

# SUSTAINABILITY NEEDED TO ACHIEVE THE TOURISM GOAL OF SLOVENIA



For many years, Slovenia has worked to increase its tourism numbers and reported new records every year. However, lately, the arrivals slowed down and the tourism goal set by the authorities is threatened by environmental issues.

Ljubljana is the capital and largest city in Slovenia. It is well known for its university and green spaces. As such, it has been a popular spot for visitors. Recently, however, **there have been many complaints filed by locals regarding the negative effects of tourism** including the increased cost of living.

The local tourism office reported that they realized the need to develop a clearer vision for the future that includes a city that offers a high-quality living and pleasant environment for locals, visitors, and tourists alike.

Currently, the city suffers from massive tourism which has taken a toll on lakeside resorts such as Bled and Bohinj. Over the past summer, a press conference was held by the Environment Agency, the Triglav National Park, Turizem Bled, and Turizem Bohinj to warn about the massive destruction of the quality of water in the lakes due to tourism.

On top of that, Lake Bohinj has microorganisms such as bacteria, viruses, and fungus, which are causing serious health problems to swimmers. In the mountain lakes, swimming is not allowed but the lakes are also affected by camping and parking and the wildlife is also being seriously harmed.

Ljubljana authorities plan to increase the value of tourism focusing more on sustainable offers and products.

The city is considered a very safe city with little to no threats for travelers. The majority of crimes are thefts. This should make Ljubljana an excellent destination for visitors but the environmental issues need to be taken care of in a timely manner.

In Slovenia, many of the people involved in tourism understand the importance of their natural resources and many have become environmentalists. Both Bohinj and Bled have taken it upon themselves to prevent the access of cars to the lakes and have set up measures to improve the collection of waste and improve the sewer systems. They are now facing the reality of an increase in tourism development. Other towns are aware of the environmental issues linked to tourism and are adjusting their services to bring in high-quality visitors while turning away mass tourism.

**Even though tourism has slowed down, last year approximately 6 million people visited Slovenia and more than 15 million have opted to spend the night in the country.**

Records show that 5.2 million tourists visited Slovenia in the first 6 months, generating 13.2 million visitors. The numbers have risen from 5.7% and 1.9% overnight stays from the year before. Statistics have shown foreign tourism is up by 7.1% and overnight stays are up by 3.5%.

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