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Experience of Individual EU Member States in Education of Adults

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Abstract:

Purpose and Originality: The aim of this paper is to clarify key components of adult education in some of the European Union member states, to share their experience and the problems they are faced with regarding adult education policies and implementation in their country.

Method: This paper is based on literature review of policies and strategies, as well as relevant laws, regulations and guidelines of some of the European Union member states.

Results: In the countries that are members of European union, notably Slovenia and Croatia, adult education is an important component of education system, which has been verified through several important strategic documents on developing and implementing life-long learning concept and adult education, making it compatible with European goals and practices.

Society: The results obtained can be used as indicators to the European Committee and members of European Union in further development of laws and strategies concerning adult education to include larger number of their inhabitants in some form of adult education.

Limitations / further research: Adult education is multi-level process of acquiring knowledge, either formal or informal, that is based on furthering personal knowledge, skills and abilities. Lifelong education presupposes constant investment in people and knowledge, promotes learning new skills, which include digital literacy as well as increasing possibilities for innovative and more flexible ways of learning. The aim is to give all age groups equal and open access to high quality learning opportunities through various learning experience. Further research should be conducted on the ways to achieve the goal set by EU members: 15% of adults between the ages of 25 to 64 included in adult education in 2020.

Keywords: lifelong learning, adult education, European Union, European Committee, adult education strategy.

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1 Introduction

Education is the key to success, which is in most of the European countries, and throughout the world, a priority that should be equal for all citizens, which in most cases is not. The principle of formal education in most countries is the same, and it consists of elementary school education, high school and higher education. However, in Croatia there is the so-called elementary school education for adults. There are many reasons that influence decision-making on further education, but despite the fact that it is available for everyone, many people after formal education still do not see a great professional benefit in it.

Each country has its own education policy, but in Europe there is a European Programme for Adult education that works for all levels of education. It helps states to take the lead in organizing various educational groups, both alien and local citizens. It also promotes awareness of the importance of investing in yourself both personally and professionally.

The purpose of this article is to explore the likelihood of adult education in European countries and compare them.

2 EU Policy in the Field of Adult Learning

Adult education can be defined as lifelong learning, aimed at improvement in knowledge, skills and competence, as a framework for personal, civil, social or professional action of an individual. It implies learning in all periods of life and it can be formal, non-formal and informal. Educational system in European Union stresses the importance of lifelong learning, which was mentioned for the first time in year 2000 in Lisbon Strategy. The concept was also mentioned in Prague Communiqué in 2001 (Ala-Mutka, Malanowski, Punie, & Cabrera, 2008). It covers all phases of educational activities and its importance lies in raising overall quality of life. All countries, according to Kiss (2011), started this policy as a response to economic crisis and high unemployment rates.

Lifelong education can be defined as »acquiring and improving all abilities, interests, knowledge and qualifications from preschool till the period after retirement, as well as promotion of the development of knowledge and abilities that will enable citizens to adjust to the knowledge society, and to actively participate in all levels of civil and professional life thus, influencing their future (Kitić, Miljak, & Lozić, 2012, p. 54). As further stated by Kitić, Miljak & Lozić (2012), in the context of lifelong education, all forms of education are considered: formal (course at the university), non-formal (e.g. perfecting the skills needed for work place), informal, cross generations learning (sharing knowledge among friends and family members). All forms of lifelong education are described below.

Formal education is organised learning that encompasses learning within the school system (from elementary school to university), at the end of which person gets public document

(certificate or diploma) that shows the form and the level of education finished (Pastuović, 2008, p. 254). Non-formal education also implies organised learning, but it is learning that is not within regular school system (Kitić, Miljak, & Lozić, 2012, p. 54). Informal education occurs naturally, it is neither formal or non-formal, and it refers to learning based on everyday experience and other influence or source in person's surroundings. This is self-learning that is usually done by using the Internet or other forms of communication technology. Lifelong learning plays an important role in modern society, for its personal and professional development. All the things mentioned lead to conclusion that education helps economic growth and employability therefore reducing unemployment.

Renewed European Programme for Education of Adults (2011) shows the vision for the development of adult learning in Europe till 2020. Specific priorities for the period of 2015 to 2020 are (EUR-Lex.europa.eu, 2011):

- 1. Management:** that ensures coherence in adult learning by improving coordination, efficiency and relevance for the needs of society, economy and environment with an emphasis on private and public investments.
- 2. Availability and participation:** this mean increasing and widening programmes in adult education with an emphasis on increasing computer and digital skills and improving computer literacy.
- 3. Flexibility and access:** this enable increased accessibility of learning at work by efficient use of information and communication technology. New procedures for establishing and evaluating skills and abilities of adults with low qualifications are used to provide other opportunities to obtain qualifications on different levels of European Qualification Framework.
- 4. Quality:** improving the quality by making the curriculum more up to date, using more dynamic teaching methods, providing constant professional development of educators, setting up institutions and programmes for lifelong learning and making the system more flexible.

The European Committee cooperates with 32 countries on implementing European Programme for Adult Learning. Programme stresses the importance of participating in all forms of adult learning (formal, non-formal and informal learning) to acquire new work skills, develop personal skills and competences. If the number of participants in adult learning increases, the needs for new skills can be met, and older workers efficiency and productivity can be kept (European Committee, 2018).

3 Adult Learning Experience in some European Countries

3.1 Lithuania

Education system in Lithuania can be divided in two areas: Formal and non-formal. Formal education includes elementary school education, high-school education and higher education.

Lithuania puts special emphasis on non-formal education and raises public awareness on non-formal education. Lithuania has therefore established Department of Non-formal Education as a part of Ministry of Education and Science. 2014 was an important year for non-formal education. That year the national government acknowledged and approved Non-formal Adult Education Council. That same year a new Law on Non-Formal Adult Education and Continuing Learning was passed. The Law clearly defines key aspects of adult education and continuing learning – planning, organisation, financing and ensuring quality (Slovenian Institute for Adult Education, 2018).

Documents and acts that govern Lithuanian education system are: Law of Education, (2003), National Education Strategy, 2013-2022, Law on Vocational Training, (1997), Law on Non-formal Adult Education, (1998), Law on Special Education, (1999), Law on Higher Education, (2000), Law on Science and Studies, (2002) and other acts (Slovenian Institute for Adult Education, 2018).

As in Croatia, age limit for entering adult education system is 18. Adults have the opportunity to enrol schools and centres for adult education which provide elementary school education for adults. So called “third age universities” also play active role in community (Slovenian Institute for Adult Education, 2018).

It is also important to mention Vocational Education and Training Development Centre founded in 1996 under the patronage of Ministry of Education and Science. Its main purpose is development of qualifications and vocational education, improvements in vocational education, increasing the number of students in vocational education, development of quality culture, issuing guidelines for improving vocational teachers' qualification, external evaluation and other similar methodology (Qualifications and Vocational Education and Training Development Centre, 2018).

Another important role in the field of adult education is played by non-governmental association - Lithuanian Association of Adult Education (Lithuanian Association of Adult Education, 2018). Primary scope of activities of the association is networking, creating partnerships, promoting the idea of lifelong learning and education, sharing experience and information.

3.2 Ireland

Ireland has a long tradition of adult learning, several different programs, courses provided by formal institutions, local communities, civil associations and even individuals. Adult learning in Ireland is based on cooperation and partnerships between institutions and citizens emphasising personal development as well as wellbeing of the community.

Irish adult education system puts special emphasis on reintegration in formal adult education for those who left school too early, at the same time promoting learning and work place

specialisation. The main goal of this approach is ensuring and evaluating non- formal skills and experience of adults in order to allow them to enter the system of higher education or get vocational qualifications. Thus defined, adult education system includes higher education, continuous training, formal and non-formal learning that is a part of the system.

Learning for Life (2000) is a part of the *White Document* that represents a new era of adult education in Ireland. The main guidelines of the document include easier access to high education, increasing the role of education in community and promoting work place learning. Documents and Acts governing adult education in Ireland are: Law on Education (1988), Law on National Qualifications (1999), National Skills Strategy (2007), National Action Plan for Social inclusion (2007).

Formal education of adults in Ireland falls under Department of Education and Skills, (<https://www.education.ie>), that is first and foremost responsible for advocating equal rights and social inclusion and the concept of lifelong learning.

As a part of non-formal education there is several evening courses as well as self-organised educational groups, most frequently linked to immigrants, seniors, or local interest groups (in most cases, creative workshops for women). There are several non-governmental associations in adult education, and most prominent ones are National Adult Literacy Agency (NALA) and AONTAS. AONTAS, national organisation for adult learning is volunteer based. Its main goal is to promote high quality, all-encompassing adult education system that is accessible to all. NALA – National Adult Literacy Agency is an independent organisation that helps people with low literacy level (numerical and language) with their inclusion in the society by ensuring education tailored to their needs (Slovenian Institute for Adult Education, 2018).

National Qualification Framework was designed to integrate adult learning into public education system by making it acknowledged and transparent, therefore ensuring active social inclusion. Irish practices show that they make education a priority, and this is verified by investments in education, where 30% of funds received from European social funds were invested in education. This resulted in raising the workforce quality and economic growth. However, the Irish did not stop there. They are constantly working on improving adult education system.

3.3 Norway

In Norway adult education is one of the major components, and a part of a traditional education policy. The emphasis is on acquiring basic competences for lifelong learning and developing system for evaluating previous learning, which includes non-formal and formal learning.

All forms of formal learning are approved by public schools and are regulated (and financed within the budget) by local administration offices (Slovenian Institute for Adult Education, 2018). Formal education is under the Ministry of Education and Research, and the content is

regulated by Norwegian Directorate for Education and Training (Slovenian Institute for Adult Education, 2018). Non-formal adult education in Norway is delivered through various associations and it is very popular. The starting point of adult education in Norway are »Study Circles« with hundred years long tradition. Study circles are small groups of people who learn certain topics by learning through sharing.

There are several institutions that are not a part of Ministry of Education and Research, which specialise in adult learning. It is important to mention VOX, Norwegian agency for lifelong learning, which ensures the quality in non-formal adult education programs. VOX develops basic skills (numerical, language, digital and communication skills essential for lifelong learning, develops immigrant integration curricula, provides professional career counselling and conducts research to improve the quality of lifelong learning (Slovenian Institute for Adult Education, 2018).

Norwegian Association for Adult Education is an association which includes all publicly acknowledged association in the field of adult learning. The association includes open universities (Folkuniversitet) that follow the same procedures in getting funds for their programmes, as other bidders, through public procurement, certain educational services are financed by the Ministry of Education and Research, or by some other administrative body (as for example Programme of Basic Skills for Unemployed, Programme of Basic Skills and Norwegian Language for Immigrants and so on (National Assessment of Adult Literacy, 2018).

Norwegian Association for Distance Education is the most important institution in the field of flexible, non- formal learning, from traditional correspondence learning to e-learning. This type of learning has long tradition, and it is important even today due to the size of Norway, its climate and not large population. In creating principles of e-learning NADE intensively cooperates with American institutions (Norwegian Association for Distance Education, 2018).

3.4 Denmark

Denmark also emphasises non-formal learning in acquiring civil and democratic competences and developing personal skills and competences. These programs are offered by associations for adult education, open universities and universities.

The Danish Evaluation Institute is non-governmental organisation that governs preschool system, elementary school system, high-school system, higher education and adult education. It is financed by its own funds based on legal act that ensures independence in decision making and preparing different projects (The Danish Evaluation Institute EVA, 2018).

Non-formal learning is under the Education Association founded in 1941. The Association consists of 35 different institutions and to become members, institutions pay membership fee which enables them to take part in different seminars, conferences and courses (Dansk folkeoplysnings fællesråd, 2018).

3.5 Germany

Recent data show that 15% of adults in Germany are included in adult education (Ministarstvo znanosti i obrazovanja, 2018). The main governing body is Federal Ministry of Education and Research established in 1995 (Federal Ministry of Education and Research, 2018). The most important institution for adult education is National Agency for Monitoring Adult Education System, Vocational Education and Implementing National and International Projects. The Agency is in charge of the project Implementation of EU Adult Education Agenda in Germany, adult education platform EPALE, EU PASS project and implementation of several projects from Erasmus+ (National Agency Education for Europe at the Federal Institute for Vocational Education and Training, 2018).

In the field of vocational education important role is played by Federal Institute for Vocational Education and Training which is a part of Ministry and specialises in increasing basic skills and competences of adults as well as in raising public awareness. Another notable institution is Coordination office of the National Decade for Literacy and Basic Skills. It tries to reduce functional illiteracy and increase general level of key competencies of adults (Federal Institute for Vocational Education and Training, 2018).

On the national level there is also German Institute for Adult Education. It was founded in 1957 and its scope includes adult education process, educational institutions, educators, the problem of illiteracy in Germany and developing on line platform for self-assessment of adult learners' skills (German Institute for Adult Education, 2018).

3.6 Austria

In the Republic of Austria, adult education mostly refers to continuing vocational training or obtaining new qualifications. They are defined by age or previous level of education (Ministarstvo znanosti i obrazovanja, 2018).

Main areas of adult education in Austria are (Ministarstvo znanosti i obrazovanja, 2018):

- Vocational training of employees organised by companies, partners, adult education facilities, etc.
- Continuous vocational training and workplace training (offered by educational institutions)
- Improving basic skills and competences and active employment measures organised by Arbeitsmarktservice as instruments of active employment market policy
- Education of adults (offered by Adult Education Centres) and civil politics education.
- Second chance education (education for obtaining formal education certificates after leaving education system too early).

According to Austrian constitution adult education sector is not governed by the government, it is mostly regulated by local administration offices. An important law that governs that area is Federal Law on Promoting Adult Education and Public Libraries (Erwachsenen bildungs – Forderungs gesetz) passed in 1973. It promotes the idea of voluntary, adult education on federal level, and states the obligation of local provinces to promote adult education, but it did not contain the parameters of the obligation, so it was revised two times in 1990 and 2003 (Ministarstvo znanosti i obrazovanja, 2018).

Federal Ministry of Labour Social Affairs, Health and Consumer Protection is responsible for education of experts within the company and promoting workforce qualifications through Employment Office. Employment office does not offer any educational programs, but it finances programs aimed at raising work force competence. Those programs are mostly conducted by public institutions for adult education, e.g. Berufsfordeungs institute (BFI) for vocational education Wirtschafts forderungs institute (WIFI), which is a part of Chamber of Economy. Programs for raising basic competences financed by Employment Office are aimed at fast reintegration of the individual on the workforce market (Ministarstvo znanosti i obrazovanja, 2018).

The main goal of this program is to balance out supply and demand on the workforce market by providing skills and expert knowledge together with personal and social competence necessary for social inclusion (Ministarstvo znanosti i obrazovanja, 2018).

4 Adult Education in Slovenia

Adult education in Slovenia has a long tradition. It has been built in education system and in the social consciousness. Throughout the history it has had its ups and downs, but it has always been present and it has formed social reality.

It is governed by the Law on Adult Education (Zakon o izobraževanju odraslih, 2006) which serves as a foundation for the development in adult education.

By providing services for development, expert bodies and organisations for adult education, organised and well-presented information to the public, promoting adult education and other development incentives Slovenia was able to keep adult education system running even in the period of economic transition.

Slovenia has been a member of EU since 2004 and it has faced the same challenges as most other member countries, its population is growing older, the information and other technologies change and develop fast, globalisation process causes constant change in both living and working conditions. There is also more prominent social stratification. These differences can be balanced through education and training which enables an individual to achieve personal growth, better employment and prosperity thus causing greater social

stability, development, progress and social cohesion (Slovenian Institute for Adult Education, 2018).

On October 24, 2013, Slovenian parliament has passed Resolution on National Programme on Adult Education in the Republic of Slovenia for the period of 2013 till 2020 (Resolucija o Nacionalnem programu izobraževanja odraslih v Republiki Sloveniji za obdobje 2013–2020 (*ReNPIO 2013–2020*)). Article 3.3. Assessing and developing the quality of adult education states (Slovenian Institute for Adult Education, 2018):

- preparing normative for systematic assessment and quality development in all organisations that provide adult education financed by public funds,
- ensuring conditions for development in organisations that conduct projects aimed at improving different factors of adult education,
- promoting further development and implementation of measures for conducting self-assessment in adult learning organisations,
- setting up network of adult education quality advisors,
- using and further development of internet platforms for assessing quality in adult education,
- promoting investing in the future.

According to the National Programme of Adult Education in Republic of Slovenia, Slovenia needs to raise the quality of education in the population, general education, improve education opportunities and increase employability of active population. The aim of the Resolution is to raise the percentage of adults in the age group 25 to 64 included in education to 8% till 2020 (in 2012, 5% of the adults in this age group were included in general education) (Slovenian Institute for Adult Education, 2018).

It is expected to reduce the number of population older than 15, who have not finished elementary school to 2,2%, in 2011, before the Resolution was passed the percentage was 4,4%. By 2020 the percentage of the population aged 25 to 64 who has finished high school should be risen to 63% as opposed to 57% in 2011. By subsidising and financing enrolment in higher education programmes, the percentage of the people, aged 30 to 34, who have finished higher education should also rise (Slovenian Institute for Adult Education, 2018).

Current funds provided by the Ministry are not large enough to put the plan into action completely. The funds should also be secured from other sources, e.g. local administration budget, employers and individuals, as well as from international projects. The funds also depend on the partnership agreement with the European Committee on using funds from European Social Fond (Slovenian Institute for Adult Education, 2018).

Partnership agreement between Slovenia and the European Committee, signed in 2014 for the period of 2014–2020 (Partnerski sporazum med Slovenijo in Evropsko komisijo za obdobje 2014–2020, 2014) in goal number 10: “Investments in education, training and professional

development for the skills and lifelong learning includes (Slovenian Institute for Adult Education, 2018):

- lifelong professional counselling and its implementation on all levels of education,
- strengthening professional quality of experts in education.

Resolution of the Committee on Adult Learning Programme revived (European Union Gazette; 2011/C 372/01) – Improving Quality and Efficiency in Education and Training states (Slovenian Institute for Adult Education, 2018):

- ensuring the quality of adult learning programmes offered through the system of accreditation regarding pre-existing frameworks and standards of ensuring,
- quality in other areas,
- improving the quality of staff employed in adult learning, through training profile, organising efficient system for basic training and professional development and promoting mobility of the educators, heads of training department and other staff employed in adult education.

Developing national system of quality in adult education in Slovenia fall under the scope of Anagogical Centre of Slovenia. Since 2001 its mission is achieved by (Slovenian Institute for Adult Education, 2018):

- conducting research and development work to support adult learning quality on systematic and executive level,
- providing consulting and training for experts employed in adult learning, helping them to implement quality module through quality assessment and quality development,
- providing support for networking, promoting exchange of knowledge and good practice examples within the network,
- developing information and communication support for these processes
- providing relevant papers and articles on the quality of adult learning,
- ensuring knowledge exchange on quality through international contacts.

5 Adult Learning trends in Croatia

High –quality education is important for development of Croatia and the European Union as knowledge society and its efficient competitive participation in global economy (Sudarić, 2012, p. 72).

Lifelong learning in Croatia is viewed through several documents (Jelić, Martić Kuran, & Bosnić, 2012, p. 67):

- Declaration on Knowledge, Croatian Academy of Science and Arts (2002);
- Croatia Based on Knowledge and its Implementation document (2004);
- Strategy on Education Development passed by Croatian Government (2002);

- Competitiveness guidelines published by National Council for Competitiveness (2003);
- Adult Learning Strategy and Action Plan Proposal by Adult Learning Committee (2004);
- Concept of Changing System of Education in the Republic of Croatia, document (2002).

All the above shows that the Republic of Croatia has considered lifelong learning to be an important component of economic growth. With that in mind several documents on lifelong learning and its importance for the Republic of Croatia were passed. Since entering European Union Croatia has given even more emphasis lifelong learning, knowledge economy and overall economic growth.

Taking into consideration the fact that Croatia has become an EU member, it is important to recognise education as one of the key areas developed and invested in by the EU (Jelić, Martić Kuran, & Bosnić, 2012). By developing lifelong learning Croatia is going to become aware that using human resources and investing in their quality are primary factors in the development of Croatian economy. It is important to acknowledge necessary change in current knowledge and skills structure because of growing technology development and opening new markets.

To make learning system in Croatia more efficient, it is important to put additional effort by the Government, Agency for Vocational Training of the Adults, Agency for Mobility and EU Programmes, Croatian Unemployment Office, different associations of professionals and the Union, as well as employed and unemployed individuals in education system (Jelić, Martić Kuran, & Bosnić, 2012, p. 67). Areas that need the largest number of key activities are (Jelić, Martić Kuran, & Bosnić, 2012, p. 68):

- new regulation of work market;
- investments in education and lifelong learning programmes;
- social policy adjustments;
- adjustment of educational programmes to workforce market requirements;
- development of entrepreneurial climate
- raising awareness of the need to take part in lifelong formal and non-formal education.

It is necessary to draw attention to raising the quality of higher and high-school education by creating better basis for lifelong learning. It is therefore necessary to make the content more up to date, by using more dynamic teaching methods and provide professional training, establishing centres and programmes for lifelong learning and making system of education more transparent.

6 Conclusion

Reform of higher education in the European Union started with Bologna Declaration. In Europe education is given high importance and after introducing Bologna Process, lifelong learning concept was introduced in Lisbon Strategy. Lifelong learning encompasses learning at all age to improve and perfect knowledge, skills and competence within personal, civil, social, professional prospects. As a part of lifelong learning, the term lifelong education is being used. In English speaking world it is synonymous to lifelong learning even though learning presupposes more than education. Formal and non-formal education as well as informal learning are parts of lifelong education.

New programme that replaces current programmes in the field of education and training is Erasmus+ which covers the period from 2014-2020. It aims at providing greater results than previous programmes, and emphasis is put on incentives in different areas of education, removing borders between different activities and projects, developing new ideas, attracting people from business world and starting new forms of cooperation.

To develop efficient lifelong learning system, it is necessary to include all major interest groups and to integrate other activities connected education and learning as well as economic and social growth.

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Povzetek:

Izkušnje posameznih držav članic EU v izobraževanju odraslih

Namen in izvirnost: Namen tega članka je pojasniti ključne elemente izobraževanja odraslih v nekaterih članicah Evropske unije, primerjati njihove izkušnje in izzive na dotičnem področju.

Metoda: Članek temelji na pregledu literature s področja dotične politike, strateških dokumentov, ustreznega pravnega reda v izbranih članicah Evropske unije.

Rezultati: V državah članicah Evropske unije, v tem primeru na Hrvaškem in v Sloveniji je izobraževanje odraslih pomemben del izobraževalnega sistema, kar je razvidno skozi različne strateške dokumente s področja razvoja in implementacije vseživljenjskega učenja ter izobraževanja odraslih, kar je v sozvočju tudi z evropskimi cilji in praksami.

Družba: Rezultate je mogoče uporabiti kot indikatorje za potrebe Evropske komisije in držav članic Evropske unije na področju nadaljnega razvoja pravnega reda in strateških dokumentov s področja izobraževanja odraslih, predvsem v smislu iskanja načinov za intenzivnejše vključevanje populacije v tovrstne oblike izobraževanja.

Omejitve/nadaljnje raziskovanje: Izobraževanje odraslih je več nivojski proces pridobivanja znanja na formalnem ali neformalnem nivoju z namenom razvoja posameznikovega znanja, spretnosti in sposobnosti. Vseživljenjsko učenje predpostavlja nenehno investicijo v posameznika in znanje, spodbuja učenje novih veščin, vključujoč informacijsko pismenost, sposobnost inoviranja in fleksibilnejšega učenja. Cilj je zagotavljanje enakopravnega dostopa vseh starostnih skupin do znanja skozi različne oblike izobraževanja. Nadaljnje raziskovanje bi bilo potrebno usmeriti v preverjanje doseganja evropskega cilja, da bo 15% odraslih med 25. in 64. letom vključenih v oblike izobraževanja odraslih do leta 2020.

Ključne besede: vseživljenjsko učenje, izobraževanje odraslih, Evropska unija, Evropska komisija, strategija izobraževanja odraslih.

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Priložnosti slovenskega turizma v ustvarjanju inovativnega sožitja med jedmi in vini

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Povzetek:

Raziskovalno vprašanje (RV): Priložnost slovenskega turizma je med drugim tudi v ustvarjanju inovativnega sožitja med jedmi in vini. Zaznati je, da imajo ključni zaposleni v gostinstvu in turizmu premalo znanja iz eno-gastronomskega področja, in sicer o uporabi lokalnih, svežih in sezonskih surovin, jedi in vin v gostinsko turističnih obratih ter o svetovanju in postrežbi jedi in vin. Potrebno bi bilo, da ima vsak gostinski obrat strokovno usposobljenega vinskega svetovalca - sommelierja. V prispevku raziskujemo, kakšno je osnovno poznavanje tipičnih vin, jedi in sožitja med jedmi in vini med gostinsko turističnimi delavci v prostoru Dolenjske in Bele krajine ter promociji in trženju vin.

Namen: Namen raziskave je bil ugotoviti realno stopnjo eno-gastronomskega znanja gostinskih in turističnih delavcev v prostoru Dolenjske in Bele krajine ter podati primerjalno analizo in priložnosti na podlagi raziskave Visoke vinarske šole Geisenheim v Nemčiji (Tafel idr., 2018).

Metoda: Na osnovi preučene literature in strokovnega znanja iz področja eno-gastronomije je bilo z anketnimi vprašalniki zaprtega tipa izvedeno anonimno terensko anketiranje gostinskih in turističnih delavcev, saj ocenjujemo, da je anketiranje na kraju samem verodostojna osnova za pridobitev podatkov in predstavitev rezultatov. Pri obdelavi podatkov je bila uporabljena frekvenčna statistika (Tabela 1 in Tabela 2) ter HI-kvadrat test (Tabela 3).

Rezultati: Rezultati raziskave so presenetili v negativnem smislu, saj navajajo k nezadostnemu poznavanju področja sožitja jedi in vin ključnih zaposlenih na področju gostinstva in turizma, zato kličejo k ukrepanju.

Organizacija: Ocenjujemo, da si menedžerji v gostinsko turističnih objektih želijo takšnih raziskav, predvsem zaradi kakovostnejšega načrtovanja zaposlenih, ustvarjanja inovativne ponudbe, delovnih procesov in odločanja.

Družba: Več eno-gastronomskega znanja ključnih gostinskih in turističnih delavcev prispeva k večji ozaveščenosti gostov, s tem pa tudi k bolj zdravi, lokalni in sezonski ponudbi hrane in vina, kar prispeva k dobremu počutju ljudi, trajnostnemu razvoju stroke ter priložnosti razvoja slovenskega turizma.

Originalnost: Po analizi raziskave iz področja sožitja jedi in vin med gostinsko turističnimi delavci v prostoru Dolenjske in Bele krajine menimo, da je lahko ta raziskava zgled za preučevanje tega strokovnega področja tudi v drugih slovenskih turističnih prostorih.

Omejitve/nadaljnje raziskovanje: Ocenjujemo, da bi bilo potrebno več sredstev iz področja promocije turizma nameniti raziskavam v raznih kategorijah gostinskih obratov, in sicer restavracij, hotelov, turističnih kmetij, zidanic in v drugih gostinsko - turističnih objektih s ponudbo jedi in vin, saj lahko rezultati pokažejo, kakšna naj bo eno-gastronomska ponudba, ki jo lahko Slovenija promovira in kaj je potrebno vložiti za pridobitev kakovostnih znanj zaposlenih na tem področju.

Ključne besede: vino, jedi, kakovost, vinski turizem, gastronomija, »Wine in Moderation (WIM)«, izobraževanje, turizem.

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1 Uvod

Strategija trajnostne rasti slovenskega turizma 2017–2021 opredeljuje Slovenijo kot zelen, trajnostno naravnan, odgovoren in butičen turistični prostor, ki bo usmerjen v ohranjanje in varovanje naravnih ter kulturnih danosti in dediščine ter odgovorno in trajnostno turistično valorizacijo. Prav tako je prostor z naravnimi in kulturnimi viri opredeljen kot peta ključna politika te strategije, ki je usmerjena med drugim tudi v področje gastronomije, doživetja narave in v turizem na podeželju. V Strategiji trajnostne rasti slovenskega turizma 2017–2021 je zapisano, da bo Slovenija postala zelena, butična, globalna destinacija za zahtevnega gosta, ki išče raznolika in aktivna doživetja, mir in osebne koristi. Na ta način želi doseči višjo dodano vrednost in boljše izkušnje gostov, s svojo zeleno usmeritvijo pa se je uvrstila v vrh trajnostnih držav.

Priložnost slovenskega turizma je med drugim tudi v ustvarjanju inovativne eno-gastronomske ponudbe in doživetij. Zaznati je, da imajo ključni zaposleni v gostinstvu in turizmu premalo znanja iz eno-gastronomskega področja, in sicer o uporabi lokalnih, svežih in sezonskih surovin za pripravo jedi, in vin v gostinsko turističnih obratih ter o svetovanju in postrežbi jedi in vin. Namen prispevka je opozoriti, da vsak gostinski obrat potrebuje strokovno usposobljenega in izobraženega vinskega svetovalca - sommelierja, kajti tako bomo uspešneje privabljali goste v naše turistične prostore, zadovoljili njihove potrebe in pričakovanja ter prodali pridelke s kmetij z dodano vrednostjo.

V prispevku raziskujemo, kakšno je osnovno poznavanje tipičnih vin, jedi in sožitja med jedmi in vini med gostinsko turističnimi delavci v prostoru Dolenjske in Bele krajine, ter v promociji in trženju vin. Raziskava je pomembna, ker opozarja na pomen strokovno usposobljenih gostinsko turističnih delavcev, njihovo strokovno izobraženost, privlačnost področja eno-gastronomske ponudbe in doživetij, predvsem pa tudi raziskav na tem področju za načrtovanje inovativne turistične ponudbe. Predstaviti želimo, kako se usposobiti, da bi gostje ohranjali v lepem spominu izlete v vinorodne kraje in da bi v kraju svojega stalnega bivanja iskali vina, ki so za njih pomenila doživetje in nepozabno izkušnjo. Ideja za raziskavo in pripravo tega prispevka je nastala ob načrtovanju in izvedbi ustvarjalnic inovativnega turizma na območju Dolenjske in Bele krajine v obdobju od 7. 4. 2018 do 9. 6. 2018 pri projektu Odprta akademija za inovativni turizem, ki nastaja v okviru uresničevanja ciljev Strategije lokalnega razvoja na območju LAS Dolenjska in Bela krajina 2014–2020. Nosilec projekta je Fakulteta za organizacijske študije v Novem mestu, partnerji pa Visoka šola za upravljanje podeželja GRM Novo mesto, Terme Krka d.o.o., Grm Novo mesto - center biotehnike in turizma ter Kompas Novo mesto d.o.o. z notranjo organizacijsko enoto Turistično informacijskim centrom. Poleg ustvarjalnice Umetnost sožitja vin in kulinarike so se izvajale tudi ustvarjalnice Organizacija atraktivne prireditve, Oblikovanje in predstavitev privlačne zgodbe ter Vzpostavitev dodatne in dopolnilne dejavnosti na podeželju. Predvsem ustvarjalnica Umetnost sožitja vin in kulinarike je prispevala k novim odkritjem in

spoznanjem na področju priložnosti slovenskega turizma v ustvarjanju inovativnega sožitja med jedmi in vini.

2 Teoretična izhodišča

2.1 Turizem kot hitro rastoča panoga

V svetovnem merilu je turizem hitro rastoča in strateška gospodarska dejavnost, ki se uvršča med največje panoge oziroma industrije, usmerjene v prihodnost, ki dosega rekordno rast z vzponom novih turističnih prostorov. Po podatkih Svetovne turistične organizacije (United Nation World Tourism Organisation) prispeva več kot 10 % svetovnega BDP, ustvarja eno od enajstih delovnih mest na svetu, 7 % izvoza proizvodov in storitev in 30 % izvoza storitev. V zadnjih štirih letih je turizem rasel hitreje od svetovne trgovine, po stopnji rasti izvoza pa se uvršča kar na tretje mesto, takoj za izvozom nafte in kemičnih proizvodov. Rast turizma kot izvozne storitve je še hitrejša od rasti izvoza hrane in avtomobilov. Po analizi, ki jo je opravila Slovenska turistična organizacija (2018), letni statistični podatki SURS za leto 2017 kažejo še eno izjemno turistično leto v Sloveniji, saj turizem že četrto leto zapored beleži povečano rast prihodov in prenočitev. Turistični nastanitveni objekti so lani naštel več kot 4,9 milijona turističnih prihodov in 12,6 milijona turističnih prenočitev, kar pomeni za 14,6% več prihodov in 12,6 % več prenočitev kot v letu 2016. Od tega so tuji turisti ustvarili za 8,6 milijona vseh turističnih prenočitev (68%) oziroma za 17% več kot v letu 2016 in 3,6 milijona prihodov (+ 18 % glede na 2016). Domači turisti so ustvarili 4,0 milijona prenočitev (+ 5 % glede na leto 2016) in 1,4 milijona prihodov (+ 6 %).

Turizem je ena najbolj razširjenih in donosnih dejavnosti na svetu. Uspešnost turističnega prostora je tesno povezana s privlačnostjo tega prostora, ki krepi željo turista, da ga obiše. Privlačna podoba turističnega prostora je splet različnih naravnih, materialnih in predvsem kulturnih predstavitev, ki nastajajo skozi različne formalne in neformalne dejavnosti. Tisti, ki živijo in ustvarjajo turistični prostor si nenehno prizadevajo, da bi privlačil, spodbujal domišljijo turistov, jih navduševal in jim ustvaril nepozabne izkušnje. Turizem je del življenjskega vsakdana in tesno povezan z željo sodobnega človeka, da potuje, spoznava nove kraje, ljudi in njihovo kulturo in si pridobi izkušnje, ki širijo njegova obzorja in ga vsaj začasno preselijo v svet izmišljij in dogodkov na turističnem prostoru (Ambrož v Colarič - Jakše, 2018).

Novak (Novak v Colarič - Jakše, 2018) meni, da živimo v času, ko smo ljudje pripravljene precej potrošiti za dobro hrano in pijačo. Priložnosti za višjo dodano vrednost v gostinstvu se skrivajo tudi v inovativnih pristopih, ki se sicer lahko naslanjajo na tradicionalne zgodbe, sestavine in tematike, vendar morajo vključevati tudi sodobne načine in metode priprave hrane, najboljše v povezavi z zanimivi rekviziti in interaktivnimi načini dela. Pozoren je treba biti tudi na gastronomsko modo, tako aktualno kot tisto, ki v naš prostor šele prihaja iz tujine. Če v svoj produkt vključimo lokalno zgodbo, nekaj zanimivih internacionalnih rekvizitov ter

interaktiven pristop (delavnice in team building programi, v katerih ljudje so-ustvarijo obrok), lahko dokaj hitro oblikujemo storitev z visoko dodano vrednostjo.

2.2 Lokalne surovine, jedi in gastronomski turizem

Značilnosti slovenske gastronomije so rezultat stičišča evropskega, mediteranskega, panonskega in alpskega prostora. Skozi stoletja družbenozgodovinskega razvoja so se oblikovale specifične kulturne oblike in življenjski slogi. Svoj delež k temu je prispevala tudi raznolika demografska sestava, v kateri je imel več stoletij mesto kmečki sloj. Iz njegove tradicije, odnosov in duhovne ustvarjalnosti se zrcali pestrost prehranskih značilnosti, ki veljajo še danes (Bogataj v Lebe, 2006). Gastronomija predstavlja pomemben del turistične ponudbe. Pomeni enega temeljnih načinov spoznavanja kulture in načinov življenja krajev, ki jih obiskujemo, saj gre za ponudbo, ki zaposli vsa človeška čutila in tako omogoča polno spoznavanje in (dobesedno) okušanje obiskanih krajev in kulture (Lebe idr., 2006).

Bessière (1998) meni, da sta lokalna gastronomija in tradicija, ki je v njej ohranjena, pomemben del lokalne identitete. Gastronomija je rezultat pomembnega dela virov, tako naravnih kakor tudi ustvarjalnih in procesov destinacije. Povezava med lokalnim prebivalstvom neke pokrajine se namreč pogosto kaže skozi gastronomsko dediščino, ki je zakoreninjena v tradiciji in dokumentirana pisno ali v spominu. Gastronomija lahko izraža karakter družbe in njeno mentaliteto, pri tem pa je pomembno, da se v njej prepozna tudi lokalno prebivalstvo in da jo prepoznajo dejanski in potencialni turisti.

Udeleženci ustvarjalnic inovativnega turizma, ki delujejo na gostinsko turističnem področju (2018) menijo, da novodobni goste pričakujejo sveže, sezonske in lokalne surovine pri pripravi jedi, same jedi pa značilne za turistični prostor, ki ga obišejo. Navdušeni so nad inovativno in ustvarjalno pripravljenimi pisanimi krožniki, zaznajo kakovost jedi, poleg pa želijo sožitje lokalnih vin, ki jih je potrebno znati dovolj podrobno predstaviti, najbolje je, če natakar pozna tudi zgodbo vinarja, ki vino pridelava. Velikokrat se zgodi, da gostje želijo vinarje tudi obiskati, videti vinograde, kleti in kupiti vina za domov, tudi kot spominek.

2.3 Vinska trta, vino in vinski turizem

Izjemno vlogo vinske trte že v prazgodovini lahko razberemo iz Mojzesovega zakonika: »Edinec, če je imel doma vinograd, je bil oproščen vojaščine. Če bi v bitki padel, bi bil vinograd neobdelan«. Slovenija se uvršča med tradicionalne evropske pridelovalke vina. Vino je sestavni del identitete slovenskega naroda, kar dokazujemo tudi s himno. Vinska trta uspeva na zemljiščih, ki so manj primerne za poljedelske kulture. Zato je bila v zgodovini ekonomska rešiteljica ljudi v najbolj pasivnih hribovskih krajih. Naravni pogoji za pridelavo vin različnih kategorij in vinskih slogov so odlični. Zaradi talnih in topografskih pestrosti vinorodnih okolišev, raznolikega podnebja, socialnih, kulturnih in družbenih vplivov pridelujemo zelo raznovrstna vina. Ta bogata ponudba je močan adut za uspešen vinski turizem. Kakovost vin je v zadnjih dveh desetletjih zelo narasla, z njimi lahko postrežemo

najbolj radovedne vinske ljubitelje in poznavalce. Za vinsko destinacijo ni dovolj samo znati pridelati odlična vina. Kakovost vina pride do izraza le, če je pravilno ponujeno, predstavljeno in postreženo. K postrežbi sodi splošno znanje o vinih, pravilna izbira vina k jedem, kozarcev, karizma in strokovnost strežnega osebja, gostoljubnost in končni akt odpiranje steklenice ter natakanje vina gostu. Samo v rokah izobraženega in profesionalnega gostinca vino pride do izraza v svojem značaju, v zadovoljstvo gosta, tako senzorično kot tudi čustveno. Gostinec, ki dojame originalnost vina v vsej razsežnosti in vlogo vina v gastronomiji, bo sposoben vinom svojega porekla vtisniti nepozaben pečat. V tretjem tisočletju se v Evropi in svetu pospešeno razvija turizem in z njim področje eno-gastronomije, turizem pa postaja izjemno močna gospodarska panoga.

Vinski turizem (oeno-turizem) je v Evropi že nekaj desetletij v porastu. Povečanje je tako očitno, da preseneča turistične delavce (Bucella, idr. 2013). Francija je vsekakor najbolj privlačna vinorodna dežela tako za Evropejce, kot tudi za ostali svet. Pri njih zelo skrbijo za vinogradništvo in ugled vin, pri čemer se jim trud in strokovni pristopi bogato poplačajo. Leta 2002 je bilo 5.000 kleti, ki so sprejemale turiste, leta 2012 pa že 12.000. Število vinskih turistov je zraslo na 8 milijonov, v Španiji pa na 3 milijone letno. Trend se nadaljuje. V Španiji je bilo leta 2008 1,5 milijona turistov, ki so si ogledovali vinograde, v štirih letih so obseg podvojili, obisk kleti se je povečal od leta 2008 do 2009 za 18 %.

Vinski turizem je globalni fenomen, ki se trži lokalno (Gačnik, 2016). Slovenija je svetovno prepoznavna vinorodna dežela. Vinska trta in vino sta pomembna elementa identitete naše domovine, tradicije in življenjskega sloga. Navade pivcev so se zadnja desetletja spremenile. Gačnik meni, da osebni stiki z vinarji sprožajo med vinskimi turisti povečano zaupanje v vinarja in njegova vina. Fischer idr. (2017) ugotavljajo, da je pri trženju terroir vin izjemnega pomena faktor človek: čustva, navezanost strank, ekskluzivnost vin, kar so pojmi, ki pritegnejo kupce.

Poraja se vprašanje, kako vzbuditi pozornost pri predstavljanju vina in ostati verodostojen? Več tisočletna tradicija vina je izoblikovala standarde in merila. K tako žlahtni pijači kot je vino, ki ima zasluge za raznovrstna umetniška ustvarjanja pesnikov, pisateljev, slikarjev, kiparjev in drugih, sodijo tudi izbrane besede z nekaj poezije.

Da bi obvladali umetnost predstavljanja vina, je potrebno poznati tudi osnovno znanje, kar zadeva sort, zaščitenih vin, vpliv terroir-ja na značaj vina, postopke nege in zorenja vina, vlogo vina v gastronomiji, eno-gastronomске dvojice, temperiranje vin, napake in bolezni vin, kulturo pitja vin, izbiro pravih kozarcev, strokovno predstavitev vin z vsem njegovim značajem in drugo. Zahteve kupcev vina se spreminjajo, povečujejo. Tržni vinarji imajo priložnost, da se skozi svojo vinsko ponudbo, uveljavljajo. Vinske pokušnje so lahko privlačni dogodki, ki nagovarjajo vsa čutila in turisti se praviloma odločajo za nakup vsaj enega od pokušenih vin.

Vzglede v našem sosedstvu, v avstrijski Štajerski, je živ dokaz, kako turiste privlačijo vinorodni kraji. Potrebno je priznati, da je za uspešnost južnoštajerske avstrijske ceste zaslužen predvsem ciljno naravnani in do potankosti izdelani koncept trženja (Nekrep, 2015). Gostinsko turistični delavci v vinorodni Sloveniji še kako potrebuje to znanje. Srečne so dežele, kjer lahko uspeva vinska trta, zato je turistična ponudba za večino ljudi privlačnejša.

3 Metoda

Na osnovi preučene literature in strokovnega znanja iz področja eno-gastronomije je bilo z anketnimi vprašalniki izvedeno anonimno anketiranje gostinskih in turističnih delavcev, saj ocenjujemo, da je anketiranje na kraju samem verodostojna osnova za pridobitev podatkov in predstavitev rezultatov. Ankete so izpolnjevali udeleženci ustvarjalnic inovativnega turizma in zaposleni na področju gostinstva in turizma na območju Dolenjske in Bele krajine in je bilo izvedeno na kraju izobraževanja ali gostinsko turističnega obrata. Anketiranje na terenu je potekalo od 10. 4. 2018 do 20. 6. 2018. Izpoljenih je bilo 128 anketnih vprašalnikov, od tega je bilo 23 anketnih vprašalnikov izločenih, ker niso bili v celoti izpolnjeni, tako da je v raziskavi obravnavanih 105 anketnih vprašalnikov. Nato smo pregledali anketne vprašalnike in analizirali pridobljene podatke. Pri analizi podatkov je bila uporabljena frekvenčna statistika, kar je nazorno predstavljeno v Tabeli 1 in Tabeli 2 ter HI-kvadrat test, ki je predstavljen v Tabeli 3.

4 Rezultati

Udeležencem ustvarjalnic inovativnega turizma in zaposlenim v gostinsko turističnih objektih na območju Dolenjske in Bele krajine smo preko anketnega vprašalnika zastavili vprašanja, ki se nanašajo na poznavanje dveh najbolj tipičnih in zaščitenih vin Dolenjske in Bele krajine ter njune postrežbe, in sicer:

- Vina katerih sort sestavljajo Cviček PTP?
- Kakšna je predpisana vsebnost dejanskega alkohola v Cvičku PTP?
- Katera je priporočena temperatura za strežbo vina Metliška črnina PTP?
- Katera je tipična dolenjska gastronomska dvojica?
- S katerimi podatki bi seznanili svoje goste pri pokušanju vin?
- Podčrtaj vino, ki mu daješ prednost pri jedi »telečja pečenka«?

Tabela 1. Poznavanje cvička PTP in metliške črnine PTP, postrežbe ter njuno spajanje s hrano

Vprašanje	Odgovor	n	n[%]
1. Vina katerih sort sestavljajo Cviček PTP?	pravilen	55	52,4
	nepravilen	50	47,6
2. Kakšna je predpisana vsebnost dejanskega alkohola v Cvičku PTP?	pravilen	73	69,5
	nepravilen	32	30,5
3. Katera je priporočena temperatura za strežbo vina Metliška črnina PTP?	pravilen	66	62,9
	nepravilen	39	37,1
4. Katera je tipična dolensjska gastronomska dvojica?	pravilen	45	42,9
	nepravilen	60	57,1
5. S katerimi podatki bi seznanili svoje goste pri pokušanju vin?	pravilen	76	72,4
	nepravilen	29	27,6
6. Podčrtaj vino, ki mu daješ prednost pri jedi »telečja pečenka«?	pravilen	67	63,8
	nepravilen	38	36,2

52,4 % anketirancev pozna pravilno osnovno sestavo Cvička PTP, 69,5 % anketirancev pa predpisano vsebnost dejanskega alkohola v Cvičku PTP. Znano je, da je Cviček PTP lahko vino, a žal kljub temu mnogi anketiranci ne poznajo ustrezne alkoholne stopnje, kar je zaskrbljujoče. 62,9 % anketirancev pozna priporočeno temperaturo za strežbo vina Metliška črnina PTP. Tipično dolensjsko gastronomsko dvojico pozna le 42,9 % anketirancev, kar navaja, da se ljudje premalo zavedamo svoje kulturne dediščine. 72,4 % anketirancev pravilno navaja ustreznost podatkov, s katerimi bi seznanili svoje goste pri pokušanju vin, kar je dober rezultat. 63,8 % anketirancev pa je pravilno navedlo vino, ki mu daje prednost pri jedi »telečja pečenka«.

V naslednjih tabelah (Tabela 1, Tabela 2, Tabela 3, Tabela.4, Tabela 5, Tabela 6) navajamo podrobnejšo opredelitev odgovorov iz Tabele 1:

Tabela 2. Sestava cvička PTP

Odgovor	n	n[%]
žametna črnina, portugalka, modra frankinja	1	1,0
žametna črnina, ranfol, modra frankinja	1	1,0
žametna črnina, modri pinot, modra frankinja	0	0,0
žametna črnina, kraljevina, modra frankinja	55	52,4
žametna črnina, laški rizling, modra frankinja	48	45,7
Skupaj	105	100,0

Iz odgovorov in analize lahko razberemo, da je 52,4 % anketirancev odgovorilo pravilno, in sicer, da so vina sort žametna črnina, kraljevina in modra frankinja osnovne sestavine Cvička PTP. 45,7 % anketirancev meni, da so osnovne sestavine Cvička PTP žametna črnina, laški rizling in modra frankinja. 1 % anketirancev se je opredelilo za žametno črnino, portugalko in modro frankinjo. Nihče od anketirancev pa ni navedel, da je Cviček PTP sestavljen iz žametne črnine, modrega pinota in modre frankinje.

Tabela 3. Predpisana vsebnost dejanskega alkohola v Cvičku PTP

Odgovor	n	n[%]
9,0 % do 10,5 %	11	10,5
8,5 % do 10,0 %	73	69,5
10,0 % do 10,5 %	1	1,0
9,0 % do 10,0 %	20	19,0
Skupaj	105	100,0

69,5 % anketirancev je navedlo pravilno trditev, da je predpisana vsebnost dejanskega alkohola v Cvičku PTP od 8,5 do 10,0 vol %. 19 % jih meni, da je v Cvičku PTP od 9,0 do 10,0 vol % alkohola. 10,5 % anketirancev meni, da je v Cvičku PTP od 9,0 do 10,5 vol % alkohola in le 1 % anketirancev meni, da je v Cvičku PTP od 10,0 do 10,5 vol % alkohola. Iz odgovorov lahko sklepamo, da je odnos do specifik naših najbolj prepoznavnih vin prepovršen. Da nimamo ustreznega odnosa, kakor tudi ne pravega ponosa na naše originale, ki predstavljajo vinorodno Slovenijo. Cviček PTP se je uveljavil bolj po značaju kot kakovosti (Nemanič, 2004).

Tabela 4. Priporočena temperatura za strežbo vina Metliška črnina PTP

Odgovor	n	n[%]
10 do 12°C	18	17,1
8 do 10°C	2	1,9
14 do 16°C	66	62,9
16 do 18°C	19	18,1
Skupaj	105	100,0

62,9 % anketirancev je navedlo pravilno trditev, da je priporočena temperatura za postrežbo vina Metliška črnina od 14 do 16°C. 18,1 % anketirancev se je opredelilo do temperature postrežbe vina Metliška črnina PTP od 16 do 18°C. 17,1 % jih meni, da je priporočena temperatura za strežbo vina Metliška črnina PTP 10 do 12°C, 1,9 % pa jih meni, da je pravilna temperatura za postrežbo tega vina 8 do 10°C. Abeceda, ki jo natakara mora obvladati, je pravilna temperatura postreženega vina. Torej samo dobra polovica natakara je pravilno postreže vino.

Tabela 5. Tipična dolenski gastronski dvojica

Odgovor	n	n[%]
piščančja obara in Dolenjsko belo vino	0	0,0
pečeni odojek na ražnju in mlada Modra frankinja	0	0,0
pol prekajena svinjska rebra z »matevžem« in Cviček PTP	45	42,9
martinova gos in Cviček PTP	60	57,1
Skupaj	105	100,0

Le 42,9 % anketirancev je pravilno podalo trditev, da je tipična dolenski gastronski dvojica pol prekajena svinjska rebra z »matevžem« in Cviček PTP. Kar 57,1 % anketirancev meni, da je tipična dolenski gastronski dvojica Martinova gos in Cviček PTP. Gos s hrustljivo skorjico je res privlačna, toda Cviček PTP bi se ob njej počutil preveč zapostavljeno, Martinova gos pa je tudi ozko-sezonska jed. Nihče od anketirancev pa se ni

opredelil za tipično dolenjsko gastronomsko dvojico pečeni odojek na ražnju in mlada Modra frankinja ali piščančja obara in Dolenjsko belo vino, kljub temu, da na primer pečeni odojek na Dolenjskem pogosto v ponudbi.

Tabela 6. Seznanitev gostov s podatki pri pokušanju vin

Odgovor	n	n[%]
letnik, alkoholna stopnja, skupne kisline in sorta	5	4,8
sorta, ali zvrst, letnik, vinorodna lega in pridelovalec vina	24	22,9
sorta ali zvrst, vinski slog, alkoholna stopnja, letnik, ožje poreklo vina	18	17,1
sorta ali zvrst, vinski slog, kakovostni razred, alkohol, letnik, ožje poreklo vina	50	47,6
sorta ali zvrst, vinski slog, medalja iz ocenjevanja, alkoholna stopnja, letnik	8	7,6
Skupaj	105	100,0

Anketirance smo tudi povprašali, s katerimi podatki bi seznanili svoje goste pri pokušanju vin? Kar 47,6 % jih je navedlo pravilno trditev, in sicer da bi goste seznanili s sorto ali zvrstjo, vinskim slogom, kakovostnim razredom, alkoholom, letnikom in ožjim poreklom vina. Le 7,6 % anketirancev se je približalo drugi najustreznejši trditvi, da bi goste pri pokušanju vin seznanili s sorto ali zvrstjo, vinskim slogom, medaljami iz ocenjevanj, alkoholno stopnjo in letnikom. 17,1 odstotek je izbralo tretjo najbližjo trditev, in sicer da bi svoje goste seznanili s sorto ali zvrstjo, vinskim slogom, alkoholno stopnjo, letnikom in ožjim poreklom vina. Kar 22,9 % pa jih navaja, da bi goste seznanili s sorto ali zvrstjo, letnikom, vinorodno lego in pridelovalce vina. 4,8 % anketirancev pa je izbralo letnik, alkoholno stopnjo, skupne kisline in sorta. S katerimi podatki se informira gosta je odvisno tudi od kakovosti in prepoznavnosti posameznega vina. Natakar ima tudi svobodo in priložnost presoditi odnos gostov do vina in jim prilagoditi predstavitev, kar pa vinski svetovalci - sommelierji prav gotovo znajo.

Tabela 7. Prednost vina pri jedi »telečja pečenka«

Odgovor	n	n[%]
Rosé suhi	36	34,3
Modri pinot - lanskega letnika	31	29,5
beli Bizeljčan PTP	33	31,4
Teran	4	3,8
Laški rizling, pozna trgatev	1	1,0
Skupaj	105	100,0

Na vprašanje, kateremu vinu bi dali prednost pri jedi »telečja pečenka«, je 34,3 % anketirancev izbralo najustreznejše vino, in sicer Rosé suhi, drugo najbližjo varianto Modri pinot - lanskega letnika pa je izbralo 29,5 % anketirancev. Kar 31,4 % anketirancev bi k »telečji pečenki« ponudilo beli Bizeljčan PTP, 3,8 % bi jih izbralo vino Teran, 1 % pa Laški rizling, pozna trgatev.

Velja dodati, da bi se sicer beli Bizeljčan lahko tudi obnesel, če bi bil močnejši, saj imajo ta vina velik razpon v alkoholni stopnji (od 10 do 12,5 vol %) in če ne bi imel zgornje **dovoljene** vsebnosti ostanka sladkorja (6 g/l), nikakor pa Teran ali celo Laški rizling, pozna trgategv.

Udeležencem ustvarjalnic inovativnega turizma in zaposlenim v gostinsko turističnih objektih na območju Dolenjske in Bele krajine smo preko anketnega vprašalnika zastavili tudi vprašanja, ki se nanašajo na promocijo in trženje vin, in sicer:

- Ali vino potrebuje močno zgodbo?
- Kako naj poteka promocija vin?
- Kako naj poteka trženje vin?

Tabela 8. Promocija in trženje vin

Vprašanje	Odgovor	n	n[%]
10. Ali vino potrebuje močno zgodbo?	Da	97	92,4
	Ne	7	6,7
	Ne vem	1	1,0
11. Kako naj poteka promocija vin?	Individualno, vsak ponudnik zase	0	0,0
	Vinarji naj se med seboj povezujejo in sodelujejo	105	100,0
12. Kako naj poteka trženje vin?	Za vina je dovolj prostora v slovenskem prostoru	11	10,5
	Potrebno se je usmeriti tudi na tuje trge	34	32,4
	Nujno se je potrebo usmeriti in povezovati s tujimi trgi	60	57,1

Podatek, da se kar 92,4 % anketirancev zaveda pomena močne zgodbe, ki jo vino vsekakor potrebuje, saj se vino ne prodaja kar samo od sebe, je sicer dober, toda pri tem se sprašujemo, zakaj se tega ne zavedajo vsi anketiranci. Vsi vprašani so mnenja, da naj se vinarji med seboj povezujejo in sodelujejo, toda odkar imamo avtorska, specifična, oranžna in druga svojstvena vina, ki potrebujejo močno zgodbo, so potrebne individualne predstavitve in promocije. 57,1 % anketirancev meni, da se morajo vinogradniki nujno usmeriti in povezovati s tujimi trgi, 32,4 % pa jih ocenjuje, da se je le potrebno usmeriti tudi na tuje trge. Le 10,5 % anketirancev meni, da je za vina dovolj prostora v slovenskem prostoru. Glede na situacijo v Sloveniji, kje se pridelava manj vina, kot pa se ga popije in kjer je vino sestavni del življenjskega sloga ljudi, je domači trg najbolj hvaležen, a tudi najbolj ekonomičen. Malo je blagovnih znamk, ki lahko »živijo« na trgih izven »Balkana« in tudi ni zadosti finančnih sredstev, da bi se tu lahko stalno vzdrževala promocija.

V nadaljevanju prikazujemo odgovore iz Tabele 1 še z metodo HI-kvadrat testa:

Tabela 9. Tipične dolnjske gastronomske dvojice

		4. Katera je tipična dolnjska gastronomska dvojica?		HI-kvadrat test		
		Pravilen	Nepravilen	χ^2	df	p
1. Vina katerih sort sestavljajo cviček PTP?	pravilen	26	29	0,920	1	0,338
	nepravilen	19	31			
2. Kakšna je predpisana vsebnost dejanskega alkohola v cvičku PTP?	pravilen	32	41	0,094	1	0,760
	nepravilen	13	19			
3. Katera je priporočena temperatura za strežbo vina metliška črnina PTP?	pravilen	29	37	0,085	1	0,771
	nepravilen	16	23			
5. Pri pokušanju vin, s katerimi podatki bi seznanili svoje goste?	pravilen	34	42	0,397	1	0,529
	nepravilen	11	18			
6. Podčrtaj vino, ki mu daješ prednost pri jedi »telečja pečenka«?	pravilen	30	37	0,278	1	0,598
	nepravilen	15	23			

Ugotovili smo, da noben test ni statistično značilen. Med tistimi, ki poznajo ali ne poznajo gastronomske dvojice ni nobenih razlik v poznavanju vprašanj 1, 2, 3, 5 in 6.

Vprašanje 7 je od anketirancev zahtevalo:

- Označi z zaporednimi števkami progresivni vrstni red jedi (dvojic) v svečanem kosilu, po vertikalnem načelu (spodaj predstavljamo progresivni vrstni red dvojic v svečanem kosilu po vertikalnem načelu):
 - Zelenjavna juha: Voda.
 - Rižota z morskimi sadeži: Malvazija lanski letnik.
 - Prekajena postrv: Penina izredno suha (extra brut).
 - Pečena Martinova gos: Modra frankinja-zrela.
 - Jabolčni zavitek (štrudelj): Laški rizling-polsuhi.

Na vprašanje, ki se je nanašalo na progresivni vrstni red dvojic, je pravilno podalo odgovore le 12 anketirancev, kar 93 pa nepravilno. Vedenje o vrstnem redu jedi oziroma dvojicah in neznanje pri zgoraj navedenih vprašanjih od 1 do 6 je med anketiranci homogeno razporejeno. Menimo, da kdor pozna dvojice, bi moral poznati tudi zgoraj navedene vsebine o osnovnih karakteristikah vin. Sicer bi se pri postavljanju tega progresivnega vrstnega reda dvojic najverjetneje razhajali tudi vinski svetovalci - sommelierji, saj bi verjetno mnogi svečano kosilo pričeli s penino.

Pri vprašanju 9 so imeli anketiranci naslednjo nalogo:

- Podčrtaj, kdaj ima gost pravico zavrniti postreženo vin v gostinskem obratu (možnih je bilo več odgovorov)

Tabela 10. Razlogi zavrnitve postreženega vina v gostinskem obratu

Razlog zavrnitve vin	Število odgovorov
vonj in okus po zamašku	103
nečista aroma po gnilih jajcih (bekser)	104
vino, ki ne ustreza oznaki	98
ciknjeno vino	102
nepravilno temperirano vino	96
previsoka cena	5
površno natočeno vino	7
vino v dvojici, ki ne harmonira z jedjo	11
premalo obarvano rdeče vino	8

Največ anketirancev, kar 104 od 105 menijo, da je poglavitni razlog za zavrnitev vina v gostinskem obratu nečista aroma po gnilih jajcih (bekser). 103 anketiranci ocenjujejo, da ima gost pravico zavrniti postreženo vino v gostinskem obratu, kadar zazna vonj in okus po zamašku. 102 anketiranca sta označila ciknjeno vino, 98 pa jih meni, da ima gost pravico zavrniti vino, ki ne ustreza oznaki. 96 jih meni, da ima gost pravico zavrniti nepravilno temperirano vino, 11 jih meni, da vino v dvojici, ki ne harmonira z jedjo. 8 anketirancev se je pri tem vprašanju opredelilo za premalo obarvano rdeče vino, 7 za površno natočeno vino in le 5 za previsoko ceno. Splošno gledano je to področje najbolj ustrezno opredeljeno, saj so tematike o napakah in boleznih vin najbolj prepoznavne. V gostinskem obratu visoke kategorije (Michelinove zvezdice, idr.) bi osveščen gost upravičeno zavrnil vino v vseh navedenih primerih.

Vprašanje 8 je od anketirancev zahtevalo:

- Podčrtaj arome, ki jih pričakuješ pri mladem, svežem belem vinu:
 - Arome cvetja: akacija, lipa, glog, perunika, divja vrtnica, vrtnica, bezeg, kamilica, posušeno cvetje.
 - Arome svežega sadja: limona, jabolka, gozdna jagoda, jagoda, maline, višnje, ribez, robidnica, ananas, banana, breskev, marelica, hruška.
 - Rastlinske arome: gorske trave, seno, meta, gozdna podrast, lovor, koromač, zelena paprika, zelena orehova lupina, gobe, žajbelj, bazilika.
 - Začimbne arome: sladki janež, cimet, nageljnovе žbice, poper, muškati orešek, ingver, sladki koren, vanilja, žafran, origano, materina dušica.
 - Fermentacijske arome: kvasovke, sredica kruha, pecivo, biskvit.
 - Živalske vonjave: usnje, divjačina, krzno, konjski znoj, foxy.

Tabela 11. Arome, ki jih pričakuješ pri mladem, svežem belem vinu

Odgovor	Število odgovorov	Vrsta odgovora (pravilen/napačen)
Arome cvetja		
akacija	82	pravilen
lipa	96	pravilen
glog	21	pravilen
perunika	17	pravilen
divja vrtnica	7	pravilen
vrtnica	38	pravilen
bezeg	92	pravilen
kamilica	88	napačen
posušeno cvetje	57	napačen
Arome svežega sadja		
limona	22	pravilen
jabolka	49	pravilen
gozdna jagoda	8	napačen
jagoda	17	napačen
maline	11	napačen
višnje	24	napačen
ribez	6	napačen
robidnica	4	napačen
ananas	86	pravilen
banana	95	pravilen
breskev	79	pravilen
marelica	83	pravilen
hruška	94	pravilen
Rastlinske arome		
gorske trave	76	pravilen
seno	74	napačen
meta	65	napačen
gozdna podrast	5	napačen
lovor	11	napačen
koromač	21	napačen
zelena paprika	85	pravilen
zelena orehova lupina	4	napačen
gobe	9	napačen
žajbelj	57	napačen
bazilika	64	napačen
Začimbne arome		
sladki janež	21	pravilen
cimet	28	napačen
nageljnovc žbice	34	napačen
poper	1	napačen
muškadni orešek	26	napačen
ingver	42	pravilen
sladki koren	73	napačen
vanilja	82	napačen
zafran	74	napačen
origano	3	napačen
materina dušica	31	pravilen
Fermentacijske		
kvasovke	44	pravilen
sredica kruha	37	pravilen
pecivo	46	napačen
biskvit	57	napačen
Živalske vonjave		
usnje	2	napačen
divjačina	0	napačen
krzno	1	napačen
konjski znoj	0	napačen
foxy	1	napačen

Arome, ki jih lahko pričakujemo pri mladem, svežem belem vinu, so arome po cvetju, in sicer akaciji, lipi, glogu, peruniki, divji vrtnici, vrtnici in bezgu, do česar so se anketiranci opredelili 105-krat. Ne pričakujemo pa arome po kamilici in posušenem cvetju, a so se anketiranci do tega stališča opredelili kar 145-krat. Arome, ki jih lahko pričakujemo pri mladem svežem belem vinu, so tudi arome svežega sadja, in sicer limone, jabolka, ananasa, banane, breskve, marelice in hruške, kar so označili 508-krat. Nikakor pa ne zaznamo pri mladem belem svežem vinu arome gozdne jagode, jagode, maline, višnje, ribeza ali robidnice, do česar so se anketiranci nepravilno opredelili kar 70-krat. Pričakujemo pa lahko rastlinske arome gorske trave in zelene paprike, do česar se je pravilno opredelili 161-krat, ne pričakujemo pa arom sena, mete, gozdne podrasti, lovorja, koromača, zelene orehove lupine, gob, žajblja ali bazilike, do česar so se anketiranci napačno opredelili 310-krat. Tudi nekatere začimbne arome, in sicer sladki janež, ingver in materina dušica, do česar so se anketiranci opredelili 94-krat, nikakor pa ne cimet, nageljnova žbica, poper, muškadni orešček, sladki koren, vanilja, žafran ali origano, do česar so se napačno opredelili kar 321-krat. Prav tako fermentacijske arome kvasovk in sredica kruha, do česar so se anketiranci opredelili 81-krat, ne pa tudi peciva ali biskvita, do česar so se napačno opredelili kar 103-krat. Pri kategoriji živalske vonjave so bili navedeni primeri usnje, divjačina, krzno, konjski znoj in foxy, kar pa vsekakor niso arome, ki bi jih lahko pričakovali pri mladem, svežem belem vinu, do česar so se napačno opredelili 4-krat. Velja poudariti, da bi najverjetneje pri prepoznavanju arom mladega, svežega belega vina imeli težave tudi nekateri pooblaščenji degustatorji, zato na te odgovore ne gledamo tako zelo kritično.

5 Razprava

5.1 Ustvarjanje inovativnega sožitja med jedmi in vini

Vsaka jed ima svoj značaj, saj je osnovna sestavina nadgrajena z dodatki, začimbami in drugimi surovinami, kar pripelje do več ali manj okusnosti (slastnosti). Tudi vina so prepoznavna po značaju. Ni vina, ki bi ustrezalo vsem jedem. Možno pa je izbrati za vsako jed vino, ki bo ustvarilo harmonijo (Nemanič, 2006). Ob srečanju vina z jedjo se v ustih lahko razvijejo različne stopnje okusnosti:

- Jed lahko pretirano poudari gotovo značilnost vina. Na primer, zelo trpki orehi v družbi odličnega rdečega vina z veliko taninov, lahko povzročijo tako suha usta, da se nam dozdeva vino nepitno.
- Beljakovine ublažijo taninski okus vina. Na primer, močno tanično rdeče vino, ki ni pri čisti degustaciji prijetno, se lahko pokaže zelo okusno v družbi ustreznosti pripravljenega rdečega mesa.
- Intenzivnost arom jedi lahko zasenči vinske in nasprotno. Na primer, če postrežemo belo suho bogato vino k odličnemu fileju ribe morskega jezika, lahko uničimo okus ribe.
- Vino lahko doda jedi svojo aromo. Na primer, odlična sadna modra frankinja lahko svojo sadnost tako prenese na jed, kakor to zmore začimba.

Ponesrečena dvojica vina in jedi lahko razvije neprijetne arome, ki jih ne najdemo niti v jedi niti v vinu. Lahko opazujemo metalno aromo, če ob siru Camembert postrežemo rdeče tanično vino ali če belo barikirano vino ponudimo k ostrigam ali morskim sadežem z značajem po jodu.

Vino in jed lahko reagirata odlično in razvijeta boljše arome, kot jih imata samostojno oba. Taka dvojica je popoln uspeh. Ustvarjalni gostinec ima možnost preverjati svoje sposobnosti pri oblikovanju dvojic po načelu: klasična izbira, možna izbira, drzna izbira (Nemanič v Lebe, 2006).

Analizirajmo jed in vino, preden ju ponudimo. Čeprav sta vsak zase odlična, ni rečeno, da bosta harmonirala. Priporoča se predhodno raziskati oba partnerja, če okusi enega in drugega ustrezajo na treh pomembnih točkah: intenzivnost, narava in tekstura. Če okusi na teh treh točkah niso na enaki ravni, lahko eden od elementov premaga drugega in ga zasenči. Zato velja pravilo, da je bolje ocenjevati (uživati) ločeno oba, kot družiti okuse, ki si nasprotujejo.

Tudi gotove sestavine jedi reagirajo nepredvidljivo z gotovimi sestavinami vina. Poznavanje in razumevanje pravil povečuje možnosti za ustvarjanje harmonije. Nekateri elementi ojačajo druge in nekateri jih nadomestijo. Pomembno je poznati tudi reakcije med vini in jedmi. Glavna sestavina vina, ki dominira odloči, ali je vino tanično, sladko, kislo ali bogato.

Preskušanje dveh klasičnih primerov, na primer sortna vina Syrah iz Slovenske Istre ali merlot iz Vipavske doline ali Cabernet sauvignon iz Goriških Brd se občutijo mehkejša, manj tanična (kosmata) v družbi beljakovinsko bogatega rdečega mesa. Ista vina delujejo bolj tanično postrežena k zelo slani prekajeni šunki in zelo kosmata ob močno zabeljenih jedeh. Bela suha vina, znana po višji kislini (na primer Rumeni plavec, Belokranjec PTP), delujejo manj kislja ob slanosti ali rahlo sladkih jedeh. S kislimi vini celo uspe uravnovežiti težke mastne jedi.

Pri sožitju vin z jedmi je potrebno upoštevati še mnoge druge dejavnike. Vrsta omake je včasih bolj vplivna kot osnovni material obroka. Na primer, zajec kuhan v omaki z rdečim vinom in s suhimi slivami se ne bo na enak način skladal kot zajec, pripravljen s paradižnikovo mezgo in gobami. V takšnem primeru je potrebno ponuditi lažje rdeče vino zaradi paradižnika ali barikirano zaradi gob. Pomembno je upoštevati, kakšna je osnovna priprava jedi, na primer v kombinaciji z zelenjavo, krompirjem, rižem ali gobami. Zelenjava ubije kompleksno vino, gobe ga povzdignejo, riž in krompir pa sta bolj nevtralna. Velja splošno pravilo, enostavna jed - enostavno vino. Če jed ni pestra in ima na primer samo dva osnovna okusa, potem bi jo kompleksno vino zasenčilo. Boljše je izbrati enostavno vino, ki se z lahkoto pije, pri čemer vino in jed lepo harmonirata. Torej nič ni absolutnega in »definitivnega« pri sožitju med jedmi in vini. Včasih je vse odvisno od drobnih sprememb, na primer od dodatka začimbe, ki v receptu ni predvidena in da jedi povsem drug značaj, pri čemer je potrebno izbrati povsem drugo vino, ki se spaja z jedjo. Lahko se zgodi tudi ne pričakovani razvoj vina, ki je bilo dolgo v vinoteki in ima zaradi tega povsem drugačno telo

in okus, zato ni primerno k jedi, kjer smo ga predvideli. Takšne in podobne spremembe lahko vplivajo na vzdušje za mizo in zadovoljstvo gostov, zato je potrebna posebna pozornost na vsakem koraku in pri vsakem procesu, nič ni rutinskega in samoumevnega. Gostinec naj bi bil na osnovi lastnih izkušenj in znanja sposoben ustvarjati svoje dvojice ter jih ustrezno in samozavestno prezentirati in argumentirati.

5.2 Možnosti za razvoj vinskega turizma – raziskava na Visoki vinarski šoli Geisenheim v Nemčiji

Vinogradniški kraji so večinoma lepi, gostje se v teh prostorih sprostijo in uživajo v lepotah narave. Vprašajmo se, kje se začne vinski in gastronomski turizem in kje konča? Je vino stranski cilj pri odločitvah kam iti ali je okušanje in spoznavanje vin lahko povod za izlet? V nadaljevanju povzemamo rezultate aktualne raziskave, ki obravnava vinogradniški in gastronomski turizem in v kateri iščejo odgovore o novodobnih turistih, njihovih željah in prioritetah, da bomo na tem strokovnem področju lahko pripravljene na prihodnost. Raziskava je zgled, kako se pripraviti na preučevanje in sprejem novodobnih gostov, saj je v Sloveniji takšnih študij zelo malo.

Na Visoki vinarski šoli Geisenheim v Nemčiji (Tafel idr., 2018) so se tem vprašanjem posvetili študijsko. Eno od zastavljenih vprašanj je, kdo so ljudje, ki se odločajo za vinski turizem in kakšno vlogo predstavlja vino? Informacije so zbirali na več sto turističnih kmetijah, v vseh 13 vinorodnih deželah Nemčije in pri približno 4.000 turistih. Med majem in junijem 2017 so v šestih vinskih deželah (Baden, Franken, Mosel, Nahe, Sachsen, Württemberg) osebno vprašali 1.735 turistov. Vsi vprašani niso bili vinski turisti, je bil pa namen raziskave poiskati razliko med turisti in vinskimi turisti.

Vsak turist ni vinski turist:

Vinski turisti so dobili naslednje vprašanje:

- Kakšno pomembnost namenjate vinorodnim krajem in krajevno značilnim vinom?

Več kot polovica vprašanih (53 %) je obiskala najmanj eno vinsko turistično kmetijo. Med temi je 64 % vprašanih odgovorilo, da jim vino in vse okrog vina veliko pomeni. Raziskovalci so imenovali take turiste »primarne vinske turiste«.

Obiskovalce kmetij, ki jim vino ne pomeni veliko (34 %), so poimenovali »sekundarne vinske turiste«. Med ostalimi vsemi vprašanimi je 47 % turistov, ki zaidejo v vinorodne kraje zaradi drugih znamenitosti in jih vino ne zanima. V študiji so poimenovani »turisti vinogradniških kmetij«. Primarni turisti obiščejo vsaj dve kmetiji, sekundarni eno.

Dobičkonosne ciljne skupine:

46 % turistov ne kupi steklenice vina, niti pri vinarju, niti drugje. Naslednjih 30 % vprašanih kupijo za 80 evrov vina, naslednjih 24 % za več kot 80 evrov. Povprečno pustijo turisti za vino 55 evrov na osebo. Turisti, ki ne obiskujejo kmetij zapravijo 8 evrov, sekundarni turisti 62 evrov in primarni turisti že 152 evrov. Pri drugih izdatkih so podobne tendence.

V gastronomiji vsak vprašani zapravi dnevno 34 evrov, v prostem času za 19 evrov. Primarni turisti zapravijo v gastronomiji za 11 evrov več in za 8 evrov več v ostalem prostem času. Torej primarni vinski turisti več potrošijo kot ostali.

Narava privlači turiste:

Več kot 41 % ljudi pritegnejo naravne lepota, na drugem mestu je vino 33 %, počitek 27 %, užitki 25 %.

Povpraševanje po pokušnjah:

36 % vprašanih je prišlo na priporočilo prijateljev. 20 % vprašanih je prišlo zaradi pisnih informacij, ostalih 12 % pa je prišlo slučajno mimo.

Skupina (segment) primarnih vinskih turistov pride predvsem zaradi priporočil prijateljev. Sekundarni turisti pridejo največkrat slučajno ali na priporočilo prijateljev in sorodnikov, da obiščejo to specifično kmetijo. Razmerje med pokušnjami na kmetijah je 75 %, obisk pušenšankov 42 % in obisk vinskih praznikov 36 %.

Na vprašanje, kaj je tisto, kar turiste najbolj privlači, navajajo:

- 4,6 % možnost pokušanja vin na kmetiji
- 4,1 % kontakt z vinogradnikom
- 3,8 % gastronomija
- 3,8 % ambient
- 3,7 % vodenje idr.
- zanimivo pa je, da je prijazen ambient za otroke na predzadnjem mestu, samo 2,7 % vprašanih jih navaja privlačnost urejenega ambientsa za otroke
- poudarjajo pa gostoljubnost in dobro vzdušje na kmetiji.

Prevozna sredstva:

Primarni turisti potujejo največ z avtomobili (povprečne razdalje 140 km), ker imajo namen kupiti vino. Javna prevozna sredstva imajo delež 11 %, kolesa 6 %.

29 % vprašanih je bilo prvič v tem kraju. 18 % pa je bilo manj kot enkrat letno v tem kraju. Največ vprašanih, kar 53 %, je odgovorilo, da so bili najmanj enkrat letno v tej vinorodni deželi. Ti turisti potujejo po vinorodnih krajih tri-krat letno in vsakič prespijo dva krat. Sekundarni turisti ostajajo dalj časa. Polovica se jih odloči za prenočitev v hotelu, le 10 % jih prenoči na kmetijah. Sekundarni turisti prespijo na kmetijah, čeprav je vino in vinograd za njih drugotnega pomena.

Iz vsega zaznanega ugotavljajo, da je najprivlačnejše za turiste okušanje vin na kmetijah in kontakt z vinogradnikom.

Sprašujemo se ali so vinogradniki na območju Dolenjske in Bele krajine dovolj eno-gastronomsko izobraženi, da bodo uspešno razvijali vinski in gastronomski turizem?

5.3 Izobraževanja iz področja eno-gastronomije v Sloveniji

Program »Operacija uresničevanja ciljev Strategije lokalnega razvoja na območju LAS Dolenjska in Bela krajina 2014-2020« ponuja podobne vsebine kot panevropski program »Wine in Moderation« (WIM), ki se aktivno izvaja v 12 državah. Aktivnost »Wine in Moderation ("WIM") je sprožena na pobudo evropske vinske panoge, ki si prizadeva za zmerno in osveščeno uživanje vin. V Nemčiji letos praznujejo 10-letnico delovanja. Ocenjujejo, da je program WIM dober argument proti vinu nenaklonjenim nevladnim organizacijam, ki zahtevajo državne omejitve za promocijo uživanja vin. Zahteve teh organizacij so usmerjene v večjo obdavčitev, kar ogroža tudi investicije v panogo in s tem perspektive.

V Evropi je program »Wine in Moderation« (WIM), namenjen mladini, turističnim delavcem in vsem, ki sodelujejo v verigi od »kleti do mize« (Fradera, 2011). Vino je osrednji element evropske kulture in življenjskega sloga (art de vivre). Cilj je izobraziti mlade, da bi spoznali dobre strani zmernega uživanja vina in nevarnosti, ki so posledica pretiranega pitja. V ta izobraževalni program so vključili tudi vinogradnike, ki se ukvarjajo z vinskim turizmom, da bi bili sposobni vino pravilno ponuditi, predstaviti in odgovarjati na vprašanja turistov. Poslanstvo WIM je v promoviranju odgovornega in zmernega uživanja vina, kot kulturno in socialno normo, ohranjanju osrednjega mesta vina v gastronomski dediščini današnje družbe, hkrati pa preprečevati in zmanjševati zlorabo alkohola in moralne škode, ob spoštovanju kulturnih različnosti in regionalnih navad (identitet).

V Sloveniji se že več kot desetletje odvijajo usposabljanja za vinske svetovalce – sommelierje, ki morajo po mnenju Mežiča (Mežič v Colarič - Jakše, 2018) znati pravilno in strokovno postreči vino, vino pravilno pokušati oziroma degustirati in obvladati strokovni postopek predstavitve vin gostom v restavraciji. Pri postrežbi vina mora vinski svetovalac obvladati strokovni delovni postopek odpiranja belega, rdečega in penečega vina, kot tudi postopek dekantiranja ter prezračevanja vina starejših letnikov t.i. arhivskega vina. Zelo dobro mora poznati tudi ustrezne temperature za postrežbo posameznih vin. Imamo pa tudi mnogo kakovostnih ljubiteljskih programov izobraževanj, predvsem o pokušanju vin. To izobraževanje je stihijsko in ne zajema dovolj široko vsa vinorodna območja Slovenije. Lahko trdimo, da Slovenija še ni strokovno pripravljena kot vinsko turistična in gastronomska destinacija. Stihijski razvoj ponudbe pa ni dovolj za uspešno vključevanje v sedanji čas hitečega razvoja turizma. To kritiko lahko utemeljujemo z »ignoriranjem« obsežnega dokumenta Strategija razvoja gastronomije Slovenije (Sibila Lebe idr., 2006), saj so po 12 letih veljavnosti dokumenta v praksi učinki le-te komaj opazijo. Hedonizem med ljudmi pa postaja ponovno zelo aktualen in predstavlja za eno-gastronomijo močan izziv. Poraja se vprašanje, kako uresničiti to priložnost? Bogat spekter slovenskih jedi in izjemna pestrost vin ponujata mnogo možnosti za oplemenitenje naravnega in kulturnega bogastva.

V Strategiji razvoja gastronomije Slovenije (Lebe idr., 2006) je predstavljena pestra slovenska tradicionalna kulinarika. Predstavljenih je mnogo unikatnih, originalnih krajevnih jedi in vin. Predlagane so dvojice, »jed-vino«, ki odražajo okuse okolja in tradicijo. Kljub temu, da je to svetovni trend, jih zelo redko najdemo v območnih gostinskih obratih. Misel, ki velja v evropskem gastronomskem pojmovanju je lepo povzel naš rojak Judež: »Vinorodne dežele imajo kuhinjo. Dežele, kjer vino ne raste, imajo samo hrano. Kuhinja je to, kar so dragocene Stradivarijeve gosli, in vino je njen lok«. »Žalostna je miza na kateri ni vina« (Slomšek), nas zavezuje, da našim jedem in vinom omogočimo sožitje, ki nadgradi oba z novo vrednostjo. Začnimo s prvim pravilom: ni absolutne resnice v skladnosti med jedjo in vinom, toda vedno so mnoge opcije odvisne od našega okusa, subtilnosti gotove začimbe, možnosti vinske zaloge in drugo. Lahko so kombinacije uspešne, ki dvignejo jed in vino, a tudi posebej ustvarjalne in ekstravagantne dvojice, ki dajo jedi pravo veljavo ter je boljša po vsakem požirku vina. Nasprotno pa obstajajo tudi »prepovedane« kombinacije, saj lahko izničijo jed ali vino.

6 Zaključek

V 21. stoletju bomo lahko veliko naredili na osveščanju pivcev ter vinski in gastronomski kulturi. Tu je rezerva za zmerno, zdravo pitje, ki nudi več duševnega in telesnega zadovoljstva. Kulturni človek se z vinom ne bo nacejal, kajti vino je sicer razpoložljiva pijača z blagodejnimi vplivi na človeški organizem, toda le z zmernim pitjem je cilj dosežen. Veliko je še priložnosti v uporabi lokalnih, svežih in sezonskih surovin v prehrani, avtentičnosti, domačnosti in gostoljubnosti. Jed na dovršenem kulinaričnem krožniku je lahko pravo kulinarično doživetje, ki pusti nepozaben vtis in kliče po ponovnem prihodu.

Gostinska stroka se premalo zaveda vloge vina v svoji ponudbi, še posebej v sožitju z jedmi. So svetle izjeme, toda velikokrat se gost v gostinskem lokalu počuti, kakor da je vino pijača za odžejanje, k čemur navaja neustrezna strežba, prezentacija ponudbe, kakovost, neznanje idr. Slovenija je vinorodna dežela s tradicijo, delno celo v Sredozemlju, kjer je vinska kultura na visoki stopnji. Na čedalje večji piedestal pa se uvršča tudi umetnost priprave jedi in inovativnih kulinaričnih krožnikov z doživetji in zgodbami. Gačnik (2014) je prepričan, da mora vinsko gastronomski turizem postati največja razvojna priložnost in prioriteta Slovenije, prav zaradi njegovih povezovalnih in multiplikativnih učinkov na trajnostni prostorski, gospodarski, družbeni in kulturni razvoj.

V Sloveniji, edini državi na svetu s pesmijo, katere kitica je državna himna, ki poje o vinu, se pričakuje visoka raven vinske kulture. Močna identiteta nas zavezuje, da tej žlahtni pijači posvečamo dolžno pozornost od vinograda do mize in od njive do mize. Slovenija je nosilka naziva Evropska gastronomska regija 2021, saj po mnenju strokovne komisije Evropske gastronomske regije (2018) navdušuje s svojimi gastronomskimi presežki, zavezo k trajnostnemu razvoju in z izvedbo vseh aktivnosti v zvezi z njim, pa tudi z odgovornostjo, strastjo in navdušenjem deležnikov, ki soustvarjajo na tem področju in stremijo k viziji, da postane Slovenija svetovno znana zelena država na področju gastronomije, trajnostnega

turizma, izobraževanj o prehrani in kakovostne preskrbe s hrano. Ta projekt je velika poslovna priložnost Slovenije za področje jedi in vin, še posebej v obdobju, ko bo Slovenija predsedovala Svetu Evropske unije, pri čemer bodo soustvarjali mnogi deležniki iz različnih strokovnih področij. Z dolgoročno načrtnim izobraževanjem, znanjem, s strokovnostjo, inovativnostjo, trajnostnimi pristopi predvsem profesionalcev v gostinstvu in turizmu ter z osveščanjem gostov, bodo lahko uspehi zagotovljeni, kar smo prikazali v tem prispevku. Ne bo pa lahko, da bomo turiste, še posebno iz romanskih dežel, ki živijo vinsko kulturo, imajo spoštljiv odnos do vina in iščejo tipična vina, kadar koli imajo kozarec v rokah prepričali, da zaslužimo naziv Evropska gastronomska regija - s predstavljeno raziskavo namreč ugotavljamo, da trenutno stanje ni ravno zadovoljivo.

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Doc. dr. Julij Nemanič je doktoriral leta 1993 v Zagrebu na Prehrambeno - biotehnoški fakulteti. Služboval je v Kmetijski zadrugi Metlika in na Kmetijskem inštitutu Slovenije. Od 2008 do 2016 je predaval na Visoki šoli za vinogradništvo in vinarstvo Univerze v Novi Gorici. Danes predava na Višji strokovni šoli Grma Novo mesto - centra biotehnike in turizma in na Visoki šoli za upravljanje podeželja GRM Novo mesto vsebine iz eno-gastronomije. Mednarodna organizacija za trto in vino mu je 1997 podelila nagrado »Jury des Prix« za knjigo *Spoznajmo vino*. 1990 mu je bila za uspešno delo v vinarstvu podeljena Zlata plaketa Poslovne skupnosti za vinogradništvo Slovenije. 2004 je prejel Mednarodno nagrado »World cookbook awards« za knjigo *Vina Slovenije-Wines of Slovenia*. Je član Union Internationale des Oenologues, član strokovnega društva vinogradnikov in vinarjev Slovenije ter recenzent za nagrado »Prix de L'OIV med 2009 in 2012. Od 1997-2000 je bil delegat Slovenije pri Mednarodni organizaciji za trto in vino v Parizu ter član ekspertne skupine za Tehnologijo vina.

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Summary:

Opportunities of Slovenian Tourism in Creating an Innovative Co-existence Between Dishes and Wines

Research Question (RV): The opportunity of Slovenian tourism is, among other things, also in creating an innovative co-existence between dishes and wines. It is worth noting that key employees in the hospitality industry and tourism lack knowledge in one gastronomic area, namely the use of local, fresh and seasonal raw materials, dishes and wines in hotels and restaurants, and the advice and serving of food and wines. It would be necessary that each catering facility has a professionally qualified wine counselor sommelier. In the article, we explore the basic knowledge of typical wines, dishes and the harmony between dishes and wines among catering tourism workers in the Dolenjska and Bela krajina areas and the promotion and marketing of wines.

Aim: The aim of the research was to determine the real level of eno-gastronomic knowledge of catering and tourism workers in the regions of Dolenjska and Bela krajina and to provide comparative analysis and opportunities based on the research conducted by the Geisenheim High School for Winery in Germany (Tafel et al., 2018).

Method: Based on the study of literature and expertise from the field of eno-gastronomy, anonymous field survey of catering and tourism workers was carried out with closed-type questionnaires, as we estimate that on-the-spot interviewing is a credible basis for obtaining data and presenting results. Frequency statistics (Table 1 and Table 2) and HI square test (Table 3) were used for data processing.

Results: The results of the survey were surprising in the negative sense, as they indicate an insufficient knowledge of the area of coexistence of food and wines shown by key employees in the field of catering and tourism, and therefore call for action.

Organization: We estimate that managers in catering tourism facilities want such research, primarily because of better quality of employee planning, creation of innovative offer, work processes and decision making.

Company: More eno-gastronomic knowledge of key catering and tourist workers contributes to a greater awareness of the guests, and consequently to a healthier, local and seasonal offer of food and wine, which contributes to the well-being of people, the sustainable development of the profession and the opportunities for the development of Slovenian tourism.

Originality: According to the analysis of the research in the field of the coexistence of dishes and wines among catering tourism workers in the Dolenjska and Bela krajina areas, we believe that this research can serve as an example for studying this field of expertise in other Slovenian tourist areas.

Limitations / further research: We estimate that more funds from the field of tourism promotion should be allocated to research in various categories of catering establishments, namely restaurants, hotels, tourist farms, vineyards and other catering facilities with dishes and wines, as the results can show what eno-gastronomic offer should be like, which Slovenia can promote and what needs to be invested in order to obtain quality knowledge of them.

Keywords: wine, dishes, quality, wine tourism, gastronomy, »Wine and Moderation (WIM)«, education, tourism.

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Real Overview of Injuries Regarding Work Activities and Implementation of Health and Safety Law in Bitola Area

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Abstract:

Purpose and Originality: The basic aim of the paper is to present a real overview of the spotted injuries in Bitola area into the year 2017 on one hand, and on the other to present a real picture about the injuries considering time frame years 2013 – 2017 in Bitola region. Actually the paper presents three key elements which are really an important thing from which we could see how the Health and Safety Law regulations are really implemented among business entities.

Method: Actually the paper presents three key elements which are really an important thing from which we could see how the Health and Safety Law regulations are really implemented among business entities. The same ones are: the spotted injuries, some key elements from spotted injuries regarding several key elements and also the correlation between the number of employees in Bitola area and the number of spotted injuries into the same ones (business entities). Having in mind that the Health and Safety Law regulations in Macedonia are in action from the year 2007 and that they really had the implementation since the year 2012 (among most of the entities) as a starting point we had a situation where we are expecting a significant reduction of the spotted injuries into Bitola area among business entities. And at the end of this section, we could also mention that the paper presents only a small part from an extensive research which could and will be presented into some future following papers.

Results: At this point we could say that the starting point while the research was done was to prove that the Health and Safety law regulations really work among business entities in Bitola. So in that way the presented data shown are a real proof that from year to year the numbers are lower.

Keywords: Integrated Management Systems, spotted injuries, business entities, Bitola, R. Macedonia, health and safety.

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1 Introduction

The labor presents only a small part from an extensive research done into Bitola area, R. Macedonia in which several key elements were under consideration. The same ones were: the implementation and real ussage of the Health and Safety Law regulations in Macedonia, spotted injuries into business entities regarding year 2017, correlation among the number of employees into Bitola area business entities and the spotted injuries, and finally a short overview of the total ammount of injuries and the total ammount od employees in Bitola area into the time frame years 2013 – 2017. Considering the fact that there are so much informations and so much business entities on one hand, but on the other that there are so much spotted injuries, so we could get a real information about the spotted injuries during the process of research we used three different sources of informations so we could get the real picture about the spotted injuries. On one hand we used the local laboyr inspectors as the basic source of informations from which we could get the informations about the spotted injuries in all of the business entities from Bitola area, having in mind that according to the Health and Safety Law regulations in Macedonia all of the business entities have the obligation to send all of the information about every single injury spotted into their business entity to the local labour inspectors. So that is the starting point from which we could get the real information, because if any business entity doesn't share that kind of information with the local authority (the loal labour inspectors) they will brake the law. On the other hand, so we could get a real information according the spotted injuries among the business entites in Bitola from the local National Health office as a relevant state institution, from which we got the informations about the spotted injuries. To be more precise the same ones (national health office – branch office in Bitola) are also the second key source, because every injured person who had a work injury during work activities should give an information to this institution, from one side to say that he had an injury, but on the other to get his legal right (to get an days off work regarding an injury). And at the end, the third source of real informations are the business entities. This was maybe we got a larger amount of information, but having in mind that this kind of a survyay is done from year to year, many years, and also that we had a real conection to the local laboyr inspector and most of the business entities, we got the right and true informations. So we got three different sources from which we could compare the informations about the spotted injuries. At this stage, we could say that this was a real research but also a tricky one. So having that kind on informations, we considered several key criterias of research such as: the age of the injured person, the gender, the work experience, the part from the body which was injured, the aimed education of the injured person, lost working days, etc. Several of these key criterias are shown into some tabular views below but some of them could be used to produce some future published research papers. Also the most significant part so we could see if the Health and Safety Law regulations are implemented among business entities is also the part in which we could consider the corelation of the total ammount of work force in Bitola (employeeed people) and the spotted injuries. These statistical numbers will get us an real overview about the situation

with the Law implementation among business entities. In addition of this paper some of the results from the research are presented.

2 Presenting key elements from the survey

In this part of the paper some of the key elements are presented, from which the readers could get a real information about the spotted injuries from one side into the business entities in Bitola regarding firstly the year 2017, but also the year frame 2013 -2017, and on the other hand also to get a real information about the law regulations and their real implementation among business entities. As we said before the same one as a law regulation for the business entities started the year 2007, but a real implementation among most of the business entities started maybe into the year 2012, having in mind that it was a new law for the business entities. Also even now there are business entities which haven't implemented the same ones (some of them aren't visited by the local labor inspectors, some of them are new ones – new business entities, and some of them from unknown reasons). But having in mind that three key sources of information's were used on one hand, and on the other regarding the number of total amount of employed persons all of the information's were used by the local state institution for employment, this paper is a real perspective and a real overview of the spotted injuries and how the law is implemented in business entities.

So, as we mentioned before several key elements and criteria's were used to divide the information's and to get a real picture about the real situation regarding the injuries into Bitola region. The paper presents only several of them, generating information about the spotted injuries regarding the year 2017, and several criteria's regarding the injuries into the same one, but also to generate a real picture about the situation with the number of employees and the number of employed people into the time frame 2013-2017 in Bitola. So having in mind all of the above mentioned information's the first starting point is to present some of the injuries spotted in Bitola's region, but also to confirm the starting hypothesis which actually is to demonstrate that the law regulations regarding Health and Safety are strictly implemented in every business entity. Actually one of the sub hypotheses was to prove with a real statistics that the amount of injuries from year to year is lower and lower, but on the other hand to compare the same numbers with the total amount of employed people in this period of time (which actually is higher and higher from year to year). So in other words when the research started we had in mind hypothesis which should prove that the total percent of injured people compared to the employed ones is lower from year to year. With this kind of information and having in mind that the law regulations should be strictly implemented in every business entity, the reduced numbers will be the prove that the laws are respected by the business entities and that the same ones are doing everything to keep the workers safe, during every day working activities.

So in addition of the paper several tabular views will be presented as a real presentation regarding the situation with injuries in Bitola region, firstly in the year 2017.

Table 1. Criteria – gender of the injured person – year 2017

Year	GENDER			RATIO Male / Female	Lost working days
	MALE	FEMALE	Total		
2017	196	69	265	2.8405	6022

After seeing the results presented into Table 1, the first thing that everybody will say is that the number of injured persons is really high, but having in mind that the previous years were more and more critical, we will conclude that business entities and the inspectors are on the right way to create safer work places. Still things should be done so we could see number which will be maybe under 180 injured persons per year (regarding that injuries could happen even if everything regarding safety is done), but seeing the data presented into the Table 2 where we could get a perspective regarding the injuries in a higher time frame, we could conclude that everybody is on the right track. The data presented into the Tabular view number 2 are maybe the real comparison regarding the things which are done from year to year regarding health and safety among business entities.




Table 2. Criteria – overview on injuries into time frame 2013 -2017

Year	Total Amount of injuries
2017	265
2016	286
2015	311
2014	323
2013	351

Seeing only the Tabular view number 2, we could conclude that from year to year the numbers of injuries is in a reducing mode, and from there that the safety measures into companies are effective, but the research done also get the official information about the number of employed people in business entities in Bitola so we could compare the same ones and to get even a better overview about the situation. In this stage it's important to say that all of the gathered data regarding the total amount of employed persons in Bitola are from a relevant source – the state agency for employment (local branch office Bitola). So having in mind that every employed person should be registered into the same one, the data presented into the Tabular view number 3 are more that reliable. Also this tabular view presents prove for the starting hypothesis that the law regulation regarding the health and safety is more and more effective among business entities. Firstly we should consider that there are some entities in which you could do anything regarding safety but still injuries will happen, but also that injuries are a part of everyday work and every person could be injured (regarding gender, age, work position, work experience, safety measures). Reasons are different, but the tabular views presented prove that health and safety officers (employed into the companies) with a constant cooperation with the local inspector are doing everything they can to prevent accidents. Still they happen. But the numbers gives us a real picture that thing are on the right track. In

addition the tabular view number 3 presents a correlation between the spotted injuries and the total amount of employed people in Bitola into the time frame 2013-2017.

Table 3: Criteria – correlation between the spotted injuries and the total amount of employed people in Bitola in the time frame 2013-2017

Year	Total Amount of injuries	Total Amount of employed	Percent (%)
			
2017	265	14.875	1.78%
2016	286	12.938	2.21%
2015	311	15.121	2.06%
2014	323	13.694	2.36%
2013	351	12.891	2.72%

Seeing the presented data, and actually seeing the percent of injured persons we could conclude that the numbers from year to year are lower and lower, regarding the increased number of employed people into business entities. Still regarding the nature of the paper and the part of the conducted research and having in mind that these numbers are about real injuries and real injured persons (work injuries), we could conclude that this numbers could be even better. Actually the law regulations implemented in Macedonia are in a correlation with the EU standards and the main goal is to prevent injuries and to achieve safety measures which will bring the companies to a total amount of 0 injured persons during the working year. So seeing these numbers, the conclusion is that the implementation of the law regulations in Bitola area is on the right track, but still there is a lot that could be done. In this moment also having in mind that the presented data are only a small part of an extensive research, we could also conclude that 49 % of the spotted injuries into the year 2017 are into the age stage between 45-65 years old, but also that most of them are the so-called most experienced workers or workers before retirement. Having in mind that we had that kind of a situation and that even half of the spotted injuries are the so-called most experienced workers (which actually know maybe everything regarding working processes, the safety measures etc.) there are a lot of things that could be done in the next period which will bring the business companies to a situation where the number of spotted work injuries will be less than 180 during the year 2019. On the other hand relevant information which should be presented at the moment is also the situation where there is an active industrial zone in Bitola, which only into the year 2018 employed more that 2000 new employees (with a total amount of employed persons around 6400 people). So having in mind that the main author (prof. Ivo Kuzmanov) is dealing with this kind of a research years and years and that he will continue to follow the situation and the safety

measures, several future papers should be published as well with additional information about the actual situation regarding injuries in Bitola area.

On the other hand, but also worth to mention, is that this paper presents only a small part from an extensive research which at first stage was dealing with injuries into the time frame 1999-2016 into Bitola area, but also during the year 2017 the same one was even more extensive one. The year 2017 was maybe one of the key ones, having in mind that at the moment the information about the injuries regarding year 2018 are gathered so far, because the information's and the gathered data weren't seen only as numbers divided in several key criteria's (age, gender, education, day of the week when the injury was spotted, time frame etc.), but also key conclusions were made. For example for each entity several future key steps were created - which will bring to the situation where from year to year the business entity will have less and less injured persons. Also special point of view was made to the "so-called" larger employers (and we have three such companies in Bitola – with more than 2000 people), having in mind that there is a bunch of people which are working there on a daily base, but also having in mind that these three capacities are working in shifts (day and night). At this stage a key point is also that only in one of them (from the previously mentioned business entities) has more than 100 spotted injuries only in the year 2017. So it's a thing which will bring a new perspective, but also a new way of dealing with potential future injuries into the same business entities, where the health and safety officers employed into the companies will be the persons in charged for future activities dealing with potential risks. But the thing is that from this stage, health and safety officers, will have a new perspective on things having in mind data from the past (not only as a data, but as a useful data considering several key criteria's and future recommendations).

3 Conclusion

The paper presents unique segment from a conducted research, systematically done in a point of view considering the injuries into the enterprises from Bitola region. The same one was done with an aim to get first of all a real picture about the spotted injuries, at first stage for the year 2017, on second to compare the data with the previous period (2013-2016), but also to compare the collected data with the total amount of employed persons in Bitola so we could get a clear view of the percent regarding injured persons on work. On other hand the starting point and the presented data could also be a prove for the real implementation of the health and safety law regulations and its real benefits among companies. So we could get a real information about the spotted injuries, during the research we used three relevant key sources: the companies where the injuries were spotted, the informations from the local laboyr inspetors (each injury regarding the law should be sent as an information to the local inspectors within 48 hours) and finally the data from the state health fond (every injury also should be sent as an information here as well). Seeing the data sources and having in mind that this was not the first time in which we had a cooperation with these institutions we could conclude that we have a real overview of the spotted injuries in Bitola area. On the other hand so we could compare the data with the total amount of employed people in business entities in Bitola, we used a real overview as a data from the state employment agency – branch

office in Bitola. So the presented data are a real and relevant picture of what really is happening in Bitola regarding low regulations in a matter of health and safety, regarding the companies efforts to make even safer work places and finally to present how things in this area really are from year to year. At the end, we should say that the paper presents only a small part from a research which is an ongoing one, and that the paper presents only a small part from the same one. So future similar publications are expected.

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Povzetek:

Realni pregled poškodb, ki se nanašajo na delovne aktivnosti in izvajanje Zakona o zdravju in varnosti na območju Bitole

Namen in izvirnost: Ključni namen prispevka je predstavitev dejanskega stanja zaznavanja poškodb na območju Bitole v letu 2017 in ga v istem geografskem okviru primerjati z podatki za obdobje med 2013-2017. Raziskava predstavlja tri ključne elemente, ki prikazujejo implementacijo Zakona o Zdravju in zaščiti pri poslovnih subjektih v omenjeni regiji.

Metoda: Trije ključni elementi, ki jih prispevek obravnava v luči spoštovanja zakonodaje s področja zdravja in varstva s strani pravnih oseb so vezane na zaznane poškodbe, razmerje med zaposlenimi v regiji ter zaznanimi poškodbami. Pri tem se upošteva da je bila zakonodaja s področja zdravja in varstva pri delu v Makedoniji sprejeta šele v letu 2007 in dejansko implementirana v 2012. V tem letu je torej šele mogoče pričakovati učinke v smislu zmanjševanja zaznanih delovnih poškodb.

Rezultati: S temi podatki poskušamo dokazati da je zakonodaja s področja varnosti in zdravja pri delu na območju Bitole doprinesla k zmanjšanju tveganj ter manjšemu obsegu delovnih poškodb, kot je razvidno iz večletne primerjave..

Ključne besede: integralni menedžerski sistemi, zaznane poškodbe, pravne osebe, Bitola, Makedonija, zdravje in varnost.

