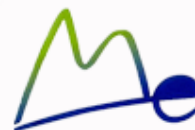




skupina za pohorje



EUROMONTANA
Association européenne pour les zones de montagne

VIIIth European Mountain Convention
Youth to the top: the mountain path to the future!
Creating a future for young people in mountain areas

"Pohorje Vision 2030"
as an initiative to attract young people
to work in the mountain area of Pohorje



dr. Tanja Lešnik Štuhec; Janja Lužnik, uдика; dr. Jurij Gulič

Chambéry, France, 3. October 2012

Content of the presentation

**Pohorje –
Alpine
mountain
area
in Slovenia**

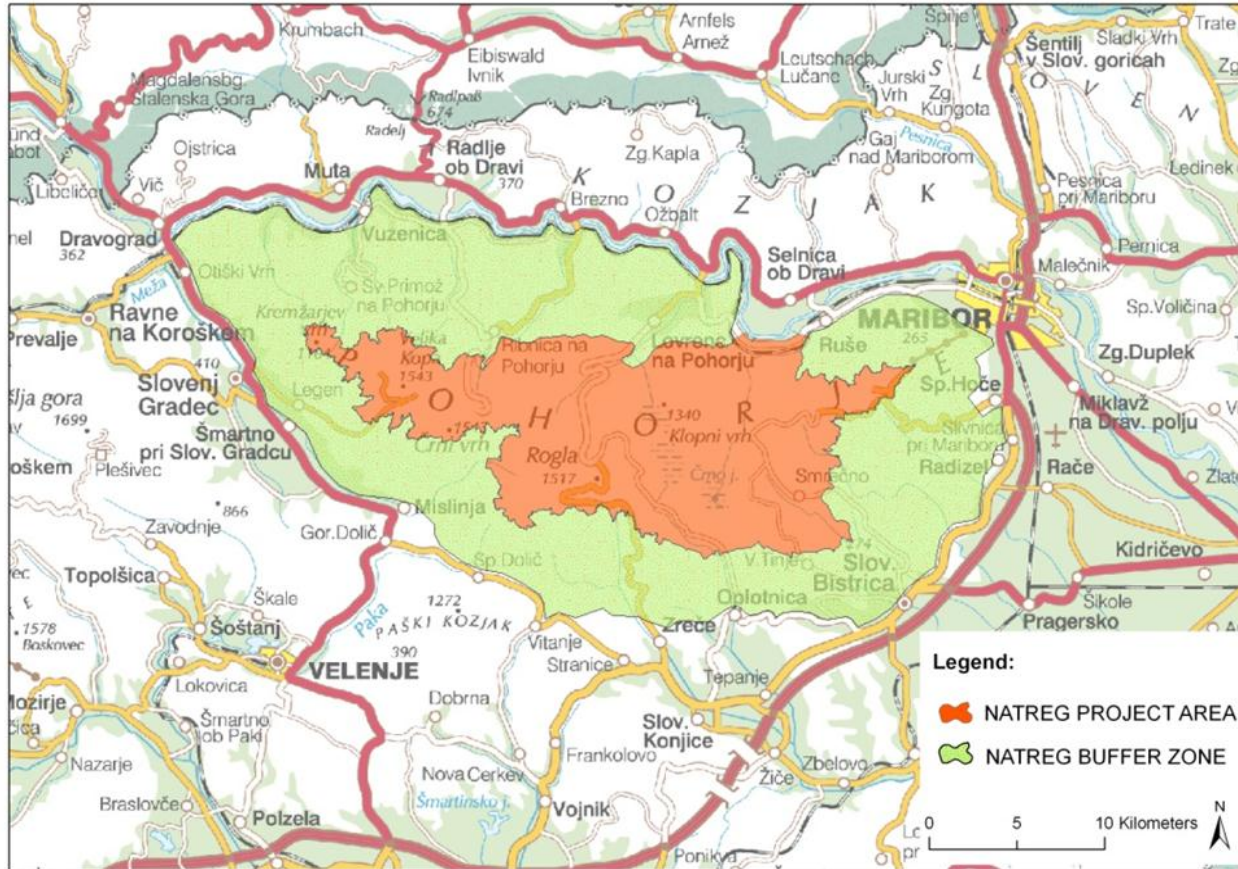
**Tourism
on
Pohorje**

**Employment
analysis in
the tourism
businesses
on Pohorje**

**„Vision
Pohorje
2030“**

Conclusions

Pohorje – Alpine mountain are in Slovenia



68 km long / 20 km wide Alpine mountain area (770 km²),

70 % forests, pasture and wetland ecosystems on the top of the mountain

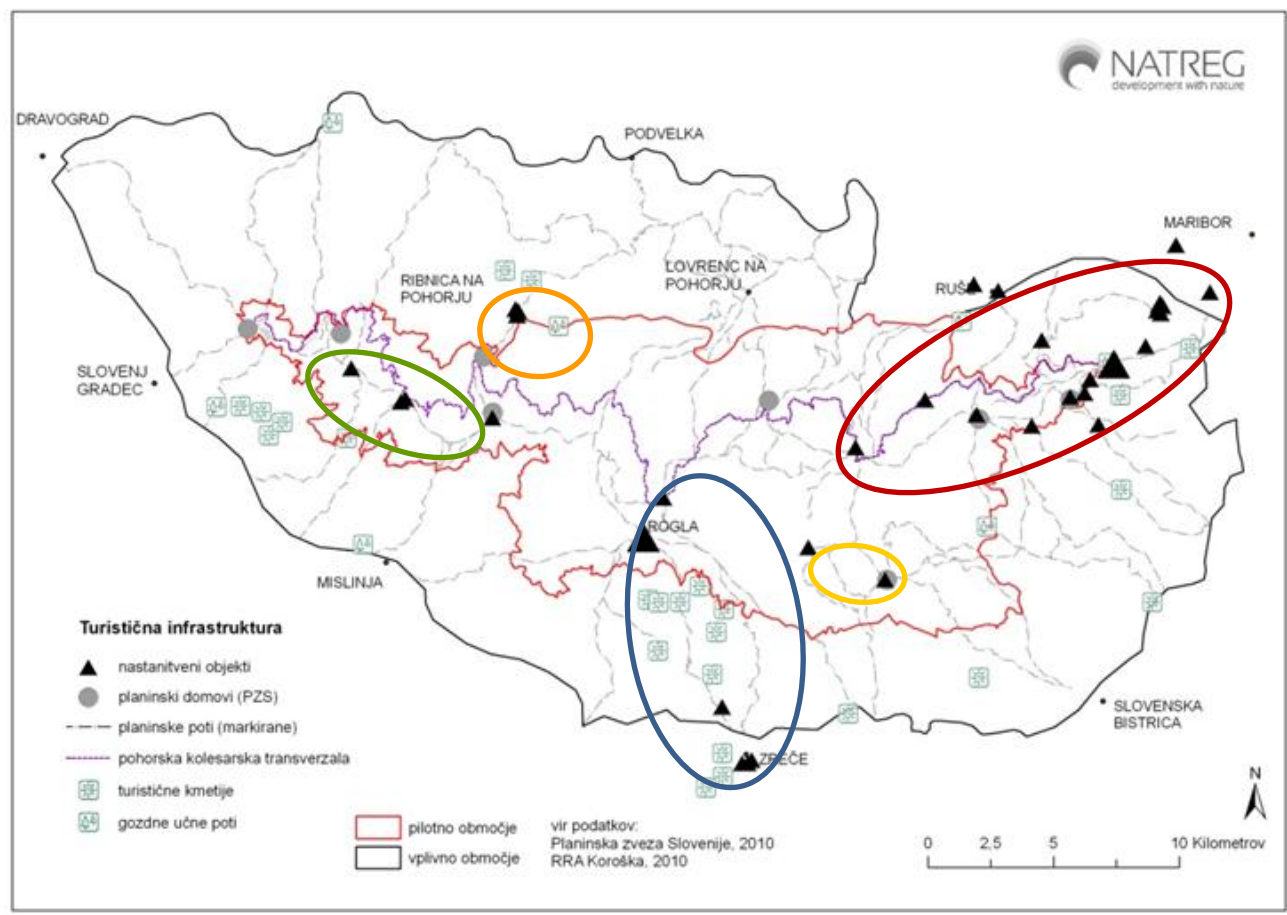
Natura 2000 - 33 % (257 km²) – pilot area of Natreg project (PA MP)

500 units of natural and 900 of cultural heritage

many villages and small farms up to 1.000 m



Pohorje destination – ski centres



3 large and 2 small ski centers

Ski slopes: 440 ha (325 to 1.525 m asl); ski trails: 78 km; cross-country ski trails 78 km; sleighing trails, snow-parks, fun-parks etc.;

Ski equipment: 1 cable car, 10 chair lifts, 38 cableways; cca 46.000 skiers per hour



Pohorje destination – tourism industry



3 large and 2 small tourist centers, 2 seasons (4 to 5 months dead season)
5.800 beds: 38 % H, 37 % APP, 11 % MH, 8 % GH, 5 % TF
average levels of occupancy: 80 % in winter – 40 % in summer (18 % small providers)
400.000 overnights; average length of stay: 2,8 - 3,2 days
target markets: SI, GE, A, IT, CRO, HU, RS, RU

- 4 large tourism providers have more **accommodation and other units – on and in the valley** (more flexible organization of work)
- Cca **2.000 employees**: 1.200 regularly (40 do 45 years old) and 800 **seasonal (40 %)**
- Seasonal employment for **2 to 4 months in the winter** (from the labor market, contracts with schools, unemployed from the Institute for Employment, own network for seasonal employment)
- Average age of employees on the mountain: **30 to 35 years**
- Most of them have the **vocational education**; more important is love for work in the hospitality industry
- The most of employees came from surrounded towns and villages
- Weak motivation for working on the mountain: (tickets for the cable car, good teamwork, **the need for monthly earnings**)



as an initiative to attract young people to work in the mountain area of Pohorje

- Establishment of Pohorje protected area - raising awareness of the natural and cultural heritage of Pohorje (educational adventure programs)
- Networks of similar providers (sustainable, eco-oriented facilities) - innovative and sustainable SMEs
- Pohorje DMC - Innovative and attractive tourism programs (value chains) (guided thematic hiking and cycling tours for different target groups, exploration of nature and heritage of protected areas, specialized camps and workshops for young people, families etc.
- New job opportunities for professionals with university degree (foresters, conservationists, biologists, nature interpret, etc.).
- Destination attracts employees during work or leisure time – destination attracts young families - a high quality of life



Vision Pohorje 2030 development proces

**Slovenian
PA
manage-
ment
model –
Nature
park
Pohorje
(2007/2010)**

**4 SWOT
analysis -
workshops
for and
against
Regional
park
Pohorje**

**3 sector
analysis
workshops
(tourism,
agriculture,
forestry) – to
identify
Pohorje
sustainable
development
situation**

**3 regional
workshops
with
municipality,
tourist
providers
and society
representati
ves (vision,
goals)**

**Workshops
for vision
and goals
confirmati
on and
setting of
project
proposals -
portal
NATREG**

**„Sustainable development vision of ‚green‘ supply (nature and cultural heritage) of Pohorje destination (July 2011) –
SIMULATION of POHORJE 2030‘**

POST NATREG activities

Strategic goals – Vision Pohorje 2030



**Preserved
natural and
cultural
heritage**

**Sustainable
green tourism
and targeted
visits**

**Environmentally
and user-
friendly use of
natural
resources
(wood, water,
stone)**

**Environmentally
and user
friendly mobility
and organized
infrastructure**

**Preserved
cultural
heritage and
local
traditions**

**High quality
of life
for local
people**



Operational targets - Sustainable green tourism and targeted visits

**Retrieved
comprehensive
understanding
and perception of
nature and
cultural heritage
of Pohorje**

**Recognized
green
destination and
brand of
Pohorje**

**Locally and
sustainable
conditioned
facilities and
activities on
Pohorje**

**High quality
offer of local
products and
services from
Pohorje**

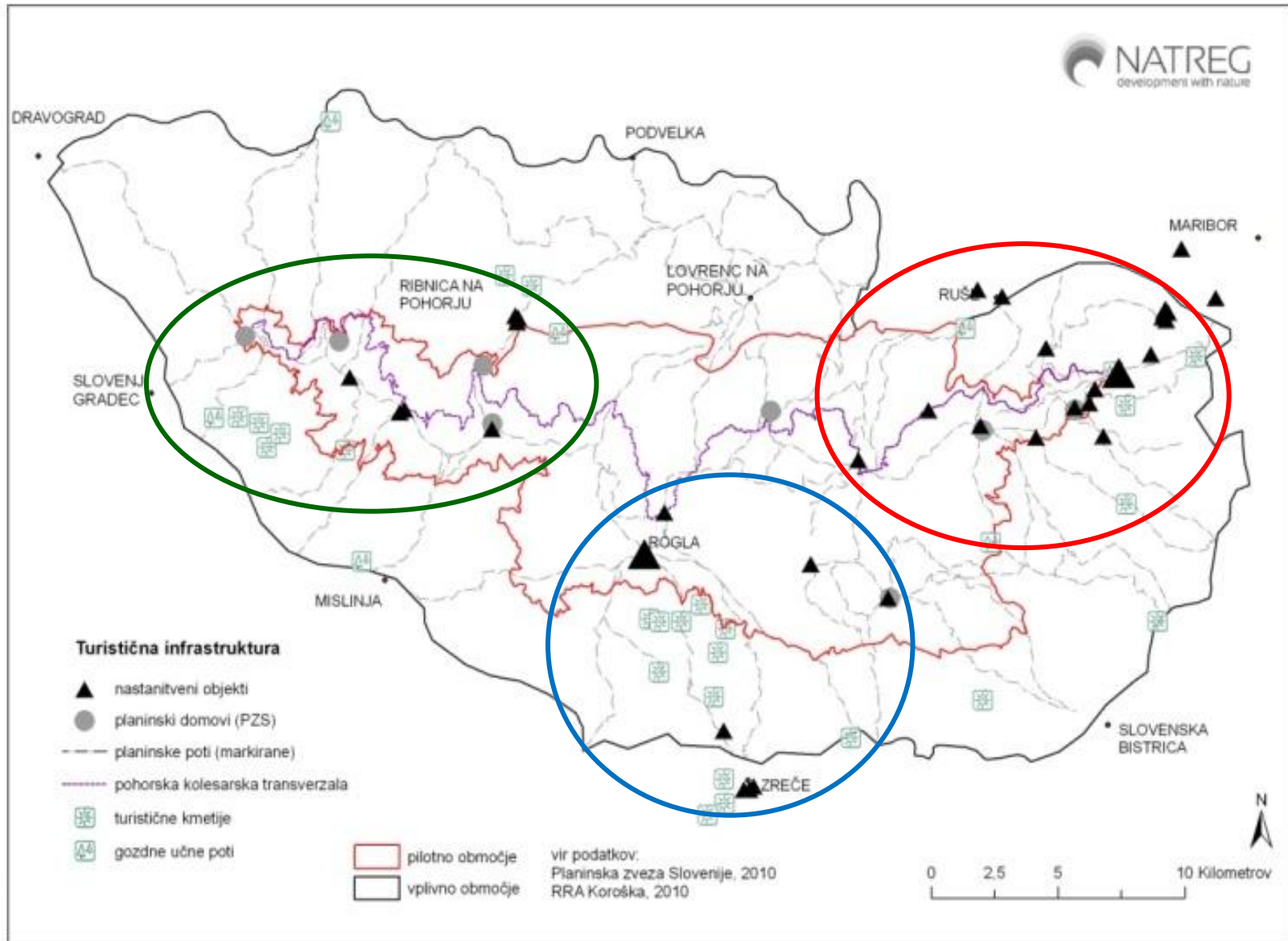
**A
comprehensive
organization of
green Pohorje
destination**

**Pohorje PA
Management
(PPAM)**

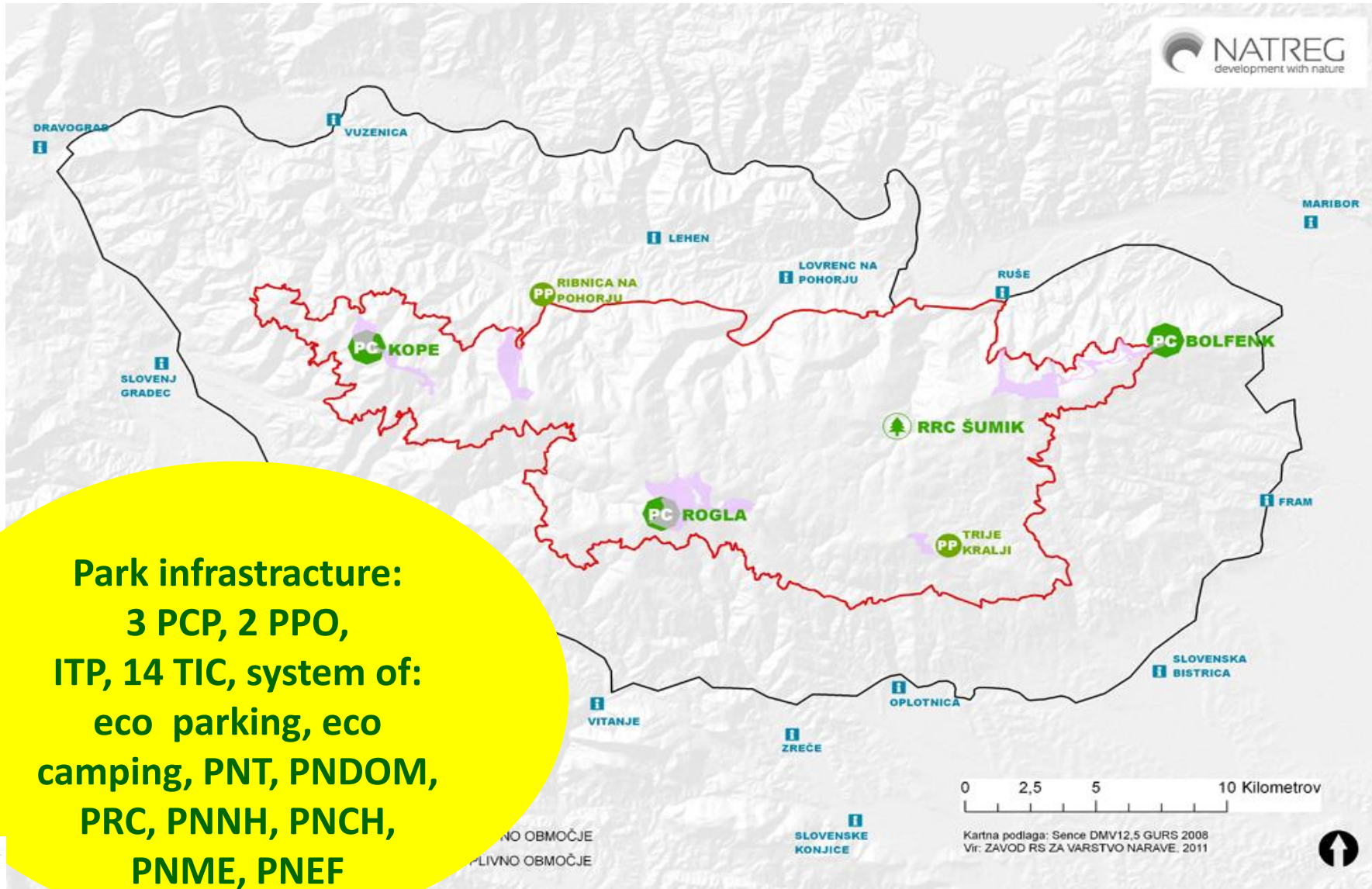
**Pohorje DMC
(PDMC)**

**Association of
Pohorje
Stakeholders
(APS)**

Concentration of suppliers on Pohorje in 2030



Zoning of Pohorje destination

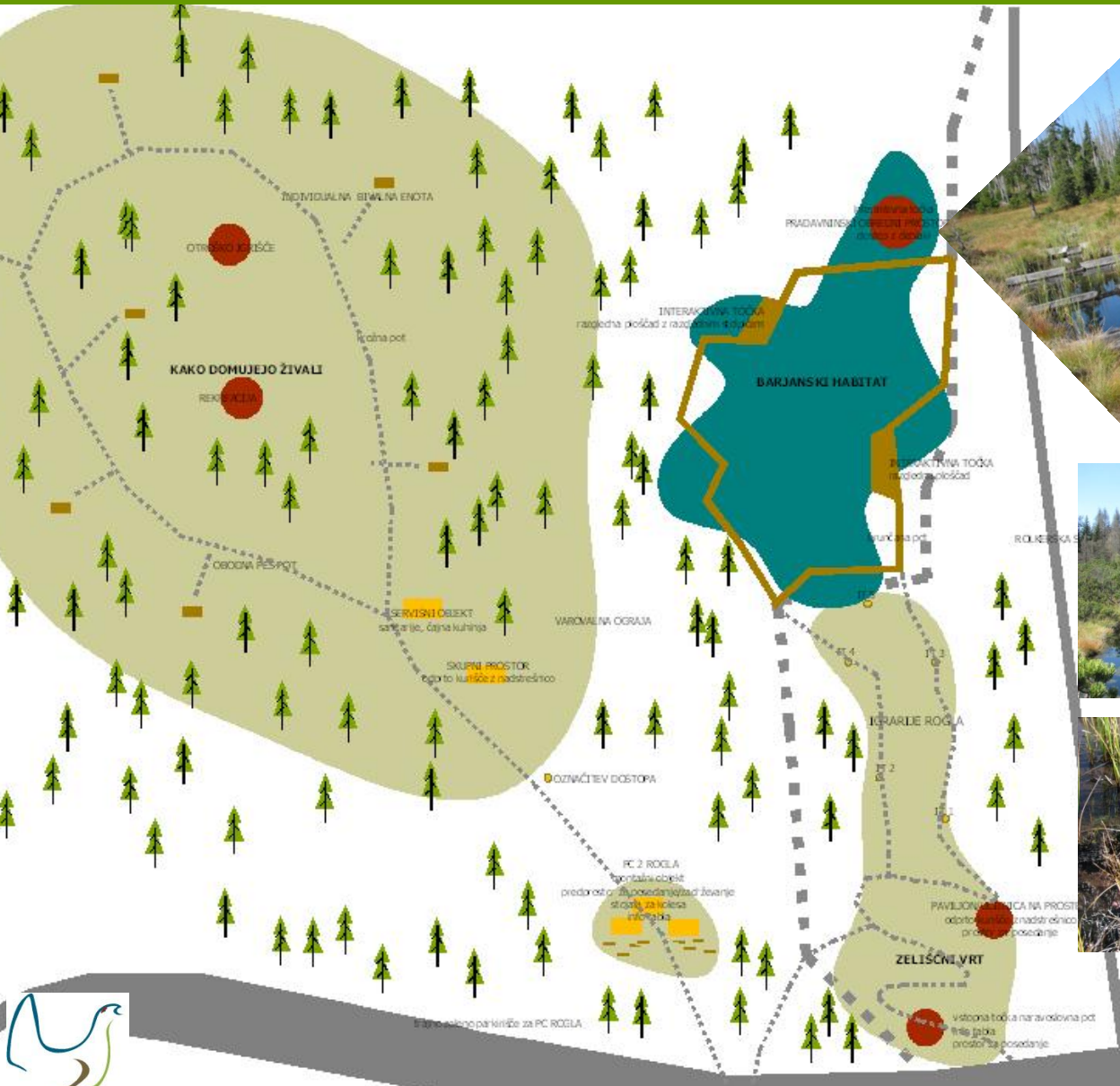


**Park infrastructure:
3 PCP, 2 PPO,
ITP, 14 TIC, system of:
eco parking, eco
camping, PNT, PNDOM,
PRC, PNNH, PNCH,
PNME, PNEF**

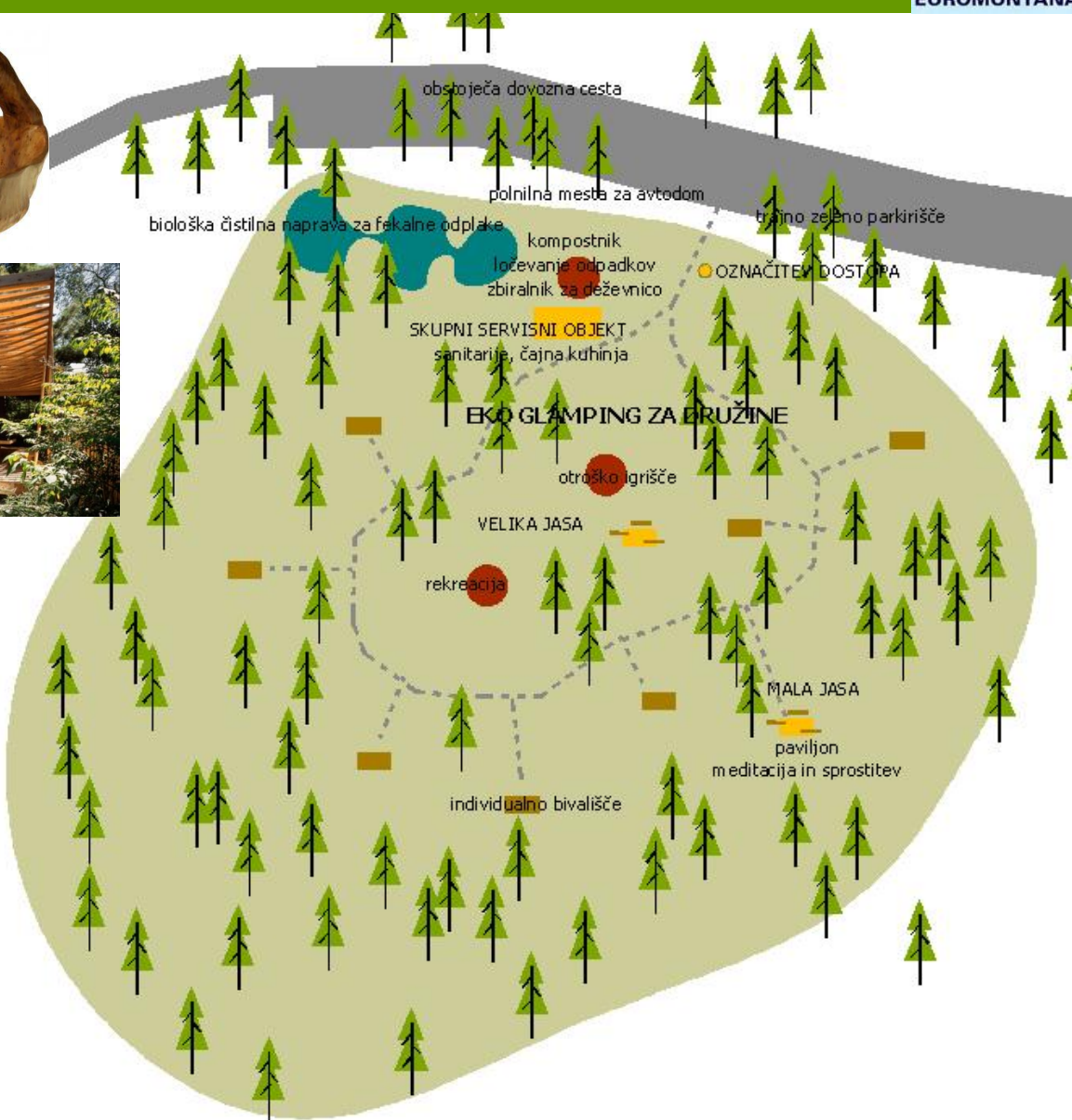
PC1 - BOLFENK: Arrangement of PC Bolfenk



PC2 - ROGLA: Created bog ecosystem



PC 2 - ROGLA: Ethno glamping camp for families



Protected area - Natural park Pohorje

Pohorje destination brand:

„Experience Pohorje mountain area in all seasons“

Pohorje brands:

„From the Pohorje“ - local products, gifts, souvenirs, handicraftsmen products, artists and events, education, training and studies

„Produced on eco farms on Pohorje“ - products from Pohorje network of eco farms

Conclusions – Pohorje 2030

- **40 young employees** in PPAM, PDMC, APS and a lot of researchers and volunteers
- **Networks** of: eco mountain huts, eco tourist farms, eco camps, glamping camps etc.
- **New business initiatives and spin-off companies** (more than 100 new jobs)
- **Awards** for quality business
- **Sustainable** construction, environmentally friendly energy use, purchasing local products, etc.
- **Unique local knowledge and confidence - local added value** of a comprehensive tourism products
- The preserved natural and cultural heritage of Pohorje are **values**, important for quality of life for all stakeholders
- Tourists remain on Pohorje for about **4.5 days** and spend **60 to 90 EUR per day**



Thank you very much for your attention!

**dr. Tanja Lešnik Štuhec,
Group for Pohorje**

info@provital.si



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