience and when.

Both tours are named “Sights and adventure in Slovenia” and they will take for 8 days. They will differ in dates and slightly in a program.

The spring variant- this tour will be organized in May and it will focus on the adventure and sport activities in Soča valley and the most significant sights around Slovenia and wine tasting.

The summer variant- will also focus on the adventure and sport activities in Soča valley, but there will be slightly different sights to visit, tourists will spend three nights by the sea and they will also experience wine tasting and the most remarkable sights by the seaside.

10.1.1 Target group

Both variants are aimed at active group of people. The age group is not concretely specified, because it is preferred to attract not only young people but also older age groups which are becoming more active and adventurous nowadays. There will be a specific program given on a leaflet and everybody should be able to consider his or her physical capabilities.

10.1.2 Duration

Both variants are organized from Saturday until next Saturday, which means eight days and seven nights.

Spring variant: 4.5.2013-11.5.2013

Summer variant: 6.7.2013-13.7.2013

10.1.3 Transport

The only choice of transport for this kind of tour is a bus as the plane transportation would be too expensive and train too complicated to get there. The bus is also the most flexible way how to get around Slovenia in a group.

Because of this kind of transportation, number of tourists in one term is limited according to the seats in the bus which is 40.

10.1.4 Accommodation

For the first four nights (Saturday-Wednesday) in both variants, tourists will be accommodated in a nice ecological camp in the Triglav National Park just twelve kilometers from town Bovec- Camp Korita. There is possibility to stay in tents, mobile homes, cabins and bungalows. The most convenient way of accommodation for this kind of tour is a bungalow. It is suitable for four people; it has a small kitchen with refrigerator, stove and veranda. I have chosen this camp for several reasons:

- it is situated in a great location- very close to the all sport activities
- beautiful surroundings- because the camp is situated in the heart of Triglav National Park, tourists have many possibilities to go for walks or hikes in their free time
- reasonable price
- possibility to cook something after coming back to camp or preparing a snack before departure for a trip
- possibility to eat at a restaurant
- parking for the bus
- playing areas- volleyball, ping pong.

The only minus of this accommodation are shared lavatories. (Camp Korita, 2012)

For another 3 nights (Wednesday- Saturday) in spring variant, tourists will be accommodated at a BIT Center Hotel in Ljubljana. There is a possibility to stay at single, double and triple bedded rooms. The hotel was renovated in 2012 and therefore offers nice and modern rooms. The advantages of this accommodation:

- favorable price for accommodation in Ljubljana
- quality/price ratio
- quiet green area
- walking distance to the city center
- badminton and squash courts
- wellness center
- restaurants, bars, grocery stores, shopping center, bus stops at a close distance (BIT Center Hotel, 2011)

In the summer variant, last three nights will be spent in Salinera Hotel. It is a nice four star hotel situated in small town Strunjan just few meters from the beach. Benefits of this hotel are:

- good location between coastal towns Izola and Piran
- few meters from the sea
- wellness center
- outdoor pools
- great choice of sport activities
- restaurants and bars in the resort
- possibility to explore surroundings on a bike (Salinera, 2012)

10.1.5 Board

For the first four nights in the both variants, tourists are staying at Camp Korita where there is no board arranged. They have the possibility to cook for themselves in their bungalows, where the fridge, stove and the entire cutlery is at their disposal. They will be informed about the possibility to bring their own food, but on the first day, there is a tour around Bovec on the program where they can make a stop at a local shop to buy anything necessary. If they are not interested in cooking, there is a small restaurant in a camp where they can taste some local specialties. Also, each day there is a stop, where there is a possibility for refreshments.

Another three nights in the spring variant, tourists are staying at BIT Center Hotel in Ljubljana where they have self-service breakfast.

In the summer variant, last three nights will be spent in Salinera Hotel. Tourists will have buffet breakfast included in the price. Besides of that, there is possibility to eat at the hotel restaurants which offer local cuisine with emphasis on Mediterranean food.

10.2 Time analysis

The best way how to analyze how much time will be needed for creating the whole tour is to make an analysis in WinQSB program which will create the shortest possible path of the whole process of the tour. This will help the manager and the team who is responsible for creating a tour to realize how much time of preparation is needed before the release of the tour on the market.

In order to find the critical and shortest path, the table with activities, their duration and preceding activities must be filled in.

Table 11 Timetable of the tour preparation [Own processing]

Activity	Activity description	Time (days)	Preceding activity
A	Supply and demand analysis	14	-
B	Data assessment	3	A
C	Selection of the country	2	B
D	Analysis of development factors	5	C
E	Selection of the most significant sights	2	D
F	Selection of the most important parameters of the tour	2	C
G	Selection of the providers- transportation, accommodation...	5	E,F
H	Planning the program and timetable of the tour	5	E,F,G
I	Cost analysis of the tour and pricing	3	H
J	Risk analysis of the tour	1	G,H
K	Sales support	30	H,I,J
L	Tour release on the market	10	K

After inserting all the data from table x into WinQSB, the program analyzed the problem and generated critical paths. Critical path tells us which is the shortest possible way to realize the project and which are the activities that have no time reserve.

Table 12 Critical paths [Own processing]

07-30-2012	Critical Path 1	Critical Path 2	Critical Path 3	Critical Path 4
1	A	A	A	A
2	B	B	B	B
3	C	C	C	C
4	D	D	D	D
5	E	E	E	E
6	G	G	H	H
7	H	H	I	K
8	I	K	K	L
9	K	L	L	
10	L			
Completion Time	79	79	79	79

As we can see on the table above, there are four critical paths with the same duration of 79 days. Activities F and J have time reserve and therefore they are not on the critical path. We can symbolize them in a graphical way as well.

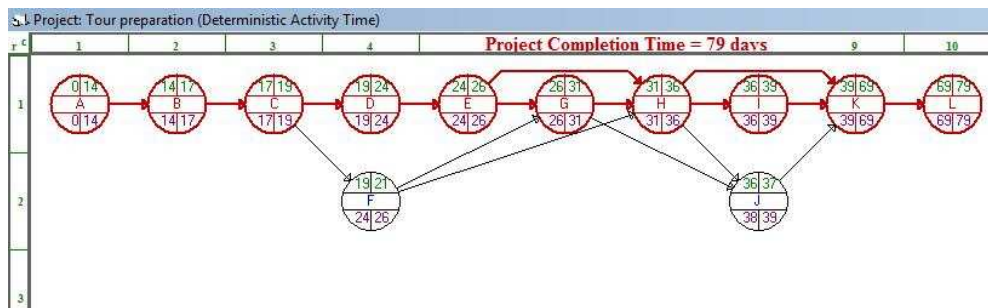


Figure 10 Critical paths of the tour preparation [Own processing]

Tour operator should take into consideration this preparation analysis as it shows how much time it is needed before the tour can be released on the market. On the other hand, it can happen that some activities might take longer time as expected and it can influence estimated preparation time.

10.3 Program and timetable

This chapter describes detailed program of every day of both tours and their timetable as well.

10.3.1 Spring variant

Term: 4.5.2013-11.5.2013

Day 1- Departure from Trenčín bus station at 5 am, drive to Bratislava at 7 am to pick remaining tourists from bus station and arrival to camp Korita, in a small town Soča, close to Bovec at 2pm. Check-in, independent program, tour of Bovec, possibility for grocery shopping and musical evening in the camp.

Table 13 Timetable of the first day (Saturday) [Own processing]

Time	Program	Distance in km	Transfer
5:00-6:45	Trenčín-Bratislava-Soča	622	-
14:00-17:00	Check-in in Camp Korita, individual program	-	-
17:00-20:00	Tour of Bovec, dinner	12	Soča-Bovec

Day 2- At 9 am leaving the camp and going to the river Soča, and its actual navigable section (depends on the weather and precipitation) for rafting, getting all necessary equipment from Sočarafting, training and boarding on the rafts. One hour of rafting on crystal clear Soča river, after that a break with snacks followed by another white river activity on a calmer passage of the river-hydrospeed. Participants will be dressed in their dry suits with knee pads and they will get specially formed floats in a shape of small surf and flippers. By lying on this surf on their upper body and steering the direction with feet they will be going through Soča for about half an hour. In the afternoon, arrival back to camp and individual program.

Table 14 Timetable of the second day (Sunday) [Own processing]

Time	Program	Distance in km	Transfer
9:00	Departure from camp	12	Camp-Bovec
9:30-10:30	Getting equipment and training	-	-
10:30-11:30	Rafting	8-10	Waterfall Boka-Trnovo ob Soči
11:30-12:30	Snack break	-	-
12:30-13:00	Hydrospeed	-	-
14:00	Arrival back to camp, individual program	12	Trnovo ob Soči- Camp

Day 3- “relaxing” day. At 9:00 departure from the camp to Bohinj lake, the largest lake in Slovenia, short walk around, boat ride on the lake and walk to 51 meters long Savica waterfall. Transfer to Lake Bled, the most popular and picturesque lake in Slovenia, time for lunch and independent program (possibility to try traditional Kremšnita cake and go on a small boat to the island in the middle of the lake where is a small church or go for a walk up to the castle), transfer to Bled gorge with beautiful rapids and waterfalls. Way back to the camp and individual program.

Table 15 Timetable of the third day (Monday) [Own processing]

Time	Program	Distance in km	Transfer
9:00	Departure from the camp	-	
10:40	Arrival to the Bohinj lake	86	Camp-Bohinj
10:40-11:40	Walk around the lake, boat ride	-	-
12:00-13:30	Walk to the Savica waterfall	2	-
13:30-14:00	Transfer to lake Bled	28	Bohinj-Bled
14:00-16:00	Individual program	-	-
16:15-17:15	Walk around Bled gorge	2	Bled-Bled gorge
17:15-18:45	Transfer to the camp	96	Bled gorge-camp

Day 4- 8:30 departure from the camp to canyon Sušec for basic canyoning, where instructors of Sočrafting will be waiting to give participants equipment and training. Two hours of canyoning includes rappelling cliffs and waterfalls, gliding natural water slides and jumping into crystal clean pools of Soča River. At 12:00 departure back to the camp, time for lunch and rest. At 14:00 departure to Vršič, which is a high mountain pass across the Julian Alps with spectacular views and stop for a walk to the source of river Soča. After the walk, stop at the mountain hut Koča pri Izviru Soče for meal and refreshments. At 18:00 is assumed time of arrival back to camp. Independent program.

Table 16 Timetable of the fourth day (Tuesday) [Own processing]

Time	Program	Distance in km	Transfer
8:30	Departure from the camp	8	Camp-canyon Sušec
9:00-10:00	Getting equipment and training	-	-
10:00-12:00	Canyoning	-	-
12:30-14:00	Arrival to the camp, lunch, rest	8	Canyon Sušec-camp
14:00-14:30	Departure from the camp to the mountain pass Vršič	36	Camp- Vršič
14:30-16:30	A walk to the source of Soča and its waterfall	-	-
16:30-18:00	Stop at the mountain hut- Koča pri Izviru Soče for refreshments	-	-
18:30-19:00	Return to the camp, individual program	36	Vršič- Camp

Day 5- Check out from the camp, departure at 9:00 to Štanjel, tour of Štanjel castle and graden, transfer to wine cellar in the village of Vipava to try 5 samples of typical wines of the region with cheese and meat. Visit of UNESCO's world heritage site-mercury mine in Idrija where tourists will be given helmets and coats and they go underground with a guide listening to the history of the mine and the process of mercury-mining. Transfer to Ljubljana, check in at the hotel, individual program.

Table 17 Timetable of the fifth day (Wednesday) [Own processing]

Time	Program	Distance in km	Transfer
9:00	Check-out and departure from the camp	96	Camp-Štanjel
11:00-12:30	Tour of Štanjel and the castle	-	-
13:00-15:00	Tour of Vipava wine cellar, wine tasting, snacks	16	Štanjel-Vipava
16:00-17:00	Tour of Idrija mercury mine	38	Vipava-Idrija
18:00-19:30	Arrival to Ljubljana, check-in	59	Idrija- Ljubljana
19:30-	Individual program	-	-

Day 6- Sightseeing in Ljubljana starts at 9:00 with breakfast at a hotel, departure with a bus to Tivoli Park (bus parking) and visiting the most significant sights of Ljubljana. The first stop is Franciscan Church of the Annunciation which is one of the most remarkable buildings in the capital city. Next stop is the walk around the Prešeren square which is named by a national poet France Prešeren who has a statue in the middle of the square with his platonic love. Next they will see famous Triple Bridge, Ljubljana Cathedral, also called Saint Nicholas's Cathedral and Ljubljana castle. Individual program and a boat ride on Ljubljanica River with a guide. Walk back to Tivoli Park and departure to the hotel, individual program.

Table 18 Timetable of the sixth day (Thursday) [Own processing]

Time	Program	Distance in km	Transfer
9:00-10:00	Breakfast, departure from hotel to Park Tivoli	2,5	BIT hotel-Park Tivoli
10:00-13:30	Walk from Park Tivoli, city tour- Franciscan Church of Annuncion, Prešeren square, Triple Bridge, Saint Nicholas's Cathedral, Ljubljana castle	-	-
13:30-16:00	Individual program	-	-
16:00-17:00	Boat ride on Ljubljanica	-	-
17:00-18:00	Walk back to Park Tivoli	-	-
18:30-	Arrival to the hotel, individual program	2,5	Park Tivoli-BIT hotel

Day 7- Start from the hotel at 9:30 to Arboretum Volčji Potok just few kilometers from Ljubljana. It is the biggest horticultural facility in Slovenia with beautiful park and many flower exhibitions. Next stop is Velika Planina, which is a meadow village in the mountains with spectacular views over the Alps where tourists can see the typical herdsmen settlement and try dairy products. They will get to the first stop by cable cabin and then they can either hike to the village or use a chairlift. Return back to the hotel in the afternoon and.

Table 19 Timetable of the seventh day (Friday) [Own processing]

Time	Program	Distance in km	Transfer
8:30-9:30	Breakfast, departure from hotel to Arboretum Volčji Potok	23	BIT hotel-Arboretum
10:00-13:00	Visit of Arboretum	-	-
13:00-13:30	Transfer to the cable cabin below of Velika Planina	15	Arboretum-Velika Planina
13:30-17:00	Lift and hike around Velika Planina, visit of Herdsmans's hut, tasting of dairy products	-	-
17:00-18:00	Transfer to the hotel	34	Velika Planina-BIT hotel
18:00-	Arrival to the hotel, individual program	-	-

Day 8- the last day starts with breakfast, check out from the hotel and departure to the small town Središče ob Dravi, where one of the biggest pumpkin seed oil factory- Jeruzalem Ormož is and tourists will have a chance to find out about history of pumpkin seed oil, pumpkin seed processing and production and finally taste some of pumpkin seed specialties such as pumpkin seed oil, roasted pumpkin seeds, pumpkin spread, cottage cheese with pumpkin seed oil or cookies made with pumpkin seed oil and others. Next and final stop is at the second largest city of Slovenia-Maribor. Tourists will see here the most significant sights such as Maribor Cathedral, Maribor Castle, Maribor Town Hall and Maribor Synagogue. After sightseeing of Maribor, departure back to Bratislava and Trenčín.

Table 20 Timetable of the eighth day (Saturday) [Own processing]

Time	Program	Distance in km	Transfer
7:00-8:00	Breakfast, check out, departure from hotel to pumpkin seed oil factory	172	BIT hotel-Središče ob Dravi
10:00-11:00	Pumpkin seed oil factory tour, tastings	-	-
11:00-12:00	Transfer to Maribor	65	Središče ob Dravi-Maribor
12:00-14:00	Tour of Maribor	-	-
14:00-18:00	Transfer to Bratislava	327	Maribor-Bratislava
18:00-20:00	Transfer to Trenčín	130	Bratislava-Trenčín

10.3.2 Summer variant

Term: 6.7.2013-13.7.2013

The program of first four days (Saturday-Tuesday) is the same as in the spring variant. That means departure from Trenčín, stop at Bratislava and accommodating in Camp Korिता. All the activities are same as well. The second day includes rafting and hydrospeed. The third day belongs to tour to Lake Bohinj, Savica waterfall, Lake Bled and Bled Gorge. The fourth day contains canyoning and a walk to the source of Soča. The program and accommodation change from the fifth day on.

Day 1, 2, 3, 4- the same as in the spring variant.

Day 5- the fifth day starts with check-out from the camp followed by the transfer to the UNESCO World Heritage-Škocjan cave. Tourists will go with a guide through one of the largest known underground canyons, where they can spot Proteus or also called Olm, which is an endemic blind amphibian living in this particular area. After visiting the cave, the next stop is in Pršutarna Lokev, what is an oldest prosciutto producer in Karst region. After having a tour in this production, tourists will be offered to taste some of the most typical meat products. Vina Koper is the next stop, being the company with the largest proportion of vineyards in Slovenia. There is a guided tour arranged and of course a degustation of the most authentic wines of this region. Then a stop in Koper center where tourists will have a chance to walk around a city and arrival to Salinera Hotel for check-in.

Table 21 Timetable of the fifth day (Wednesday) [Own processing]

Time	Program	Distance in km	Transfer
9:00	Check-out and departure from the camp to the Škocjan cave	132	Camp Korिता-Škocjan cave
11:00-12:30	Tour through the underground canyon of Škocjan cave	-	-
13:00-14:00	Visit of Pršutarna Lokev na Krasu, tour and tasting of different meat products	8	Škocjan cave-Lokev
15:00-16:00	Tour and wine degustation in VinaKoper	38	Lokev-Koper
16:00-18:00	Tour of Koper, individual program	-	-
18:30-	Check in at The Salinera Hotel, individual program	14	Koper-Strunjan

Day 6- The program starts at 9:00 with visiting a picturesque coastal town Izola. Later follows tour of another coastal town Portorož, which is one the most popular summer resorts in Slovenia. The last stop of a day is in Piran which is a coastal city of significant cultural heritage, special charm and is referred to as Slovene Venice and therefore it is a must for every tourist to see. Arrival back to the hotel after, individual program during which tourists will have a chance to rent a bike, go swimming, try local cuisine or go for a walk.

Table 22 Timetable of the sixth day –summer variant (Thursday) [Own processing]

Time	Program	Distance in km	Transfer
8:30-9:30	Breakfast, transfer to Izola	6	Salinera Hotel-Izola
9:30-10:30	Tour of Izola	-	-
10:30-12:00	Transfer to Portorož and its tour	8	Izola-Portorož
12:00-13:00	Tour of Piran	6	Portorož-Piran
13:30	Transfer to the hotel, individual program	11	Piran-Salinera Hotel

Day 7- this day is designated for tourists to spend by the seaside or with any other activity (wellness, biking, hiking, walks, sightseeing of surroundings town etc.).

Day 8- the last day of the summer variant starts with breakfast and check-out from the hotel. On the way back to Slovakia, there is a stop in Ljubljana, where they are going to see the same sights as in the spring variant, which are Franciscan Church of the Annunciation, Prešeren Square, Triple Brigade, Saint Nicholas's Cathedral and Ljubljana castle. Tourists go back to Trenčín with a stop in Bratislava from Park Tivoli, where the bus parks.

Table 23 Timetable of the eighth day- summer variant (Saturday) [Own processing]

Time	Program	Distance in km	Transfer
8:00-9:00	Breakfast, check-out from the hotel	-	-
9:00-10:30	Transfer to Ljubljana	118	Strunjan-Ljubljana
10:30-13:00	Tour of Ljubljana, time for lunch	-	-
13:00-18:00	Transfer to Bratislava	448	Ljubljana-Bratislava
18:00-20:00	Transfer to Trenčín	130	Bratislava-Trenčín

10.4 Cost analysis

The best way how to count costs of the whole tour is to count direct costs and indirect cost separately. Direct costs are the costs which can be calculated per one participant. That means accommodation, sport activities, insurance and entrance fees (they are not included in the final price). Secondly, the indirect costs for whole group will be calculated. These costs cannot be calculated exactly for one person, because the number of participants can change and these expenditures must be covered not depending on the number of tourist. They include transportation and a guide.

10.4.1 Spring variant

Direct costs per one participant

Accommodation

Table 24 Accommodation pricelist-spring [Own processing]

Accommodation	Price/Person/One Night	Number of nights	Price/Nights
Camp Korita	12.5€	4	50€
BIT Center Hotel	26€	3	78€
Total Price/Person/7 nights			128€

The price in Camp Korita does not include board and tourists are accommodated in bungalow for four persons. In BIT Center Hotel, tourists are accommodated in double rooms with self-service breakfast.

Sport activities

Table 25 Pricelist of sport activities-spring [Own processing]

Activity	Cost/Person
Rafting + Hydrospeed	68€
Canyoning	38€
Total Price/Person	106€

The costs of these sport activities are included in the final price.

Sočrafting gives a 20% discount for two activities performed in one day. This lowers the price for rafting and hydrospeed to 68€. Another discount is offered for groups with 20 and more participants, what makes canyoning 38€ per person.

Insurance

Table 26 Pricelist of insurance [Own processing]

Insurance	Price/Day/Person	Price/Person/8 days
Union	1,05€	8,40€

The cheapest short-term travel insurance is covered by Union Poist'ovňa, which involves insurance of medical costs and accident insurance. The final price includes insurance.

Entrances

Table 27 Entrance fees-spring [Own processing]

Object/Activity	Price
Boat ride on Bohinj Lake	10,5€
Savica waterfall	2€
Bled Gorge	3€
Vipava wine cellar	10€
Idrija mercury mine	8€
Boat ride on Ljubljana	5€
Arboretum	5.50€
Cable cabin to Velika Planina	11€
Pumpkin seed oil factory	2.50€
Total Price/Person	57,5€

Entrance fees are not included in the final price and tourists should have pocket money with them in amount of about 70€.

*Indirect costs per whole group***Transport***Table 28 Transportation costs-spring [Own processing]*

Price/km	0,9 €/km	2037km	1883€ +20% VAT= 2220€
Toll Slovakia	0,11€/km	280km	30,8€
Toll Austria	0,203€/km	724km	146,97€
Toll Slovenia	0,19€/km	220km	41,8€
Parking			50€
Total			2489,67€

Maximum capacity of the bus is 40 participants. With this kind of tour, we have to count with the risk of not full occupation of the bus which is set on 20%. That means, there will be 32 tourists on the bus. The number of kilometers is inferred from the program and transfer calculation and then raised by 5% for unexpected detours. Tolls are calculated on specific roads that are chargeable and which the bus is passing in each country. Parking fee is an estimation because it not traceable to find exact fees.

Guide

The price for a guide is set according to the official pricelist of Slovak guides for longer tours of groups among 11 and 50 participants. The price is 140€ per day, that means **1120€** for the whole stay.

10.4.2 Calculation of the whole spring tour

Table 29 Calculation of the spring variant [Own processing]

Calculation of sightseeing tour around Slovenia		
Number of days:8		
Number of participants: 32		
Term: 4.5.2013-11.5.2013		
Calculation	Per person	Total
Accommodation	128€	4 096€
Sport activities	106€	3 392€
Insurance	8,40€	268,8€
Transportation	77,8€	2 489,67€
Guide	35€	1 120€
Total costs	355,2€	11 366,5€
Profit 25%	88,8€	2 841,6€
Final price	444€	14 208,1€

The final price for one participant is 444€. This price includes accommodation in bungalows in a camp for 4 nights, accommodation in a modern hotel in the center of Ljubljana for 3 nights with breakfast, sport activities with fully trained professional instructors and equipment from Slovene company Sočarafting, short-term travel insurance from Union Poist'ovňa, transportation to Slovenia and all the transfers around Slovenia and a Slovak guide.

The profit is set on 25% of the total cost of the tour but includes also coverage of overhead costs and mandatory insurance of the tour operator.

The price of the tour does not include entrance fees.

The final price might get lower after getting better deals with transporter, accommodation managers or with Sočarafting. These prices are official prices, but it is very likely that they might provide better offers.

10.4.3 Breakeven point of the spring variant

The best way how to find out from which point the tour is favorable for tour operator is to count a breakeven point. It will tell us, what is the minimum number of tourists necessary to participate in the tour, so the tour operator will not lose or gain anything.

$$\text{BREAKEVEN POINT} = \text{Fixed costs} / (\text{Unit sale price} - \text{Unit variable cost})$$

Fixed costs = 3 609, 67€ – fixed costs or indirect costs for the whole group is the amount which do not change according to the number of participants and includes bus transportation and a guide

Unit sale price = 444€ - this is the selling price of the tour for one participant deduced from the calculation of the final price in the table above

Unit variable cost = 242, 4€ – variable cost or direct cost for one participant includes accommodation, sport activities and insurance

$$\text{BREAKEVEN POINT} = 3\,609,67 / (444 - 242,4) = 17,9 = 18$$

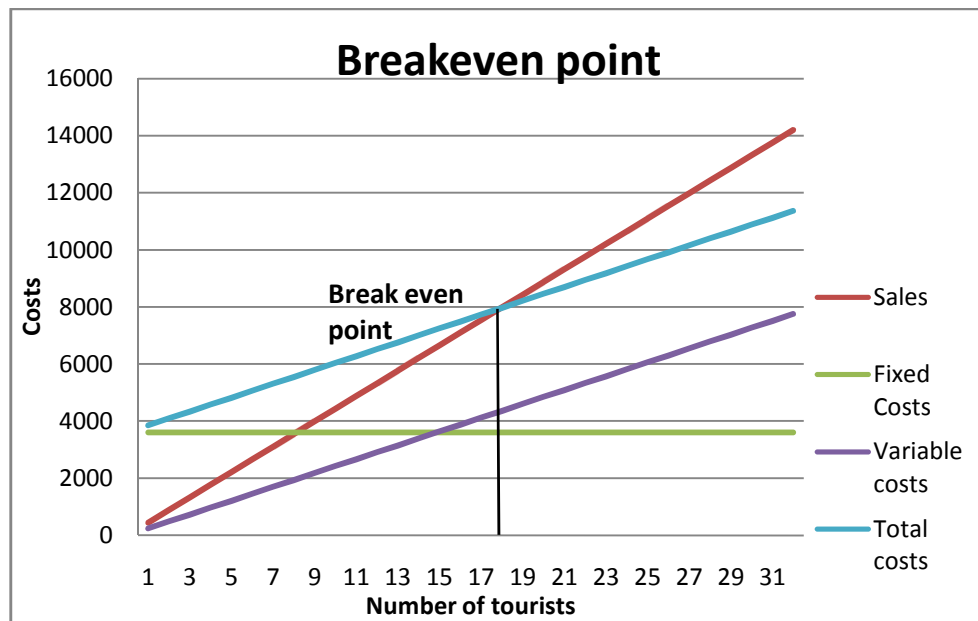


Figure 11 Breakeven point of the spring variant [Own processing]

Breakeven point of 18 means that in the number of 18 participants, the tour operator will not show any profit or loss and the costs for the tour will be equal to the profit. For the tour operator it is profitable to realize the tour with this number of participants because it enriches existing portfolio of the tour operator or with higher number tourists.

10.4.4 Summer variant

Direct costs per one participant

Accommodation

Table 30 Accommodation costs-summer [Own processing]

Accommodation	Price/Person/One Night	Number of nights	Price/Nights
Camp Korita	12.5€	4	50€
Hotel Salinera	60€	3	180€
Total Price/Person			230€

The first four nights, tourists stay in Camp Korita, same accommodation as in the spring variant. They are accommodated in bungalows with no board. Another three nights they are staying at a nice Hotel Salinera by the coast with breakfast.

Sport activities

Table 31 Pricelist of sport activities-summer [Own processing]

Activity	Cost/Person
Rafting + Hydrospeed	68€
Canyoning	38€
Total Price/Person	106€

Sočarafting gives a 20% discount for two activities performed in one day. This lowers the price of rafting and hydrospeed to 68€. Another discount is offered for groups with 20 and more participants, what makes canyoning 38€ per person.

Insurance

The cheapest short-term travel insurance is covered by Union Poist'ovňa, which includes insurance of medical costs and accident insurance. It is the same price as in the spring variant- 1, 05€ per days and per person, which is 8, 40€ for the whole stay per one person.

Entrances

Table 32 Entrance fees-summer [Own processing]

Object/Activity	Price
Boat ride on Bohinj Lake	10.5€
Savica waterfall	2€
Bled Gorge	3€
Škocjan cave	15€
Pršutarna Lokev	7.50€
Vina Koper	8€
Total Price/Person	46€

Entrance fees are not included in the final price and tourists should have pocket money with them in amount of about 60€.

Indirect costs per whole group

Transport

Table 33 Transportation costs-summer [Own processing]

Price/km	0,9 €/km	1973km	1775,5€ +20% VAT= 2130,6€
Toll Slovakia	0,11€/km	280km	30,8€
Toll Austria	0,203€/km	724km	146,97€
Toll Slovenia	0,19€/km	311km	59,09€
Parking			50€
Total			2417,46€

In the summer variant, there is the same bus capacity, which is 40 people. We have to count with the risk of not full capacity which is set to 20% and therefore we expect 32 participants on the bus. The only change in calculation in comparison to the spring variant is the amount of kilometers driven all together due to the change of program and different number of kilometers driven on the highway in Slovenia.

Guide

The price for a guide is according to the official pricelist of Slovak guides for longer tours for groups among 11 and 50 participants. The price is 140€ per day, that means **1120€** for the whole stay.

10.4.5 Calculation of the whole summer tour

Table 34 Calculation of the summer variant [Own processing]

Calculation of sightseeing tour around Slovenia		
Number of days:8		
Number of participants: 32		
Term: 6.7.2013-13.7.2013		
Calculation	Per person	Total
Accommodation	230€	7 360€
Sport activities	106€	3 392€
Insurance	8,40€	268,8€
Transportation	75,5€	2 417,46€
Guide	35€	1 120€
Total costs	455€	14 560€
Profit 25%	113,75€	3 640€
Final price	568,75€	18 200€
	569€	

The final price is 569 € and includes everything as in the spring variant, only except staying 3 nights at the hotel in Ljubljana, tourists are staying 3 nights by the seaside in Salinera Hotel which makes the price higher comparing to the first variant

10.4.6 Breakeven point of summer variant

As in the spring variant, the breakeven point is calculated as well. The procedure remains the same but the numbers change.

Fixed costs= 3 537, 5€ (bus transportation, guide)

Unit sale price= 569€

Unit variable cost= 344, 4€ (accommodation, sport activities, insurance)

$$\text{BREAKEVEN POINT} = 3\,537,5 / (569 - 344,4) = 15,7 = 16$$

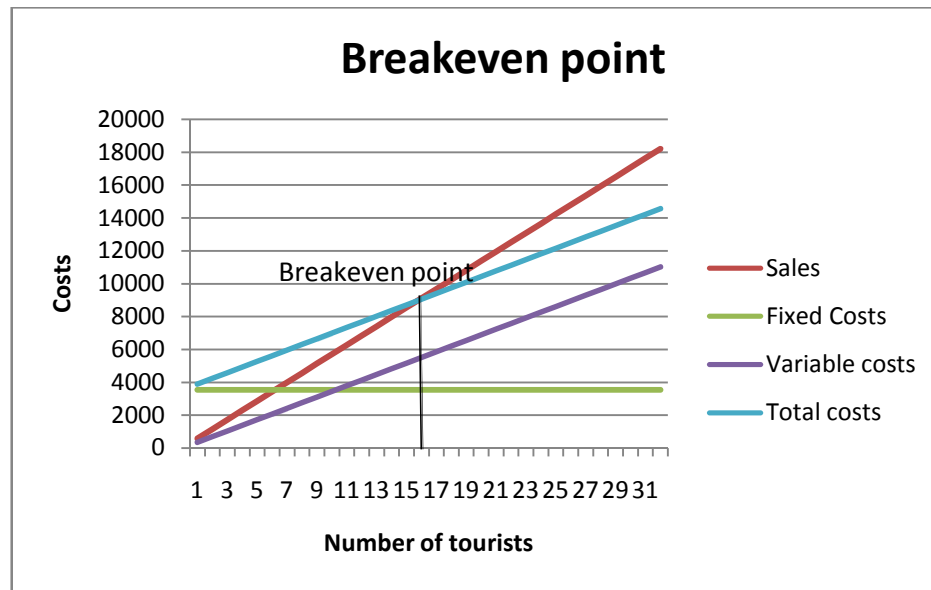


Figure 12 Breakeven point of the summer variant [Own processing]

Breakeven point as the calculation and the graph show is 16 participants. That means that it is necessary for the tour operator to have 16 tourists attending the tour not be in loss or gain.

The maximum capacity of the tour is 40 participants. That means if the tour operator will be able to get at least 16 tourists to participate, he or she will not gain any profit but at least it will broaden the portfolio of the tour operator.

10.5 Personnel

There are many people responsible for realizing the whole tour. For the whole project are mainly responsible the owner of the tour operator, manager and other employees who cooperate on preparation, propagation, sales and others.

Construction of a new tour

Employee responsible for this phase of the project is a guide who knows the best the country, the most significant sights and therefore can create a program which will be worth seeing and timetable which will be realizable. He or she will head all the necessary details of the tour with the program, timetable and bases for calculation to the tour operator.

Preparation

Guide and a manager are authorized for preparing the project. This means to get all the necessary information, book all the providers of the transportation, accommodation, sport activities and find the term of the tour which will be practicable.

Calculation

Manager is responsible for calculation of the final price which will be listed in the catalogue. The calculation is conditioned by the tour proposal from the guide and the entire essential information from the preparation phase.

Propagation

Propagation and promotion depends on a marketing department. Their goal is to promote the country and especially the specific tour they are offering. They are using their catalogue, the internet, posters and radio as the main means of promoting the tour.

Sale of the tour

This phase of the project is represented by the manager and sale persons in the offices who come to the contact with the clients as the first. They should know all the necessary information about the tour and be able to answer any question regarding the tour to the potential tourist.

Realization

Guide is authorized to lead the tour from the beginning to the end, ensure smooth running of all aspects of the tour such as transportation, accommodation, sport activities and the whole program.

Final assessment

Economist will assess financial contributions to the company and realize if the tour is profitable for the future.

10.6 Sales promotion

After creating a new tour, there is a next step that should not be underestimated. Good sales support distinctly changes the sale of the tour. This chapter will be focused on creating sales promotion of a new tour to Slovenia aimed at active people who are the target group of both tours.

There are many ways how to promote new product. I will try to choose such marketing promotion which will be suitable for the target group of the tour- active people.

New tour should be promoted:

- **Catalogue-** this is a typical way of promoting new tour. All the existing tours of the tour operator are usually in the catalogue and to avoid blending in of a new tour with the existing ones, I propose to distinguish the tour from others by labeling it as a “NEW HIT” in a section of Adventure and Sightseeing tours as well.
- **The Internet-** the internet is without a doubt the most used source for spreading information nowadays that is why, the tour should have the biggest sales promotion through this network. Tour operator should highlight on the main webpage that there is a new tour in the portfolio to attract potential tourists. Also, there might be advertisements on various different web pages which active people might go through, for example web pages of outdoor shops or portals about travelling. Another way might be to buy advertisement on browsers so after searching keywords such Slovenia, rafting, canyoning or sightseeing there will be a link to these tours.
- **Posters/ Leaflets-** this way of promotion should be attractive, tempting, visible, understandable and with clear term of the tour, program and price. I propose to put posters on notice boards in bigger cities, on the shop window of the tour operator or in the boating camps. (see appendix for poster)
- **Magazine advertisement-** with this kind of propagation, I would suggest to advertise in the magazines which focus on travelling like National Geographic, Lidé a Země, Cestovatel', Treking or Koktejl.
- **Fairs-** presence on the fairs should be essential for every tour operator, that is why, I propose to make the tours as visible as possible with posters, leaflets and as much information as possible.

10.7 Risk analysis

This chapter tries to reveal what are the major risks which could occur during the whole process of realization of the proposed tours and how is it possible to avoid them or minimize their impacts.

Table 35 Possible risks connected with the realization of the tours [Own processing]

Risk/ Probability	Low	Middle	High
Low interest		X	
Cancellation by the client		X	
Bankruptcy	X		
Unfavorable weather		X	
Problems with contractor services	X		
Natural catastrophe	X		
Terroristic attack	X		

As we can see in the table there is no high probability of the potential risk. The lowest risks are the risk of natural catastrophe and terroristic attack. On the other hand, low interest of clients, cancellation by the client and unfavorable weather are risks with higher possibility.

- Low interest

The risk of low interest among potential tourists rank with middle probability and it might be caused by not adequate sale support, high price of the tour, program, trustworthiness of the tour operator, low awareness of the country and different preferences of the clients.

- Cancellation by the client

The risk of cancellation is of middle probability. Tour operator should set its cancellation policy that way so the return of money would be minimal.

- Bankruptcy

Nowadays, with such a strong competition among tour operators, bankruptcy is not that rare.

- Unfavorable weather

There is a middle possibility that the weather is not suitable during both tours. The biggest risk considering weather is rain. On the other hand, there are sights in Slovenia which could be replaced by the ones on program (such as different churches, museums, wine tastings, stay at spa resorts, caves and others).

- Problems with contractor services

The risk of problems with contractors is of low possibility. All the contractors are chosen after careful inspections and which are verified.

- Natural catastrophe

The risk of natural catastrophe is very low as there are no recorded massive floods, fires, hurricanes or earthquakes in Slovenia.

- Terroristic attack

There is a minimum possibility of terroristic attack in Slovenia.

11 CONCLUSION OF THE PROJECT PART

The goal of the project part was to create two unique tours for active Slovak tourists in Slovenia which would combine sightseeing with adrenaline activities.

I proposed two tours to Slovenia with these specifications:

First proposal:

- Sightseeing tour with adrenaline activities (there is not such a tour on the Slovak market)
- Focus group is active tourists
- Term is in May, 4.5.2013- 11.5. 2013 (there are no sightseeing tours offered in May or in spring months, there are only adrenaline tours offered in spring)
- Bus transportation with departures from Trenčín and Bratislava
- Two types of accommodation, bungalows in the camp for the first four nights and a nice hotel in the centre of Ljubljana for another 3 nights
- Three days of the tour are spent in an active way with adrenaline activities
- Sightseeing of the most significant places of Slovenia
- The price is reasonable, 444€ (there are tours which are cheaper but they are shorter and without such rich program and sport activities)

The second proposal is similar but changes in some aspects.

Second proposal:

- Term is in July, 6.7. 2013-13.7. 2013
- Two types of accommodation, bungalows in the camp for the first four nights and a seaside hotel near the beach
- One day of individual program by the seaside
- Higher price, 569€ (it is the same price as the price of the most expensive tour of the competition which takes only four days and does not offer sport activities)

Other aspects of the second proposal are the same as in the first one.

These points prove that I have managed to create tours to Slovenia which are not on the market and which could help raising awareness of Slovenia among Slovak tourists.

Subsections of the project part show time, risk and cost analysis and as well as personnel assignment and sales promotion.

CONCLUSION

This master thesis focuses on the raising awareness of Slovenia among Slovak tourists. As an objective of this thesis I have set a creation of sightseeing tour to Slovenia which would help raising awareness of Slovenia among Slovak tourists.

In the theoretical part, I described terms related and connected to tourism and terms which the thesis is dealing with in the analytical and the project part. The first chapter described the most essential terms such as tourism as a sector, tourism as a system and tourism typology. The second chapter pointed out that tourism is not an independent sector and it is created by many different subjects which are mutually connected such as accommodation or catering facilities. The third chapter clarified what the tourism destination is and how it can be managed. The fourth chapter theoretically described factors of tourism development and their division. Furthermore, the last chapter in the theoretical part characterized what are the analytical methods used in analysis.

Analytical part firstly described Slovenia and its factors of tourism development. These factors have shown that Slovenia is a country with many unique natural and social attractions which are worth exploring, outstanding ecological and personnel preconditions and facilities and services on a very good level. Chapter 8 dealt with supply analysis of tours to Slovenia on Slovak market. It described in detail every offered tour and compared them to each other. From this analysis we can see that the supply of tours to Slovenia is not sufficient and there is a niche on the market for creating a new tour with different program, terms and for different target group. Moreover, this chapter revealed what is the interest of Slovaks to travel to Slovenia and it showed that Slovenia is not even in the top ten visited countries by Slovaks but the number of Slovak arrivals to Slovenia is slowly growing.

Outcome of the analytical part was used as a base for the project part where I have decided to form two tours to Slovenia according to the criteria which I came across in the analytical part.

Both tours are eight-day long tours to Slovenia combining sightseeing with adventure aimed at active tourists. The first variant (spring variant) is focused on adventure for the first three days which includes rafting, canyoning and hydrospeed on beautiful River Soča. Another five days are devoted to the most amazing natural and cultural sites of Slovenia.

The second variant (summer variant) is organized in the same way for the first three days, the rest of the tour differs in program, sights and tourists have a chance to spend two days by the Slovene seaside as well.

The cost analysis of the spring variant showed that the final price of the tour is 444€. This price includes transportation, accommodation at Camp Korita, BIT Hotel in Ljubljana, 4x breakfast, all the sport activities, instructors, Slovak guide and insurance. This price is comparable to the prices of tours of other tour operators.

The price of the summer variant which changes only in accommodation by the seaside is higher. The price per one participant is 569€.

Both tours were also subjected to time, risk, propagation and personnel analysis.

Before creating both tours, it was important to find a niche on the market. To find something what is not offered yet and what the tourists would be interested in. By proposing these two tours, I managed to do so and I fulfilled the objective stated in this thesis. Moreover, I personally believe that both tours are interesting, unique, realizable and would help to raise awareness of Slovenia among Slovak tourists.

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LIST OF ABBREVIATIONS

B	Breakfast
GDP	Gross Domestic Product
HB	Half-board
s.	strana (page)

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- P II Program of Day 3 (Spring Variant)
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APPENDIX P I: PROGRAM OF DAY 2 (SPRING VARIANT)



Accommodation at Camp Korita



Soča River

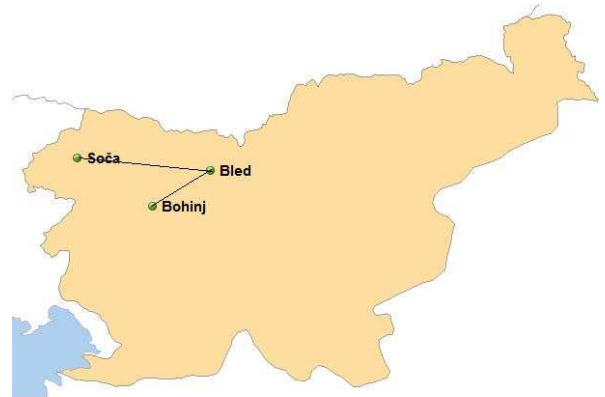


Hydrospeed



Rafting on Soča

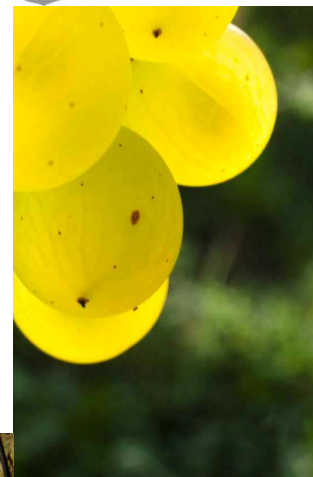
APPENDIX P II: PROGRAM OF DAY 3 (SPRING VARIANT)



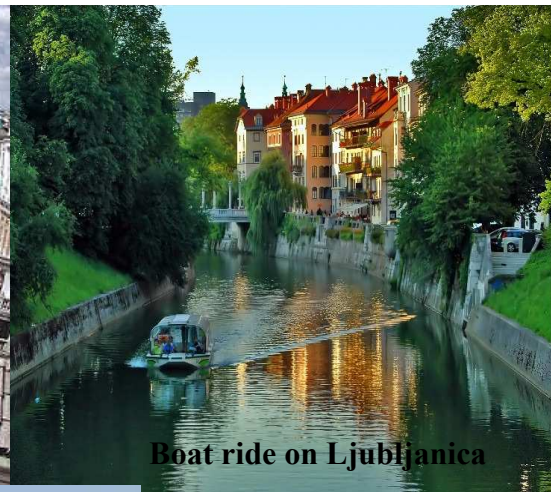
APPENDIX P III: PROGRAM OF DAY 4 (SPRING VARIANT)



APPENDIX P IV: PROGRAM OF DAY 5 (SPRING VARIANT)



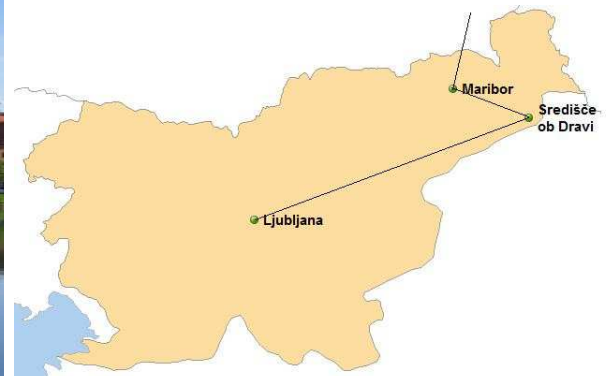
APPENDIX P V: PROGRAM OF DAY 6 (SPRING VARIANT)



APPENDIX P VI: PROGRAM OF DAY 7 (SPRING VARIANT)



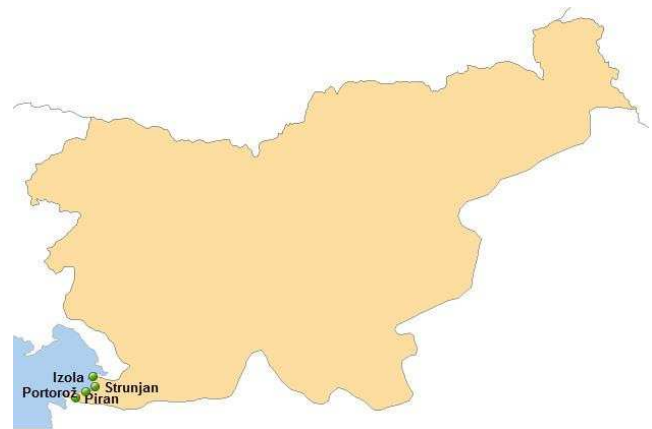
APPENDIX P VII: PROGRAM OF DAY 8 (SPRING VARIANT)



APPENDIX P VIII: PROGRAM OF DAY 5 (SUMMER VARIANT)



APPENDIX P IX: PROGRAM OF DAY 6 (SUMMER VARIANT)

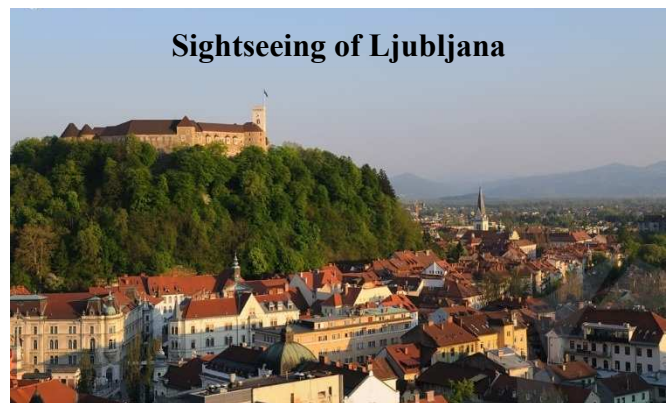
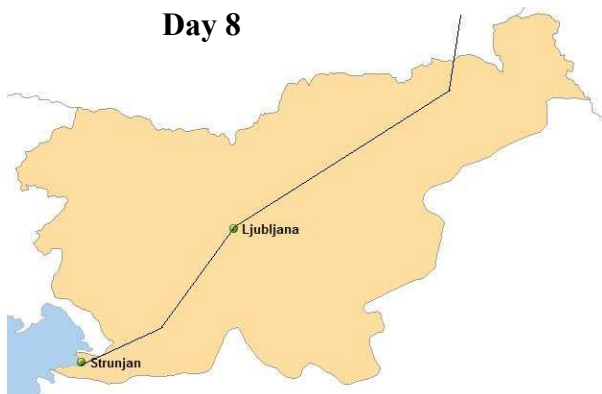


APPENDIX P X: PROGRAM OF DAY 7 AND DAY 8(SUMMER VARIANT)

Day 7



Day 8



APPENDIX P XI: POSTER OF THE SPRING VARIANT

Adventure and sightseeing in Slovenia



4.5. 2013- 11.5-2013

Enjoy adrenaline activities on turquoise Soča river and the most beautiful sights of Slovenia

The price includes: bus transportation from and to Trenčín (stop in Bratislava), 4 nights in bungalows at Camp Korita near Bovec, 3 nights at a hotel in Ljubljana, 3x breakfast, adrenaline activities on Soča river, Slovak guide and travel insurance.



The price does not include: Entrance fees



Program: 2 days of adventure activities- rafting, hydrospeed and canyoning with professional instructors on Soča river. 5 days of sightseeing of the most beautiful sights in Slovenia: Lake Bohinj and Bled, Savica waterfall, Bled gorge, hiking to the source of Soča, Štanjel castle, Vipava wine tasting, Idrija Mercury Mine (UNESCO), tour and a boat ride in Ljubljana, Arboretum, Velika Planina, Pumpkin seed oil factory and Maribor.

Requirement- Ability to swim and good physical condition

Special offer:

444€

APPENDIX P XII: POSTER OF THE SUMMER VARIANT

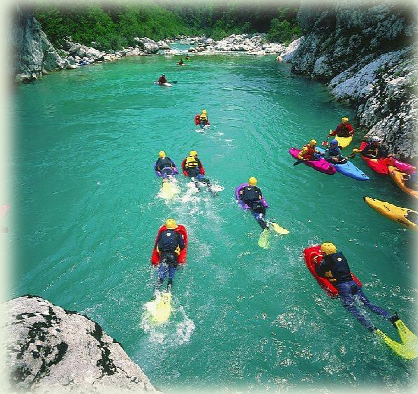
Adventure, sea and sightseeing in Slovenia



6.7. 2013- 13.7.2013

Enjoy adrenaline activities on turquoise Soča river, Slovene seaside and the most beautiful sights of Slovenia

The price includes: bus transportation from and to Trenčín (stop in Bratislava), 4 nights in bungalows at Camp Korita near Bovec, 3 nights at a hotel in Ljubljana, 3x breakfast, adrenaline activities on Soča river, Slovak guide and travel insurance. The price does not include: Entrance fees



Program: 2 days of adventure activities- rafting, hydrospeed and canyoning with professional instructors on Soča river. 5 days of sightseeing of the most beautiful sights in Slovenia: Lake Bohinj and Bled, Savica waterfall, Bled gorge, hiking to the source of Soča, Škocjan Cave (UNESCO), tour of Pršutarna Lokev, wine tasting in VinaKoper, tour of Izola, Portorož, Piran, Ljubljana and one day individual program by the seaside.



Special offer:

569€

