RESPONSIBLE HOSPITALITY
INCLUSIVE, ACTIVE, GREEN

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Abstract The book broadens the reach of Tourism studies by providing comprehensive and rigorous examinations of many issues related to Responsible Tourism development. The collection considers the subject of Responsible Hospitality broadly, and in line with concerns for the social, cultural, economic and natural environment. It provides a distinctive and balanced overview of both theoretical issues and practical cases. Starting from the perspective that commitments to accessibility and social inclusiveness are the ultimate frame of reference for Responsible Tourism development, in part 1) the collection first provides contributions on Accessible Tourism and social sustainability through the principle of inclusion. In the context of the rising demand for all-encompassing and in-depth experiences, the contributions presented in Part 2) contribute to understanding of Active Tourism and Sports Tourism. Finally, the authors of contributions also examine the issues of Responsible Tourism development in the context of green, healthy and local from three different perspectives: That of tourists, local (service) providers, and from the governance level. The overall aim of the book is, thus, to construct a vision of hospitality that operates in a manner that supports people and communities, promotes responsible environmental consumption, and is socially inclusive.

Ključne besede: • hospitality • responsibility • Accessible Tourism • Active Tourism • Sport Tourism • green • local •

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EDITORIAL

MITJA GORENAK & ANDREJA TRDINA

As tourist practices expand increasingly to provide an ever more diverse array of sensations of touch, smell, sound and also movement, the idea of tourism characterised primarily as a visual experience has become challenged, according to Edensor (2016). People today seek all-encompassing experiences, that are mindful and embodied endeavours. Gazing at a view is only a fragment of the way the material world is engaged in practice, as argued by Crouch (2000, 68). Individuals engage and grasp the world through a process of embodiment (ibid., 67). Embodiment denotes the ways in which the individual grasps the world and makes sense of it in ways that engage both mind and body. Active Tourism, grounded in active mental and physical participation, then, in particular, contests and transcends the prominent Urry's (1990) metaphor of the 'tourist gaze', privileging the sense of vision within the tourist experience, as tourists encounter the world multi-sensually and multi-dimensionally. In other words, just as our perception is multimodal, so too our tourist experience is a unified bundle of sensations from multiple sensory modalities. Arising from the principles of ensuring equal opportunities and promoting social inclusion in tourism, Active-Tourism offerings have to be customised to specific access requirements of people of different lifestyles, opportunities and living conditions. Responsible hospitality therefore has to take into account the diversity of tourists in terms of mobility, age, sensory impairments, intellectual disability or health condition, and,

thus, promote universal accessibility – promoting all–encompassing and in-depth tourism experiences that can be enjoyed equally by everybody, regardless of one's abilities (UNWTO 2016).

The economic and sociocultural significance of tourism today cannot be overstated. The aim of the book is to construct a vision of hospitality that operates in a manner that supports people and communities, promotes responsible environmental consumption, and is socially inclusive. It is structured into three parts, each of them considered a pillar in responsible tourism development: 1) Accessible Tourism, 2) Active and Sports Tourism and 3) Green Tourism. Within each section, approaches are explored to building awareness, agenda, and action for responsible tourism development. The book project began as an idea within the Erasmus + project Feel the Freedom of the Water, part of which were several events that brought together academics and practitioners and opened the discussion about the topics of the book. One of these events was also the 4th annual scientific conference on Tourism and Development 2017: Active and Sports Tourism: Feel the Freedom of Water, that took place at the end of 2017 in Brežice, Slovenia, where, again, many of the thoughts were exchanged about the content of this book. We would, therefore, like to thank the participants at the event and the reviewers of book contributions for their constructive feedbacks.

Starting from the perspective that commitments to accessibility and social inclusiveness are the ultimate frame of reference for responsible tourism development, in part 1) the book first provides contributions on Accessible Tourism and social sustainability through inclusion. It opens with a chapter on the meaning of Accessible Tourism by Anu Harju-Myllyaho & Salla Jutila, investigating viewpoints on how accessibility in tourism in the future is seen by various experts in Finland using the innovative Delphi method, and trying to understand the multidimensional and complex nature of Accessible Hospitality. Tanja Lešnik Štuhec in her contribution highlights the role of Destination Management Organisations as the main drivers for an accessible destination, steering, coordinating and ensuring the implementation of 'a Tourism for all' agenda, with its strategic and cross-sectorial approach. Mihaela Škrlj Brglez & Barbara Izlakar present a pilot study of a specially designed multi-sensory tourist programme, The Symphony of the Senses, beside and on the Drava River - a guided tour for blind and visually impaired persons in Maribor, Slovenia, that was followed by an evaluation of all those involved: Blind and visually impaired

participants, their companions and MDSS; participating organisations and tourism providers; accompanied Tourist Guides and a heritage interpreter. On this basis, they form a model of an interactive Tourist Guides' training. Exploring Slovenian museum and galleries' awareness of potential visitors with hearing disabilities and their accessibility, Barbara Pavlakovič & Maja Gorenc Šulc notice the lack of induction loops, special signs and video equipment, and conclude that supply and demand factors are interrelated in a rather complex way as a direct demand-supply correlation was not revealed in their experiment. Finally, Larisa Žibert & Jasna Potočnik Topler present the case of Postojna cave, one of Slovenia's world-known tourist attractions, from the perspective of accessibility.

While, on the one hand, research on experience in tourism has so far been concerned predominantly with the visual, the research focused on recreational activities on the other hand has, until recently, been conducted primarily within the leisure, sports and recreational studies, thus ignoring the tourism aspect (Kane & Tucker 2004). With the rising demand for all-encompassing and exciting experiences, more and more research has been undertaken in the field of Active Tourism. With contributions presented in Part 2) we seek to broaden this interesting and purposeful research on Active Tourism and Sports Tourism. In their contribution, Marko Koščak & Tony O`Rourke consider local destination management in planning of Active and Adventure Tourism by introducing case studies from Slovenia and Scotland. The examples were used not only to indicate the critical and substantive role of Active Tourism and indicate its links with Ecological Tourism, but also to identify some important factors which may result in greater levels of tourism success. Tanja Lešnik Štuhec provides an insight into holistic programmes for active seniors in cross-border tourism by presenting the project EDEN55plusNW connecting four neighbouring countries, and five pilot EDEN destinations, and the Tourism Product Transnational Mobility Model for Seniors, designed for the purpose of the project. By emphasising the role of Sport and Recreational Tourism in the development of rural areas, Ivana Mišković & Iva Škrbić describe how Vrmdža village in Eastern Serbia succeeded in combining all its resources into a rich and attractive tourism product, simultaneously promoting natural resources, a healthy lifestyle and cultural heritage, using the bottom up concept of rural development, and applying the storytelling concept to enrich the sport and recreational offer. The aim of the chapter by Sonja Mlaker Kač & Irena Gorenak is to present the SWOT analysis of a bike sharing system in Podčetrtek, a small, but very well developed micro tourist area in Slovenia, from a social responsibility point of view. At the

background of the growing awareness of the sharing economy and its positive effects on society, the authors argue that a bike sharing system as a tool of a sharing economy, leads towards socially responsible behaviour of all stakeholders. The contribution of Tomi Špindler offers a systematic overview of different generations also through the eyes of tourism consumption, and, more precisely, Sport Tourism, and with this, highlight the importance of knowing generational characteristics in the creation of a tourist offer.

Finally, the authors in part 3) examine the issues of Responsible Tourism development in the context of green, healthy and local from three different perspectives: That of tourists, local (service) providers, and from the governance level. The study of Katja Kokot examines pro-environmental behaviour of tourists on vacation, and tries to explain how eco-friendly practices are related to different sets of tourists' values. Maja Turnšek & Milica Rančić explore types of gastro-distribution, global trends in food retailing, and the link between locally produced food and tourism, stressing the co-dependency between Tourism and Agronomy. Last but not least, Marjetka Rangus, Biljana Božinovski & Boštjan Brumen address the phenomenon of overtourism, its negative impact on society and environment critically, and relate this issue to the level of governance of tourism development in a destination. The authors present a short case study of the Slovenian Tourism Policy, describing The Green Scheme of Slovenian Tourism as a tool developed at the national level, and a sustainability certification programme with the key objective to introduce sustainable models to Slovenian tourism, both at the level of tourism service providers and at the level of destinations. They suggest additional measures/indicators (ensuring involvement of local inhabitants and true sustainability at destinations, and employee's education and career development by tourism service providers) to be included in the scheme to guarantee a holistic approach and long-term sustainable performance of Slovenian tourism.

With the rapid growth of travel and tourism, more and more research is being undertaken in this field. This book broadens the reach of such studies by providing comprehensive and rigorous examinations of many issues related to Responsible Tourism development, suggesting that touristic practices can contribute productively to an inclusive, active and green future. The collection considers the subject of Responsible Hospitality broadly, and in line with concerns for the social, cultural, economic and natural environment. As it provides a distinctive and balanced overview of both theoretical issues and

practical cases, we believe it will be a valuable reading for students, researchers and professionals in the field of Tourism and Hospitality.

There is no doubt that the future for tourism looks bright, and our responsibility as researchers and scholars in tourism remains that we help create solutions for problems that arise, provide the right type of training for students that will lead tourism business in the next couple of decades, and make sure that we do this in a way that will be sustainable, so that decades or centuries behind us our grandchildren, their children and grandchildren will have the opportunity to enjoy this world just as we have.

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SECTION I.

ACCESSIBLE TOURISM

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THE MEANING OF ACCESSIBLE TOURISM

ANU HARJU-MYLLYAHO & SALLA JUTILA

»When I was born, I was diagnosed with a cleft palate, which made our family life a little challenging during the first five years or so. This disability prevents one from eating normally or speaking correctly until it is fixed. My parents decided to give me the most simple name there was in case I would not be able to talk. In time, after surgeries and speech therapy, I did learn to eat and speak. However, this experience and stories my mother has told me about travelling to a bigger city to go to a special hospital makes me understand how it must feel for people who, in one way or another, are excluded from everyday experiences. I remember eating white bread. I do not know if it was the first time in my life, but it was still quite memorable. My father had cut the edges off so I would not hurt myself. It was probably the best thing ever. Learning to read, before going to school, was another unbelievable experience and this too was, directly or indirectly, due to my disability and speech therapy«.

The quote is a personal insight on how inclusion can be experienced. It provides an example of the fact that many of us face barriers both in our daily lives and in leisure time at some point of our lives (e.g. Darcy and Dickson, 2009) even if the condition is not permanent. According to Darcy and Dickson (2009, p. 32), it is estimated that 30% of the population have access issues at some stage of their lives. Before we experience this kind of situation or someone close to us

does, we might not realise how important it is to be included and to have access to the same experiences as any other person. From this viewpoint, inclusion is - more than anything - a feeling, an experience. Tourism as an industry is focused on providing experiences. Pine and Gilmore (1998) see experience as a multidimensional phenomenon. On one side there is passive participation and, on the other, there is active participation, where the customer participates actively in creating the experience. (Pine & Gilmore, 1998, p. 101.) However, there are customers that are excluded from these experiences since they are not able to take part in them at all.

Inclusion and exclusion are subjective experiences, which means that if someone experiences exclusion, the experience is genuine (see UN 2016a, p. 22). Inclusion also refers to an activity. Tourism as an activity is increasingly seen as a necessity rather than a luxury. McCabe and Diekmann (2015, p. 194) write that tourism might not be considered as a human right, but as a social right. Consequently, to be excluded from taking part in tourism would mean that the person is denied a significant part of everyday life. Consequently, the need for tourism inclusion creates demand for accessible tourism environments and services.

This chapter discusses the meaning, importance and future of accessible tourism. The chapter is structured as follows: First, different terms, concepts and definitions are discussed concerning accessible tourism. Further, the results of a Delphi study implemented in Finland are presented, and the use of the future-oriented Delphi method in the field of Accessible Tourism is discussed. The chapter is produced within the project 'From Accessible Tourism to Accessible Hospitality', which is funded by the European Union, Programme for Sustainable growth and jobs 2014 - 2020, European Regional Development Fund (ESF) (ESVI 2017).

TERMS AND CONCEPTS

Accessibility is a part of tourism quality and sustainability, since it supports social sustainability through inclusion. Indeed, the United Nations World Tourist Organisation (UNWTO 2016a) has defined accessible tourism for all as both a human right and a business opportunity. According to UNWTO, "[…] any tourism product should be designed irrespective of age, gender and ability. and with no additional costs for customers with disabilities and specific access requirements." (UNWTO 2016a.) Thus, it is fair to say that accessibility, especially

in tourism as a global forefront industry, is connected closely with our common future.

Indeed, accessibility has gained increasing attention and visibility in the field of Tourism. This is due to the fact that, especially in Western countries, the importance of inclusion is increasing. This is due to people's changing values, which is also reflected in the Service sector. In addition, for instance in Finland, legislation requires equality to be taken into consideration when designing and conducting services (Finlex 2014).

The increasing interest in inclusive services is also seen in the growing number of different terms and concepts that refer to accessibility in tourism. Accessible Tourism (the most common), Inclusive Tourism, Barrier-Free-Tourism, Easy Access Tourism and Universal Tourism are examples of terms used in academic discussion (Darcy & Buhalis, 2011a, p. 10). The concept of tourism for all is used widely in national and regional web pages (eg. Tourism for All UK), as well as among private and third sector (known as NGOs) (TourismForAll; UNWTO, 2016b). Tourism for all is similar with the concept of Design For All (DFA) (see, e.g., DfA Europe 2017). The Design for All Europe website declares that DFA makes analysis of human needs and aspirations and puts the data into use, thus including people in the design process. (DFA Europe 2017). Harju-Myllyaho (2018) questioned the concept by asking if, in practice, it could be that, at best, this means design for most.

All different terms and concepts discuss the same theme, but from slightly different viewpoints. Furthermore, they all have the same goal: Inclusion. However, most of them are inclined to restrict accessibility to physical and communicational aspects, though accessibility has a number of other dimensions relating to social, cultural, economic and political aspects (eg. Darcy & Buhalis, 2011b, p. 27; Jutila, 2013, pp. 4–5; Oliver, 1996, p. 32).

Social accessibility refers to equality, participation and attitudes. A positive attitude and the desire to serve every tourist can remove physical barriers or barriers in communication significantly. The basis of social accessibility can be found in the social model of disability, which means that the barriers are part of the society, not the individual. (Darcy & Buhalis, 2011b, p. 27; Oliver, 1996, p. 32.) Awareness and reverence of the habits of different cultures and religions makes tourism culturally accessible. A welcoming attitude towards minorities and

ethnic groups is part of cultural accessibility too. Cultural accessibility also refers to the sub-cultures, such as rainbow tourists and other minorities, that place the members in such positions that can lead to discrimination (Harju-Myllyaho 2018). Economically accessible tourism is also available for people with a lower income, affordable for tourists travelling alone, and does not charge extra for applied solutions. Political structures and regulations, such as mandatory permits and travel documents, can create insuperable barriers to travelling. For example, the Finnish passport is claimed to be one of the most valuable in the World (Statistics Finland 2017), but, in many other countries, the situation is quite different. Thus, tourism is not politically accessible for many nationalities. (Edelheim, 2013, p. 93; Harju-Myllyaho & Jutila, 2016, pp. 35-36.) The need to address the different dimensions of accessibility will even increase in the future.

Based on their holistic and future-oriented approach, Harju-Myllyaho and Kyyrä (2013, p. 16) suggest the notion of accessible hospitality, a welcoming attitude towards others and willingness to serve all kinds of customers, as a basis where other aspects of accessibility in tourism are integrated. Hospitality in this context refers to an attitude and general behaviour towards others rather than to an industry. Accessible hospitality gives fresh insight by providing a broader understanding of accessibility; travellers' needs and wishes are taken into account regardless of their background or personal characteristics, such as culture or sub-culture, social minority, sexual orientation, age or a special mental or physical need. (Harju-Myllyaho & Kyyrä, 2013; Harju-Myllyaho & Jutila, 2016.) This approach also considers the question of who gets to be the guest and under what conditions, discussed by Germann Molz and Gibson (2007, p. 8). Thus, it connects the discussion of hospitality to the question of power relations (see Höckert 2015, p. 94-98).

FUTURE OF ACCESSIBLE HOSPITALITY

Here, we present viewpoints on how accessibility in tourism is seen in the future by various experts. The case concerns Finland, a Welfare State with a high social security level, but the perspectives could be applied elsewhere as well. How accessibility should be enhanced in Finland now that tourism is growing is, nonetheless, very interesting. More specifically the case concerns the following questions: 1) What knowledge and knowhow is needed in furthering accessible tourism in the future in Finland and how can we gain this knowhow? 2) Which political, economic, socio-cultural, technological and ecological factors (driving

forces) impact the development of accessible tourism in the future? 3) How can accessibility be studied and promoted by utilising expert knowledge, namely by using the Delphi method?

The aim of speaking for those who cannot talk for themselves, guides futures research, (see Masini 1993, p. 8), which means that it includes strong emphasis on values. Accessible hospitality requires being always one step ahead, since the global and local changes will bring new customer groups (Harju-Myllyaho & Kyyrä 2013) and hosts to the field of Tourism, changing the way tourism is consumed and produced. Thus, accessible hospitality will benefit greatly from future research methods.

One of the well-known and widely used methods in the field of Futures Research is the Delphi method. For instance, it has been used in forecasting the technological development. In practice, the method is used in gaining insights from a panel of experts concerning a specific theme. The central idea of the method is anonymity, which ensures that the other members of the panel are not influenced by the opinion of a single member. The method is also based on iteration. Hence, the members of the panel have the possibility to specify their opinion, or even change their opinion on the grounds of new information. (Hiltunen, 2013, p. 134-135.) The Delphi method is familiar in Tourism and Hospitality research (e.g. Ziaabadi, Malakootian, Mehrjerdi, Jalaee & Boshrabadi 2017; Zhang 2017; Hsiao 2016; Dawson, Stewart, Johnston & Lemieux 2016; García-Melón, Gómez-Navarro, & Acuña-Dutra, 2011). In addition, the method is used in studying Accessible Tourism (Darcy, Cameron & Pegg 2010).

In this case study, the anonymity of the Delphi expert panel ensured a way of gaining a) Information from various viewpoints and b) Rigorous data. The panel was established by using a matrix based on a multidisciplinary approach. The multidisciplinary viewpoint was systematised by using PESTE categories (Political, Economic, Socio-cultural, Technological, Ecological), which are often used in Futures Research to identify different driving forces that change our society. Informants from both public, private and third sectors were involved.

Kuusi (2014) states that the purpose and the context of the study can impact the nuances of the method relatively freely, even though it requires certain features. (Kuusi, 2014.) In this study, the choice was to conduct a two-phase Delphi to a closed group of experts included in the matrix of experts. The aim of the

Delphi-study was not to gain a consensus, but rather to gain different perspectives and viewpoints that would form interesting contradictions or complete one another. Even though the liberty to form the method was taken to suit the focus of the study, it does not fail to fulfill the criteria of the Delphi method.

The Delphi panel was framed to contain approximately 50 persons from Finland according to the matrix in Table 1. One third of the invited experts accepted the invitation to join the panel.

Table 1: Experts in the panel

	Political	Economic	Socio-cultural	Technological	Ecological
Public sector	Educational Institutions, Ministries, Municipalities				
Private sector	Companies, regions, tourism marketing companies, destinations				
Third sector	Associations				

At the first round of the panel the panelists were first asked to answer four open questions without seeing each other's answers and comments. The answers were published for others to see only at the end of the first round. The fact that only few comments were given after the earlier comments were visible to all panelists, affects iteration and the interactivity of the panel. It is necessary to be aware of the effects of these kinds of decisions when using the Delphi-method.

The data from the first round of questions was analysed for the purpose of compiling the questions for the second round. The second round of the study consisted of ten structured and multiple choice -questions. Thus, the themes that were brought up by the participants in the first round formed the basis for the questions in the second round. Picture 1 demonstrates the different phases of the Delphi study we used. The different phases were affected by the specificity of the subject and the combination of the closed panel.

Already at the first phase, the panel brought various insights for the possible futures of Accessible Tourism in Finland. On a general level, the panelists saw

that diverse information is needed to guide the development of Accessible Hospitality. This draws back to the multidisciplinary nature of Accessible Hospitality (Harju-Myllyaho & Kyyrä 2013; Harju-Myllyaho & Jutila 2016), which was the initial starting point of the research. Indeed, enhancing Accessible Hospitality requires knowhow that cannot be provided with a unidimensional approach.

The panelists emphasised the importance of communication and dissemination. Thus, according to the panel, the knowhow of accessible communication is one of most significant issues in the future of Accessible Tourism. Also, knowledge about the diverse dimensions of accessibility, as well as knowhow to meet all kinds of customers, were stressed. To gain this knowledge, the panelists pointed out the importance of getting accessibility as part of all Tourism Degrees, but also complementing and targeted education were seen as significant.
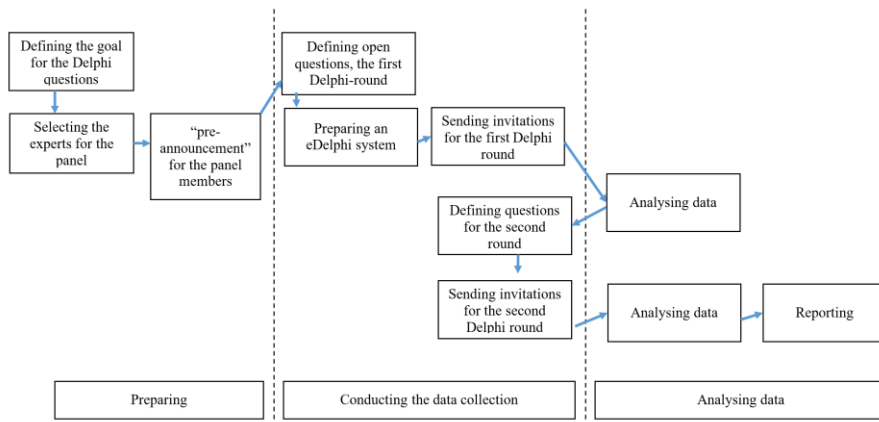
Picture 1: Study process

As to the driving forces impacting the development of Accessible Hospitality in future, increasing knowledge of its importance, necessity and potential for tourism businesses were stressed by the panelists. This indicates that evaluating and understanding the economic and social potential of Accessible Tourism are important issues and, thus, they should be emphasised, as has been done by Eichhorn (2014). This potential relates to both new startups and existing companies alike, since new companies can create new services to provide more accessible services, and the existing companies can, for instance, utilise this target

group to improve the low seasons. Technological development was seen as an important factor as well: The possibilities to improve accessibility through technology, but also the challenges that increasing use of technology brings. Different kinds of sharing economy platforms challenge accessibility in a number of ways, for example: Technological development is one of the most influential megatrends along with globalization, change in economic order and climate change, and all these are sure to have an impact in Accessible Tourism and Tourism in general. (Sitra 2017; Prime Minister's office 2017). Concerning technological development, a panelist writes:

> *"In addition to socio-economic issues, possibilities, inclusion, active participation and self-fulfiment will play a part in developing Accessible Tourism. Also, technological development will have an impact in developing aids. Safety will be an important issue in the future."- Panelist A*

Analysis of the panel's comments show that the future of Accessible Hospitality depends highly on general societal development and attitude towards minorities. Thus, how important are accessibility and inclusion seen in society:

> *"Municipalities' accessibility strategies and their realization also has a connection to the progress of Accessible Tourism in the future. How the municipality supports living, built environment and mobility, social accessibility and accessible communication."* - Panelist B

From this viewpoint, the third sector, such as Human Rights Associations and associations for people with disabilities, are valuable, because they bring visibility to the issue. In addition, municipalities and tourism companies were seen as important in promoting accessibility. In this sense, Accessible Hospitality is also political. The political viewpoint to accessibility is indeed important, not just to enable tourism to different nationalities (Edelheim, 2013, p. 93; Harju-Myllyaho & Jutila, 2016, pp. 35-36), but also to enable participation for people who would otherwise be excluded from the society and some of it's activities that have become quite trivial for some. Tourism is one of those activities that would ensure a more active and inclusive society. This gives political accessibility as a novel and stronger standing point.

As for the use of the Delphi method in studying Accessible Tourism from the futures` perspective, the method is certainly suitable for that purpose, but

requires careful planning and implementation. In the case an online platform called eDelphi was used, which helped moderators significantly to organise the study. The matrix used (see Table 1) was beneficial when recognising experts in different fields and, thus, the viewpoints were quite versatile. Also, panelists themselves saw that diverse information is needed to guide the development of Accessible Tourism. However, this study disclosed some issues that particularly need to be taken into consideration when using the Delphi method in the context of Accessible Hospitality.

The number of experts who accepted the invitation to join the panel was 18. In terms of open questions, this number provides important and relevant information, as panelists represented different sectors and fields of society. Instead, regarding the multiple choice questions in the second round, the low answer rate affects the validity of the results. Extension from a national to an international panel might have brought more participants and even more diverse viewpoints to the panel. Further, scheduling is an important factor as well. Compact research with a shorter timeline might have been beneficial in order to get more participants for the panel. Nevertheless, based on this study, it is arguable to say that in the field of Accessible Tourism, the Delphi method can provide versatile information in general, but deeper insights would also require other methods.

IMPLICATIONS AND FUTURE DIRECTIONS

The case study from Finland showed on the one hand that developing Accessible Tourism benefits from multidimensional viewpoints provided by a multidisciplinary group. On the other hand, it is fair to claim, that Accessible Hospitality requires cooperation between different instances. According to the case, an expert panel such, as the one in this Delphi study, can act as a valuable tool in developing Accessible Hospitality. The Delphi panel provides diverse viewpoints and positions, in this way helping to understand the multidimensional and complex nature of Accessible Hospitality. Thus, this method can be recommended as a way of gathering data, but, above all, constituting a framework and directions for further researches.

Primarily the case serves as a reference for forthcoming studies. In the future, it would be necessary to study the social impact of Accessible Tourism, since it has become quite clear that Accessible Tourism and societal development go hand in

hand. Strategic development, as well as regional and municipal development, serve the development of Accessible Hospitality, and vice versa. Thus, on one hand, developing accessible services for tourists can lead to more accessible services for the locals. On the other hand, accessible services for the locals can be beneficial for the tourism industry as well. Hence, the role and visibility of accessibility in different strategies would be important to analyse in prospective studies. This is also important due to the fact that absence from strategies will, consequently, lead to challenges in development and acquiring resources and funding.

Above all, communication should be seen as a top priority in terms of Accessible Hospitality. In the future, it would be useful to provide the tourism companies with the means to improve their accessible communication. This demands versatile and high-quality research about the topic, as well as better knowledge about dissemination of the research.

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DESTINATION MANAGEMENT ORGANISATION AS A DRIVER FOR AN ACCESSIBLE DESTINATION FOR ACTIVE HOLIDAYS

TANJA LEŠNIK ŠTUHEC

INTRODUCTION

The purpose of this book chapter is to highlight the destinations that have affordable tourist offers for active tourists in their service and product palette, regardless of their physical or mental limitations, special needs or age. We believe that such tourists can make an important contribution to the overall prosperity of destinations and to an increased number of visitors throughout the year.

By examining the present studies and examples of cases, we have summarised the guidelines for helping destination managers in the process of planning and implementation of attractive offers for active holidays for all target groups. It was noticed in the year 2013 (EDEN - Accessible Tourism) that Slovenian destinations are not prepared for those target groups yet.

It is all the more necessary and reasonable for destinations and entrepreneurial strategies to include the characteristics of sustainable, socially responsible and accessible tourism, and to incorporate these contents in the educational programmes of formal and lifelong professional education in the fields of Tourism and Catering. With the planning, implementing and evaluating of such activities in the short, middle and long timeframes, an equal experience could be provided for all tourists in the destinations. Destination Management Organisations are the main drivers of the "Tourism For All" framework.

LITERATURE REVIEW

"A destination is a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment. Destinations are the competitive units of incoming tourism and, therefore, an important part of a tourism product" (Bieger, 2002).

It is argued that a destination is a geographical place - a city, region, country or continent, conditioned to receive tourists and visitors for at least one night. The latter are interested in different attractions, like cultural and natural values, and are motivated to use tourism products, including infrastructure support, attractions, and tourism resources.

The Destination Management Organization (DMO) is the coordinated management of all the elements that make up a destination (attractions, access, marketing, human resources, image and pricing). With a strategic approach it links separate entities for better management of the destination as a whole (WTO, n.d.). Therefore, DMOs not only have a leading role in the promotion and marketing of a certain tourism destination, but, more importantly, steer its development. Such a management is effective at the local level (in terms of increasing incoming tourist flows and yields, spreading the benefits of tourism development, reducing environmental impacts and ensuring environmental sustainability in target areas), as well as at the national and international levels (in terms of visibility and attractiveness of the international network of which local stakeholders are part).

Active tourism is known as responsible travel to foreign areas with physical and mental participation required from the tourist. The latter are expected to follow the maxims of sustainability, protection of biodiversity and conservation of

culture. Important elements are recreation and education, respect and contemplation, action, exercise, and an academically competent local tour guide. It shares many similarities with eco-tourism and nature tourism, however, what makes it different are the action and adventure aspects. (Active Tourism, 2002).

Accessible Tourism represents a tourist offer for all travellers, regardless of their physical or mental limitations. "It enables people with special needs to be able to benefit from tourism products functionally, independently, fairly and with dignity" (Premiki, 2013).

Active holidays, trips, and sightseeings are adjusted to individual's wishes and abilities, which results in the tourism offer being equal for all visitors. "Accessible Tourism encompasses: (i) People in wheelchairs, those who have difficulty walking or other mobility problems; (ii) People with hearing and sensory impairments; (iii) People with mental disorders, intellectual and psychological disabilities; (iv) Big families and families with children in pushchairs ;(v) The elderly; and (vi) People to whom tourism is less accessible due to other medical reasons or personal beliefs (long-term illness, diabetes, allergies, vegetarianism, veganism etc.) (Premiki, 2016)."

Accessible Tourism can, nowadays, be found under different names and definitions. The most common definition is the one by Simon Darcy: "Accessible Tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people, including those travelling with children in prams, people with disabilities and seniors (Darcy & Dickson, 2009, p. 34)."

Accessible Tourism is interesting for both urban and rural destinations, as well as for transit destinations. In the strategic plans of sustainable development and marketing of tourism destinations, they should put a lot of emphasis on communication, adapting the infrastructure and experiences to the target groups of Accessible Tourism, which represent a significant share of tourists on a global scale. There are 1 billion people with disabilities in the world, which means 15 percent of the whole global population. In Slovenia, 8 percent of the population

has at least one disability, and about 50 percent of the latter travel every year (Slovenia NTA, ŠENT NGO & Premiki, 2010).

In England, £12 billion are spent on trips where a member of the party has an impairment. Disabled travellers tend to stay longer (3.3 nights) than the average traveller (2.9 nights). They also tend to spend more money, with an average at £210 compared to £191 overall for a day. The breakdown of the target group is as follows - 6 percent are wheelchair users, 24 percent have mobility impairment but do not use wheelchairs, the largest group, with 46 percent, are people with a long-term illness, while 24 percent are deaf or have partial hearing loss (VisitEngland, n.d.).

"An analysis of user data from Destination Management Systems (DMSs) between Oct 2010-Oct 2011 showed that: (i) There were more than 2 million accessibility searches across websites they supported and (ii) There was also a 26 percent (average) increase in bookings of accessible accommodation, and (iii) That higher satisfaction due to accessibility provision often appears to translate into repeat business"(Veitch, 2017).

The European Destination of Excellence (EDEN) project in 2013, the year of Accessible Tourism, confirms the fact that Slovenian tourism destinations are not prepared for target groups of Accessible Tourism yet. The winner, Municipality Laško (Laško - "disabled-friendly municipality" and Thermana Laško – "disability friendly company"), went through a number of big investments over recent years. This included many accessibility enhancing measures, resulting in an easier access for people with mobility impairments, improved standards for the visually impaired, and mobile induction loops for the hearing impaired.

Whereas the above mentioned does carry great value, it was suggested through feedback that structural factors, like: (i) Lack of sufficient training and qualified personnel in the industry; (ii) Lack of information aimed at targeting potential customers and (iii) Lack of tourism infrastructure can be seen as responsible for the low entrepreneurial activity and not only the accessibility (ENAT, 2015).

AN OVERVIEW OF THE EXISTING RESEARCHES ON ACCESSIBLE TOURISM

Economic Impact and Travel Patterns of Accessible Tourism in Europe

Case studies conducted on the topic of Accessible Tourism with the title Economic Impact and Travel Patterns of Accessible Tourism in Europe (Hausemer & Valdani, 2014) show that:

- In 2011, there were 138.6 million people with access needs in the EU, of which 35.9 percent were people with disabilities aged 15-64, and 64.1 percent were the elderly population aged 65 or above.
- People with access needs in the EU travel on average with about 1.9 companions; people with disabilities tend to travel with more companions than the elderly population (2.2 and 1.6, respectively).
- In 2012, people with access needs in the EU took approximately 783 million trips within the EU, and the demand was anticipated to grow to about 862 million trips per year by 2020.
- Approximately 70 percent of all 66 surveyed websites provide information on accessible offers, however accessible features are almost never used to promote a destination.
- Special interest brochures with information for people with access needs were not always available from the Tourism Boards of the 12 surveyed countries.
- The direct gross turnover of the EU's Accessible Tourism in 2012 was about €352 billion; after taking the multiplier effect into account, the total gross turnover contribution amounted to about €786 billion.
- The direct gross value added of the EU's Accessible Tourism in 2012 was about €150 billion; after taking the multiplier effect into account, the total gross value added contribution amounted to about €356 billion.
- The direct employment contribution of the EU's Accessible Tourism in 2012 was about 4.2 million people; after taking the multiplier effect into account, the total employment generated was about 8.7 million people.

–   Over 80 percent of tourists say they are likely to return to a destination which satisfied their accessibility needs.

Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe

The extensive EU Study: Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe, made by ENAT (European Network of Accessible Tourism) in general, identified 3 key barriers that prevent businesses and, consequently, also destinations, to become increasingly accessible. These are: (i) Infrastructure and physical barriers; (ii) Financial barriers and lack of a strong business case; and (iii) Knowledge and information barriers (ENAT1, 2015).

The survey regarding the satisfaction of target groups with destination accessible offers shows four groups of gaps: (i) Information (poor for 70 percent of respondents); (ii) Transport; (iii) Facilities and built environment and (iv) Customer services. The weakest link is information about the destination for tourists (Guisset & Gang, 2014).

The survey, that included 15 destinations, showed many barrier encounterings during the phases of travel (ENAT1, 2015): (i) At the pre-travel stage: The lack or limited availability of information about accessible services. (ii) At the transit/ transport stage: Airlines cause the most difficulties, particularly with regard to the lack of toilets. (iii) At a destination: People with access needs encounter different levels of barrier frequencies across key tourism sectors, e.g. barriers in the transport sector at the destination are faced more often compared to other sectors; for people with sensory, communication and hidden limitations, barriers in the food and beverage sector are encountered significantly more often than in the accommodation sector; nature based activities are associated with the most important barriers at 10 out of 15 destinations; the lack of accessible toilets represents an important barrier across all sectors. Overall, attitudinal barriers are encountered more often than physical access barriers.

EUROPEAN COMMISSION RESEARCH

The key findings of the European Commission Research: Economic Impact and Travel Patterns of Accessible Tourism in Europe (European Commission & DG Enterprise and Industry, 2014), are: (i) Whereas social responsibility can be seen as a motivation, it also carries value for business. In mainstream tourism services, investing in accessibility can result in increased client numbers. (ii) Destinations that take care of accessibility are usually focused on service quality in general. Including accessibility, comfort and services in the branding strategy carries great potential for the success of a destination. The communication style for accessible facilities is always positive, and should avoid the language style used by charities or social services. (iii) Successful accessible destinations show some kind of cooperation among service providers, which means that the accessible services are guaranteed along the whole tourism chain. The commitment of the decision-makers and the training of the employees are key aspects. (iv) The importance of investments varies largely, depending on the type of services provided, and whether the accessibility improvements have been included since inception, planned, or made in response to demand. To plan the actions and anticipate the results before starting is also a key element of success.

Economic Impact and Travel Patterns of Accessible Tourism in Europe

Key findings of the stakeholder consultation from the study: Economic Impact and Travel Patterns of Accessible Tourism in Europe (European Commission & DG Enterprise and Industry, 2014) shows that:

(i) Accessible tourism is seen as a business opportunity; however, there is a lack of coordination, especially between the private and public sectors. (ii) Accessibility is mainly understood as a feature for impaired guests, and almost never as a plus in comfort and service. Consequently, product development and marketing targets mainly impaired people, and accessibility is not used in marketing and advertising. (iii) Political and financial support, awareness raising and engagement of service providers are important drivers for the tourism business. (iv) Reliable information on accessible offers and services is a key factor for success.

VisitScotland research and VisitEngland guidance

The VisitScotland research found out that what disabled people want is no different to what the average visitor wants: Good customer service, which makes them feel welcome; marketing and information that is reliable, accurate and relevant, to help them in their decision-making, and appropriate facilities to enable them to enjoy their experience to the fullest. At present, these are the key barriers for some people, but they can be overcome by businesses with the support of their DMO. VisitEngland has produced some useful resources specifically for destinations, to help develop their accessibility. 'Destinations For All' provides guidance for destination managers on creating a destination for all, while 'Winning More Visitors' provides useful guidance on providing accessibility information on destination websites (Veitch1, 2017).

DISCUSSION

The following sources were studied in order to prepare the guidelines for Slovenian destination managers: (i) The findings of 'The Committee for the Promotion and Support of Accessible Tourism' (Flavia Coccia), (ii) The findings of two cases of excellent praxis - Berlin and Erfurt (An economic impact and travel patterns of Accessible Tourism in Europe – case-studies) and (iii) The findings of The Accessible Tourism Training and Skills Requirements Study, Mapping skills and training needs to improve accessibility in tourism services - Recommendations on national and international levels (Hausemer & Valdani, 2014).

Committee for the Promotion and Support of Accessible Tourism

'The Committee for the Promotion and Support of Accessible Tourism' developed objectives and actions for four working groups: (i) Information and communication (Spread the concept of "Tourism hospitality for everyone"; Implement and promote a strategy of inclusion – new technologies; Increase the knowledge of tourism sector operators about the economic advantages of accessible communication through websites "for all"; Apply universal design principles to communication and information activities in order to reach transparency for everyone); (ii) Transport (Improving access to passenger services by making the public and private transport systems accessible for disabled users – information services, booking and purchasing procedures

tickets); (iii) Reception and hospitality (to allow all tourists to have the right knowledge about the destination and its accessibility features through clear, reliable and current information, through different accessible channels and methods) and (iv) Training (Training on "tourism for all" - the tool that enables tourism operators to face the needs and expectations of all from the point of view of complete customer satisfaction), which should work for Accessible Tourism in a destination (Coccia, 2014).

Berlin and Erfurt – city cases for accessible tourist destinations

Two out of fifteen city cases for accessible tourist destinations, Berlin and Erfurt in Germany, have been examined (European Commission & DG Enterprise and Industry, 2014).

Tourism in Berlin is booming. Almost 13 million people visited Berlin in the year 2016, with a growth in arrivals and overnight stays of about 12 percent (31 million overnights in 2016) (VisitBerlin, n.d.). Since 1992, the city of Berlin has been developing accessibility offers through the entire service chain, with the motto: 'Berlin for disabled people: the city is prepared.'

The wide range of barrier-free offers in Berlin includes: (i) Guided tours or sightseeing tours by bus with access for disabled people; (ii) Accessible accommodation, restaurants and shops; (iii) Inclusive packages; (iv) Events & visits to the many places of interest; (v) Offers in German sign language and in braille, audio-guides, experiences for the senses of smell and touch (European Commission & DG Enterprise and Industry, 2014, p. 266-270). These are just some of the features, that played a significant role in granting Berlin the Access City Award 2013. The Access City Award recognises and celebrates cities of over 50,000 inhabitants in the EU which have put into action exemplary initiatives to improve accessibility in the urban environment, allowing people with disabilities to participate fully in society and to enjoy their fundamental rights on an equal footing with others (VisitBerlin, n.d.).

The tourist board of Erfurt, on the other hand, has been working on Accessible Tourism offers since 1999. The typical tourist in Erfurt expects a prime grade of services and is an experienced traveller. A lot of them are elderly people with an increasing number of disabled guests. Erfurt is considered to be one of the most

famous accessible destinations in Germany. The results for Erfurt: (i) 11.2 million guests in Erfurt every year and 10.5 million day trippers; (ii) Approx. 20,000 jobs in Erfurt are related to the tourism sector. The wide range of barrier-free offers in Erfurt includes: (i) Comprehensive set of guided tours for: Visitors with restricted mobility, blind and partially sighted people, deaf people (training for guided tours in sign language; video guide in German sign language), guests with hearing impairment, guests with learning disabilities; (ii) Inclusive Packages, accommodation, culinary specialities, events; (iii) Disabled Sports Centre; (iv) Leisure activities with a barrier free concept; (v) City Tours - individual urban experience for guests with disabilities; (vi) Festivals and traditional events for disabled target groups (Culture Days of the Deaf people etc.); (vii) National and international sports meetings. In recent years they have had great results: Approx. 150 guided tours for disabled groups; accessible rooms are heavily booked; increasing number of guests with disabilities and growth of guests who attend public guided tours. (European Commission & DG Enterprise and Industry, 2014, p. 250-253). Erfurt won the award „Willkommen im Urlaub - Familienzeit ohne Barrieren" 2003 and has been nominated for the German Tourism award 2013 for barrier-free projects (Erfurt-Tourismus, n.d.).

All 15 successful Accessible Tourism destinations, including Berlin and Erfurt, have been examined in the field of seven success elements: (i) Commitment of decision-makers, (ii) Coordination and Continuity, (iii) Networking and participation, (iv) Strategic planning (v) Qualification and knowledge transfer, (vi) Improvement of resources and capabilities, and (vii) Communication and distribution (European Commission & DG Enterprise and Industry, 2014). The following Table represents a summary of the results of the analysis for Berlin and Erfurt see Table 1.

Table 1: Berlin and Erfurt - destination success elements in Accessible Tourism

Berlin
Commitment of decision-makers: − The Tourism Board is committed to Accessible Tourism;   − The Accessible Tourism strategy is supported by political authorities;   − The cooperation of stakeholders from government, companies and associations merged for the expansion of Berlin as a barrier-free city.   Coordination and continuity: − Following the policy of an accessible organisation with a suitable design of the city's infrastructure since 1992.   Networking and participation: − The responsible staff member of the Berlin City Senate is in the Federal State's Tourism Board's Working Group on Accessible Tourism;   − Member of the Eurocities Working Group on accessibility;   − The label "Berlin barrierefrei" has been developed through collaboration between representatives from industry, trade, tourism, culture and science, people with disabilities and their organisations, advisory boards, administrations and other institutions.   Strategic planning: − Guidelines for the development of Berlin as an accessible city in 2011 - Design for All;   − The Round Table "Accessible/Tourism for all" – developmental tasks concerning the city's infrastructure;   − Basic empirical investigation of the EBC Hochschule Berlin, initiated by Visitberlin - »Accessibility of Destination Berlin«;   − Berlin's further steps towards a more accessible city and tourist offers: (i) Create more accessible packages, (ii) Strengthen cooperation and communication, (iii) Web marketing, Fairs` participation, advertisement and media campaign, (iv) Standardization of the labelling of barrier free offers

for all Germany, (v) Develop quality standards, (vi) Train staff within the tourism service chain, (vii) Work closely with political decision-makers.

Qualification and knowledge transfer:

- Knowledge comes from internal capacities, engagement and qualification;
- Staff of Berlin's transport system gets regular training in services for disabled guests;
- Participation in many Working Groups on Accessible Tourism.

Communication and distribution;

- Up-to-date website www.visitBerlin.de regarding accessible tourism offers - covers the entire service chain: Arrival, mobility on site, accommodation, food and drink, entertainment and departure.
- Website "Mobidat" - information on tourism and accessibility in Berlin;
- The "Berlin Special Guides" – guides for people with and without disabilities;
- Cross-border cooperation with Potsdam / Brandenburg is being expanded and deepened continually in joint projects;
- The issue of "accessibility" is integrated in the Work Programme of "service in the City".

Improvement of resources and capabilities:

- Qualification of individuals (e.g. continuation of the training programme for the staff of Berlin's public transport system);
- Networking and collaboration with the main service providers in the city.

Source: European Commission & DG Enterprise and Industry (2014, p. 250-253).

Erfurt

Commitment of decision-makers:
 	
   – Accessible Tourism is located at the top of their tourism hierarchy;
   – Decision to prioritise Accessible Tourism derives from marketing needs.
 	
Coordination and continuity:
 	
   – The Tourist Board has worked on Accessible Tourism since 1999.
 	
Networking and participation:
 	
   – The Tourism Board works closely with different partners on local, regional and national levels;
   – The network of service suppliers from different tourism sectors and other associated sectors meets regularly with associations of disabled people;
   – A member of the Association "Barrier-free destinations in Germany" since 2008
   – (www.barrierefreie-reiseziele.de).
 	
Strategic planning:
 	
   – Responsibility of The Erfurt Tourism & Marketing Board;
   – Accessible Tourism is part of the marketing plans and strategic planning;
   – Many offers for disabled guests have been developed;
   – Accessible Tourism is widely understood as tourism for disabled guests.
 	
Qualification and knowledge transfer:
 	
Accessible Tourism is part of the marketing plans and training seminars: (i) General accessibility training for the management and service staff; (ii) Special training for some staff, e.g. sign languages, guiding tours for blind guests; (iii) Strong cooperation with local disability NGOs; (iv) A constant knowledge exchange between guests and service providers, as well as (v) within the association »Barrier-free Destinations in Germany«; (vi) Member of the new German Project "Entwicklung und Vermarktung barrierefreier Angebote und Dienstleistungen im Sinne eines Tourismus für Alle in Deutschland"; etc.

Communication and distribution:

- Website
- A special-interest brochure
- Own marketing networks.

Improvement of resources and capabilities:

- Low-floor buses and trams;
- City guides for disabled guests;
- Arrangements for disabled guests;
- Guidebooks for guests with sight impairments;
- Offers presented in German Sign Language.

Source: European Commission & DG Enterprise and Industry (2014, p. 266-270).

Guidelines for destinations (Tourism board - DMO) - to be more attractive for target groups of Accessible Tourism are (European Commission & DG Enterprise and Industry, 2014):

- Commitment of decision-makers: Accessible Tourism should be located at the top of destination tourism hierarchy (DMO) and the decision to prioritise Accessible Tourism should derive from marketing needs, and should meet the bottom up and the top down approach.
- Coordination and continuity: The Tourist Board (DMO) should plan and implement objectives and activities for Accessible Tourism continuously for several years.
- Networking and participation: The Tourism Board (DMO) should work closely with different partners on local, regional, national and international levels (a network of service suppliers from different tourism sectors and other associated sectors should meet regularly with Associations of disabled people on local, regional and national levels).
- Strategic planning: The Tourism Board (DMO) is responsible for strategic sustainable development and marketing of tourism offer - Accessible Tourism should be part of marketing plans and strategic planning.
- Qualification and knowledge transfer: Accessible Tourism should be part of the Tourist Board (DMC) marketing plans and training seminars – (training for management and the service team – basic and further

knowledge, e. g. in sign languages, training for city guides – e.g., for city tours for blind guests; special training for service suppliers (informers, waiters, receptionists, guides, etc.), constant surveys of guests, residents and service providers; exchange of knowledge with the Associations of disabled groups etc.).

   — Communication and distribution: Communication of the information should be planned and implemented with an accessible website, a special-interest brochure and marketing networks.

   — Improvement of resources and capabilities: Built environment and public spaces; Transport and related infrastructure: low-floor buses and trams; Information and communication, including new technologies: City guides for disabled guests; Arrangements for disabled guests; Guidebooks for guests with sight impairments; Offers presented in sign language; Public facilities and services, and the city must also demonstrate that it is committed to continuous improvements in accessibility in a sustainable way, so that it can act as a role model and encourage the adoption of best practices in all other European cities.

Based on the above-mentioned researches, the Guidelines have been prepared for the decisions of the Tourism Board, regardless of the organisation of Accessible Tourism. The development process usually takes place in four phases of transition (European Commission & DG Enterprise and Industry, 2014, p. 17):

1. Awareness Phase
2. Starting Phase
3. Developing Phase
4. Consolidating Phase.

The characteristics are shown in Table 2.

Table 2: Four phases of transition for the decisions of the Tourism Board regardless of the organisation of Accessible Tourism

	Awarness Phase	Starting Phase	Developing Phase	Consolidating Phase
1 Commitment of the decision makers	Encourage service providers to invest in Accessible Tourism and demonstrate its economic and social benefits.	Strong and on-going support from politicians, administrators and decision makers in business – including education and training, as well as direct financial support.	Harmonise Standards and legislation to provide better guidance for providers and clearer information for users. Integration in mainstream offers.	
2 Coordination and continuity		Assign a dedicated work unit or coordinator within the management structure of tourism organisations with appropriate resources.	Improve the industry's coordination efforts, particularly through public-private partnerships and on local and regional levels.	
3 Networking and participation		Encourage knowledge transfer, particularly through professional networks.		Guarantee the accessible offer across all categories of services and prices offered at the destination

4 Strategic planning	Raise awareness for the diversity of access needs and patterns of travel behaviour across different groups and countries, as well as across individuals within groups, to target them in the most appropriate way.	Install an inventory of the current offer in terms of infrastructure, services and possibilities for improvement.	Improve the offer gradually, include accessibility in long-term planning and investments, and develop feedback tools for customers to establish accessibility priorities.	Improve marketing and advertising strategies by taking into account accessibility features.
5 Knowledge management and qualification		Staff with a solid knowledge base on accessibility through good knowledge management.	Regular training of staff and management.	
6 Optimization of resources		Using as many resources as possible for a strategic development of Accessible Tourism. Prioritising tasks along		

		the service chain.		
7 Communication and marketing			Include sufficient accessibility information in mainstream tourism information.Take personal information and recommendations into account in marketing strategies (e.g. through social media).	

Source: European Commission & DG Enterprise and Industry (2014, p. 19). Recommendations on the Accessible Tourism Training and skill studies on national and international levels

In order to improve the quality of tourism services in Accessible Tourism, it is necessary to establish a training system at the national and international levels. Recommendations on national and international levels are (Hausemer & Valdani, 2014):

– Make Accessible Tourism a compulsory module in Tourism Schools for initial and continuing VET.

– Implement a European-wide Certificate for Accessible Tourism training.

– Promote best practices in Accessible Tourism training through coordinated actions (awards, sharing experiences…).

– Develop new approaches to training and learning, reflecting SMEs' business operating conditions (e.g support workplace learning and mentoring).

– Encourage initiatives to increase SMEs' awareness of the business case for Accessible Tourism – with local and regional examples in native languages wherever possible.

DMOs AS A DRIVER FOR A CROSS-SECTORIAL APPROACH TO ACCESSIBILITY

A cross-sectorial approach to accessibility requires top-down, as well as bottom-up commitment, and should be implemented over the whole supply chain. The DMOs and Trade Associations should play the main role in the process. The DMOs should make use of the following tools in the top-down decisions in order to stimulate appropriate policy actions: (i) Set up an Accessible Tourism Management Committee or similar decision-making body; (ii) Develop an Accessible Tourism policy document for the destination; (iii) Develop Accessible Tourism Guidelines for public and private sector actors; (iv) Involve target groups of disabled people's organisations as advisors; and (v) Hold stakeholder meetings, workshops etc. (ENAT, 2015).

DMOs are key drivers for setting up attractive destinations for Accessible Tourism. The problem of the low prevalence of accessible services and facilities can only be addressed by convincing businesses to invest in the provision of accessible services and facilities. In particular, there is a need to support businesses in making a business case for investment in the field of Accessible Tourism (ENAT, 2015).

DMOs Accessible Tourism model in three levels of implementation is presented in Figure 1.
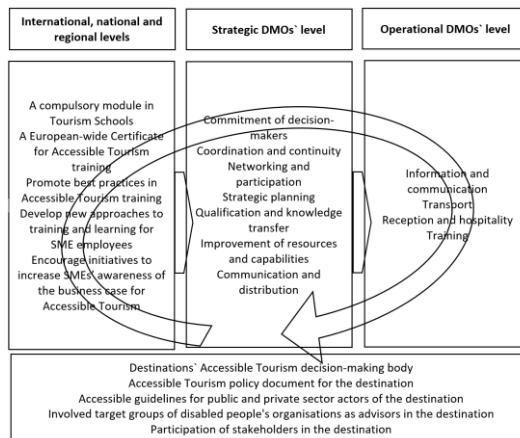
Figure 1: DMOs accessible tourism model

In the short term DMOs need to:

- Take over coordinated efforts by the EU, national authorities, Member States, regions and local authorities working with national and local DMOs to gather and disseminate 'hard data' on return on investment;
- Work internally to ensure there is a top-down commitment from local policymakers, the tourism (and related) industries and other stakeholder organisations to market their destination from an accessibility perspective;
- Identify and highlight links and interdependencies between different providers in the supply chain to identify the key spill overs and positive externalities between the investment of individual businesses and the overall accessibility of the supply chain. (ENAT, 2015).

In the medium and long-term DMOs need to:

- Take a much more active role in coordinating the supply of accessible services in their destinations from an accessibility perspective (targeting funding and financial support to those areas with the highest spill over potential, and investing in segments of the supply chain that act as bottlenecks for capturing the positive externalities of private sector investment from the Tourism industry).
- Care for the improvements in the performance of the existing supply of accessible services and facilities; recommendations focus again on the role of DMOs in raising awareness on quality issues, as well as targeted support to fill gaps in the market where required. (ENAT, 2015)

To conclude: (i) Systematic consultation of stakeholders at the destination level is important in order to agree on a joint action plan between policymakers, industry and the disabled customers; (ii) DMOs should support businesses in the use of high quality access statements; (iii) The labelling scheme should allow for user feedback on the accuracy of access information and other related issues, to ensure that those with the best understanding of needs (i.e. the travellers themselves) can affect the level of detail of information provided; (iv) Public authorities (at local, national and European levels) should consider expanding the role of social entrepreneurship regarding Accessible Tourism through funding

and co-funding demonstration projects to address specific bottlenecks in the supply of accessible services and facilities. (ENAT, 2015)

As was stated by Chris Veitch: "The key for success in this large and growing market, and to being competitive, is to see the customer, not the disability. A warm welcome, backed up by improved accessibility and relevant information, can help businesses and the destination as a whole deliver amazing customer service to everybody, and to demonstrate how much you value your customers and understand their needs clearly." (Veitch, 2017).

CONCLUSION

For the Slovenian government it is crucial, necessary and reasonable to include the characteristics of sustainable, socially responsible and Accessible Tourism into the strategic documents of all sectors. They need to reduce obstacles in the areas of transport, infrastructure and physical barriers, financial barriers and knowledge, as well as information barriers, and provide quality service for all customers. Destinations` managers and entrepreneurs should be encouraged to incorporate these contents in their strategies and day-to-day operative work. It is very important to incorporate these contents in the educational programmes of formal and lifelong professional education in the fields of Tourism, Catering, Culture, Sport and others. Customers with disabilities and their Associations should be involved in all activities.

Achieving these goals is bound to the cooperation and clear division of responsibilities and tasks among the Directorate for Tourism, Trade Associations, educational institutions, DMOs and SMEs.

The Directorate for Tourism, as a part of the Slovenian Ministry of Economic Development and Technology, as well as the Slovenian Tourism Board, should take care of the strategic top-down cross-sectorial approach to accessibility on national and regional levels, as well as be a part of the international level – to establish and engage policies and Guidelines for Accessible Tourism. Their key role is to plan, implement and evaluate the strategic marketing of Accessible Tourism for active visitors, as well as to prepare the guidance for DMOs` strategic and operational marketing activities in the field of Accessible Tourism.

The Trade Associations should take care of the Accessible Tourism standardization – prepare Standards and Guidelines for different tourism providers in various fields, and support the training system for employees. Educational institutions should play the main role in the process of Accessible Tourism formal education, training and skills for students and employees in tourism and with tourism connected sectors.

The Slovenian DMOs should plan, implement and evaluate bottom-up commitment to Accessible Tourism, implemented over the whole supply chain. They should implement Guidelines for Accessible Tourism in SMEs, cultural, natural, recreational and other institutions, and Visitor Information Centres. The role of the promoter, linker, networker, marketer and trustee should also be taken over by them, in order to increase confidence and faith within supply chains, so that we can address the synergistic effects of channelled solutions and meet the expectations of active tourists with their needs. The responsibility of the SMEs is to adjust their infrastructure and train their employees how to adapt the way of informing and communicating with tourists - both personally and digitally.

With such a systematic approach, an equal experience could be provided for all tourists in the destinations. These also include those travelling with children in pushchairs, people with disabilities and seniors. The successful accessible destination should show some kind of cooperation among service providers, which means that the accessible services are guaranteed along the whole tourism chain. It is obvious that Destination Management Organisations are the main drivers of the "Tourism For All" framework. They should make use of the following tools in the top-down decisions in order to stimulate appropriate policy actions: (i) Set up an Accessible Tourism Management Committee or similar decision-making body; (ii) Develop an Accessible Tourism policy document for the destination; (iii) Develop Accessible Tourism Guidelines for public and private sector actors; (iv) Involve target groups of disabled people's organisations as advisors; and (v) Hold stakeholder meetings, Workshops etc. We can say that they should take care of all seven success elements in the four phases of transition.

A lot of motivation and enthusiasm, knowledge and experiences, networking for synergic results for Accessible Tourism, as well as respect, tolerance and trust among the stakeholders will be needed in order to fulfill the goals discussed in this chapter.

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MULTI-SENSORY TOURIST PROGRAMME FOR BLIND AND VISUALLY IMPAIRED AS PART OF TOURIST GUIDES` TRAINING

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Over the past six decades Tourism has experienced a continued and uninterrupted expansion as well as diversification, which, consequently, made it one of the largest and fastest-growing economic sectors in the world, with 1,323 million international tourist arrivals in 2017. The trend is expected to increase by an average of 3,3 % a year over the period 2010 to 2030 (UNWTO, 2018). In 2017, Travel & Tourism contributed directly to 10,4 % of the world's GDP, and created 1 in 10 of all jobs worldwide (World Travel and Tourism Council, 2018). Parallel to tourism growth, the original definition of Tourism has changed greatly over the last few decades. Global circumstances have pushed the Tourism sector to take on several concepts and redefine its position and purpose. One of such concepts is the concept of Sustainable Tourism, which is, according to UNEP (UNEP & WTO, 2005) tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host community. The majority of authors explain that the Sustainable tourism concept consists of three major parts, i.e. economic, social and environmental sustainability. However, investigating the

studies unwillingly makes a feeling that the predominant focus lies on environmental impacts, especially putting the social sustainability concept aside. The latter, namely, consist of terms such as social equity, liveability, health equity, community development, social capital, social support, social rights, social justice, social resilience and human adaptation. Those aspects were also mentioned in Making Tourism More Sustainable (ibidem), while defining Visitor Fulfilment as provision of a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability, or in other ways. That slight neglect might have led to an additionally developed concept of Accessible Tourism. In 2013, Taleb Rifai, UNWTO Secretary-General claimed: "Accessibility is a central element of any Responsible and Sustainable Tourism policy. It is both a human rights imperative, and an exceptional business opportunity. Above all, we must come to appreciate that Accessible Tourism does not only benefit persons with disabilities or special needs, it benefits us all."

ACCESSIBLE TOURISM

The origin of Accessible Tourism can be found in the Universal Declaration of Human Rights (United Nations General Assembly, 1948). It states that all human beings are born free and equal in dignity and rights (§1), everyone is entitled to all the rights and freedoms, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status (§2), everyone has the right to freedom of movement within and over the borders (§13) and everyone has the right to rest and leisure (§24). The concept of Accessible Tourism gained relevant importance in the report "Tourism for All" (Baker, 1989), defining it as the form of tourism that plans, designs and develops leisure and tourism activities in such a way that they can be enjoyed by persons of all kinds, regardless of their physical, social or cultural conditions. So far, there is no internationally agreed and approved definition of the term "Accessible Tourism". The concept can also be found under the terms Access Tourism, Universal Tourism, Inclusive Tourism, Adapted Tourism, Barrier-free Tourism, Easy-access Tourism, Tourism for All, and similar, so there is additionally no agreement on the use of common terms. However, all of the definitions comprise two main aspects: the participation of people with disabilities in tourism, and the removal of existing barriers in environments, products and services in the Tourism industry. The most quoted definition of Accessible Tourism is that of Darcy & Dickson (2009), stating that Accessible Tourism enables people with access requirements, including mobility,

vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed products, services and environments. This definition is inclusive of all people, including those travelling with children in prams, people with disabilities and seniors. That definition is quite broad, as it states that tourism and travel should be accessible to all people with all kinds of disabilities, from physical disabilities, sensory disabilities, cognitive, intellectual or psychosocial disabilities and mental or physical illness, as well as those with temporary disabilities, older persons, also including those with no disabilities at all. Collaboration between UNWTO, ENAT and ONCE (2013) has resulted into the concept of Tourism for All that covers Accessible Tourism, Sustainable Tourism and Social Tourism. Accessible Tourism guarantees the use and enjoyment of tourism irrespective of the capabilities, status or condition of people. Sustainable Tourism is involved in the protection of environmental and cultural resources and the wellbeing of communities. Social Tourism aims to guarantee access to tourism to people with low income, families, seniors, or people with disabilities, in order to achieve quality tourism for everyone. The overall inclusion trend to achieve quality tourism for everyone continues.

According to the World Report on Disability (WHO, 2011), there are over 1 billion people worldwide experiencing disabilities (15 % of the world's population), which means 1 in 7 people. It is worrying that, according to WHO statistics, the number of disabled people has doubled in only five years, from 2006 to 2011. This global estimate for disability is on the rise due to population ageing and the rapid spread of chronic diseases, as well as improvements in the methodologies used to measure disability. The perception of disability has evolved over time, from a medical model to a social model. Primarily, people were perceived as disabled, invalid or handicapped, and the main aim of society was on their rehabilitation and recovery. The social model has switched the view and taken a look at the disability from society's perspective, so that the limitations on a person are caused by society. Therefore, society should facilitate access to the different environments, products and services, and eliminate barriers in order to provide equal rights. That led into the new term "person with disabilities". The convention on the Rights of Persons with Disabilities defines: "Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which, in interaction with various barriers, may hinder their full and effective participation in society on an equal basis with others." (UNO,

2006). The International Classification of Functioning of Disability and Health (WHO, 2001) makes an initial distinction between a human beings capacities (physical, sensory and intellectual) which cannot be cured, and the illnesses (of the body and mind) whose effect can be reduced with the help of medical treatment. Persons with physical disabilities experience diminished capacity for movement to a different extent according to their degree of autonomy; sensory disabled persons include people with visual, hearing and speaking disabilities, experiencing communication and language difficulty; people with hearing disability and the deaf have diminished capacity to hear or do not hear at all, so they mostly experience communication barriers; persons with mental illness experience the alteration of the cognitive and emotional development process that can affect their perceptions of themselves or of the reality. Physical illness is known as organic disability, and presents the alteration of a person's state of health prompted by a number of different factors. It is important to emphasise that not all persons with disabilities or illnesses have the same characteristics, i.e. each one will have different needs and situations. That means that it is not reasonable to identify tourists with disabilities as a single market segment (UNWTO, ENAT, ONCE, 2016).

BLIND AND VISUALLY IMPAIRED SEGMENT

Of those 1 billion disabled people previously mentioned in the World Report on Disability (WHO, 2011), there are 253 million people visually impaired worldwide, of which 36 million are blind. More than 80 % of them are aged 50 years and above. It is estimated that the number of people with vision impairment could triple due to population growth and ageing (Bourne et al., 2017).The group of sensory-disabled people, which, according to WHO classification includes persons with visual disabilities, presents the second most numerous population group within the category of people with disabilities because of today's life-style and longer life expectancy. A sight or visual disability does not only refer to the organ we use to see with, but also to the structures and functions associated with it. A distinction is made in this group between blindness, or total absence or minimal perception of the light, and visual impairment. The personal characteristics of each individual will mean that we will find people that go from having blurred vision caused by myopia or stigmatism, people who have enough sight remaining to make out shapes or lights, people with central but not peripheral vision, right through to blind people. One of the more accepted classifications of visual impairment and blindness is

summarised according to the International Statistical Classification of Diseases and Related Health Problems (WHO, 2010). Blindness represents 0 % to 5 % of vision remainder, while visual impairment represents 5 % to 30 % of vision remainder. These two categories are divided into five subgroups according to the degree of visual impairment: moderate visual impairment (Category 1 - from 10 % to 30 % of the sight left), severe visual impairment (Category 2 - from 5 % to 10 % of the sight left) and three categories of blindness (Category 3 - from 2 % to 5 % of the sight left, Category 4 - from light perception to 2 % of the sight left, Category 5 - complete blindness with no light perception) (WHO, 2003). Specific needs of blind and visually impaired people arise from the relationship with their environment in four key aspects: localization, orientation, communication and safety (UNWTO, ENAT and ONCE, 2016).

TOURISM FOR ALL

In developed countries, people with disabilities participate more in tourism than previously, due to higher income levels, technological improvements, more availability to travel, and their personal interest in engaging in tourist activities. "Travellers with special needs can be very loyal, high spenders and influencers for shaping destination and tourism industries` social responsibility reputation." (Oliver Henry-Biabaud, 2012). Accessible Tourism is a niche tourism segment, where developers have to meet the highest standards, both in quality and sustainability. The increasing awareness of Accessible Tourism will probably lead to a growing interest by tourism stakeholders and decision makers. To reach the concept of full accessibility, the implementation of a universal design concept is necessary (Darcy et al., 2009). According to the definition of The Center for Universal Design (NC State University – College for Design, 2006) »Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaption or specialised design.« It refers not only to the physical accessibility, but also to very important aspects: perceptible information and overall tolerance.

The beneficiaries of accessibility are not only people with permanent disabilities, as any person can, during the time, encounter some degree of difficulty in accessing, using or enjoying tourism and leisure spaces. The latter is considered in the International Classification of Functioning, Disability and Health (WHO, 2001), stating that the experience of disability does not affect only a minority of

people, but is a universal human experience. The Tourism market should be aware of the needs and habits of that major population segment, which has a huge existing economic potential. On the other hand, people do not have enough information about disability, and how different factors can affect disabled people. In Accessible Tourism, the availability of professional staff, who understand the special needs of people with disabilities, is a key requirement. The competence of staff members improves the level of services greatly, and by increasing the guest satisfaction, also contributes to a larger income. Tourists with disabilities like to purchase tourism services designed for them, especially when these services are labelled with a unique trademark (Hsu et al., 2002). Based on the needs of the market, these specialised competences and skills should be included in the curricula of vocational schools and tourism professional trainings (Zsarnoczky, 2016).

THE QUALITY OF TOURIST GUIDANCE

Tourist guiding has an important and multifaceted role in contemporary tourism (Rabotić, 2010). The central point of tourist guiding is a professional Tourist Guide. A Tourist Guide is a person who guides visitors in the language of their choice, and interprets the cultural and natural heritage of an area for which the person normally possesses an area-specific qualification, usually issued and/or recognised by the appropriate authority (World Federation of Tourist Guide Associations). Zilinger (Zillinger et al., 2012, cited in Chikuta et al., 2017, p.1) describes a Tourist Guide as a leader who directs people through attractions, showing them what to see and do, where to position themselves in order to view the attractions, and does so in entertaining interpretive ways. Being able to fulfil his mission, a Tourist Guide should be able to immerse himself in a variety of different roles and subroles. Some of these roles and subroles are listed extensively in Pastorell (2003), where the Tourist Guide is recognised as an information provider, social facilitator, cultural host, motivator of conservation values, interpreter of the natural and cultural environment, people mover, teacher or instructor, safety officer, ambassador for one's country, public relations representative or company representative, entertainer, problem solver, confidant and counsellor. Tourist Guides show and interpret local cultural heritage, living culture, values and the cultural identity of a destination and, therefore, represent cultural mediators, who a customer expects to show sensibility towards their own culture as well as the guest's (Ooi, 2002), which is part of their "ambassador's responsibility" (Yu et al., 2001). The guides are of crucial importance in Tourism,

as theirs is the task of selecting, glossing, and interpreting sights, (Dahles, 2002). They act as mediators who give tourists the access to attractions, information and knowledge, as well as motivate, manage and supervise host-guest interactions. Tourist Guides are mediating access to attractions, which may be either unknown or uninteresting to visitors, hard to locate, or dangerous to approach from the safety point of view, or can only be visited within an organised group during a guided tour, without queuing upon entering the tourist sites. Guided tours assure that tourists will be channelled into the right place at the right time while under the control of someone "responsible" (Schmidt, 1979). Attractions and localities must be appropriately equipped for tourist reception, and a Tourist Guide must be skilled and experienced in planning and organising the adoption of evaluation and duration of planned activities. Tourist Guides are also mediating information and knowledge to assure that tourists understand various aspects of the visiting destination appropriately, through the selection of information and its interpretation. The latter places the communication skills of a Tourist Guide amongst his most crucial competences, as, through his narration and interpretation, the tourist will be able to understand new and unfamiliar phenomena or already known things from a different perspective. Tourist Guides are also mediating social interactions between visitors and the local community, establishing two-sided interactions and creating cultural exchange. They also mediate interactions amongst group members and affect the degree of integration between them. Managing group dynamics is a guarantee for achieving some degree of satisfaction of the tour participants (Quiroga, 1990). All the different roles of a Tourist Guide make his position extremely complex. The Tourist Guide is required to be at once performer, entertainer and interpreter (Overend, 2012). Weiler and Ham (2002) claim that Tourist Guides have a number of responsibilities as providers of tourism experiences, with sometimes competing roles in order to meet the needs of visitors, employers, and host communities. "Guides should manage these relationships with the aim of ensuring a positive experience for the visitor, a sustainable experience for the environment, and a rewarding experience for themselves" (Pastorelli, 2003, p. 3). According to Weilder and Ham (2002), visitors expect a high priority in their safety and health, but, at the same time, expect an enjoyable and rewarding travel experience. Some have special needs and expectations associated with their particular cultural background, their physical and intellectual capabilities, and their passions and interests in particular subject matters. Employers expect the Guide to provide high quality service to visitors in order to meet these

expectations, as well as to manage the group, the itinerary and other logistical aspects of the experience to maximise not only visitor satisfaction, but also profit margins (Cohen, 1985; Pond, 1993, cited in Weilder and Ham, 2002).

The quality of guidance depends mainly upon the Guide`s personal characteristics, such as the manner of the commentaries, appearance and behaviour, and his experiences, shown in the manner of presentation and group dynamics` management. A Tourist Guide should always be focused on customers, their needs, motivation, wishes, preferences, cultural background, educational level and special needs, as all this contributes to the quality of the tourist experience. A safe and quality experience offered by a guided tour involves the guide, tourists and the environment, and is fulfilled when all the three components interact at the same point in space and time (Rabotić, 2010). Lopez (1980), suggests conversely that an ineffective Guide may have adverse effects on tourists' enjoyment of their holiday experience. Rabotić (2010) nicely summarises that the role of Guides in the tourism system distinguishes itself by its potential to manage and orchestrate tourist experiences, enhance destination image and implement the goals of Responsible Tourism. What Guides present and interpret takes effect on the way in which their customers experience a place or attraction, understand local culture or engage in local activities, and how they behave on the spot. As front-line professionals, information-givers and interpreters, the Guides act as a destination's representatives and „ambassadors" in the eyes of tourists. Tourist guiding is one of the important factors of successful presentation of destinations in contemporary tourism, affecting the resulting economic and social benefits.

A PILOT STUDY

People with disabilities represent a significant but untapped tourism market. The tourism providers should adopt to their needs and preferences, which can be highly assured with professional and accurate tourist guidance. Therefore, the Tourist Guides should be trained appropriately and, consequently, exposed to people with special needs in order to use the trained theory in practice and gain invaluable personal experience. Richards et al. (2010) presented a critical analysis of the tourism encounters of individuals with vision impairments, and identified a general lack of awareness with regard to the psychological impact of sight loss as a major issue for the hospitality service providers. There are no adequate training courses for new Tourist Guides or additional training courses for existing

Tourist Guides; there is a lack of monitoring of a Tourist Guide`s performance, plus the local or national Guiding Associations should decide for the certification, licensing and registration system, to ensure a minimum necessary level for a quality tourism experience of tourists with special needs. As that is a global issue, we conducted a pilot study in the form of a pilot guided tour that was carried out in September 2017 in Maribor, Slovenia, guiding blind and visually impaired people. As in many other destinations, the tourist stakeholders in the Maribor – Pohorje destination do not offer adopted products and services systematically to the different target groups, including disabled persons, despite their familiarity with the theoretical concept of Accessible Tourism and its probable economic potential. This being so, we wanted primarily to understand the tourist motivation, needs and potential of blind and visually impaired tourists, to raise awareness of their needs and potential by various stakeholders, and, lately, to form Guidelines or a potential educational model for Tourist Guides` training in the sense of the Tourism for All concept. We formed a specially designed Tourist Programme in collaboration with the Inter-Municipal Society of Blind and Visually Impaired Maribor (MDSS), and different stakeholders (public and private, tourism and non-tourism oriented). For programme evaluation, we also invited two Tourist Guides and a heritage interpreter, giving them a chance to participate actively, learn in practice and supervise the performance. When designing a new tourism product, we derived from the natural features, the cultural heritage of the environment and the existing offers of the target area in Maribor. Being aware of the special characteristics and needs of the studied target group, we included all possible options for creating various experiences through touching, smelling, listening, tasting and making, which made the programme multi-sensory and interactive. This idea was presented to the MDSS Management Board, which supported and co-financed its pilot implementation.

The programme "The Symphony of the Senses beside and on the Drava River":

8:30-9:15	Gathering, welcome speech, orientation and group formation
9:30-12:00	Workshops/activities (group circulation system): rowing on the Drava river, climbing on a climbing wall, skill challenge at the mini adrenalin polygon, grilling a self-made local natural snack on an open fire, tasting of chocolate products in the chocolate factory, and forming an own personal chocolate creation as a tourist souvenir
12:00-13:00	Walking through the woods using forest pedagogy
12:40-13:15	Presentation of a hydroelectric power station and crossing the river
13:15-14:00	Walking on the left bank of the Drava River to the Koblar Bay while interpreting important sights and natural heritage
14:00-15:30	Rafting on a traditional timber raft to the old city centre on Lent
15:30-16:15	Grape must tasting in The Old Vine House, dedicated to the world's oldest vine

We conducted the trip on 21 September, 2017, attended by 24 members of MDSS and their companions, two Tourist Guides and an interpreter of heritage. The length of the tour was approx. 4,5 km: of those, 2,2 km were on foot, and it lasted 8 hours. Several companies, including those who do not have a distinctive tourism activity, participated in the realization: The Chocolate manufacturer and confectionery shop Teta Frida, Cafe and Restaurant Drava Centre, Ecological and excursion farm Tikva, Rowing club DEM, Hydroelectric power plants Dravske elektrarne Maribor, Mariborian timber rafters from Drava Tourism Maribor and The Maribor Tourist Association, and The Old Vine House. All participating companies supported the purpose of this Study Tour with a more favourable, or even free, offer of their services.

The programme was followed by an evaluation of all those involved: blind and visually impaired participants, their companions and MDSS; participating organisations and tourism providers; accompanied Tourist Guides and heritage interpreter. The blind and visually impaired rated the programme's implementation quality on a 5-level scale by the following criteria: reception with presentation, group circulation system, realization of a Workshop in a chocolate shop, realization of a Workshop near the fireplace, implementation of sport activities, duration of particular activities in the natural park Mariborsko jezero,

clarity and distinction of speech, quality of information delivery, suitability of content, length of walking paths, flexibility of organisers, guidance technique, duration of the entire programme, professionalism of execution, preparedness for help, security level and possibility of interaction. Our main findings are that the blind and visually impaired participants believe that their visual impairment prevents them from using the tourist offer on an equal basis, partly due to either unsuitable tourist services, buildings, equipment or promotional materials. The organisers willingness to help, their adaptability to various situations and the quality of information delivery are assessed as above average. Concerning organisation, it is important that they felt safe, satisfied with the length of the walking routes and duration of the programme. The chocolate lollies` workshop and rafting were the most preferred activities, and all those who tried it were also enthusiastic about rowing, as most of them did it for the first time. Additionally, the in-depth interviews were carried out by six selected participants, three women and three men, of different ages, interests and visual impairment (three completely blind persons, two with less than 5 % of sight remainder, and one visually impaired with 20 % of vision left), who praised the diversity and dynamism of the programme. They liked the experimentally oriented activities (e.g. making and grilling snacks – skewer on the ember fire, tasting chocolate products and making chocolate lollipops, rowing, climbing on the climbing wall, feeling the vibrations from the force of the river standing on the top of the power plant, hearing the rumbling of the water, experiencing Rafter`s christening, tasting the grape must), the opportunity to learn about the sights and experiencing nature by touching (e.g. autumn fruits of the forest, tree crusts, models of rafts, floor mosaics, etc.), and storytelling (e.g. the story about Teta Frida, stories about trees, history of power plants on the Drava river, story of the Snake queen, rafter's stories, the story of the oldest vine in the world). As very important blind participants evaluated precise instructions about activities` performance, accurate information, particularly about precise location, and ensured escort. Visually impaired visitors mentioned that, for their greater autonomy in the use of services, colour contrasts, sound signals and larger inscriptions are needed. For all participants it is important that, when planning a programme timetable, additional time should be calculated for space orientation, movements and instructions, while a moderate quantity of sights` information should be provided to maintain the guests` motivation and concentration. They all claimed that while experiencing unknown activities (e.g. on a skill course, when embarking, preparing skewers) or when facing various obstacles (e.g. glass

doors, field swapping, stairs, passageways, floating pier, crane rails at the power plant, narrow forest trail, puddles on the path), they experienced discomfort and needed help from the sighted person. Participating hosts commented that the visit of blind and visually impaired guests was a pleasant, interesting and educational experience. None of them found the preparation for the visit of that specific target group and presentation of their company to the latter more difficult than working with any other group of guests, just different and challenging. Some were afraid that they might not be able to carry out the workshops/activity accurately, whereas all of them shared a common concern about the safety of the participants. The degree of customization of the individual offer of participating organisations and tourism providers was self-assessed on 5-level scales according to four criteria: the adaptation of buildings and equipment, the adaptability of services and products, the adaptation of promotional materials, and the qualifications of the staff for hosting different disabled target groups. On average, the participants found that the adaptation criteria were insufficient. They estimated that their promotional materials are unadjusted and that the staff is not adequately trained. Adaptation of their services/products, facilities and equipment are estimated to be somewhat better on average. Some have pointed out that their own competence and adaptation assessments may not be realistic, because they are not familiar with the Regulations and Guidelines in this field. In addition, we found out that they were, on average, somewhat more self-critical when giving estimates of the degree of adaptation to sensory impaired persons than to other target groups of Accessible Tourism (physically impaired, persons with mental disorders, and persons with emotional and behavioural disorders). This is probably due to the completely new experience in the form of the visit of blind and visually impaired people for most of them. The accompanying Tourist Guides and heritage interpreter had previous experience with people with disabilities (sensory disabilities, intellectual and psychosocial disabilities, elderly and families with young children). As a positive aspect of tour implementation, they mentioned selection of activities and their experimental and multi-sensory orientation, choice of facultative activities, interactivity and co-creation of participants, time sufficiency for activities` implementation, inclusion of storytelling, natural and cultural heritage as different stakeholders. Negative aspects cover inappropriate technical implementation of the introduction due to different arrival times of the visitors, inadequate sequence of events, unexpected waiting without any proper explanation, and insufficient explanation about the area and place. They agreed unanimously that Study Tours are an excellent way of learning, since you can test

ideas practically and get an immediate feedback. They could use the knowledge in further education and work, as well as in private life, understanding that we take certain aspects, such as sight, for granted, and are quite ignorant of the opposite. They see the possibility of improvements in awareness raising, adaptation of heritage interpretation, cooperation with the disabled, minimum accessibility standards and education of tourism workers.

OBSERVATIONS

Several assumptions made prior to implementation of the pilot Tourist Programme were confirmed. It turned out that the environment is assuredly only partly accessible, and that tourism providers do not actually offer systematically adopted tourism products and services to the different target groups in the Maribor – Pohorje destination, whilst the biggest problem lies in their parting, conversely the lack of networking. Despite all listed, tourist stakeholders' preparedness for competent learning and their sincere desire of involvement in the co-creation of tourist services by disabled persons are a positive surprise. During the implementation, the fact that accessibility benefits all was undoubtedly proven.

According to our previous personal experience, it can, with certainty, be asserted that Study Tours represent an effective exemplary education that made them even more convinced that competence of tourism workers improves the quality level of tourism services greatly and contributes to guest satisfaction. The human factor serves as an irreplaceable part of an overall tourism experience creation, and can, because of its characteristics, solve a number of inconveniences which other factors may not be able to eliminate successfully. A pilot multi-sensory Tourist Programme in the form of a Study Tour turned out to be an exceptional opportunity for learning. Each group of participants benefited from it. MDSS was involved in co-forming the itinerary and activities, giving them the active role in planning services. On the other hand, the organisers had the possibility to meet the needs and requirements of the specific target group prior to implementation. The result was a designed programme that might not be optimal, but suitable in the diversity, duration and financial matters. The organisers managed to connect stakeholders in the destination that usually do not cooperate, and challenged them to cope with an unfamiliar customer group, not giving them any specific instructions about managing their activities.

The purpose was to find out how they would deal with the matter, and how pleased the guests would be with the services. Lacking competence and skills, their performance was satisfying, as they tried to do their best. Tourist Guides and the heritage interpreter evaluated the programme implementation critically, while, at the same time, they had the possibility to practice the role of visitors' companion and to guide a small section of the programme. The latter has allowed them to learn in practice and on their own mistakes. The main focus group - blind and visually impaired, had the possibility of being heard and actively involved in all of the offered activities. Even though the environment was not completely accessible, it was proven again that the human factor is irreplaceable, and can solve a number of inconveniences when handled appropriately.

A MODEL OF AN INTERRACTIVE TOURIST GUIDE`S TRAINING

The presented Pilot Programme can be used as a potential Training Workshop for Tourist Guides. It is designed in such a way that it contains sustainable, local, seasonal, multi-sensory, active, green and healthy elements. It essentially relates to all the highlights of the destination - wine tourism, the tradition of timber rafting on the Drava River and a rich industrial heritage. The programme could be performed completely independently for daily visitors, or integrated easily into the majority of featured integral tourist products of the Maribor - Pohorje destination. As a continuation of the pilot Tourist Programme, we suggest a multi-day interactive Workshop Training Programme for Tourist Guides, and establishment of a model (Figure 1) as part of an integral tourist product.
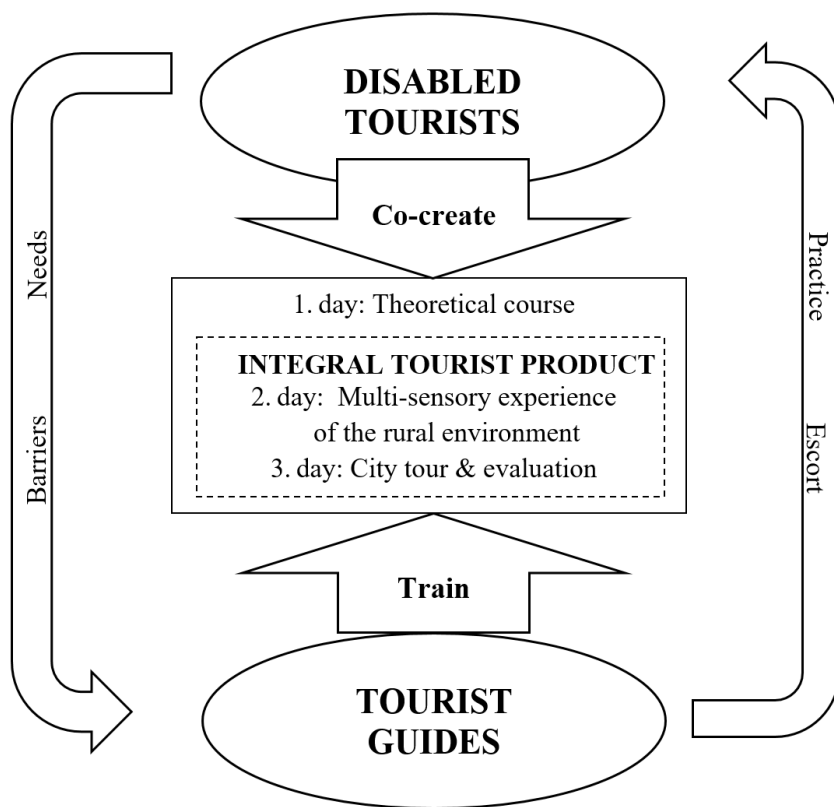
Figure 1: Model of an interactive Tourist Guide`s training

The model of an interactive Tourist Guide`s training shows that disabled tourists have specific needs and are facing different barriers, which Tourist Guides can perceive, recognise, fulfil and overcome, if trained appropriately. The latter learn to deal with disabled tourists through practical tours` guidance, escorting disabled people and interacting with them. Disabled tourists on the other hand should be able to co-create the tourism experience. The programme suggests a one-day theoretical course about different types of disabilities, access and information needs, barriers to accessibility and the Design for All concept, principles of effective customer service and understanding the Tourism for All approach. Another two days of training already presents the integral tourist product, consisting of a one-day multi-sensory experience of the rural environment through a similar programme as the pilot one presented, and a one-day experience of a City Tour, where other types of environmental obstacles are

presented. The training should be carried out with disability NGOs, and with direct involvement of people with disabilities. Such collaboration builds a platform for co-creating, co-learning and co-improving the quality of tourism services all in all. To outline, when designing a new tourist product and, consequently, a model or curriculum for Tourist Guide training, we should always derive from existing resources given in the destination, which present the basis of a later potential suitable upgrade. It is inevitable that all three parties (Tourist Guides, providers and disabled persons) are included in the co-creation and evaluation of an integral tourist product and learn from one another in practice. The latter gives the opportunity to Tourist Guides and (tourism) providers to deal practically with disabled persons and, consequently, eliminate the fear they may face when dealing with an unfamiliar target group of people (tourists). That overall means that their perspective and attitude toward disabled tourists may change in a positive way, as well as their guidance technique used so far. One of the greatest advantages of practical experience is that it brings immediate feedback and allows control of a situation; additionally, it enables Tourist Guides to face physical obstacles and barriers directly on the field. Regarding providers, it is necessary that small providers (including non-tourism oriented ones that could also be suitable hosts) start networking and cooperate. According to this research experience, no huge investments are necessarily needed; mostly, only an effective information access and suitable approach are enough. Lastly, a continuation of this project will take place through a crossborder collaboration with NGOs of persons with disabilities in the wider region (destination) in order to exchange best practices in hosting disabled people. Such international exchange of best practices and visits of disabled NGOs` members from different countries presents an opportunity for organised training of both Tourist Guides and tourism providers. Tourism workers` skills and competences have a considerable impact on the perceived level of quality by tourists with access need. To summarise, that can contribute to the quality of tourism services as a whole.

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THE EFFECT OF DEMAND BY SPECIALIST TOURIST GROUPS ON MUSEUM AWARENESS OF POTENTIAL NEW VISITORS

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INTRODUCTION

One of the most essential components in the tourism system are unquestionably attractions (Goeldner & Ritchie, 2003, pp. 204). As major tourism attractions, we can list museums and galleries, which promote and manage cultural and natural heritage. They also teach us about the development of civilizations, a nation's traditions and lifestyles, changes in the environment etc. With this significant role, they are important for many different segments of tourists.

Among different segments of tourists, there are people with different types of disabilities. They are entitled to experience travel and to visit all attractions considering their rights and the principles of Accessible Tourism. However, when facing the reality, they encounter diverse limitations when trying to enjoy tourism attractions. In this chapter, we especially consider people with hearing disability (deaf and hearing-impaired individuals). Hearing disability is to some

degree neglected in tourism research, although it is also a serious disadvantage. Hence, hearing problems are less troublesome when sightseeing, where the primary sense is sight, although hearing problems can cause several issues when trying to experience tourism sites, like not understanding the Tour Guide, audio presentations and performances.

Museums and galleries should also consider all these issues, since their important mission is to present their collections to all different tourist segments. However, are they really? With this reflection, we are trying to answer the question whether museums and galleries in Slovenia are adjusted to the needs of disabled tourists, and if they are willing to consider disabled tourists as their target group. Hence, has tourism demand made by specialist tourist groups (in our case a group of people with hearing disability) a positive impact on museum awareness of potential new visitors, and ,with that, the emergence of a new (or adjusted) tourism product – therefore, the correlation between tourism demand and supply. In addition, we follow McCabe`s (2012, pp. 117) thought that tourism organisations should implement a marketing orientation as "a philosophical approach to marketing. It puts focus for all the activities (of marketing mix) of the organisation on meeting customers' needs and expectations for the service – also infrastructure, pricing, distribution, HR, product development …" As a result, the tourism supply should follow the tourism demand.

There have been other studies of the demand – supply correlation, also in the field of Tourism. A research made by Cigale, Lampič & Potočnik-Slavič (2013) examined the interrelations between tourism offer and tourism demand in the case of Farm Tourism. Their used methodology included a survey and semi-structured interviews with Farm Tourism holders on the supply side and with the public on the demand side. The results of their study showed that tourism supply largely reflects existing opportunities and interests of farmers and not the demands of the tourist market (Cigale, Lampič & Potočnik-Slavič, 2013, pp. 350). In addition, Farmaki (2013), in her study of Dark Tourism revisited: A supply/demand conceptualisation used semi-structured interviews and focus groups to examine the supply/demand approach. The findings state that a tourism product like Dark Tourism is not only a reflection of tourism demand, but also an expression of tourism supply holders (Farmaki, 2013, pp. 288).

This study was designed since previous studies did not underline a clear connection between tourism demand and supply. As we wanted to use a different

method, we made an experiment in the course of the research; the experiment was made with Slovenian museums and galleries that are members of the Slovenian Museum Association. We were able to implement the research with the help of the Ljubljana Association for Deaf and Hearing-impaired Persons, who helped us to design our experiment conditions.

The basic objective of the study is to explain whether people with different types of disabilities can use the principle of demand and supply to increase Accessible Tourism. Therefore, can a declared tourist demand generate an awareness about a potential target group of disabled people and, furthermore, stimulate the tourist attractions to adjust their premises, visitor support, promotional material and visitors` packages to disabled persons?

TOURISM AND ATTRACTIONS: MUSEUMS AND GALLERIES

Tourism was defined by the World Tourism Organisation (WTO) International conference of Travel and Tourism in Ottawa, Canada, in 1991. Later, the original definition got some updates and adaptations in 1993 to (Goeldner & Ritchie, 2003, pp. 7): "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes." As Page & Connell (2014, pp. 3) also write, tourism as an activity is associated with different issues – like travelling away from one's home for more than 24 hours; using one's leisure time to travel and take holidays, and travelling for business.

One of the main reasons people do travel and become tourists are attractions, as write Goeldner & Ritchie (2003, pp. 204). The World Tourism Organisation (2007, pp. 1) defines attractions as the focus of visitor attention and the initial motivation for the tourist to visit the destinations. Another definition of attractions is by Pearce (in Page & Connell, 2014, pp. 149): "A tourist attraction is a named site with a specific human or natural feature which is the focus of visitors and management attention". Also Swarbrooke`s definition (in Page & Connell, 2014, pp. 149): "Attractions are generally single units, individual sites or very small, easily delimited geographical areas based on a single key feature."

Attractions (World Tourism Organisation, 2007, pp. 1) can be categorised as natural (e.g. beaches, mountains, parks, weather), built (e.g. iconic buildings such

as the Eiffel Tower, heritage monuments, religious buildings, conference and sports facilities), or cultural (e.g. museums, theatres, art galleries, cultural events). They could be in the public realm, such as a nature park, cultural or historical sites, or could be community attractions and services such as culture, heritage or lifestyle. This is similar to Goeldner & Ritchie`s (2003, pp. 205) classification into several categories of attractions: Cultural attractions (including museums and galleries), natural attractions, events, recreation and entertainment attractions. Page & Connell (2014, pp. 150) write that attractions can be classified based on their core product offered at the attraction, and can be located in the natural environment; built environment (but not originally designed for visitors` purposes); built environment (designed for visitors` purposes, such as museums and galleries). In addition, if the attraction wants to succeed, it needs to take into account following factors (Page & Connell, 2014, pp. 155):

- Professional management skills and the operator's available resources.
- The type of attraction or product offering.
- Market demand for the product.
- Ease of access from major routes and centres of tourist and resident populations.
- Appropriate hours of opening.
- Provision and quality of on-site amenities, such as parking, Visitor Centre, signs and labels, shops, guides, refreshments, toilets, litter bins, seating and disabled provision.
- Proximity to and quality of near-site amenities, such as signposting, local accommodation, local services and other attractions.
- Quality of service, including staff appearance, attitude, behaviour and competence.
- The mood, expectation, behaviour and attitude of visitors.
- Value for money.

Museums and galleries are noted as one of the most emphasised examples of attractions. As a major attraction for tourists (Goeldner & Ritchie, 2003, pp. 352), "they provide some of the highlights in many of the world's most important tourist destinations, such as New York, Washington, D.C., Chicago, Paris, London, Madrid, Rome, Singapore, Tokyo, Buenos Aires, Mexico City, and many others. The quality and magnitude of these institutions are an important consideration for attracting and satisfying tourists". Museums and galleries also

have a great role in promotion of the transmission or sharing of knowledge and ideas (Goeldner & Ritchie, 2003, pp. 263). On this basis, we decided to focus on museums and galleries.

DEMAND AND SUPPLY

Tourism products are mostly services. Lovelock & Wirtz (2011, pp. 37) define services as "economic activities offered by one party to another. Often time-based, performances bring about desired results to recipients, objects, or other assets for which purchases have responsibility. In exchange for money, time and effort, service customers expect value from access to goods, labour, professional skills, facilities, networks, and systems; but they do not normally take ownership of any of the physical elements involved." Tourism attractions like museums and galleries also belong to this category.

This definition uses terms such as economic activities, exchange for money, goods. The terms bring us to Economics, a science that studies the use of scarce resources to satisfy unlimited human desires while there is a constant gap between human wants and needs and productive possibilities in order to satisfy the wishes (Robbins in Shizgal, 2012; Rebernik, 2008). People have almost unlimited wants, but limited resources. They choose products that produce the most satisfaction for their money. When backed up by buying power, wants become demands (Kotler, Bowen & Makens, 2014, pp. 12).

Demand can be characterised as tourism consumption or expenditure (Buccellato, Webber, & White, 2010, pp. 62). Chaudhary (2010, pp. 12) defines demand as a "want accompanied by the purchasing power. It decides if the buyer has enough money to purchase. Demand changes with prices, substitutes, marketing efforts, inflation levels, income, etc. Demand can be created by building the purchasing power. Price reductions and credit facilities assist in it." Similarly, there is definition by Page & Connell (2014, pp. 38): "The term demand is often used to specify actual or observed tourism participation and activity. This type of demand is known as effective, or actual demand, and refers to the aggregate number of tourists recorded in a given location or at a particular point in time." Page & Connell also state that there are also potential and deferred demand, and that they both refer to those who do not travel for some reason, the nature of that reason being the distinguishing factor. Among these factors,

there can be economic, social, political, tourist destination area determinants, and other factors (Page, & Connell 2014, pp. 39-43).

To answer the tourist demand, the market must provide tourism supply, which refers to the output from a tourism related industry (Buccellato, Webber, & White, 2010, pp. 62). Sessa (in Page & Connell, 2014, pp. 75) considers tourism supply as "the result of those productive activities that involve provision of goods and services required to meet tourism demand, and which are expressed in tourism consumption". Also Sinclair and Stabler (in Page &Connell, 2014, pp. 75): "Tourism supply is a complex phenomenon because of both the nature of the product and the process of delivery. Principally, it cannot be stored (i.e. it is a perishable product). It is intangible in that it cannot be examined prior to purchase. It is necessary to travel to consume it, heavy reliance is placed on both natural and human-made resources and a number of components are required, which may be purchased separately or jointly and which are consumed in sequence." Goeldner & Ritchie (2003, pp. 333) divide tourism supply components into four broad categories: Natural resources and the environment; the built environment; operating Sectors; spirit of hospitality and cultural resources. Museums and galleries are included in the built environment as a part of the tourism superstructure (facilities constructed primarily to support visitation and visitor activities).

In order to provide tourism goods and services which will meet tourism demand, museums and galleries should know their visitors and their needs. A segmentation of visitors is, therefore, a useful tool. McCabe (2012, pp. 87) says that, the ability to break down a market into more discrete market groups or segments is essential for an organisation to understand more about its customers and form an appropriate marketing strategy. Moreover, as there are many newly emerging markets, consumer demand is becoming more and more fragmented (McCabe, 2012, pp. 286).

Overall, there is a common agreement that tourism demand generates tourism supply. This is summoned also by the notions of Bull (in Page & Connell, 2014, pp. 278), who states that tourism economists have examined the demand for travel and tourist products and recognised the significance of demand as a driving force in the economy. This stimulates entrepreneurial activity to produce the goods and services to satisfy the demand. Supply in the form of tourism services or products must, therefore, follow customer needs and improve constantly.

That is also important for tourist attractions like museums and galleries, and as Page & Connell say (2014, pp. 165), "product developments result from a requirement to maintain or improve standards, especially in the case of making attractions accessible and appealing to all customers. Adjustment to the layout and design of an attraction may be required to allow for wheelchair users, and adaptations to labels and announcements for those with hearing or visual impairments." Following Page & Connell's words, this study focused on the accessibility of museums and galleries for people with disabilities.

ACCESSIBLE TOURISM: A CASE OF PEOPLE WITH HEARING DISABILITY

The right to travel and, therefore, the right to tourism, is a fundamental human and citizenship right, transcended internationally in the United Nations Convention on the Rights of People with Disabilities (Gillovic & McIntosh, 2015, pp. 225). As Page & Connell (2014, pp. 64) say, as a group of travellers, disabled tourists are a large and growing sector. Mobility-challenged consumers tend to form the focus of much of the development work in the Tourism sector. Also, Goeldner & Ritchie (2003, pp. 309) note that, in the United States alone, there are about 49 million physically handicapped people, and that this group constitutes an excellent potential market for travel if the facilities and arrangements are suitable for their use and enjoyment. This statement is backed up with the World Health Organisation (2011, pp. 7) report, which estimates that there are more than one billion people with disabilities (15 % of the total population), and with the research by Zenko & Sardi (2014, pp. 658). The research found out that people with disabilities make a very large group of potential clients in Tourism, and that these people like to travel (like to be tourists or visitors). In accordance with this, Accessible Tourism is rising in significance, partly attributable to altruistic interests, partly in response to antidiscrimination legislation, and partly motivated by identifying a new niche market (Gillovic & McIntosh, 2015, pp. 227). However, there are some groups of people/tourists with disabilities that get more attention, and some that get less attention. In Tourism, there is little research on visual, hearing and mental impairments, including dementia (Page & Connell, 2014, pp. 64). To improve the research in this field, we focused on people with hearing disability.

Deaf and hearing-impaired individuals

Deaf and hearing-impaired individuals are a very heterogeneous group, distinguished by many characteristics. There are around 75 million deaf people worldwide, 1,500 in Slovenia, of which about a thousand are users of the Slovenian sign language as their first language (Zveza društev gluhih in naglušnih Slovenije, 2014a). According to the World Health Organisation classification, deafness is one of the most serious disabilities. A deaf person is defined by hearing loss at frequencies of 500, 1000 and 2000 Hz, on average at 91 dB or more. Because of hearing impairment, deaf and hearing-impaired individuals have great difficulties in communicating and integrating into the environment in which they live, study, create, work, or spend their free time, which can lead to various forms of social exclusion.

Sensory disabled or hearing-impaired persons have »loss or limitation of opportunities for equal and independent participation in many areas of social life: In information, communication, education, political participation (...) due to deficiencies or disadvantages in the surrounding area« as stated in UN Convention on the Rights of Persons with Disabilities (United Nations, 2006).

Although the deaf are considered as a group of people with heavier disabilities across the world, the provisions of the Federal Agreement on the list of physical defects from 1983 (Zveza društev gluhih in naglušnih Slovenije, 2014a) still apply in Slovenia. This places the deaf in a 70-percent physical impairment group, which makes them not recognised as invalid, with no right to technical gadgets or to an invalidity allowance.

The deaf population is divided into pre-lingual deaf people, post-lingual deaf people and hearing-impaired persons (pre-lingual and post-lingual) (Zveza društev gluhih in naglušnih Slovenije, 2014a). Each has specific needs, especially with regard to voice-social communication and socialization.

Pre-lingual deaf people

This group includes deaf people with no psychosocial experience of the sounds – who have lost hearing immediately after birth or, at the latest, by the age of three. They have not learned voice-lingual communication based on the listening experience. Most of them are almost mute, so they are called »deaf-mute people«

due to these very negative consequences, which is an obsolete term. They have no auditory and linguistic perception, therefore, their central communication is visual perception. They use a non-verbal system of communication, especially kinetic forms (sign language, gestures, mimics and pantomime) for communication.

Pre-lingual deaf people who communicate only in sign language and do not articulate speech are often psychosocially lonely ("mental Robinsonism") due to the difficulty of understanding and inability to communicate.

Post-lingual deaf people

This includes all deaf people who previously gain knowledge of voice-linguistic communication spontaneously by listening. They master both auditory and linguistic perceptions, but in a given situation of communication, they depend mostly on visual elements. They read a voice message from the speaker's face and lips, and understand 70% of the message in optimal conditions (frontal view, clear speech with mouth opening, no moustache), otherwise significantly less.

Hearing-impaired persons

There are several subgroups in the group of people with hearing impairment, depending on the time of the occurrence of hearing impairment and the ability (in terms of quality and intensity) of hearing experience. These people are characterised by the fact that they have some useful (with or without a hearing aid) hearing remains for a partial or fuller audio experience of the audio world and voice code.

– Pre-lingual hearing-impaired persons (light, medium and heavier hearing-impaired)

If a hearing impairment has occurred after birth, when the voice code has not yet developed spontaneously on the basis of deficit hearing, such children need to develop a comprehensive unmute state, with the maximum use of remaining hearing (with or without hearing aids). Pre-lingual hearing-impaired persons are also largely used to visualising the »reading« of the voice code from the speaker's

face and lips, which means that they also use the kinetic forms of voice communication.

- – Post-lingual hearing-impaired persons (light, medium and heavier hearing-impaired)

The characteristic of this group is that they have already won the voice-linguistic communication based on the listening experience before becoming hearing-impaired. Therefore, their special needs in verbal communication are much simpler. The voice-linguistic communication of light post-lingual hearing-impaired persons can be successful with the help of a suitable individual hearing aid and in favourable spatial-acoustic conditions. In conversation, this group of people also helps with visual experience, ("reading") of speech from the person's face or lips, but audible experience dominates their perception. It is interesting that the majority of light post-lingual hearing-impaired persons in their everyday lives use the telephone without major problems; therefore, their specific needs in voice communication, especially with hearing people, are minimal.

The consequences of deafness

Deafness is an invisible disability, which is not only physical (anatomical and physical) irreversible damage, but also includes lack of auditory experience, which has numerous consequences: Somatic, psychological and social consequences due to the limited ability of voice-linguistic communication (Vovk, 2000, pp. 27).

The consequences of deafness depend on the causes and impairments, and on how successfully the person has been rehabilitated after hearing loss. Deafness can cause loneliness; the person rejects the support of the environment; is receding into himself, and has a constant sense of isolation and endangerment. The deaf person is compressed constantly into information blockades, is in a subordinate position from hearing informers, and has an ever-present feeling of addiction, which, in turn, affects the distrust of the hearing (Vovk, 2000, pp. 27).

Difficulties with integrating deaf and hearing-impaired persons into daily life are seen mostly in communication, and not so much in the use of transport or other services. There are some general requirements, like good lighting for reading from the lips and a special arrangement of the phone. Only small measures should be taken in the transport infrastructure. Accidents can arise due to the

lack of perception of acoustic ambulances or police sirens. A great danger are also unsupervised railway crossings (Vovk, 2000, pp. 27).

The communication of the deaf in their own sign language, the possibility of living and socialising in the same community, and the inclusion in the wider society through the help of the interpreter and other communication tools, are of key importance in ensuring basic living needs and maintaining the mental health of the deaf.

Technical aids for deaf, hearing-impaired persons and deaf blind

Deafness, hearing impairment and deaf blindness are forms of severe disability, the consequences of which are most evident in the issues of communication and active involvement in social life. Communication is strongly hindered and difficult, because it is impossible to have an available interpreter for 24 hours a day. The development of technology and the principle of easier and wider availability makes it easier to access information. Deaf, hearing-impaired persons and deaf blind are the only disabled population that does not have a recognised right to technical devices in Slovenia, as these are not mentioned in the National Regulations. Due to the specifics in communication, additional special costs arise as a result of disability, because deaf, hearing-impaired persons and deaf blind cannot satisfy the basic family and social needs fully in the environment in which they live. Technical tools for deaf, hearing-impaired persons and deaf blind help to overcome communication barriers and contribute to better accessibility in their living environment (Zveza društev gluhih in naglušnih Slovenije, 2014b).

Due to the specific ways of communication, accessing information and making communication is extremely difficult. The development of modern technology enables more equal access to these services. Thus, co-financing of computer and other modern equipment is provided with the aim of improving accessibility (for example, an online camera for sign language communication). The equipment enables deaf, hearing-impaired persons and deaf blind to easier access to the information in their customised technique, in the Slovene sign language. Other similar technical devices are also important, such as UMTS mobile phones, baby cry devices for deaf parents, video devices for image transfer - for receiving or broadcasting information in their native language, alarm clocks, house bells, FM

system, inductive loop, red-white stick and electronic magnifier (Zveza društev gluhih in naglušnih Slovenije, 2014b).

Sign language

The Slovene sign language of the deaf is based on the use of hands, mimics of the face, eyes and lips, and the movement of the body (Zveza društev gluhih in naglušnih Slovenije, 2014c). The finger alphabet can be used, along with the sign language. For the deaf, the sign language is a language of communication. They can express themselves in it, and only this way of communication enables them to develop their optimal development. The sign language does not have the same grammar as the spoken language in the same geographical area, because the sign language is independent of the spoken language and evolves within the deaf community.

The first signs of sign language in the world were recorded in the 18th century when the first School for the Deaf was established. The Law on the Use of Slovenian Sign Language legally accepted the sign language as the most important means of communication for deaf people in Slovenia in 2002. The Law (Zakon o uporabi slovenskega znakovnega jezika, Uradni list RS, št. 96/02) defines the Slovenian sign language as a visual-sign system with a certain layout, position, orientation and movement of hands and fingers and the mimics of the face. The law processes the right of deaf people to use sign language in procedures before State bodies, local government bodies or public service providers. It also defines the right to use the sign language in all other life situations in which the deafness would be an obstacle to meet one's needs. More precisely, it means the right of deaf people to use the Slovene sign language in communication, the right of deaf people to be informed in their adapted techniques, and the right to an interpreter for sign language in the equal involvement of deaf people in life and work environment (Zakon o uporabi slovenskega znakovnega jezika, Uradni list RS, št. 96/02). The European Union also supports the minority languages of the deaf community as a distinct expression of the linguistic diversity of the European cultural space, and calls on the Member States to maintain and promote them (Zveza društev gluhih in naglušnih Slovenije, 2014c).

There is very little literature on Slovene sign language. Dictionaries are generally available, where individual words are shown in the movement, but there is no talk about linguistic characteristics of the sign language of the deaf in Slovenia.

The language of gestures is unexplored, not well known, and, therefore, difficult to learn. The sign language of the deaf is weak in the transmission of information. Information value is low, and, in particular, standardization of the language would be necessary. It is necessary to emphasise that the Slovene sign language is not the same as in other sign languages. Every sign language of the deaf throughout the world is a language by itself; the differences are already seen within the same country.

Ljubljana Association for Deaf and Hearing-impaired Persons

The experiment in this research was implemented with the help of the Ljubljana Association for Deaf and Hearing-impaired Persons, which is a voluntary, non-profit organisation (Mestno društvo gluhih Ljubljana, n. d.). The purpose of the Association is to unite deaf, the deaf mute, the deaf blind, the hearing-impaired persons and other people in order to satisfy the special needs and interests of persons belonging to the deaf communities. The goals of the Association are:

- Nurture and protection of the culture of the deaf, their language, the expansion of quality and personalised communication, and the promotion of their human rights and fundamental freedoms.
- The integration of deaf people into society.
- Encouraging the deaf to be autonomous in the use of all types of services and social institutions.

The Association operates in the area of the central Slovene region and provides special social programmes for the deaf, the hearing-impaired persons, the deaf blind and the people with a cervical implosion. Based on the needs and requirements of their users, the Association implements programmes that are more sophisticated and better quality from year to year. Special social programmes are intended especially for overcoming communication barriers. In addition, the Association informs the public and its members about the development of the deaf community, encourages a more correct attitude towards the deaf in the public, and cooperates with other Associations, Organisations and Institutions that are engaged in the Deaf field professionally or scientifically. The Association also participates in the formulation of State measures, and proposes Regulations and measures in the field of Disability Protection.

Association members and staff communicate with each other in the Slovene sign language - in the first language of the deaf. In communication with the hearing population in Slovenia, they use written Slovene, or they communicate in Slovene sign language with the help of an interpreter. In international communication, they use international sign language and written English.

STUDY OF SLOVENIAN MUSEUM AND GALLERIES' ACCESSIBILITY

The research with the Ljubljana Association for Deaf and Hearing-impaired Persons was trying to answer the question whether museums and galleries in Slovenia are adjusted to the needs of disabled tourists, and if they are willing to consider disabled tourists as their target group. The addressed effect of special tourist group tourism demand on museum awareness of potential new visitors was verified in an experiment. As Winston writes (Winston & Blais, 1996): "An experiment is defined as manipulating an independent variable, holding all other events constant, and observing the effect on a dependent variable." An experiment is considered as one of most basic and most important research methods ever since the 19th century, when John Frederick William Herschel and John Stuart Mill favoured the idea that the experiment is the only method that can determine the cause or causes of the phenomenon (Winston & Blais, 1996). Knežević (2010) claims that an experiment is also very important for tourism research, since it enables a wide spectre of findings, although currently it is not used widely. In the course of the research, we made an experiment with Slovenian museums and galleries that are members of the Slovenian Museum Association (they are listed on the Association's web page http://www.sms-muzeji.si/). In 2016, there were 69 members of the Association in total. They were all included in the experiment, and they all received the first questionnaire. This first questionnaire gave answers to the primary questions about the adequacy of museums and galleries for the needs of disabled tourists, and it was active from 20th September, 2016, until 8th November, 2016. The respond rate was 27 museums and galleries.

After collecting the basic data, we formed two groups randomly among those museums and galleries that responded to the first questionnaire and did not already have adjustments for hearing disabled (24 museums and galleries). As an adjustment, we considered the use of induction loop, video guide and special written text explanation. To form groups, we used the web application

RandomLists Team Generator, that can be found on the following link: https://www.randomlists.com/. The first group of 12 randomly chosen museums and galleries – the experimental group – was submitted to the experimental conditions. The second group of 12 randomly chosen museums and galleries – the control group – was not. The experimental conditions e.g. the experiment independent variable was sent a document of tourism demand by the Ljubljana Association for Deaf and Hearing-impaired Persons. With the help of the Associations' President and Secretary, the demand was sent by e-mail from their e-mail address on 6th December, 2016. After the experimental group received the demand, the second questionnaire was sent to both groups. The second questionnaire was active from 4th January, 2017 until 21st January, 2017.

Later, we examined another index of museum change in awareness – an e-mail from a museum as a favourable response to a sent tourism demand by the Association (if the Association had received a direct offer from the museum). In addition, we examined the web page of a new project of the Slovenian Ministry of Labour, Family, Social Affairs and Equal Opportunities that is called the EU Card of benefits for the disabled. In July 2017, they started to promote a web database of privileges for disabled persons, which also include museums and galleries, and we checked whether museums and galleries were in the database. At the end, to research the overall impact of the demand we used Fisher's Exact Test in SPSS, since we operated with a small sample (Fisher, 1922).

To verify if most of the Slovenian museums and galleries included in the experiment are or are not adjusted to the needs of people with hearing disability, we examined whether Slovenian museums and galleries are equipped with technical accessories like the induction loop, or different signs that will help hearing-impaired people. The question: "What technical tools do you use to help people with special needs who visit you?" was put in the first questionnaire that museums and galleries answered. The respond rate was 27 museums and galleries out of 69 museums and galleries that form our population. As seen from Table 1, there are, in total, only 7 out of 27 Slovenian museums and galleries that are equipped with technical accessories for hearing-impaired persons. Most of them have special signs, one also has an induction loop, and some mentioned some different adjustments, like a video guide in sign language, written text explanation and personal approach. As these results show, only about one fourth of museums

and galleries in our survey has adjustments to the needs of people with hearing disability.

Table 1: Adjustments to the needs of people with hearing disability

Museum/gallery	Induction loop	Signs	Special adjustments
Museum 1			Video guide in sign language
Museum 2		Signs	
Museum 3	Induction loop	Signs	
Museum 4		Signs	
Museum 5		Signs	Written text explanation, personal approach
Museum 6		Signs	
Museum 7		Signs	

Next, we examined whether tourism demand made by specialist tourist groups has a positive impact on a museum's awareness of potential new visitors. Variable tourism demand was presented as a question whether the museum or gallery received e-mail with demand from the Ljubljana Association for Deaf and Hearing-impaired Persons. Only members of the experimental group received the demand. However, both experimental and control groups were asked to answer the second survey. We received only 10 answers, consisting of 7 museums and galleries that received the demand and 3 that did not . In the second survey, there was the question: "Which are the visitor target groups of your museum or gallery?"

Three out of 7 museums and galleries in the experimental group listed people with disabilities among their target groups, and none in the control group. Among those three organisations from the experimental group, one already mentioned people with disabilities among their target groups in the first survey, while the other two did not.

We also sought the answer to the question whether museums and galleries are prepared to adjust their products to the needs of new potential visitor groups (hearing-impaired persons). In our survey, four different questions addressed this issue. The first question: "Will you improve your organisation by obtaining an

induction loop/new informative signs in 2017?" Two out of 7 museums and galleries from the experimental group confirmed. The second question: "Do you plan to train employees to work with people with disabilities in 2017?" Four out of 7 museums and galleries from the experimental group confirmed (some highlighted hearing-impaired and some sight-impaired people). The third question: "Are you planning to indicate the availability of your offer for people with disabilities in the promotional material?" Four out of 7 museums and galleries from the experimental group confirmed. The last question was: "Do you intend to offer special market offers for people with disabilities in 2017?"

Three out of 7 museums and galleries from the experimental group confirmed (they will offer free entry). However, one museum from the control group also confirmed that they are going to have some improvements like new signs, better promotion and education of employees for work with people with disabilities, but they won't have any special market offer. To have an overall reflection on the effect of demand by specialist tourist groups on museum awareness of potential new visitors, we used Fisher's Exact Test in SPSS, since we operated with a small sample. As an independent variable, we chose the demand sent by the Ljubljana Association for Deaf and Hearing-impaired Persons (whether it was sent or not). Dependent variables were:

- Sent e-mail with direct special market offer by a museum or gallery;
- Inclusion of a museum or gallery in the EU Card of Benefits for the Disabled;
- Declared inclusion of people with disabilities among museum or gallery target groups (from the second survey);
- Declared intent to improve a museum or a gallery by obtaining new technical accessories (from the second survey);
- Declared intent to train employees to work with people with disabilities (from the second survey);
- Declared intent to improve promotional material with information for the disabled (from the second survey);
- Declared intent to prepare special market offers for people with disabilities (from the second survey).

Table 2: Fisher exact test - correlation between tourism demand and supply

Variable	Exact Sig. (2-sided)
Sent demand & direct special market offer by a museum or gallery.	0,014
Sent demand & inclusion in EU Card of Benefits for the Disabled.	0,680
Sent demand & declared inclusion of people with disabilities among museum or gallery target groups.	0,475
Sent demand & declared intent to improve by obtaining new technical accessories.	0,524
Sent demand & declared intent to train employees to work with people with disabilities.	0,524
Sent demand & declared intent to improve promotional material.	1,000
Sent demand & declared intent to prepare special market offers for people with disabilities.	0,464

As seen from Table 2, the test showed no correlation between variables. There is only correlation between the sent demand and sent direct special market offer by a museum or gallery, since this was a museum's or gallery's direct respond to the Association's e-mail with the demand.

CONCLUSION

The experiment among Slovene museums and galleries has proved to be a challenging task, since the overall population of museums and galleries is quite small, and, therefore, the response rate was low. Nevertheless, the results show that only a minority of responding museums and galleries have adjustments for people with disabilities. As we have focused on people with hearing-impairment, we were especially noticing the lack of induction loop, special signs and video equipment. Further, the results of the experiment itself show that a declared tourist demand does not generate a straightforward awareness about a potential target group of disabled people or, furthermore, does not stimulate the tourist attraction to adjust their premises, visitor support, promotional material and visitors` packages for disabled persons. The positive correlation exists only between sent demand and sent direct special market offer by a museum or gallery, since that was a direct response of a museum or gallery to an e-mail with the demand. This direct e-mail response was the most expected effect of the sent demand, since it provides a reachable business opportunity for the museums and

galleries. All other effects were less expected, since the awareness of special tourist groups could be raised in the longer term and with more social engagement of various disabled support organisations.

The findings confirm previous studies, such as Cigale, Lampič & Potočnik-Slavič establish (2013, pp. 351): "Supply and demand factors are interrelated in a rather complex way. Supply is only influenced selectively by (perceived) demand, since Farm Tourism providers stick to an extant idea/image of Farm Tourism and they are not putting it in question. In this way, they also affect tourism demand, since they shape a specific construct/image of Farm Tourism which attracts only some types of tourists." This is also true in the present case, where the supply on the side of museums and galleries does not depend predominantly on demand made by the Ljubljana Association for Deaf and Hearing-impaired Persons, but there could be situations when the demand side is taken into account.

Despite the limitation of the research, the experiment itself as a method contributes to a diversification of research methods used in Tourism studies. Therefore, future studies could use this method. In addition, even though the direct demand-supply correlation was not revealed, every research in the field of Accessible Tourism is welcomed, to raise the awareness of the rights of people with disabilities.

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THE WORLD'S MOST FAMOUS CAVE AND ITS DRAGONS WELCOME ALL TOURISTS

LARISA ŽIBERT & JASNA POTOČNIK TOPLER

The aim of this chapter is to emphasise the importance of providing accessibility in the Tourism industry for all tourists, especially the disabled ones, as the demand for meeting the needs and expectations of people with various limitations is increasing rapidly. People with disabilities that are either a result of old age or misfortune like an accident, should not be denied the experience of travel (Özogul & Baran, 2016). In this chapter, the focus lies on the consumers with physical disabilities visiting Slovenia`s most famous tourist attraction - the Postojna cave, where every visitor is welcome, despite the disability that might prevent them from visiting other similarly popular tourist attractions. Despite the rapidly increasing number of visitors with disabilities, the Tourism industry has paid little attention to the distinctive needs and preferences of these tourists (Lyu, 2017: 404). This topic has already been approached in some studies and at conferences (tad-conference.com), but the importance of Accessibility Tourism still lacks the attention that should be taken into account by providers of tourism services. A tourist provider who is aware of this rising trend and is willing to attend to the special needs and desires of disabled consumers, will attract this newly emerging segment of tourists. Almost ten percent of the world`s population is either physically or cognitively impaired, and, consequently, the

Tourism industry in general will need to pay more attention to the travel demands of people with disabilities. Also, the elderly population, especially in well developed countries, is increasing due to medical advances, and represents a high percentage of tourists with disabilities. These numbers are expected to grow in the future, and will need to be approached appropriately and responsibly (Lyu, 2017: 404).

THE POSTOJNA CAVE AND ITS TREASURES

The Postojna Cave is Slovenia`s most famous tourist attraction, and one of the 22 Slovenian caves that are open to tourists. The system of the Postojna Cave`s 24 kilometer long underground passages was created over thousands of years by the River Pivka, although the very beginning of the Karst surface transformation we know today goes back 3 million years. A typical element of Karst is limestone, and its presence in the rocks enabled the growth of magnificent formations in the underground passages of the Postojna Cave, such as the stalactites, stalagmites, curtains, pearls, and many other dripstone forms. The Postojna Cave is known as the queen of Karst caves for its richness in formations and size (Kranjc et al., 2007: 22). Thousands of dripstones, or flowstones, that might reach amazing heights even though it takes them 10 years to grow just 1 millimeter, are not alone in the complete darkness of the Postojna Cave. Far from the sunlight, the depths of the Postojna Cave are home to amazing cave animals, organisms that have adjusted completely to living in the darkness. The Postojna Cave is also famous for its incredible biotic diversity, as a high amount of cave-dwelling animal species have been found in it. It is also known as the cradle of Paleobiology, because the discovery and exploration of life in the underground started just here. The most famous inhabitant of the Karst underground is most definitely the Olm, which is also the largest cave animal in the world, even though it only reaches up to 30 centimetres in length (Čuk, 2008: 98). Recently, the Olm has caused quite a lot of excitement, and became a phenomenon that even attracted the attention of world famous media, such as the British BBC and New York Times. In 2016, the Olm laid eggs that later developed successfully, and the news about the event went viral. It was declared to be a "biological miracle", because this successful reproduction of the Olm in captivity was never witnessed before, and it happened right in the heart of the Postojna Cave, where they observed and documented carefully every phase of the Olm`s development. "Baby dragons", the media and the employees of the cave named the offspring of the Olm, and, strangely, the creature`s resemblance to a dragon is quite

accurate (Webb, 2016). These events unfolding in 2016 actually contributed positively to a better recognition of Slovenia and the Postojna Cave, not to mention the Olm itself.

The long tradition of organising guided tours and events inside the cave started back in the year 1819, only a year after the cave was discovered by a local resident. Nowadays, the Postojna Cave is known as the most famous tourist cave, not only in Slovenia, but in the world. It accumulated more than 37 million visitors over the course of almost 200 years since the beginning of its Cave Tourism. The 37 millionth tourist stepped into the cave in the summer of 2016. At the Postojna Cave Park they offer standard guided tours of the cave underground in four languages, and audio-guided tours in 15 different languages. Visitors are, at all times, accompanied into the cave by friendly guides who provide an explanation and point out the most remarkable sights during the tour. A special attraction is the underground train that picks up the visitors at the beginning of the tour, delivers them to the centre of the cave, and drops them off at the end of the tour. Tourists do part of the tour on foot to see the most beautiful parts of the cave. Altogether, visitors observe roughly 5 kilometres of the cave in an hour and a half. The Postojna Cave Park is a large complex that offers other experiences apart from the cave itself. Visitors can choose to see the Vivarium – a ZOO exhibiting small cave animals that can hardly be spotted in their natural environment because of their size. The Vivarium is located in a side passage of the Postojna Cave, so that its visit takes place in the underground still. Another recent addition to the offer of the Park is the EXPO – an exhibition explaining the formation of the caves and Karst area, along with a Butterfly Exhibition. There are some other objects in the area, such as the Cave Mansion or Jamski Dvorec, the Modrijan homestead, food and beverage facilities, and a variety of souvenir shops – one is even located deep in the cave. The tourists even have an option to leave their pets in secured dog kennels during the visit of the cave. In the summer of 2016, the newly renovated four-star Hotel Jama started operating in the immediate proximity to the cave entrance. It offers 80 rooms with a private bathroom, 2 restaurants and Congress Halls that can satisfy the needs of business guests as well. With the renovated hotel back in business, the offer of the Postojna Cave Park is upgraded to please even the most demanding visitors. Visitors of the Postojna Cave Park can enjoy a relaxing walk along beautifully maintained walking paths by the Pivka river, and bask at the glorious sight of the Nanos plateau rising above the horizon. Sufficient parking spots are also

provided for personal vehicles, campers and buses. Other exciting sights await the tourists not far from the main Postojna Cave complex. Visitors are also invited to see the Pivka cave, Black cave, and the famous 700 year old Predjama Castle that is carved in the rock. At the Castle they offer a tour of the interior, but, for the more adventurous types, a visit to the cave hiding underneath the castle is a must do.

At the Postojna Cave they aim to provide the best experience of this natural sight for everybody, including the disabled. Wheelchair users are welcome to visit the cave, and they are offered a discount for the ticket; in fact, the disabled only have to pay a symbolic amount of money for the ticket, that is 1 Euro. It is recommended for them to come with a personal assistant, because the employees might not always be able to provide help with lifting and pushing wheelchairs due to the large amount of visitors of the cave. For this reason, the personal assistants accompanying the disabled do not have to pay the entrance fee. Accessibility around the attraction is provided fully straight to the entrance of the cave, although taking the actual tour of the cave has its limits. Disabled visitors cannot board the train while in a wheelchair because of the protective railing on the train car. That is where assistance is needed with lifting and sitting of the disabled on the train. The disabled visitor in a wheelchair sees only part of the cave and skips the tour on foot, while the wheelchair waits for the user to return from the train tour. If the user comes with a foldable wheelchair, it can be put on and off the train easily, allowing the disabled person to see the whole tour of the cave, assuming he/she has a personal assistant or one of the staff helping to push him/her through the cave terrain, which can be hilly and difficult to overcome. The same applies to visitors bringing their children to visit the cave withpushchairs . For this purpose, the path leading all through the cave has been designed to be without any steps, and is suitable for pushing wheelchairs or pushchairs from the start to the finish. The complex of the Postojna Cave Park is otherwise designed to be wheelchair user friendly, as all other needed facilities are fully accessible, such as the toilets, parking spots, restaurants, shops, EXPO and the Hotel. To ensure better organisation, previous notice is desired in case a bigger group of disabled people should come to visit the Postojna Cave. Apart from that, there is always the option to organise a private tour, meaning that the group gets its own personal guide and is provided with a separate train (Postojnska jama, 2017).

Nature has been generous in gifting this Central European country with the wonderful Postojna Cave and, therefore, it is important to provide proper accessibility and, thus, allow everybody to see this world famous tourist attraction and home of the "dragons".

ACCESSIBLE TOURISM

The definition of Accessible Tourism as described by Darcy and Dickson (2009, p. 34) states that "Accessible Tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments", and that "this definition is inclusive of all people, including those travelling with children in prams, people with disabilities and seniors." In their study, the authors emphasised the importance of ensuring enjoyable tourism experiences for everyone, as this is the essence of travel. The United Nations World Tourism Organisation (UNWTO) supports the idea of "Accessible Tourism for All" by developing and incorporating Sustainable and Responsible Tourism.

TOURISM FOR THE DISABLED/TOURISM FOR THE IMPAIRED

A "disabled person" is someone with physical, mental, sensory, emotional, or developmental impairment that causes an inability to carry out normal day-to-day actions. The problem regarding tourism is that this group of people are usually just assumed not to be interested in travel (Loi & Kong, 2015). Tourism for people with disabilities/impairments should address all the needs and desires of this particular segment of travellers and allow them to travel unrestrictedly.

A concept that is close in relation to people with disabilities is "Social Tourism", that aims to make leisure tourism available to a broad segment of the population (Alén, Domínguez & Losada, 2012). It should be unacceptable to divide between able and disabled people, and nobody should be excluded from participating in the tourism activities (Loi & Kong, 2015). Proper socialization is very important for this matter, as is discouraging discrimination and striving towards equality. An act of kindness, or any form of charity, goes a long way in making small, but important changes.

As an example of this study, we have examined the prospects for Accessibility Tourism at Slovenia`s world-known tourist attraction – the Postojna Cave. Among numerous tourists visiting the cave there are also those with disabilities and special requirements. Providing proper accessibility to those with special needs in the Tourism industry can result in being quite costly and difficult to execute. An otherwise pricey ticket for the visit of the Postojna Cave comes at a really affordable price for the physically disabled, and even allows them to bring a personal assistant who does not need to purchase a ticket. While all the aboveground facilities are designed properly to allow easy access, the cave interior is, by its nature, very complex to adjust so that it is easily accessible for everyone. Adjustments to the path leading through the cave have been made so that it contains no steps, but the steep terrain cannot be manipulated further on due to preserving the natural environment of the cave. Keeping the cave intact and making as little change to it as possible is a top priority. Thus, the tourists with disabilities are offered two options, to observe part of the cave via the train only, or take the whole tour, meaning this could be quite a challenge for them. In both cases, it requires transferring the person on and off the train, because the train itself is not adjusted for people with physical disabilities. Transport of the wheelchair also presents a problem, although, in case they are needed, there are some extra wheelchairs available deep in the cave. The cave staff are generally available to offer assistance, though help is not always guaranteed during the peak of the season when masses of visitors overflow the cave.

To see the famous Olms, also known as "Baby dragons", in person during the visit requires getting off the train and taking the tour on foot, as this is the only way to access the Aquarium at the heart of the cave. If this is not an option, then the visitor can choose to visit the Proteus Vivarium, exhibiting the Olm along with other cave animals, that is also accessible for people with disabilities.

In general, the level of the Postojna cave`s accessibility is quite high considering the natural factors that hinder the possibility of making this destination even friendlier for physically disabled users.

The Postojna Cave is a destination that is disabled friendly, as any such world famous attraction should be. It should be taken into consideration that proper accessibility is the future of tourism, and that Accessible Tourism will become more of a trend than ever before. A tourist provider who is aware of this rising trend and is willing to attend to the special needs and desires of disabled

consumers, will attract this newly emerging segment that is bound to get larger in years to come. Understanding the potential of this opportunity is crucial for planning thoughtful sustainable tourism strategies that will result in a positive outcome.

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SECTION II.

ACTIVE & SPORTS TOURISM

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CHAPTER 6

ACTIVE & ADVENTURE TOURISM IN THE PLANNING OF LOCAL DESTINATION MANAGEMENT - WITH CASE STUDIES FROM SLOVENIA AND SCOTLAND

MARKO KOŠČAK & TONY O`ROURKE

INTRODUCTION

If, as one of the potential definitions, Active Tourism is seen as responsible travel to foreign areas requiring both physical and mental participation from the tourist and following the maxims of sustainability, protection of biodiversity and conservation of culture, then the product preparation and management requires a highly professional and sensitive touch by destination stakeholders and managers. It is, therefore, a responsibility of both visitors and hosts, to take an active role in this process of responsible travel.

Active Tourism is no longer to be viewed as a new travelling philosophy that combines adventure, ecotourism and cultural aspects of a Discovery Tour. Active Tourism should be low-impact, ecological, socially compatible and of high

quality. Active Tourism should aim to combine recreation, education, and deliver benefits to both the tourist, as well to the visited destination. Active Tourism has many values in common with Ecotourism and Nature Tourism, and it also integrates some activities of Action and Adventure Tourism. Additionally, it also includes aspects of cultural tours, academic and scientific expeditions. An important application of the concept "Active Tourism" is by linking it to activities. Tourists visiting destinations and attractions are offered a range of activities to learn more about the destination, to cater to different needs and requirements of tourists, and to present experiences offered in specific regions (Active Tourism, 2002).

An important element of Active Tourism is also support to local economies. Direct income from tourism is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area, and after imports are purchased; these subtracted amounts are referred to as "leakage." The United Nations Environment Programme (UNEP) cites that, in most all-inclusive mass tourism package tours, about 80% of travellers' expenditures go to the airlines, hotels, and other international companies (who often have their Headquarters in the travellers' home countries), and not to local businesses or workers. Of each USD 100 spent on a vacation tour by a tourist from a developed country, only around USD 5 actually stays in a developing destination's economy (UNWTO, 2014) – see Figure 1below.
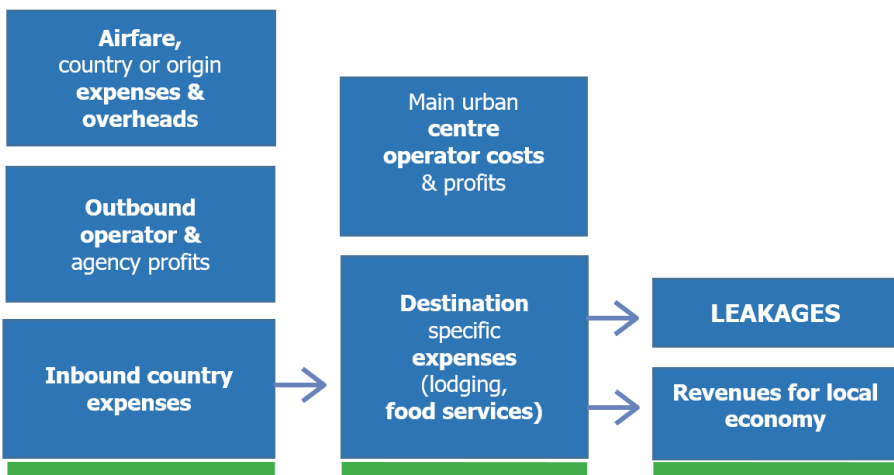
Figure 1: Leakages in tourism
Source: UNWTO, 2014

Active Tourism, as a concept, is frequently applied in connection with sports, adventure, and physical activities – but there are also definitions of Active Tourism that view it as a variation of responsible tourism, a development of Ecotourism, or a version of local tourism. In the more common uses of the concept 'Active Tourism', we regularly find 'action', the etymological cousin of active, and linked to action we often find 'adventure' mentioned. There is significant research that combines sports, active leisure, and Active Tourism – and it is naturally one method of understanding the concept (Edelheim, 2017).

Adventure Tourism as an underlying part of the Active Tourism concept has grown exponentially worldwide over recent years, with tourists visiting destinations previously undiscovered. This allows for new destinations to market themselves as truly unique, appealing to those travellers looking for rare, incomparable experiences. Adventure Tourism is often divided into soft and hard dimensions. Soft adventure vacations include biking, bird-or-animal-watching, hiking, horseback riding, rafting, scuba diving and snorkelling. Caving, climbing and trekking are ranked among the hard adventure activities. Studies indicate that there has been a shift in classification. At the beginning of the 21st century, rafting and scuba diving were classified as hard adventure activities. It seems currently that these activities have lost some of their thrill content, and more adventurous travellers are seeking more risky, more unusual and more novel experiences. Soft adventure activities are pursued by those tourists apparently interested in a perceived risk and adventure with little actual risk. As the example of bird-or-animal watching shows, soft adventure activities blend physical adventures (in this case, visiting the natural area) with enriching activities (learning from the birds' observation). On the contrary, hard adventure activities are known by both the participant and the service provider to have a high level of risk, and involve more physically demanding activities, as well as training and preparation.

Generally, the following core characteristics or qualities are regarded to be the basis of adventure activities (Ewert, 2001; Swarbrooke et al., 2002 in: Wolter, 2014): involvement with a natural environment, uncertain outcomes, danger and risks, challenge, anticipated rewards, novelty, stimulation and excitement, escapism and separation

Similarly, in a World Tourism Organisation (UNWTO, 2014) Report on types of Adventure Tourism, the authors stressed that there are two main categories of adventure activities - hard adventure or soft adventure. Vigorous debate often surrounds which activities belong in which category. The easiest way to identify an adventure trip as hard or soft adventure is by its primary activity. Regardless of how tourism professionals organise or categorise adventure travel, adventure will always be a subjective term for travellers themselves, because it is related to one's individual experience. Adventure to one traveller may seem mundane to another. Adventure tourists push their own cultural, physical, and geographic comfort limits, and those limits differ for each person.

The Table below indicates activities and their adventure classification, according to the ATTA (Global Sustainable Tourism, 2014):

Figure 2: Activities and their adventure classification

ACTIVITY	TYPE
Archeological expedition	Soft
Attending local Festivals/Fairs	Other
Backpacking	Soft
Birdwatching	Soft
Camping	Soft
Canoening	Soft
Caving	Hard
Climbing (mountain/rock/ice)	Hard
Cruise	Other
Cultural activities	Other
Eco-tourism	Soft
Educational programmes	Soft
Environmentally sustainable activities	Soft
Ice-fishing	Soft
Getting to know the locals	Other
Hiking	Soft
Horseback riding	Soft
Hunting	Soft
Kayaking/sea/whitewater	Soft
Learning a new language	Other
Orienteering	Soft
Rafting	Soft
Research expeditions	Soft
Safaris	Soft
Sailing	Soft
Scuba Diving	Soft
Snorkelling	Soft
Skiing/snowboarding	Soft
Surfing	Soft
Trekking	Hard
Walking tours	Other
Visiting friends/family	Other
Visiting historical sites	Other
Volunteer Tourism	Soft

Source: UNWTO, 2014

Active Tourism can also be defined by what it is not – mass tourism. Mass tourism includes large-ship leisure cruises, "sun and sand" package vacations, bus tours around city centres that stop only at iconic attractions, theme parks etc. Both public and private sector stakeholders understand that Adventure Tourism is linked inextricably with human and nature capital. Protection and promotion of these resources is important, and the continued development of this sector must seek to protect these valuable assets.

Because of the documented benefits to the environment, local people, and local economies, governments are increasingly identifying Adventure Tourism as a tool for sustainable and responsible economic growth that delivers benefits to every level of society. In many destinations, Adventure Tourism has been developed without extensive new infrastructure. It may also deliver benefits, from creating local jobs rapidly to relying on traditional knowledge of local people for guiding and interpretation (UNWTO, 2014).
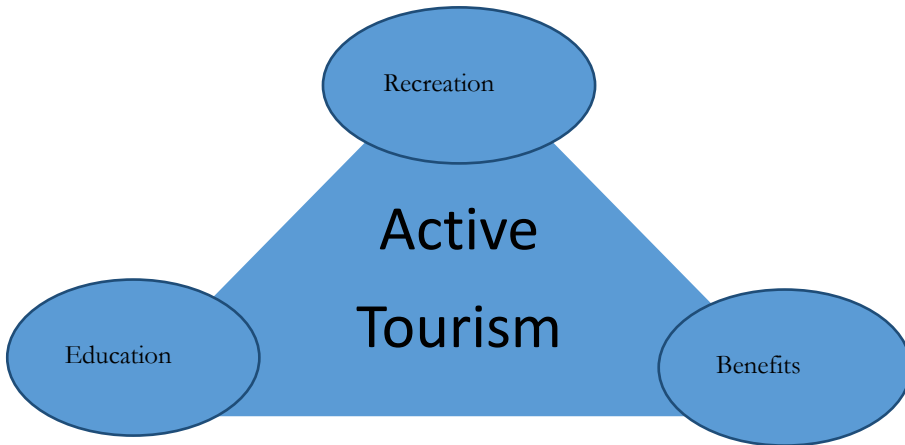
Figure 3: Components of active tourism
Source: www. active-tourism.org, 2002

Destinations that have prioritised Active and Adventure Tourism frequently create regional Associations that regulate the quality and safety of this category of tourism offered in their area. Many of these Associations provide certification for members who comply with sustainability or safety criteria.

The reasons people engage in Active Tourism are diverse, but the most frequently cited motivations are relaxation, exploring new places, time with family, and learning about different cultures. When compared with non-active travellers, active and adventure travellers are more likely to use professional services, such as Guides, Tour Operators and boutique service providers. In examining only active and adventure travellers, however, it is found that 56% of them still handle everything on their own (UNWTO, 2014).

69 %	Research online
64 %	Consulted friends and family
36 %	Booked airfare or hotel online
28 %	Watched a travel programme about the destination
26 %	Consulted newspapers & magazines
25 %	Visited a travel agent
25 %	Purchased a guide book
17 %	Booked through a Tour Operator
17 %	Booked through a Travel Agent
12 %	Visited a DMO or tourism promotion organisation
12 %	Did not prepare prior to going on the trip
9 %	Research online

Figure 4: How did you prepare for your last trip ? (Adventure travellers)
Source: ATTA, 2013

Active and adventure travellers rank areas of natural beauty as the most important factor in choosing their most recent destination, followed by the activities available and the climate. Such travellers are early adopters by nature, meaning they are generally more willing to try new destinations, activities, and travel products. Popular activities change rapidly, and it seems there is a new twist on an existing sport every year. Non-active travellers ranked having friends and family at the destination as the most important factor, followed by areas of natural beauty and climate (UNWTO, 2014).

In the Active Tourism sector as a whole, the trend has been towards disintermediation, meaning the removal of the middle-man—a Tour Operator or Travel Agent—who has traditionally connected the consumer in the source market to the provider or ground handler in the destination market. As the traveller can access information and trusted consumer reviews online, he is more likely to go straight to the provider.

Travellers are increasingly more connected, and active travellers also rarely leave without a phone or tablet to capture their holiday moment or stay in touch with loved ones. This trend is breaking down geographic boundaries and allowing travellers to venture further afield than ever before. The Internet helps bring market access to Active and Adventure Tourism businesses located in the most remote corners of the world. From small guiding outfits to big hotels, tourism businesses need a reliable Internet connection, a website, and other online platforms to market and communicate with clients successfully and effectively (UNWTO, 2014).

THE DEMAND AND SUPPLY SIDE

To understand the structure of the active and adventure sector, it is important to understand how demand is created by the consumer. Demand refers to the amount of desire within the market to purchase Active and Adventure Tourism holidays. People must be motivated to travel, and they must have access to information and resources that allow them to plan their trips and ultimately book them.

Factors influencing the demand for Adventure Tourism include (UNWTO, 2014):

- The cost of an adventure tour;
- The cost of related products (e.g. airline tickets);
- The capacity or income of target markets;
- Marketing, which appeals to the preferences or motivations of travellers.

Businesses and destinations involved in Adventure Tourism need to understand and consider these factors if they are to create demand for their offerings successfully.

On the other hand, the Adventure Tourism supply chain is more complex. Niche products often require specialised knowledge and operations. Adventure Tourism's supply chain linkages go very deep, and this is one of the key reasons that Adventure Tourism delivers greater benefits at the local level. Supply chains vary from destination to destination. The makeup of the most involved Adventure Tourism supply chain is, typically, as follows.
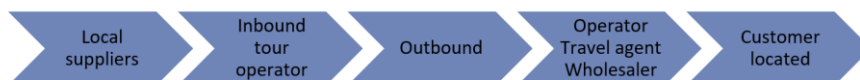
Figure 5: Supply chain (Adventure travellers)
Source: ATTA, 2013

The Adventure Tourism supply chain does not always follow this traditional pattern. Parts of the chain might be minimised or overlooked, and the connection to those actually providing the product or service might be much more direct, depending on the scope or type of offering. The chain may be shortened, depending on the product, the size of the local supplier companies, and the distance between the customer and the destination (UNWTO, 2014).

METHOD – THE CASE STUDIES

The Slovenian Case Study

In the Slovenian case study, the concept commenced with the Heritage Trails initiative in the SE of Slovenia. The UK/Slovene Heritage Trail team conducted a 'Tourist Resource Inventorisation & selection', based upon natural, built and living cultural heritage resources in the selected region. Some 150 sites were identified and proposed by the different partners involved in the participation process for the Heritage Trail. From this large number, 28 sites were selected for networking in a trail system for the area. The idea was to develop a tourist product which was capable of offering opportunities for stays of up to seven days in the region (Koščak, 2012).

Already at a very early stage of HT development, a number of initiatives were taken in order to support and encourage individual and private sectors to become important parts of this development. The major idea behind this was to create

opportunities for new jobs and economic diversification in rural parts of Dolenjska and Bela krajina, the SE region of Slovenia. With such initiatives and support of HT partnership in providing funding, some 600 individuals took different types of education and training, such as meat and milk processing, bakery, bee-keeping, wine production and its marketing, tourist guiding, fruit drying on the traditional way, and many other activities (Koščak, 2002). All these individuals received Certificates, which allowed them to open their individual business and, on one side, satisfy all legislative requirements, and on the other side, apply for further funding from Rural Development Programmes offered by the fact that Slovenia joined the EU in 2004.

Different local thematic routes, such as wine, fruit, cheese and others were created where local entrepreneurs started to create new tourism products, and through the marketing of the HT partnership, offer them on domestic and international markets. All the above mentioned activities were conducted and implemented by HT partnership institutions, the Chamber of Agriculture (responsible for the organisation of all training and certification based on the National Curriculum for supplementary activities) and the Regional Development Agency (offering support and expertise in providing know-how on business plans and other entrepreneurial activities needed for application on Tenders of various EU funding).

After this initial stage of certification, which was important in order to assure that business will operate on a legal basis as well as according to new EU Regulation and requirements, the next stage of more innovative and robust initiatives took place. Some individuals, and even groups of partners, decided to develop new products which had traditions back in the past, and gave them a fresh and new outlook, as required for modern EU tourism markets.

It was the demand side which was identified by Marketing Managers of the well-accepted HT and developed some six years after this initial phase. This led to the next stage of the development, where the main purpose was to develop products on Active Tourism.

The thinking was led by the facts that:

- More than 75 % of tourists from foreign markets were seeking active holidays,
- More than 50 % of the reservations were made on the Internet,
- More tourists wanted to change the destinations every couple of days, etc.

So, we determined that we would require to create a product that would:

- Be used by the individual traveller in the same manner as by a Tour Operator
- Connect into the actual tourist offer in the region
- Be supported by all new common and used technologies
- Support active holidays
- Be differentiated from other products in the field of Active Holidays.

This was the reason to inaugurate the EU funded project, "Thematic routes of SE Slovenia", where around 1,500 km of walking, cycling, horse-back riding and water routes were designed, which enables visitors to enjoy multi-day itineraries, either already prepared by regional tour providers or, alternatively, self-prepared and designed on line by potential visitors themselves. These routes are connecting the natural and cultural heritage of the region with other tourist offers, such as accommodation, activities, information, services, etc. (Koščak, 2012). In this case, the idea was that Active Tourism requires and employs active physical and intellectual participation of the visitor, regardless of the local destination in the region (KOMPAS, 2012).

Wholly digitalised and located by GPS, routes are now presented in the renewed portal http://www.slovenia-heritage.net/ and the newly-built mobile portal http://activeslovenia.mobi. The product is also presented on Facebook and YouTube. Biking and horseback riding routes are also visualised. The potential tourist can look and plan their holidays in detail from home (Internet). Once in the field, they can use Mobile, PDA, GPS devices (and print-outs) to navigate the region. For those who do not have enough time to create holidays by

themselves, the active tourist packages are (pre)-prepared and shown on the web as well.

The Scottish Case Study

In the Scottish case study, the focus was upon Active Tourism development at a local and community level, relating to a tourism DMO in the south-east of the Scottish Highlands, seeking to develop Active and Environmental Tourism on an all-year-round basis.

After introducing the DMO area and viewing both negative problems and positive opportunities, the case study then focuses on a specific example of Active Tourism, which has developed in the area. This example has strong linkages between Active and Environmental Tourism that seeks to support, encourage and maintain a sustainable rural environment. This includes inter-linked projects in sustainable and community development, with particular issues relating to the availability of both employment and housing in the local area.

BACKGROUND

This area is named Breadalbane, which is an English translation of the original Scottish Gaelic name "Bràghaid Alban«, meaning the "High Ground of Scotland". As with any tourism area in a relatively remote location, Breadalbane has a number of distinctly negative problems created by the environment:

1. It is a rural area that, whilst relatively close to major road and rail routes linking major cities, has poor connectivity to those major transport arteries. The nearest airport is at Edinburgh (87km); the nearest mainline railway stations are located in Stirling (40km) and Perth (42km); the nearest access to the M9/A9 trunk route is 20km (southbound Glasgow-Edinburgh and London) or 36km (northbound Inverness-Aberdeen-Wick). Local public transport facilities are poor, with intermittent bus services and a great reliance on car transport. This, therefore, tends to dictate that tourists will arrive independently or in coach parties

2. The Destination Management Organisation (DMO) does not fit precisely within a specific local government area, but lies within two local council boundaries - Stirling and Perth & Kinross. These council areas are, in general, a historic remnant from the administrative boundaries devised by

18th/19th century British governments in attempting to subjugate the Highlands by incorporating them with larger urban areas. At the same time, around 50% of the DMO is within the boundary of the Trossachs & Loch Lomond National Park, which has special protection in terms of spatial development and environmental protection, whilst the remainder is subject only to local council planning and environmental rules

3. Given the misalignment of the DMO with both local government and the connected tourism management structures in Scotland, funding lacks both cohesion and connectivity. Applications require multi-agency approaches which will tend to be hampered by bureaucratic rigidity.

Yet, at the same time, some of these negative features provide positive opportunities:

1. A remote environment, which is not close to major transport networks, is clearly attractive to those tourists who are seeking a purely rural and disengaged location for tourism activity
2. An under-utilised road system is attractive for cyclists and walkers
3. Disconnection from major urban centres (e.g. Edinburgh, Glasgow, Stirling & Perth) implies a pace of life which is more attuned with and connected to the natural environment
4. The nature of the landscape is ideal for the development of sustainable small-scale community initiatives such as wind, hydro-electric and solar power, as well as off-grid water supply and off-grid waste disposal

This potential balance, therefore, creates an opportunity for Active Tourism, as such a form of tourism does not require urban or suburban infrastructures, but is rather reliant on the structures created by nature and human evolution. It is also possible to have a more authentic contact with the historical culture and heritage, given that this has been less affected by urban/suburban socio-economic progress.

The structure of the DMO

Before we examine the development of Active Tourism, it is of benefit to review the effect of the Breadalbane DMO and its role in local tourism promotion. Initially, in January 2012, 17 local tourism providers in historic Breadalbane came together to create the DMO with financial and human resource support. They were driven by the prospects of the area for Active Tourism potential - initially walking, cycling, trail biking and kayaking. This was in addition to existing outdoor activities such as golf and fishing. A further 23 businesses added to the DMO impetus by providing sponsorship; this included hotels, restaurants, non-hotel accommodation, food, outdoor activities and transport services. It should be noted that, within the Breadalbane DMO area, there were approximately 150 tourism business entities between 2012-2017, and, thus, the overall engagement of the wider tourism community was relatively poor (i.e. approximately 27%).

Nonetheless, the DMO has:

• Developed a brand for the Breadalbane area
• Established the www.breadalbane.org website
• Introduced the innovative "Ring of Breadalbane Explorer summer minibus service for active tourists (subsequently withdrawn after local government funding was not available)
• Devised and promoted the Walking Rings, Road Bike and Mountain Biking Rings, as well as the Golf Trails and Angling Trails
• Held annual tourism EXPOs for all tourism related entrepreneurs in the area

The problem, as with many local DMOs, is the heavy reliance on volunteer activity; without any core full-time professional staff, the task of operating, managing and promoting a local DMO in the active/sustainable tourism area is placed upon individual entrepreneurs. They are required to contribute time and personal resources which, to an extent, must be drawn from the time, financial and personal assets of their own enterprise. In other words, the critical mass to push forward activities successfully over the longer term into regional, national, European and international markets is seriously hampered by the time-resource critical mass problem.

Certainly in the case of the Breadalbane DMO, the sheer enthusiasm of a small core of individuals has been effective over the short-term in terms of profile

raising and co-ordination of a number of specific projects. Over the medium to longer term, the potential for such enthusiasm to remain both strong and consistent is difficult to judge.

The Active Tourism example

One of the highly identifiable Active Tourism projects in the Breadalbane DMO area has been Comrie Croft. In this case study, we will now focus on the operation of the Comrie Croft project as a real example of Active Tourism in a local area, and view the impact of the project on local sustainability and environmental development. In particular, seeking to establish the impact of activity-related tourism as having a positive or a negative effect on rural sustainability is a key thread running through this example.

The buildings which comprise Comrie Croft were, until the 1990's, a farm; the buildings dated from the mid-19th century, and were typical of a small mixed farming unit (cattle, sheep, crops). It is located in Strathearn, a river valley running almost due west-east from Lochearnhead through Crieff to Perth. In effect, the Lochearnhead/Perth road connects the main Glasgow/Fort William route Lochearnhead with the Edinburgh/Inverness route at Perth. Comrie is a large village located some 20km east of Lochearnhead, and Comrie Croft is almost half-way between Comrie and Crieff. To the north of Comrie Croft is a hilly landscape rising to just under 1000m, which leads over a generally unpopulated landscape to Loch Tay and Glen Lyon.

However, by the 1990's the size of the farm had become uneconomic, and, as a result, the then owner converted the barn into a Youth Hostel. In 2008, Comrie Croft Ltd (effectively a private crowd-funding entity) purchased the farm and the surrounding lands in a private buy-out. The buy-out was led by the then manager, Andrew Donaldson, who became the CEO of the company. The objectives of Comrie Croft Ltd may be summarised as being to:

(a) Manage a sustainable environment sensitively
(b) Meet the socio-economic needs of the local community - e.g. assisting employment and enterprise growth
(c) Develop a range of Active Tourism programmes which would be in sympathy with (a) and (b) above

(d) Collaborate with other entrepreneurs who may wish to carry out licenced or leased activities on the Comrie Croft development which are wholly in sympathy with (a) and (b) above

In effect, Comrie Croft Ltd is a form of social enterprise which acts to articulate not only the objectives of the core business (Active Tourism and accommodation facilities), but also to help and generate other similarly focused enterprises.

Development

Since 2008, growth of the Comrie Croft development has been strong; this has included:

- Refurbishment of The Steading, the original accommodation which now provides 6 en-suite rooms (doubles and family rooms), 5 rooms with separate bathrooms and an 8-bed bunk-room. The accommodation is rated as a 4-star hostel by the Scottish Tourist Board
- Development of Combruith, group accommodation in the centre of Comrie (3km from Comrie Croft) for larger groups of up to 46 in 2-8 bed rooms with separate bathrooms and self-catering facilities (used mainly for school and youth groups)
- Eco camping in the meadows with nearby shared toilet and shower blocks (with ecological toilets and solar/wind power)
- Development of the five Kata camping tents, with wood-burning stoves, solar lighting and composting toilets
- Creation of a Visitor Centre with Reception area, bike rental and shop
- Opening of a cafe selling environmentally responsible/fairtrade products
- A market garden growing organic fruit, vegetables and flowers
- Development of facilities for weddings and conferences

Core activities (e.g. Active Tourism, Hostel, events, mountain biking) are managed by Comrie Croft Ltd; the market garden and the cafe are small-business start-ups for which Comrie Croft has provided premises and then takes a share of the profits. Clearly, there is symbiosis between the main tourism activity and the existence of the cafe and market garden.

It should be noted that the wedding business provides a strong income flow with some 70 weddings a year. These are fundamentally for people looking for an activity package for guests as part of the wedding, and where there is a degree of do-it-yourself structuring. Accommodation is available in the Hostel, but equally, older and less active guests are directed to Hotels in Comrie. The market garden can provide flowers, and there are a range of possibilities for catering. In this way, Comrie Croft is seeking to meet the socio-economic needs of the local community.

Active Tourism facilities available

There are 87 km of walking, climbing and biking routes in the local area. This includes signposted Red Squirrel trails, climbing on Ben Chonzie (929 metres), 16km of signposted trails for biking and walking, as well as a mountain biking skills park and orienteering. The signposted walks/biking routes run from 7km to 40km. In addition, arrangements can be made for off-site activities such as kayaking and fishing.

The future

As part of the push to make Scottish tourism an all-year round experience and not focused wholly on the April/October period, Comrie Croft is planning to keep the farm shop and cafe open all year round. In addition, it is also developing other high-activity pursuits; these include grass-sledging (toboggan-type sleds which run on caterpillar-tracks over grass - adults and children), as well as linking into indoor activities when the winter weather conditions are only suitable for winter sports type activities.

In addition, Comrie Croft Ltd has taken a major role in the development of the Kranôg. This is a form of semi-mobile accommodation which is intended to connect Active Tourism with strong environmental awareness. Many tourist visitors to remote rural areas are seeking solitude and the opportunity for activity in the rural environment, but, at the same time, they prefer to have accommodation with all necessary modern connections. This includes power, heat and integrated washing/toilet facilities at a modern standard. Normally this requires building cabins or cottages which are connected to power, water and waste disposal networks (i.e. "on-grid"). Kranôg is an accommodation package

using "off-grid technologies" to create a luxury, design-led, off-grid cabin, utilising 100% renewable energy and rainwater, and making zero harmful emissions to the environment. The design is modular, and may be located anywhere using normal farm machinery (so off-road), thus opening up new possibilities for rural and remote communities to earn a living from tourism without spoiling the unique landscape and environment that visitors come to enjoy.

The example of the Comrie Croft indicates how Active Tourism facilities can be developed and operate in a rural environment without damaging either the physical or the socio-economic environment. Indeed, such projects are likely to boost local economic growth, provide jobs and support entrepreneurship. At the same time, they can impact on tourism flows by appealing to carefully selected tourist segments - those seeking activity/outdoor pursuits who have a personal commitment to environmental sustainability.

Primarily, Breadalbane as a DMO must seek to focus on activity tourism; accommodation facilities do not support mass scale tourism, and coach groups passing through Breadalbane will stop only for a short period. The greatest tourist impact in economic terms will come from those seeking the solitude of the Highland rural environment, whether for fishing, kayaking, hiking, mountain biking or more specialist pursuits. At the same time, others will come to play golf or to explore the archaeological or historical heritage and culture. New developments may include pilgrimage trails (the routes following St Columba, St Fillans, St Ninian and other Celtic saints), as well as the development of high-endurance sports such as quadathlon, canyoning and mountain running. These activities will also have a tendency to stretch the existing tourism season to an almost 12-month basis, as many of them are not weather dependent.

The potential for joined up Active Tourism is, therefore, very high, given the location, the environment and the beneficial nature of the cultural heritage. Nonetheless, the strong challenge is that, although the DMO is characterised by a high level of self-reliance and self-support, this has been driven by the actions of a relatively small core of individuals. In the short term, individual tourism operators may be able to sustain acceptable levels of tourism revenue, particularly those who have - such as Comrie Croft - embraced a very flexible approach to tourism marketing and have targeted a number of specific and successful tourism segments. The current (2016-2017) tourism growth in Scotland is driven on the

back on a very weak domestic currency against the two major global currencies (Euro and US dollar). Any change in the currency relationship, or any shift in tourism sentiment, and the success of Scottish tourism may appear fragile over the medium to longer term. Importantly, Active Tourism needs a strong resource base, as it usually involves the use of both physical facilities, as well as specialist human expertise. Active Tourism operators must, therefore, commit resources to match those needs, which, in a sense, may detract them from the wider task of seeking and substantiating new markets. In an area such as Breadalbane, seeking new markets and maintaining existing markets requires attendance at international travel events, which involves significant financial commitment. It is not clear that the current DMO has the resource base to be able to promote the clearly advantageous elements of Active Tourism in Breadalbane to a wider market.

In a sense, this is a conundrum faced by many local tourism DMOs; how can they replicate and sustain existing success which may have been based on past market sectors which are no longer available? Active Tourism on a global basis is becoming increasingly competitive; in theory, participants may well decide to take a cheap flight to New Zealand rather than to travel to a peripheral European destination. This would then imply that local DMOs need to focus more on market promotion, but this then requires substantial injection of human resource and human expertise capacity.

The differences between Adventure Tourism and Mass Tourism are clear, but the differences between Adventure Tourism and other types of tourism may be more nuanced. Below are definitions of other popular types of tourism, which share characteristics with Adventure Tourism, such as minimising negative impacts and increasing local benefits (UNWTO, 2014).

Sustainable Tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (UNEP & WTO, 2015).

Conservation Tourism, as defined by tourism researcher Prof. Ralf Buckley (Millich, L. 2011), is "commercial tourism which makes a net positive contribution to the continuing survival of threatened plant or animal species." Buckley notes that, while there are a variety of ways for tourism to add positive

contributions to conservation, the key issue is to calculate net outcomes after subtracting the negative impacts. A broader definition of Conservation Tourism is tourism that delivers experiences that support the protection of natural and cultural resources through:

- Impact: Creating financial incentives for conservation
- Influence: Engaging travellers, communities, and other stakeholders on the value of protecting the integrity of nature and culture, and
- Investment: Driving financial support from the travel sector and the travellers for conservation.

Responsible Tourism is tourism "that creates better places for people to live in, and better places to visit". Responsible Tourism can take place in any environment, and many cities have adopted Responsible Tourism policies. (Cape Town Declaration, 2002).

Pro-Poor Tourism is tourism that provides net benefits to poor people, as defined by the Pro-Poor Tourism Partnership.

Community Based Tourism (CBT) is defined by The Mountain Institute and Regional Community Forestry Training Centre as a visitor-host interaction that has meaningful participation by both, and generates economic and conservation benefits for local communities and environments (The Mountain Institute, 2000). Volunteer Tourism is "the practice of individuals going on a working holiday, volunteering their labour for worthy causes." Volunteer Tourism includes work that is not remunerated, and is sometimes also called "Voluntourism." (Tomazos, 2009).

SAVE Tourism encompasses Scientific, Academic, Volunteer, and Educational Tourism, as defined by the SAVE Travel Alliance. SAVE tourism may include remunerated work (SAVE Travel Alliance, 2008).

GeoTourism is defined as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents (What is Geotourism?, 2010).
Ecotourism is defined by The International Ecotourism Society as "purposeful travel to natural areas to understand the culture and natural history of the

environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to local people." (The International Ecotourism Society, 2012).

It is important to note that none of these types of tourism, including Adventure Tourism, are mutually exclusive, and definitions can be overlapping. These "brands" of tourism have a specific, or even niche market value, because they resonate with a particular segment of consumers.

THE "ACTIVE TOURISM" AND "ECO-TOURISM" CROSSOVER

If we see Active Tourism as responsible travel requiring both physical and mental participation from the tourist and following the maxims of sustainability, protection of biodiversity and conservation of culture, then Eco-Tourism may be seen as aligning with those stated maxims. Indeed, the International Eco-Tourism Society defines Eco-tourism as "responsible travel that conserves the environment and improves the well-being of local people". From our perspective, we see some important "cross-over factors"; in our view, the first is between Eco-tourism and Active tourism, as these forms of tourism are not mutually exclusive; indeed, in some cases, they appear to thrive off and be supportive of each other. We would instance Comrie Croft (quoted in the Scottish case study in 4B above) as an example of the co-existence and supportive development, providing a synergistic cross-over between Active Tourism and Ecological Tourism. For instance, mountain biking, hiking, trail biking and hill running combine with an environment where any man-made structures seek to conform with the ecological environment (wind and solar power, ecological waste treatment, natural heating methods).

But, we can also see from this same case study that there are some further cross-over factors. Those engaged in what we may describe as "Eco-tourism with an active component" will come from three main markets, segregated on a lifestyle/age basis:

- The "silver tourist" (aged 60+) - this tourist segment may be interested in walking/cycling in the natural environment, visiting historic locations, fishing etc. Whilst, at the same time, staying in a eco-lodge, up-market hostel facility or bringing their own caravan

- The "family tourist" (aged 35–45) - this tourist segment may be interested in family activities, cycling, nature trails, outdoor sports, as well as child-specific activities; they would tend to stay in the Hostel, a family tent, or bring their own caravan and camping accommodation
- The "backpacker tourist" (aged 16-25) - may be interested in high activity sports, running, mountain biking, or joining community volunteer activities to restore old buildings or pathways; they would tend to stay in the Hostel with basic facilities or low-cost camping facilities

Whilst their inputs into to Active and Eco-tourism will generally be located at different ends of the physical and risk activity scales, they tend to share a common interest in the total tourism environment (nature, people, culture, heritage), as well as the common need to engage in a meaningful experience. Such tourists are also discerning about the qualities and scale of sustainability impact. In the Scottish case study, we demonstrate the age-lifestyle cross-over in a situation where all three market segments mentioned above will also share access to ecological catering (e.g. the eco-cafe) and food sources (e.g. the ecological market garden), whilst enjoying together an evening of Scottish traditional music.

Another important area is that "Active Tourism & Eco-tourism crossover" displays tendencies of developing in tourist locations that have previously been poorly developed or are distant from mass tourism locations, i.e. as in the Slovenian Case Study of Dolenjska and Bela krajina. In many ways, underdeveloped capacity and the existence of poor transport connections may be considered as positive advantages in shaping tourism markets that are environmentally sustainable and sensitive to capacity controls. This would then substantiate our view that Active Tourism also aims to help the sustained development of such peripheral regions. The tourists should be invited to help actively and to contribute morally and economically to local social organisations and ecological initiatives (non-profit, non-governmental or mutual organisations). The tourists should not come to watch passively, but to interact actively, to learn, to help, and to enjoy the richness of cultural diversity. They should come to observe biodiversity, to respect and value the miracle of millions of years of natural evolution (www.active-tourism.org, 2002).

CHALLENGES FOR ACTIVE TOURISM

We would suggest that there are three critical challenges for Active Tourism when operated at a local level within concurrent support at a regional and national/EU level. These challenges are:

− Low financial capacity - local Active Tourism providers will tend to be micro/small enterprises which do not have immediate and medium/long term access to funding for both ongoing cash-flow and business development

− Low promotional capacity – again, given the size of these enterprises, unless they are able to combine at either a local or sectoral level, they lack the capacity to promote themselves at the necessary marketing level to attract new business

− Low management capacity - Active Tourism enterprises inevitably require "active engagement" by the owners, whether leading walking/cycling tours, white water rafting etc. Such engagement mitigates very strongly against their ability to provide strong management capacity at a strategic, financial accounting and human resources level

Necessarily, our fundamental question should be "How may such challenges be addressed?" In this chapter, we are suggesting that the value of strongly organised, professionally competent and dynamic local Destination Management Organisations should not be overstated or undervalued. There is ample evidence, not only from tourism, but from other sectors of small business activity, that entrepreneurs combining for mutual and collective benefit may achieve a greater synergistically driven result than the sum of all individual entrepreneurs.

DISCUSSION - OUTCOMES AND CONCEPTS

In an effort to spread the benefits of tourism to a wide range of regions and communities, destinations are often seeking to diversify their traditional offerings by promoting Adventure Tourism to bring visitors out of urban centres and into more rural places. As with any sector, Adventure Tourism does not operate in a vacuum. It both affects and is affected by a myriad of social, cultural, economic, ecological, and geographic factors, as well as political regulations and social norms; some of these support its development and others hinder it (UNWTO, 2014).

Adventure Tourism often occurs in difficult to reach places and often affects vulnerable people. Ideally, prior to any tourism development, the network of potentially affected stakeholders or communities should give input, s.c. "participatory planning input". This is referred to as "social licence." Social licence is an intangible priority, but it is critical to the success of the development of any project.

Social licence must be earned and maintained. Social licence has three critical components (UNWTO, 2014):

Legitimacy: Legitimacy must be established by demonstrating that the development project adheres to cultural and social rules. It typically involves an initial consultation process, which includes preparation of accurate and accessible communication to community members and other stakeholders about planned projects. Mechanisms to receive community views, suggestions, and concerns need to be established, and community input should be taken into account in project design. It can be useful to establish forums, such as Local Community Advisory Committees, to ensure ongoing community engagement through the life of a project or programme.

Credibility: Credibility must be created by providing accurate and consistent access to information about the project, which may involve a signed agreement.

Trust: Trust will be gained between the parties when both sides feel that they are benefiting from the project and that the other is maintaining their best interests as much as possible. Destinations both large and small should strive to obtain the required social licence before Adventure Tourism development occurs. The social licence should also lead to another intangible characteristic, which is referred to by the World Travel and Tourism Council as an "affinity for tourism", This is demonstrated by characteristics such as the society accepting foreigners' presence, which is especially critical for Adventure Tourism.

In both case studies, Active Tourism occurs and combines both natural areas as well as rural & urban areas - such as rural market towns, villages and smaller cities. The product is designed in the way of "slow travel"; it offers interesting cultural experiences and close human interaction between guests and hosts, despite the fact that visitors may speak another language. This is an essential part of what the tourist seeks to achieve, in terms of the nature of experiences offered

by these two regions. The almost intact nature, the local architecture, archaeological ruins, both rural and urban features and civilization products, may all be objects of visiting in Active Tourism markets - be it domestic or international. Furthermore, to discover the diverse results of human creativity as living culture elements - local traditions, language, music, dancing or cooking – may be the most interesting ingredients of the Active Tourism experience in these two contrasting regions within both Slovenia and Scotland. The idea of the products offered is that visitors not only go to visit a natural and beautiful site, but they practise exercise, activate their body energy and enrich their minds. This means that body and mind are in harmony with nature and, at the same time, connected to human civilization. As visitors wander through the untouched forest, they should listen to the local guides, who will inform them of the most interesting facts about animal and plant species, about the ecosystem, about conservation issues, and explain local history and legends.

Best practices often evolve into Standards over time (UNWTO, 2014). Standards are typically endorsed and/or recognised by an institution of the sector, but are also frequently developed from within the market and adhered to voluntarily. Adherence to Standards is not always enforced, but, over time, it may become obvious to business owners that following the Standards are in their best interest.

Active Tourism market-driven Standards are:

- Owned by sector stakeholders, such as Tour Operators and Guides, because they are developed over time by the stakeholders themselves;
- Cost effective, in that they are developed organically from within the sector;
- Capable of widespread adoption as it becomes obvious the Standards are in the best interest of stakeholders;
- Slower to develop, but have long-term applicability, because they are often observed consistently and without significant oversight;
- Not enforceable or officially regulated.

While the future of the Active Tourism sector has many challenges, including carrying capacities, environmental fragility and limitations and others, the sector is equally ripe with opportunities for growth.

Tourism capacity and planning has always been crucial for sustainable tourism markets. Officials and stakeholders must address the impacts of Adventure Tourism—additional consumption, traffic and waste caused by non-residents, potential deterioration of natural and historical sites, cultural impacts, and pressures for host destinations to develop infrastructure for the benefit of tourists rather than local needs—to prevent degradation and negative effects strategically (UNWTO, 2014).

Active Tourism occurs commonly in or near natural environments, social environments with distinct culture, and/ or sites inhabiting historical artefacts. As such, Adventure Tourism destinations are often fragile and in need of protection from overcrowding. While significant numbers of visitors can offer a financial incentive to conserve attractions, they also increase threats to destination integrity through overuse, uneven resource distribution, and pressures to develop in non-sustainable ways in order to capture and maximise profits.

CONCLUDING THOUGHTS

Our approach in this chapter has been to suggest that, in line with global tourism trends, destination managers are more and more likely to design their destination products in a direction where elements of Active Tourism – such as recreation and education, respect and contemplation, action, exercise and active involvement in the company of an expert local friend or an academically competent Tour Guide. The examples we have used in our case studies not only indicate the critical and substantive role of Active Tourism, as well as its links with Ecological-Tourism, but also some important factors which may result in greater levels of success. We would suggest that these are:

1. The Three Critical Capacity Challenges for Active Tourism at a local level: i.e. solving low financial capacity; low promotional capacity and low management capacity. Resolution of these challenges is a critical success factor
2. The important role of ensuring that the development of Active Tourism does not develop in a vacuum at a local level (UNWTO, 2014): This can be ensured through the concept of the "social licence" (UNWTO, 2014), but it requires three essential components - legitimacy, credibility and trust

3. Managing capacity through locally inspired, community-driven and multi-agency approaches: Over-capacity is rapidly becoming a dangerous issue in mass tourism destinations, but the problem is now spreading to small tourism destinations

In addition, when considering the potential impact of Active Tourism on local destinations, consideration should be given to the following (UNWTO, 2014):

− Care for the environment: Interestingly, because the majority of Adventure Travel businesses are small-to-medium business enterprises and entrepreneurial, innovative ideas and products often emerge from this segment; this is where many trends start. There is not much status quo to protect, so businesses in this space quickly jump to incorporating initiatives such as composting, recycling, alternative energy sources, reclaiming land, etc.

− Transformation of consumers into active advocates: A week on the trail, a day in the mountains, or an afternoon at an archaeological site - interacting closely with nature and culture has an impact on a traveller that is impossible to replicate any other way, and it will take transformation and disruption to change unconsciously destructive and consumptive traveller behaviours, which are so deeply ingrained and increase carbon footprints worldwide. Adventure travel bridges the gap between the problem and the consumer. The more that people see, feel, and interact, the more they will understand what is happening to the world around them. They must, and will, take this important learning back to their lives and businesses. Consumer demand for Responsible Tourism will help give destinations and businesses a reason to pursue change in their own operations.

− Protection of the nature: A key element of Adventure Travel is that it takes place in nature and often in rural locations. The Adventure Travel industry is among the most vocal and self-interested in protecting these assets. If travellers cease coming into a region and delivering important income, people will extract every last bit of value from the land—either directly, or by selling to non-local parties who care primarily about profit instead of the negative environmental impact.

− Adventure travel requires less development than traditional industry: Paved roads, large airports, and expensive infrastructure, are not always required by the adventure customer or product. This is especially ideal

for emerging economies, who can maximise what they already have.

- Adventure travel keeps revenue in the destination: It gives alternatives to extractive one-use industries, and pushes revenue to the rural outreaches - 66% of revenue spent stays in the local destination.
- Adventure travel gives people a reason to stay rural and be proud of their cultures: Migration to overcrowded megacities is a problem in many emerging economies, and Adventure Tourism can be used as a tool to give young people and entrepreneurs a way to create products that attract high-value, low-impact customers.

Active Tourism, linked to an ecological base and driven, inspired and sustained by the local communities, can offer a rich experience to a number of growing tourism segments and tourism lifestyles. Developed compassionately and carefully it will add social, environmental and economic benefits; developed under conditions where economic growth is the paramount factor, it may become a social and environmental disaster.

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CROSS-BORDER EDEN DESTINATIONS NETWORKING FOR OFFERING HOLISTIC PROGRAMMES FOR ACTIVE SENIORS

TANJA LEŠNIK ŠTUHEC

INTRODUCTION

People in the "third age" represent an increasingly developing segment of tourist demand in the world. Seniors who travel a lot and can afford high quality experiences expect very varied and demanding tourist services. Some of them are still extreme sportsmen, others prefer recreational activities, and some search for leisure, pampering and meditative activities. Each group of providers should be prepared, connected and strive for the highest quality of the tourist experience. The Destination Management Organisation (DMO) plays a significant role in meeting the expectations and needs of their target groups as the coordinator. In the project "EDEN55plusNW", with the slogan "Slow down to feel the life in EDEN destinations" the pilot EDEN destinations (European Destinations of Excellence), its Small and Medium sized enterprises (SMEs), Incoming Tourism Agencies and Tourism Information Centres (ITAs/TICs) and Senior Organisations (SOs) have been studied, models for transnational mobility of seniors 55+ in EDEN destinations and cross-border tourism programmes have

been developed, representatives of SMEs have been educated, and the programmes have been implemented and tested by two niche groups of seniors – women and couples. At the end of the project, four networks were established, and their members will continue with the outlined activities to extend the season and the offer of excellent services and experiences to seniors in cross border EDEN destinations.

THEORETICAL OVERVIEW

In order to ensure a holistic understanding of the topic being studied, some terms have to be highlighted in order to omit false interpretation. This chapter will, therefore, narrow down the perspectives of specific terms, that can be defined in different ways. According to UNWTO, (2002) "a destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend a night. It is a cluster of products, services, activities and experiences along the tourism value chain, and a basic unit for tourism analysis. A destination incorporates various stakeholders, and can network to form larger destinations. It is also intangible with its image and identity, which may influence its market competitiveness."

In order to talk about competitiveness, some measurement standards or processes have to be defined. The quality of a Tourism Destination is one of the key aspects in this manner, and can be seen as the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors. These are safety and security, hygiene, accessibility, communication, infrastructure and public amenities, as well as services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment. Quality, as one of the most important drivers of tourism competitiveness, is also a professional tool for organisational, operational and perceptional purposes for tourism suppliers. (UNWTO, 2003)

The tourism suppliers are the stakeholders in a tourism destination offering the tourism product. The latter is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience, including

emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and has a life-cycle. (UNWTO, 2002). According to UNWTO (2002), a tourism value chain is the sequence of primary and supporting activities which are strategically fundamental for the performance of the tourism sector. Linked processes, such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services, are the key primary activities of the tourism value chain. Supporting activities involve transport and infrastructure, human resources development, technology and systems development, and other complementary goods and services, which may not be related to core tourism businesses, but have a high impact on the value of tourism.

What also adds value to tourism in a specific destination is the networking among companies, which, on the other hand, is one of the difficulties faced by Small and Medium sized Enterprises (SMEs). Networking in the context of a small firm could be defined as activities in which the entrepreneurially oriented SME owners build and manage personal relationships with particular individuals in their environment. Other issues include business and regulatory environment, access to finance, availability of skilled labour, access to markets and access to research and innovation (Carson et al., 1995). A term that will also be used regularly in the later chapters is Active Tourism. As claimed by the Travel Industry Dictionary (n.d.), Active Tourism means a style or philosophy of leisure travel that combines elements of adventure, nature, and cultural tourism, with an emphasis on low-impact and sustainable tourism, as well as the use of local guides.

Since this paper is focused on a specific group of active tourists, one should also define the term senior tourists. Senior tourists are a growing potential, because of the improved life quality and the quality of medical technology, increasing income, as well as other factors that have an impact on the growing human life expectancy. People in the third age group are an increasingly developing segment of tourist demand in the world. A healthier and longer life, more free time, a realised social status and personal development are the key pull factors for the persons in the third age to decide to go on a tourist trip. (Tomka, Holodkov & Andjelković, 2015)

Statistics show the increased percentage of seniors aged 65 years and more. 19.2% of the population in the EU in 2016 was aged over 65 years and, by 2020, this percentage is expected to increase up to 20.4%. (Eurostat, 2016; Bagus & Utama, 2012).

Active ageing is the process of optimising opportunities for health, participation and security, in order to enhance the quality of life as people age. It applies to both individuals and population groups (World Health Organization, 2002, p. 12). It is time for a new paradigm, one that views older people as active participants in an age-integrated society, and as active contributors, as well as beneficiaries of development. Ultimately, a collective approach to ageing and older people will determine how we, our children and our grandchildren will experience life in later years.

European Destinations of Excellence (EDEN) aims to promote sustainable tourism development models across the EU. The initiative was launched in 2006 by the European Commission, and is based on national competitions and promotional campaigns that result in the selection and promotion of a tourist "Destination of Excellence" for each participating country. It enhances the visibility of emerging, non-traditional European destinations in the 28 EU countries, as well as creates a platform for sharing good practices across Europe, and promotes networking among the awarded destinations. This European quest for excellence in tourism is developed around an annual theme, chosen by the European Commission in conjunction with the national tourism bodies. Each theme serves to showcase Europe's diversity, including its natural resources, historical heritage, traditional celebrations and local gastronomy. The topics are always related to sustainable tourism development, whether from a cultural, economic, environmental or local point of view (EDEN, European Commision, 2017).

Since 2015, each EDEN destination is designing its own offer and presents it individually on the market. Among them, we rarely find some cooperation. The project mentioned in this paper was, therefore, trying to find out how to connect the EDEN destinations and design, as well as market, crossborder tourism products for chosen target groups.

PROJECT EDEN55plusNW

The project EDEN55plusNW with a slogan "Slow down to feel the life in EDEN destinations" connects four neighbouring countries (Austria, Slovenia, Croatia and Italy) and five pilot EDEN destinations in Austria (Vulkanland), Slovenia (Idrija, Solčavsko and River Kolpa) and Croatia (National Park Northern Velebit) and is focused on targeting seniors 55+ from Italy (two pilot product testing groups of senior tourists – women and couples). The project was co-funded by the COSME programme of the European Union, and was active from March 2016 until July 2017.

For all EDEN destinations it is important to enhance a sustainable tourism development and tourism flows in low/medium seasons, as well as strengthen the whole EDEN network and transnational cooperation. Project partners of the COSME Project EDEN55plusNW have chosen the seniors aged 55+ for their target group. Five EDEN destinations and three other partners from Austria, Croatia, Italy and Slovenia realised that they can achieve better results if they work together. The main focus was to design suitable cross-border tourism products in pilot EDEN destinations for seniors 55+ (women and couples) to increase tourism flows in low/medium seasons. Furthermore, the focus was also on facilitating the internationalization of tourism businesses – mainly Small and Medium sized Enterprises (SMEs), Senior Organisations (SOs) and their introduction into the senior tourism market. The thematic focus concentrated on the natural and cultural heritage, and increases the awareness about it in each EDEN destination.

Each of the 5 EDEN destinations cooperating in the project has its own advantages and special features. People in *Steirisches Vulkanland* (EDEN 2008, Austria) are living in a close communion with the nature at the Styrian volcano land, which is characterised by stunning volcanic formations, thermal water resources, architectural monuments, folk art and publicly accessible glass factories. Not far away are the three valleys with stunning Alpine peaks, traditional crafts and dishes named the *Solčava District* (EDEN 2009, Slovenia). The unspoiled nature and human creativity have been living in coexistence for decades. Another natural beauty is the *River Kolpa* (EDEN 2010, Slovenia), which is the longest Slovenian "coastline" and offers a wide range of sports and recreational activities, such as boating, canoeing, kayaking, rafting, etc. Going

southwards, *Northern Velebit National Park* (EDEN 2009, Croatia) is a paradise for those who love hiking, cycling, cross-country skiing and enjoying the beautiful nature, which combines high mountains and warm, sultry seaside weather. Last but not least, there is *Idrija* (EDEN 2011, Slovenia), the city of mining, lace-making, wild waters, action-packed trails and luxurious flavours such as "idrijski žlikrofi" (ProjectEDEN55plusNW, 2017).

METHODOLOGY OF THE PROJECT EDEN55PLUSNW

In order to provide the best possible services, SMEs need to get some guidance and experiences for the chosen target groups in the off-season. These should be provided by the DMOs, whose task would also be the preparation and marketing of the holistic destination offers. Unfortunately, none of the pilot EDEN destinations has an established DMO. The following model with nine steps was developed in order to manage and implement the project successfully with the existing organisational design of the EDEN destinations (Figure 1).

1 • Get to know the project idea and partner's USP - Presentation of pilot EDEN destinations to partners

2 • Identify the demand and supply of pilot EDEN destinations for seniors 55+ - Identification cards and questionnaires for project EDEN destinations, SOs, SMEs, ITAs/TICs

3 • Sharing good practices of SMEs between pilot EDEN destinations - Study tours for SMEs

4 • Well connected to be competitive on the market - Networks of: pilot EDEN destinations, SOs, SMEs, ITAs/TICs

5 • Upgrade the skills and quality of the offer - Workshops for SMEs in three pilot EDEN countries

6 • Developing EDEN cross border programmes - Programme development for women and couples – TPTMMSE

7 • Evaluating EDEN cross border programmes - Pilot testing of programmes for women and couples

8 • Gathering common ideas - Data processing

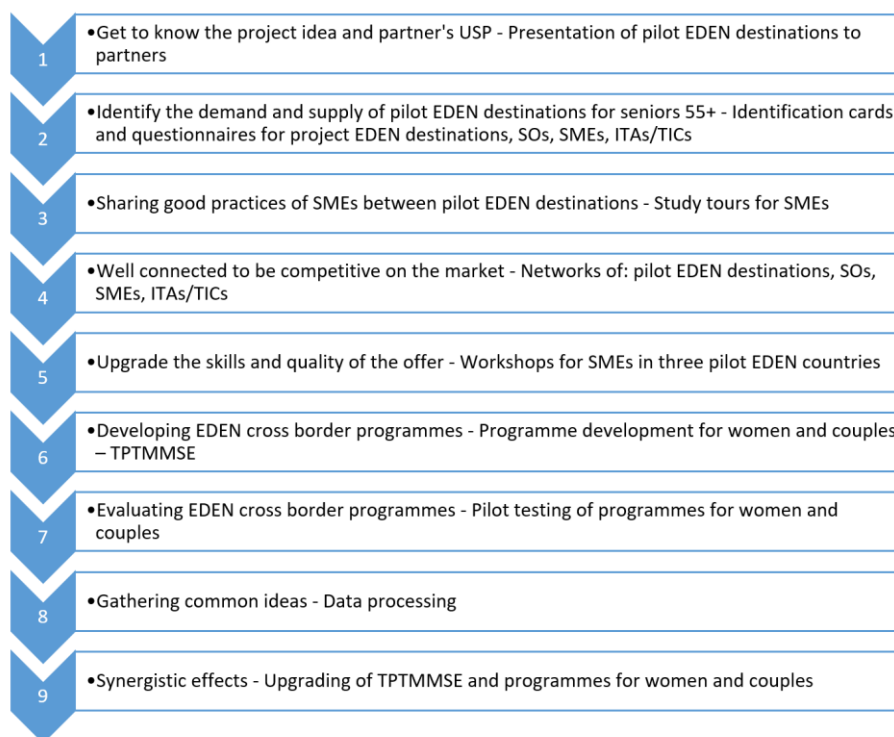9 • Synergistic effects - Upgrading of TPTMMSE and programmes for women and couples

Figure 1: The Model of the EDEN55plusNW project

During the first step of the model, a meeting took place in which the Pilot EDEN destinations were presented to the partners. Each partner got a certain role in the project, and the model was approved by all of the participating stakeholders.

During the second step, partners got familiar with the demand and supply of pilot EDEN destinations were designed for seniors 55+. For this occasion, identification cards and questionnaires for 4 target groups (EU Destinations of Excellence - EDEN, Senior Organizations - SOs, Small and Medium sized Enterprises - SMEs, Incoming Tourism Agencies and Tourism Information Centers - ITAs/TICs). All stakeholders took part at gathering the data needed for the demand and supply analysis. The identification cards were completed in July 2016. They offer the basic information about the project's stakeholders, and were used as a basis for further analysis. In order to get deeper insight, questionnaires were designed for all the above mentioned parties. The results offered the starting point for designing the study tours, networks, workshops, pilot testing tours and programmes.

To sum up the findings, none of the 5 EDEN destinations has a special EDEN development document, nor do they have a development action plan and marketing plan focusing on the target group of seniors55+. The main goal in all of them is to improve the cooperation between public, private and civil sectors.

All the participating Senior Organisations together have 274,191 members. Their vision is to promote active/healthy ageing, to enhance the role of elderly in the society, and to improve the lives of the elderly. None of the 12 SOs has a marketing plan, but they use different channels to promote their activities (newspaper or magazine, some have websites and advertising events, a few also use Facebook, radio and press).

42 SMEs have been included and analysed in the project. 48% of them offer accommodation services, 43% catering services, 38% tourism activities, experiences, events organisation, 38% food/wine/beverage manufacturing, and 2% Incoming Tourism Agency services. Seniors are one of the target groups in the majority of the SMEs.

9 ITAs and 9 TICs in the surroundings of 5 pilot EDEN destinations have cooperated in the project. They provided the information about their activities, prices of services in the destinations and other statistical data.

In the third step - sharing good practices of SMEs between pilot EDEN destinations by organising study tours for SMEs – the representatives of SMEs cooperated in two study tours, where they exchanged their knowledge and experiences. They visited Vulkanland (Austria) and Solčavsko (Slovenia) as two examples of good EDEN practices and exchanged their knowledge.

As they got to know them better, four networks of pilot EDEN destination, SOs, SMEs and ITAs/TICs were created - the fourth step. They were established in order to connect the stakeholders, and to ensure that the cooperation will not end when the project is over. A good network is of high importance for being and staying competitive on the market. The representatives of EDEN, SOs, SMEs and ITAs/TICs have signed a Letter of Intent, which binds them to fulfil the assignments they were given.

The fifth step was to upgrade the skills and quality of the offer through three Workshops for SMEs in three pilot EDEN countries. In the first Workshop (January 2016), the representatives of SMEs became familiar with the status quo of the project and the examples of EDEN destinations. The Green Economy model (Piciga, Schieffer, Lessem, 2016) was designed for each pilot EDEN destination, showing the highlights and unique experiences of each destination. The five points: (i) Intrinsic motivation - Moral Core; (ii) Realm of Relationship – Nature & Community; (iii) Realm of Inspiration – Culture and Consciousness; (iv) Realm of Knowledge – Science & Technology & Innovations; and (v) Realm of Action – Entrepreneurship & Economics (Adapted from Piciga and Slapnik, 2016) were discussed, and were a basis for the tourism programmes. At the second Workshop (February 2016), the SMEs were motivated and shown how to design their own and the common offer for the destination. The programmes for Study Tours were developed, finalised and confirmed. Also, the programmes for pilot testing tours were designed according to The Tourism Product Development Model for each pilot EDEN destination, with the help of a Travel Agency. SMEs` representatives signed the Letter of Cooperation and joined the SMEs` network of pilot EDEN destination. At the last, third workshop (June 2016), all the programmes and promotional materials were presented, coordinated and confirmed, and the activities for the next periods discussed.

The last four steps (sixth to ninth) of the model represent the Tourism Product Transnational Mobility Model for Seniors in pilot EDEN destinations (TPTMMSE), designed for the purpose of the project (Lešnik Štuhec 2016).

TPTMMSE is a tool for comprehensive and coordinated development, implementation and evaluation of the tailor-made tourism product (programme). It is designed in a manner which allows a contemporary planning of the programmes by the designers (programme coordinators) of several destinations for the selected target group which, in our case, were elderly people (seniors 55+) in three crossborder pilot EDEN destinations. The fact that the planning of tourist products can be performed simultaneously is crucial, since this enables the uniqueness of each destination, without including the same tourist products as the partnered destinations offer.

TPTMMSE consists of three steps - development, implementation and evaluation; and two phases - design and upgrading. The Google docs five-document tool was designed for the first and second steps. With the help of these five documents, the Tourism Programmes (EDEN crossborder programmes) for seniors were developed, implemented and evaluated simultaneously by several parties. Project partners have filled out the Tables in the documents, and together we have created two pilot testing tours for women and couples 55+, and three-day programmes for women and couples in each pilot EDEN destination. The basis for the programmes was the data gathered from the identification cards, questionnaires, Study Tours and Workshops that were implemented between July 2016 and February 2017.

In the following step, two pilot testing tours were designed and implemented in order to test the programmes. The experiences for the target group were focused on well-being, experiencing the nature, cultural heritage, handicraft, soft mobility, great local cuisine, etc. Twelve women 55+ and six couples 55+ from Italy have experienced the uniqueness of the EDEN destinations in Austria, Croatia and Slovenia on two separate five-day pilot testing tours. All of the target group members are a part of the Italian SO's, which are the partners of EDEN55plusNW project. Three different questionnaires were developed for the evaluation of the pilot testing tours, namely for the senior's test group, for the

evaluation group which monitored the implementation of the programmes, and the involved SMEs.

The gathered data were processed in step eight. the Tourism Programmes were upgraded with the feedbacks from the questionnaires and reports from the seniors, evaluation group and the involved SMEs. The last, ninth step, lays focus on the synergistic effects. TPTMMSE and programmes for women and couples needed to be upgraded according to the gathered data.

The final "product" were the three-day programmes, which were upgraded from the five-day programmes from both pilot testings'. They could be combined into several day crossborder tours.

RESULTS AND DISCUSSION

The extensive research has provided the basis for understanding and identifying the needs and expectations of the target group, seniors 55+, required to design in-depth experiences. The findings are very useful for all rural destinations, especially those trying to preserve and build on the natural and cultural heritage.

Five pilot EDEN destinations out of three countries are areas with unique natural and cultural heritage, some even with the status of a protected area. There are significant differences between involved pilot destinations (size, number of inhabitants, number of providers, type and quality of services, etc.), as well as similarities - common activities: (i) Outdoor activities (biking, hiking and water sports), (ii) Typical cuisine, (iii) Unique handicrafts and (iv) Seasonal events.

In the project EDEN55plusNW, twelve Senior Organszations (SOs) are cooperating out of four countries with a total of 247,191 members. SOs are promoting active/healthy ageing and improving the lives of the elderly.
Their members are prepared to pay up to 50 EUR for a daily trip, up to 100 EUR for two-day trip and up to 300 EUR for three-day trip. The most important elements of travelling for seniors are: The quality of guided tours, transportation to the destination and promotion through word of mouth.

The low tourist season of SMEs are the months from November to March. The visitors are attracted by kindness, hospitality and professionalism. 28% of SMEs offer tastings (dried meat products, wine, spirits and cheese degustations) and 26% offer workshops (handicrafts and cuisine). Only 44% of SMEs offer services adjusted for people with disabilities. The range and quality of the experiences is better in Austria than it is in Slovenia and Croatia.

The main activities of Tourism Information Centres (TICs) are: Providing information about sights and the region, finding accommodation and/or catering offer, organisation of tourism activities, experiences and / or events, local guiding, selling souvenirs and printed guides / books and development services. Almost 100% of visitors in Vulkanland and 80% of visitors in Slovenian pilot EDEN destinations are domestic tourists; in Croatia, however, more than 80% are foreigners. Tourists stay in pilot EDEN destinations up to seven hours on daily trips and up to three nights on several days' trips.

The processing of evaluation questionnaires from the Study Tours shows that women in Solčavsko prefer: Workshops (felting, culinary, wood, dancing, music); ethno-animation programmes; guided hikes with sensual animation; a mandatory inclusion of a photographer, responsible for making unique moments last forever; yoga, meditation, aromatherapy; music and dance programmes; a hike to the Rinka waterfall; visit of the panoramic road, and more free time. Women in Vulkanland on the other hand prefer: Natural heritage; experiences in nature; cultural heritage; tastings and Sorkshops (slow flower); the castle; Zotter factory; the organic farm; Vulcano Schinkenmanufaktur; Eisvogel bioproducts; a short wellness experience; Life gardens and Advent exhibition.

The findings show that couples in Solčavsko prefer: Guided tours; ethno-animation programmes; culinary evenings; culinary workshops; wellness and suitable mobility included in the programme, music and dance programmes; a hike to the Rinka waterfall; a guided hike with sensual animation; a visit of the panoramic road; more additional workshops (wood, making baskets, music, dancing…), and also more free time. Couples in Vulkanland, on the other hand ,prefer: Guided tours and degustations (Vulcano, Zotter, Lava Bräu), cultural events and wine tasting; Eisvogel; Schloss Kornberg; natural and cultural heritage; organic farm; local products` tasting; presentation of new production and farming forms; cultural programme: Music, dance, local theatre, plays…

It is very important to have a plan B for most of the activities in case of bad weather.

The evaluation showed the following main findings: Less is more; tailor the activities to the specific target group; include the diverse providers for the in-depth experiences of the destination – local added value with a clear theme; adjust the quality of tourist services to the target group: communication with providers (and the language of the promotional materials) in the language of the target group; provide local transportation, and arrange the signalization in the nature and on the road.

With the gained knowledge, the tourism five-day programmes have been upgraded, and new three-day programmes were designed for each target group in each EDEN destination.

CONCLUSION

The project EDEN55plusNW has, on the one hand, pointed out the uniqueness of each pilot EDEN destination, and, on the other, the possibility of cooperation within all of the EDEN destinations. The designed TPTMMSE model could be used in each EDEN and other destinations for designing the Tourism Programmes for all types of target groups. The project has shown that working together with other destinations can bring a wider perspective and better results when dealing with projects of such extent.

EDEN destinations are stronger together and better represent their uniqueness to other destinations on the highly competitive tourism market, because they offer comprehensive and uniform quality and communication, both internally and externally, which is consistent with a sustainable and socially responsible behaviour.

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CHAPTER 8

SPORT AND RECREATIONAL TOURISM AS AN AGENT FOR DEVELOPMENT OF RURAL AREAS

IVANA MIŠKOVIĆ & IVA ŠKRBIĆ

The aim of this chapter is to describe how Vrmdža village in Eastern Serbia has succeeded to knit together all its resources into a rich and attractive tourism product, simultaneously promoting natural resources, healthy lifestyle and cultural heritage, using the bottom up concept of rural development.

Rural areas occupy about 90% of the territory of the Republic of Serbia, with about 43% of the total population. Despite that, Serbia does not have a long tradition in Rural Tourism. Before the 1970s, Rural Tourism in former Yugoslavia appeared in the tourist offer very scarcely. Privately owned landholdings were very small, divided usually into several separate plots of land, dispersed at great distances from each other. The government owned almost all tourist facilities, and the tourism business was focused mainly on Mass Tourism, with the focus on youth recreation, spas and leisure vacationing on the Adriatic coast.

Rural development and ecological awareness were not sufficiently developed until a few decades ago (Todorovic & Bjeljac, 2009). These factors were the main

causes of the slow development of Rural Tourism, which was worsened further by extensive migrations of village populations.

Instability of the world agricultural market, mass migrations of countryside population into urban centres, poverty, and bad living conditions in the villages compared with cities, all condition a substandard position of the population living in the rural areas of Serbia. In such circumstances, Tourism is one of the alternative options for development of rural areas (Fesenmaier, Fesenmaier, & Van Es, 1995). Furthermore, it is a chance to set a better territorial balance in the economic and social sense by diversification of activities (Shtaltovna, 2007). Similarly, it is an instrument to mitigate the problem of poverty in rural areas, particularly in the developing countries (Saarinen & Lenao, 2014).

Rural Tourism includes all tourism activities taking place in rural environments (Saarinen & Lenao, 2014). As a result, its development goes beyond a specific form of tourism, becoming a vehicle for development of rural environments (Holland, Burian & Dixey, 2003). Certain activities, particularly those in the realm of sport and recreation, can be a successful impetus of Rural Tourism development.

As far as the developing countries are concerned, the bottom up approach to Rural Tourism is gradually becoming more utilised on a global level, and is based largely on the initiatives of the local population. Such concept has been applied successfully in a number of localities in Serbia for years, particularly in those places where the younger and more educated population is trying to remain living in the countryside, unlike the others that seek to relocate into bigger cities in search of better life conditions.

The bottom up concept of rural development opens a wide spectrum of possibilities for Serbian villages, taking into consideration their resource basis, primarily geo-morphological, botanical, and zoological diversity, which are the main characteristics of the rural areas of Serbia. As far as the highland regions are concerned, practice has shown that there is significant potential to initiate the development of Rural Tourism offering sport and recreational activities with relatively small investments.

Sports events, such as marathons, hiker summits, and bicycle races are associated mostly with rural areas, where there is almost no tourist infra and supra structure.

This is particularly evident in the case of Eastern Serbia, which is believed to be the poorest region in the country. As the poorest and the least developed region, Eastern Serbia faces a particularly negative birth rate, and has been feeling the ramifications of migrations and ageing population for decades. However, possibly precisely due to a lack of larger industrial, traffic and other economic activities, this region succeeded in great measure to preserve its natural environment, and has managed to remain a relatively unexplored region. Such character and long term neglect very often leaves potential visitors with a feeling of mysticism and calls for an adventure. All of this is in the focus of modern day tourists, who are tired of popular destinations and sights. Naturally, tourists that turn to such unexplored areas are fans of sports and recreation, adventurers, mountain hikers, campers, and, increasingly, practitioners of yoga, meditation and consumers of organic food.

Considering that Eastern Serbia, apart from a few winter tourism destinations (regional ski centers) and Spa Health Resorts, does not have significant tourism-catering capacities, countryside households are precisely those used as a basic resource when it comes to providing accommodation and nourishment for the tourists.

Primary rural (agricultural) activities that take place in these villages are a significantly valuable base for the development of Rural and Sustainable Tourism, but they must also be viewed as an addition for enrichment of all other tourism products and contents in the region. Considering that Rural Tourism leads to the diversification of activities in agricultural households or in their environment, and raises the income of countryside households (Andric, Tomic & Tomic, 2010), it is important that it is developed according to the principles of sustainability in its broadest sense with the aim of development of the region and becoming an attractive destination for modern guests.

Many authors (Krajnović, Čičin-Šain & Predovan, 2011) define sustainable development of Rural Tourism as preservation of the local culture and the identity of the local community, preservation of the countryside and the natural environment, sustainable development of the rural economy. An emphasis is placed on the importance of the support of local, regional, and government authorities, but also as a balance between tourism and other activities in a specific rural space.

The tendency of the local community to establish balance can be seen in a village in the Municipality of Sokobanja, notably low in its population numbers, but territorially large. This is the village of Vrmdža, a unique and advanced village in many ways, particularly taking into account the fact that it is located in an economically underdeveloped area; however its population is increasing each year.

While in most villages in Serbia the number of inhabitants is decreasing, people from various parts of the country and the world continuously move to Vrmdža. Unlike most villages in Serbia, which are slowly dying out, it has attracted young, educated people over the past few years, primarily those with jobs that do not require their physical presence in their work positions in big cities. With the influx of new population, the village gained new energy and ideas, restorations of old houses and water mills are planned, healthy lifestyle is more advocated, as well as sports and recreational activities, education, organic food production, eco-construction and eco-agriculture. Over 30 newly inhabited households consist mostly of medium and highly educated, middle-aged people (around 40 years old), originating from urban environments (Tomić Pilipović, et al., 2015). One such household founded the Centre for Socially Responsible Entrepreneurship – CSRP in Vrmdža, the activity of which is focused on rural development and economic strengthening of the village through applying the bottom up principle.

Today, the village of Vrmdža is one of the rare villages in the Republic of Serbia that is not faced with the problem of migrations and, instead, is a positive example of rural development initiated by organising sport and recreational events.

TRADITION OF SPORT AND RECREATIONAL TOURISM IN THE RURAL AREAS OF SERBIA

The roots of the mountaineering movement in Serbia can be traced back to the year 1875 (Mountaineering Association of Serbia, 2013). In ex-Yugoslavia, mountaineering was a very popular and widespread sport, particularly with recreational users, which is why a rich mountaineering tradition is preserved in these areas even until the present time. Hiker summits were a type of sport and recreational events that made certain Serbian rural regions known to the public, and enabled contact between the local population and visitors from urban areas.

Considering that, even today, modern tourism and catering contents do not exist in these areas, the only option of accommodation and nourishment for the visitors are mountaineering lodges and countryside households. Therefore, the tradition of Rural Tourism in Serbia is tied inseparably to the tradition of mountaineering. As far as the development of Countryside Tourism in such areas is concerned, it will not be erroneous to state that the mountaineers were the first guests and users of their tourism services. Some of these locations preserved their tradition of mountaineering carefully, and invested into infrastructure (signalization, access roads, mountaineering lodges, drinking fountains, rest areas, etc.), and so they became more or less recognised as the favourite destinations of professional alpinists and recreational users.

Nowadays, tourism relies on sport and recreational activities that attract millions of tourists every year, all over the world. At the moment, the village of Vrmdža is in the initial developmental phase of Sport and Recreational Tourism, considering that professionally organised sports events have a five-year-old tradition at most. What is particularly interesting and unique for this micro-destination, is the fact that this development is tied inseparably to the development of its rural economy, which also includes Rural and Eco-tourism, organic agriculture, crafts, and homecraft.

RESOURCE BASIS FOR THE DEVELOPMENT OF TOURISM IN VRMDŽA

Apart from the engaged local community, the resource basis of the village Vrmdža consists of intact nature with a number of water springs and creeks (the origin of the village's name, as vrm means water spring), a lake suitable for swimming, and a rich plant and animal life. The famous Mountain Rtanj, valorised by tourism, is located in the close proximity to the village.

Traditional Serbian countryside architecture should definitely be mentioned, as it gives special charm to this location. A certain number of housing facilities were restored in this style, which create a modest, but satisfactory resource basis for the current tourism needs. Old Serbian houses (čatmare), barns, and water mills on top of the creeks and rivers can be found all across the valleys and the steep hill slopes. The village has a water network fed from mountain water springs, street lighting, and most of the houses have phones and internet. The unusual

ruggedness of the village presents an ideal potential for the development of Rural, Active and Eco-tourism. Intertwined wild trails are ideal for hiking and mountain biking, and steep rocks for free climbing and mountaineering. Additionally, the vibrant surroundings of the village and its rich history have made the numerous tales and legends give this village a unique note of mysticism.

Using Vrmdža village as an example, rural economy can be viewed as a combination of agricultural activities that are a source of most of the household income, and additional activities, such as tourism, providing for a smaller percentage of the income to complete the family's budget. Homemade food, produced and prepared in a traditional and ecologically sustainable way, is one of the basic activities for the visitors. Organic agriculture and tourism should be seen as parts of a whole that complete each other and are mutually conditioned. Agriculture and healthy food production will find a way to place their products precisely by using tourism, which will, on the other hand, use those products to sate one of the basic needs of tourists – nourishment. At the moment, feeding tourists in countryside households is the best solution for both the local community and the tourists.

If we analyse the development of tourism in Vrmdža village chronologically, we can conclude that the initiators of that development were precisely the sport and recreational events. Using the method of observation and analysis of secondary data, a list was created of all sport and recreational events taking place at the village area. Analysis of all available hard copy documents and internet sources (web sites, online journals etc.), as well as testimonies of local residents and the Manager of the Centre for Socially Responsible Entrepreneurship, confirm that all of those events have multiple positive effects to the local rural economy and household budgets.

SPORT AND RECREATIONAL EVENTS IN VRMDŽA VILLAGE

The sports tradition in Vrmdža village consists of the "traditional" sports, such as mountaineering and hiking, but the last few years have seen the rise of some "newer" sports, particularly cycling and free climbing. Apart from these, yoga, meditation and organised thematic hikes through the forest, for example gathering medicinal herbs, all take a significant position. It is also important to mention that Vrmdža is becoming a recognised destination in the local market,

therefore, numerous organisers choose this village to hold occasional events (for example, the Nissan 4 elements race) (trcanje.rs, 2012).

The traditional yearly hiking summits are still the most numerous in terms of visits, which are organised mostly in the spring months and the beginning of summer (Table 1). Mountaineering hikes gather several hundred participants, cycling – several dozens, and yoga retreat camps gather smaller groups at least once a month. This has become an activity with a tradition spanning back a few years.

Table 1: A list of sport and recreational events in Vrmdža village

Event	Type of sports activity	Month	Tradition and approximate number of participants	Organiser
Bukovac marathon	Mountain biking	July	2012. One time	Gorski Biking Club, Sokobanja, LC Vrmdža
Rtanj marathon	Cycling	April	2012. One time	Local Community Vrmdža, BC Vrmdža and Cycling Association of Serbia
Sokobanja marathon	Mountain biking	May	2012. One time	BC Gorski, Sokobanja
Vrmdžila mountaineering freedom and dignity event.	Mountaineering orienteering	March	From 2014. 2016. – 690 participants 2017. – 1,000 participants	Mountaineering Club Železničar, Aleksinac Mountaineering Association Oštra čuka, Sokobanja and Local Community Vrmdža
Mountaineering orieneerting	Mountaineering orienteering	May	2017. 50 participants One time	Mountaineering Orienteering Sports Club PTT, Belgrade
Uspon na Devojački kamen (Maiden's rock climb)	Sport climbing	July	2017. 30 participants Climbing spot opened throughout the year	Local community Vrmdža
Yoga workshops	Yoga	Whole year	From 2015. Groups 5-6 participants The whole year	Rtanj School of Healthy Life, Vrmdža
Rtanj School of Intense Exercise	Releasing the movement	Whole year	From 2015. Groups 5-6 participants The whole year	Rtanj School of Healthy Life, Vrmdža
Saint John the Herbalist	Picking herbs	July	13 years 50 participants Traditional	Organisation for Sports and Culture, Sokobanja

Sports climbing should be singled out as a newer, high-prospect activity that was initiated only this year, and for its needs, the natural rock surface "Maiden's rock" (Devojački kamen) was arranged for this purpose. Therefore, this, almost 40 metre high climb, is an ideal combination of natural terrain and modern sport infrastructure. Over twenty climbing directions are marked on the rock, and the climbers named them after gods from Slavic mythology, such as Mokoš, Dajbog and Stribog. The climbers can conquer "Maiden's rock" throughout the summer, as the rock is located in opposition to the Sun and it is never too hot (Ljubisavljević, 2017). Climbers from all over the country announced their arrival

to Vrmdža, as the word has spread that there are climbing directions here that are very challenging and interesting (Radio-televizija Srbije, 2017).

The most interesting mountaineering event, the initiator of which, together with local Mountaineering Associations and the local Community Centre – Vrmdža, is "Vrmdžila", an activity with a purpose of promoting mountaineering freedom and dignity. A 16 kilometer circular mountaineering path starts outside the village church, passes through the city centre, past the lake, meanders through the Vrmdža river gorge, under the "Maiden's rock" climbing spot, and it ends at Latin city, the most attractive geological and historical locality that is tied to an interesting legend used as a basis for the storytelling concept, which the locals want to develop as a resource to enrich the tourism offer. At the final leg of the path, located next to the village school, the locals prepared lunch for all participants of the mountaineering event, and stands were prepared containing souvenir exhibits and local workshop products made by the women of Vrmdža (Nikolić S., 2017). The money from souvenir sales from the stands of the local elementary school students was used to procure basic teaching necessities (chalk, pencils, etc.). Such a manner of organising a sports-recreational event is a very successful model of socially responsible entrepreneurship that contributes to the development of the local community by strengthening, primarily female, entrepreneurship.

Due to the numerous sport events, Vrmdža hosted around 8,000 visitors in the year 2016, and the locals believe that this number will soon be greatly surpassed.

Each of the sports-recreational events listed in Table 1 has multiple effects on the local community of Vrmdža village and the surrounding villages, considering that all tourism activities in this area rely exclusively on the resource basis consisting of the countryside households and domestic products. Taking into consideration that each euro spent within the local economy generates three times its value within the community itself (Tomić Pilipović, et al., 2015), it can be concluded that the incomes gained from Tourism, whether directly or indirectly, aid house budgets of the locals significantly and motivates them to engage further in tourism.

INNOVATIVE APPROACH TO ENRICHING THE STANDARD SPORT AND RECREATIONAL OFFER – APPLYING THE STORYTELLING CONCEPT

What is typical of Vrmdža is connecting the offer of sport and recreational tourism with the material and non-material cultural heritage of the micro-destination. This is manifested primarily by naming the events themselves, but also important locations with terms related to local legends, folk tales and famous locals.

Looking back at the names of sporting events listed in Table 1, several unusual names can be noted ("Vrmdžila", "Saint John the Herbalist", etc.), the origin of which can be found in historical context, tales and local legends. For example, the name "Vrmdžila" alludes to a beast that supposedly lives in the Vrmdža lake and instills fear into the hearts of even the bravest of swimmers. Nearly a thousand mountaineers from Serbia and from abroad participated in the mountaineering hike "Vrmdžila" 2017, and among them was Serbia's oldest mountaineer, a woman of 98, who is a member of the "Železničar" Mountaineering Association from Niš (Nikolić, 2017).

The name of the "Saint John the Herbalist" event comes from a tale about Saint John the Baptist, who spent most of his life in the desert, eating exclusively herbs, and it was precisely him who baptised Christ in the river Jordan, which is why people call him the Baptist. On the day of his birth, people traditionally gather and go into the mountains to pick as many medicinal and edible herbs as possible. This custom is particularly present in the surroundings of Rtanj and Sokobanja (telegraf.rs, 2014).

Giving personal names of house owners, water mills, parcels or properties to certain tracks, locations and check points in which they are located, but also naming them by terms from the local culture ("Maiden's rock"), creates a more intimate bond between the visitors and the village and its inhabitants, and it can also rouse interest for the local history, or even prolong the stay. Precisely, "Maiden's rock" was named after a local girl that jumped to her death from its 40-meter high tip due to unrequited love.

It is necessary to mention the specificity of the small village museum, where every showpiece has an inscription – a note of its former owner, written by hand or

with a typewriter, with a short tale regarding the history of the said item (origin, purpose, etc.). The locals put in effort for every visitor of "Vrmdžila" to have the opportunity to visit this museum and hear the tale guarded by the dusty personal items that best depict the way of life of these villagers in the period when Eastern Serbia was an important historical crossroads, in the heat of battle against the Turks.

How carefully is crafted the connection of this museum exhibit with Active Tourism can be best seen by the fact that certain items exhibited in the museum get the role of "lost treasure" for a short time, when the participants of the race, using their motor and navigation skills, search for the house that the items originate from, solve riddles along the way, search for clues and assemble a cognitive puzzle trying to succeed in doing so before their opponents or opposing teams do.

Unfortunately, in Serbia nowadays, it is a rare occurrence to see examples of revitalization of villages such as Vrmdža. The answer to whether the Sport and Recreational Tourism can shape the future of this village is definitely affirmative, but only in the case that the development of tourism is steered according to a plan in order to decrease any possible negative effects. It must be guided and organised expertly, and should be based on the principle of community, and with respect towards the interests of all stakeholders and the infrastructure construction standards. Sport and Recreational Tourism has the potential to become one of the primary forms of tourism that take place in this village. Of course, this requires great engagement of the local community and cooperation with experts in the fields of Tourism, Ecology and Destination Management.

Hiking, mountain biking, paragliding, horse riding, orienteering, participating in research expeditions and similar, are some of the favourite activities of modern tourists, and Vrmdža has the resources to develop all of them. Tourism stay that has these activities as its basis is enriched with accommodation in countryside households, local gastronomy, and additional attractions, such as cultural monuments and immaterial cultural heritage. Vrmdža is an example of a micro-destination that has succeeded to connect all these resources into a rich and attractive tourism product, due primarily to the initiative and the creativity of its locals, but also due to projects of the Centre for Socially Responsible Entrepreneurship - CSRE.

One of the main goals of the CSRE is to provide support to sustainable Rural Tourism development, nourishing a long term relationship with the local community. As contemporary tourism trends show that Rural Tourism plays a key role in alleviating poverty and depopulation, improving locals` quality of life and economic status (Maksin, 2012), institutions such as Rural Hubs, founded by the members of the NGO sector, could be of a great importance for Serbian villages.

As it can be concluded from this case study, events (of all kinds) can be a successful cornerstone for the start of Rural Tourism development. Apart from promoting nature preservation and a healthy lifestyle, sport and recreational tourism events in rural areas are a good way to promote new destinations, as there is always the possibility for some of the participants to make their first contact with the village and wish to spend a vacation there, or even relocate, considering the example of young families that have already done so. Designing and enriching sport events creatively can increase their competitiveness, which is best achieved by including education, entertainment, and visitor participation in the everyday activities of the locals. Ultimately, the importance and potential of those events should be much more recognised, both by the State and local authorities, in order to create a basis for Rural Tourism development, which could, later on, be supported by the members of private and non-governmental sectors.

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CHAPTER 9

BIKE SHARING IN TOURISM FROM A SOCIAL RESPONSIBILITY PERSPECTIVE: A CASE OF INNOVATIVE APPROACH IN PODČETRTEK

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The aim of this chapter is to present the strengths, weaknesses, opportunities and threats of a bike sharing system in a small but very well developed tourist destination in Slovenia from a social responsibility point of view. Bike sharing systems are a very popular means of transport for shorter distances. They are not just environment and people friendly, but also healthy and affordable ways to overcome (mostly) short distances. Besides that, Active Tourism, and an active and healthy way of enjoying free time has been increasing in recent years. So, our goal is to consider what the possibilities to combine these two modern ways of transport and tourism in the case of small Slovene tourist destination are. We will discuss the mentioned topic from the social responsibility point of view. We will use qualitative research and present the case study of a small, but very well developed tourist destination, Podčetrtek, in Slovenia. We will present what are the benefits for the destination, for tourists and locals. As a result, a SWOT analysis will be presented of a bike sharing system for a small, very well developed destination from the social responsibility perspective. The bike-share system concept has existed since the 1950s (Larsen, 2013), but the interest in using it has

been growing rapidly in the last decade all over the world. It is, in most cases, the most suitable, economical, flexible, carbon free, easy and alternative transport way. Even though nowadays most cases of bike sharing systems are connected to huge cities, the sharing systems were first "limited to small and tightly knit communities" (Codagnone & Martens, 2016).

We will use the SWOT method to present the strengths, weaknesses, opportunities and threats of bike sharing in tourism with stress on a micro, but good, developed rural touristic area in Slovenia. Sharing systems cover different important sectors of the economy: Transportation, accommodation and rental, retail, office space, logistics, finance and the labour market (Codagnone & Martens, 2016). Our focus is on logistics, especially bike sharing. A typical bike sharing system includes (Kabra, Belavina & Girotra, 2015): (1) A communal stock of sturdy, (2) low maintenance bikes, distributed over (3) a network of parking stations. Commuters should usually register and pay a security deposit, and then can "check out" any available bike from a station, and, at the end, can return the bike to any station in the network. Usually short distances or time limitations are free (Sayer & Riley, 204; Kabra, Belavina & Girotra, 2015).

The adoption of bicycles by consumers remains mostly low. According to researches (Kabra, Belavina & Girotra, 2015), mostly, the disadvantages of using bikes for transfer can be gathered in the following points: Lack of safe parking spaces for bikes, vandalism and theft of bikes, inconvenience and cost of owning and maintaining bikes. Bike sharing systems can be researched from the accessibility, availability and service level, facility locations and demand estimation etc. points of view. For our research, the social responsibility in connection to tourism in a small destination is the focus. The most general Corporate Social Responsibility definition from companies' point of view describes social responsibility as "a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis" (European Commission, 2010). Besides, Corporate Social Responsibility, also individual social resposability is considered as an important part of modern society. It is a belief where we as individuals have a responsibility toward society. Individual social responsibility consists of economic, legal, ethical and philanthropic responsibilities (Carroll, 1991).

The most important for our research are economic and ethical responsibilities. Economic responsibility in a bike sharing system is important in terms of resource distribution systems in which individuals may provide and obtain temporary access to resources, either free or for a fee" (Arnould & Alexanders, 2016). Ethical responsibility in bike sharing is connected mostly to the sustainability. Both of these responsibilities are connected very deeply to the notion of collaborative consumption and sharing economy, and all these concepts, together with the positive effects of sustainability of bike sharing, will be presented in article in detail.

Sharing economy could be described as an upgrade of "the open source community to refer to peer-to-peer based sharing of access to goods and services" (Hamari, Sjoklint & Ukkonen, 2016). It refers rather to resource "circulation systems which allow a consumer two-sided role, in which consumers may act as both providers of resources or obtainers of the resources" (Ertz, Durif & Arcand, 2016a; Ertz, Durif & Arcand, 2016b). Bike sharing is one example of sharing economies that is related closely to sustainability in Logistics and Tourism. A wider view of the sharing economy is presented by Codagnone & Martens (2016). Their (Codagnone & Martens, 2016) sharing matrix shows that the sharing economy has four different forms: True sharing, commercial peer to peer sharing, empty set, and commercial business to customer sharing. We will discuss the bike sharing system in Podčetrtek as the fourth concept, so, commercial business to customers sharing (see more in Figure 1). Such sharing systems are for profit and commercial, and include all dimensions of the business to customer concept.
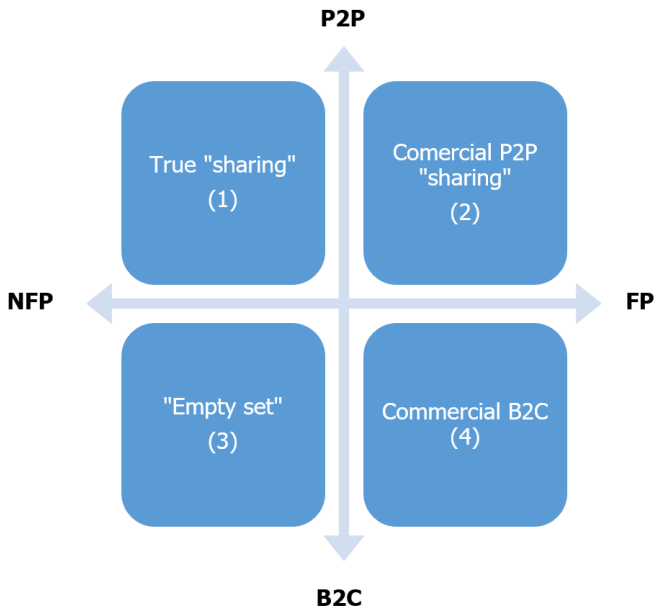
Figure 1: Types of sharing systems
Source: Codagnone & Martens, 2016[1]

If we describe bike sharing as a business to customer concept (as it is in the case study of Podčetrtek), and add social responsibility to this concept, we can speak about three different dimensions of social responsibility from an organisational point of view which are included in the corporate social performance model (Wood, 1991). According to Woods' (Wood, 1991) model:

– Organisational principles of Corporate Social Responsibility are a public responsibility,
– Processes of corporate social responsiveness is in organisational sense, stakeholder management, and
– Outcomes of corporate behaviour are seen as social programmes.

As already mentioned, the bike sharing concept is not new, and we can claim the same for Bicycle Tourism, which has existed since the 19th century, but remained niche tourism until the last decade. Current trends indicate a significant market

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[1] NFP stands for: Not For Profit, P2P means: Peer to Peer orientation, FP stands for: For Profit and B2C means Business to Customer orientation.

potential for holiday cycling (Lamont, 2009; Kaplan, Manca, Sick Nielson & Prato, 2015). It is also described as one of the new hot trends which enables users to pick up a bike at one docking station and ride it over a short distance to another station (Sayer & Riley, 2014). Holiday cycling (unlike a cycling holiday, where cycling is the main purpose of holidays) means occasional use of the bicycles as an alternative source of transportation for exploring a destination. Holiday cycling is widely accessible because many destinations are investing in bike paths and bike sharing systems (Downward & Lumsdon, 2001; Kaplan, Manca, Sick Nielson & Prato, 2015). Behavioural factors that influence bike sharing use for recreational cycling are very important, not only in major tourist destinations, but also in small ones. Bike sharing systems from the Tourism point of view provide the possibility to use a healthy, enjoyable and inexpensive door-to-door transport mode at holiday destinations which also has many physical and mental health benefits (Tescke, Reynolds, Ries, Gouge & Winters, 2012; Kaplan, Manca, Sick Nielson & Prato, 2015). A recent study (Kaplan, Manca, Sick Nielson & Prato, 2015) has shown that bike-sharing is highly attractive for potential tourists as part of their short (usually one week) holiday, and tourist destinations could benefit from bike-sharing systems as an integral part of the touristic experience, and could use the bike sharing experience as their branding strategy. Furthermore, benefits described by tourists are related to physical activity on holidays, having environmentally friendly holidays, and saving money and time, especially for short distances.

SOME CASES FROM BIKE SHARING IN TOURISM

The best known tourist friendly bike sharing systems across the world are usually connected to huge capital cities, like Hnagzhou in China, Velib in Paris in France, Boris Bikes in London, Verturilo in Warsaw and Brussels in Belgium, Tel Aviv Israel and Bixi in Montreal in Canada (Mikel, 2015). The studies in the last five years have shown that Bike Tourism is gaining in popularity and generates several billions in economic impacts annually. So, more cities, regions and states charted Bike Tourism's impact (Sayer & Riley, 2014). In most cases, we can see that these are huge cities, where a bike sharing system includes mostly thousands of bikes in severalchundreds of bike sharing stations.

BIKE SHARING IN SLOVENIA

In Slovenia, several different bike sharing systems can be found. One of the first was the bike sharing system "BicikeLJ", established in 2011 for better town mobility in Ljubljana. This is one of the most successful cases in Slovenia, with more than 300 bikes, 36 bike stations and 700,000 rents per year. Piran also has a small system, but bikse have to be returned to the same station where they were rented; other costal tourist destinations are thinking of including it into their offer, but the system of bike sharing is not fulfilled yet. Velenje has 13 stations and 61 bicycles. Murska Sobota and Ptuj also have such small bike sharing systems (Š. Š., 2017). Small tourist destinations do not have such systems in Slovenia yet, they more or less offer different "rent a bikes", but not a bike sharing system.

METHODOLOGICAL BACKGROUND

Qualitative research is used in our article. We research and describe all important tourist places that could be included in the bike sharing system in the Podčetrtek region. We will present the strengths, weaknesses, opportunities and threats of the bike sharing system in Podčetrtek. The social responsibility, sustainability, health improvement and geographical distances will be taken into consideration. The research includes all important tourist destinations of Podčetrtek, and the efficiency of the bike sharing system and network in the before mentioned destination.

Case study in Olimje

Podčetrtek is micro touristic area (with 3,300 inhabitants), that is very well developed. In 2016 they had 99,300 tourists and 336,100 overnight stays. They also have almost the same number of tourists all through the year. As is shown in Table 1, the numbers increase only in July and August (Statistical office RS, 2017).

Table 1: Number of tourists and overnight stays in Podčetrtek in 2016

	Number of foreign tourists	Number of overnight stays of foreign tourists	Number of domestic tourists	Number of overnight stays of domestic tourists
January 2016	3737	10950	3949	12441
February 2016	3721	9487	5624	17124
March 2016	3067	7956	3974	12102
April 2016	2504	6964	5165	15715
May 2016	2927	8005	3999	13464
June 2016	2551	8032	4915	18008
July 2016	3514	15650	5895	26763
August 2016	5020	23163	6349	27952
September 2016	3264	13216	3732	13630
October 2016	3667	10157	5184	15667
November 2016	3136	8746	5321	17281
December 2016	3480	8898	4613	14740
The total for 2016	40588	131224	58720	204887

Source: Statistical office RS, 2017

Table 1 shows the number of overnight stays of foreign and Slovene tourists and the number of Slovene and foreign tourists that visited Podčetrtek each month in the year 2016. The most extreme is the number of tourists and overnight stays in July and August. All through the year the number of guests and overnight stays remains stable.

It is well known that "a large part of the area of Obsotelje and Kozjansko can be explored by bicycle. Here, there are many bike routes suitable for Mountain and road cycling. Some bike routes also follow the Pilgrim paths of St. Emma, Slomšek and St. Mary "(Turizem Podčetrtek. Bistrica ob Sotli in Kozje GIZ, 2017b). Inside that cycling area there are some tourist attractions that would (according to their position and attractiveness) be suitable for a bike sharing system. We will present them in detail. Some of the biggest and most important ones are Wellness Orhidelia, Wellness center Termalija, Thermal park Aqualuna and Aquajungle. (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017a).

One of the newest parts of Podčetrtek is also Orenia, appartments in nature. Furthermore, one of the very popular tourist sites is Olimje minorite Monastery (situated 4.5 km from Terme Olimia in the midst of green lawns, orchards, gardens and fields, under the Rudnica mountain), where the Church of Mary's Assumption, Old Pharmacy, herbal remedies shop and Garden of healing plants and Betanija are situated. Chocolatier Olimje (with homemade chocolate products) can be found right next to the Monastery. The destination is also attractive because it is a part of Olimje village, which was nominated and titled for the most beautiful village in Europe« (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017c).

Podčetrtek is also family friendly, and offers many additional activities for children and families. One of them is the Land of Fairy tales and Fantasy (located 6 km from Terme Olimia in the direction of Olimje, above the Monastery, approximately 1 km into the forest), where the logo is »nature is the best teacher«, and visitors can meet the Slovenian and international fairy tale heroes such as Kekec, Bedanec, Martin Krpan, Snow White, Pipi Longstocking, witches and wizards (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017d). A Museum of farm equipment is also one of the attractions in Podčetrtek (situated 1 kilometre from Terme Olimia in the centre of Podčetrtek), where country life in the past is presented, including some exceptionally old and valuable pieces (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017e).

A golf course is located in the beautiful Olimje valley, 4.5 kilometres from Terme Olimia. "The Amon family estate boasts a golf course with 9 holes and a driving range. A walk between sand and water hazards in the unspoilt nature can be a real challenge for a golfer. Due to shorter distances, the course may be less difficult, but, at the same time, it requires extreme precision to achieve top results because of the specific location. The Golf course in Olimje combines recreation, competition, relaxation and pleasure" (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017f). On the way to the golf course, only a few metres above the Olimje Monastery, is situated the deer farm Jelenov greben (4,5 kilometres from Terme Olimia). A hundred deer and mouflon sheep move freely across the 8 hectare estate. The animals are friendly, and you can feed them with corn (Turizem Podčetrtek, Bistrica ob Sotli in Kozje GIZ, 2017g).

SWOT ANALYSIS

Some strengths, weaknesses, opportunities and threats of a bike sharing system in a small touristic destination are presented here. The detailed analysis, which will include all specifics of Podčetrtek and all aspects of social responsibility (with emphasis on economic and ethical resposabilities), sustainability, sharing economy and collaborative consumption, will follow in the article.

Strengths of bike sharing systems in Tourism are, for sure, all perspectives of social responsibility, which means environmentally friendly, good for health, minimises carbon content in the atmosphere, and help in promoting healthy and active ways of spending free time. One of the biggest strengths in our case of Podčetrtek is that the infrastructure is well developed (only dock stations where bikes are left should be added additionally). The distances and bike network are built in such way that all important tourist attractions could be included in the bike sharing system, which means a big advantage for the destination and, of course, for tourists who want to spend their time actively and healthily. Strengths could be found especially in economic parts of responsibility (a small fee or even no fee for using a healthy and sustainable way of transport) and ethical parts of responsibility (again from a sustainable point of view).

Weaknesses are at the moment for sure, that Podčetrtek should invest in stations and bikes, and also adequate information systems that could support bike sharing in tourist friendly ways. Podčetrtek is also a family friendly destination, and bike sharing should be organised in such way that also parents with small children could rent an additional child seat, which is really rare with bike sharing. This means some additional costs and organisational aaoptation to the bike sharing system.

One of the biggest opportunities for Podčetrtek is to become the modern, society and environment friendly tourist destination, where bike sharing represents added value for all stakeholders: Tourists, domestic people, untouched nature, and several local farmhouses and micro eco destinations which could be more accessible through bike sharing systems. Another opportunity is also promoting physical activity within the community, leading to improvement of overall health in the community. Podčetrtek has a good opportunity to offer people to travel short distances in their tourist destination in a socially responsible way. The

distances between the before mentioned and described tourist attractions are between one and six kilometres, which is ideal for recreational bike riding. From the sustainable and social responsibility points of view, bike sharing could be also promoted in a proper way of gaining tourists who are aware of the importance of acting socially responsiblly. And, furthermore, social responsibility in bike sharing could also be a great opportunity for added value for tourists from the promotion and marketing point of view.

Threats are, in general, connected to thefts and vandalism in a bike sharing system. The threats are also in the establishment of the whole system and establishment of an information system in Podčetrtek and financing the start of the whole bike sharing system.

When doing the SWOT analysis, we followed all four dimensions of Corporate Social Responsibility, but the stress was on the economic and ethical responsibilities. If we continue our case study research with a corporate social performance model, we can conclude that, in the case of Podčetrtek, organisational principles are adjustable to public responsibility, processes of corporate social responsiveness are focused on stakeholder management (all stakeholders are included in bike sharing planning and implementation), and outcomes of corporate behaviour could be seen in social programmes (different programmes for different stakeholders included in bike sharing in Podčetrtek, for example: Health improvement of locals and active free time for tourists).

CONCLUSIONS

So, to conclude, we presented a bike sharing system as one tool of a sharing economy that leads towards socially responsible behaviour of all stakeholders. The awareness of the sharing economy and social responsibility and their positive effects on society are growing.

In this sense, a bike sharing system is a very interesting concept, and its use has been growing rapidly in recent years. The concept is also extremely interesting for micro well developed tourist destinations like Podčetrtek . Podčetrtek has already built an adequate bike infrastructure. The strengths of bike sharing in Tourism and Logistics are connected mostly to economic and ethical social responsibilities, but also, sustainable and health improving perspectives should be taken into consideration. Even though infrastructure is well developed, the

main weakness of implementing bike sharing in Podčetrtek is the financial input
for stocks and bikes, and an appropriate information system at the beginning of
the implementation, and, later on, the adoption that also allows families to rent
child seats additionally. Threats that are connected to bike sharing are thefts and
vandalism, but since our destination is small and vandalism is rare, this should
not be the case here.

For sure, one of the biggest and most important opportunities of a bike sharing
system for Podčetrtek are to establish a position of a modern, society and
environment friendly tourist destination for all stakeholders. This could also be
an important trade mark on the Slovene, as well as international market.

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CHAPTER 10

THE INFLUENCE OF GENERATIONS AND THEIR VALUES ON TOURISM PRODUCT SELECTION – THEORETICAL OVERVIEW

TOMI ŠPINDLER

INTRODUCTION

Individuals are born in different periods of time, different parts of the World, they have different personalities, viewpoints and values. Based on shared characteristics, we can combine those individuals into groups, so-called generations. The personality, values and viewpoints that each generation possesses play an important role for how a generation responds to social environment. Tourism as a social phenomenom is also a part of this social environment. Based on understanding the generations and values of the representatives of generations, customised tourism products can be designed to meet the needs of tourists, which vary from generation to generation. Li, Li and Hudson (2013) pointed out that generational analysis can be useful in understanding travel attitudes, preferences and behaviours among different generations. Therefore, it pays to make an effort to understand tourist behaviour, including their consumption patterns, through the lens of generational analysis.

This chapter first introduces the concept of generation through the views and definitions of various authors. It especially presents the characteristics of the Baby Boom Generation, Generation X, Generation Y and Generation Z. After the basic information about generations, the perspective is presented of each generation to tourism. Beside that, we will also connect the characteristics of generations with the Sport Tourism offer. Understanding the generation phenomenon, its chronological difference and the characteristics of the members of generations, is of importance for tourism providers, as they need to know their guests as best they can in order to adjust the offer. The purpose of this chapter is to summarise the characteristics of the generations, also through the eyes of tourism and, more precisely, Sport Tourism, and, with this, to highlight the importance of knowing generational characteristics in the creation of a tourist offer.

GENERATIONS` OVERVIEW

Guthrie (2009) has done extensive research about values, and the main finding of this research is that our culture, technology, society, media, and events have a powerful influence on what we do and think. Those influences shape our decision-making and life choices, including how we approach work. According to researchers who have studied generations (Howe and Strauss, 1997; McCrindle, 2009; Mannheim, 2009; etc.), each generation adopts its generational identity trough people, places, events, and conditions that became reference points. Mannheim (2009), points out that the problem of generations is important enough to merit serious consideration. It is one of the indispensable guides to an understanding of the structure of social and intellectual movements.

In order to explore different generations, we must first define the term »generation«. In defining this term, authors presented different definitions trough the years. Howe and Strauss (1997) say that a generation is shaped by individuals bound by similar behaviours, values and beliefs about family life, religion, gender, and lifestyles, which does not change with age. Eyerman and Turner (1998, p. 93) define generations as human beings who travel together through time and have a common habitat and culture, whose function is to supply them with a collective memory that serves to integrate the generation in a given time period. Kupperschmidt (2000, p. 66) defines the generation as a group identified by the years of birth, age and essential life events in critical developmental periods. Becton, Walker and Jones-Farmer (2014) add that

commonly experienced life events have a stronger, more enduring effect on the »coming-of-age« cohort group than on other cohort groups who also experienced the same events.

Six generations have been defined, acknowledged, and are currently living. These six generations are known as the G. I. Generation, Silent Generation, Baby Boom Generation, Generation X, Generation Y and Generation Z (Novak, n.d.). However, according to Reeves and Oh (2007), the nomenclature used to label various generations is not standardised because the different researchers have come up with a variety of different names to label the specific generations. There is also a significant disagreement among the various authors about which span of years should be encompassed within any one generation. Levickaitė (2010) states that the term »generation« first of all refers to the classical meaning of the act of producing offspring, or as McCrindle (2006) says, that, historically, a generation has been defined as »the average interval of time between the birth of parents and the birth of their offspring«. But we need to be careful when dividing generations strictly by years. McCrindle (2006) says that, traditionally, this places a generation at around 20 years in span, and this matches the generations up to and including the Baby Boomers. However, while, in the past, this has served sociologists well in analysing generations, McCrindle says that it is irrelevant today. Cohorts are changing so quickly in response to new technologies, changing career and study options, and, because of shifting societal values, two decades is far too broad to contain all the people born within this time span. Also, the time between the birth of parents and birth of offspring has stretched out from two decades to more than three. So, today a generation refers to a cohort of people, born and shaped by a particular span of time. Berkup (2014) also refers to this problem, and says that the existence of technology has caused rapid and radical changes in the 21st century, while the development and rapid changes of technology have been interacting mutually. These changes have formed the basis of new technologies. The people who were born in different periods of time and have experienced those changes have developed different personalities, viewpoints and values. The changes which occurred in economy, culture and politics, influence the perception, expectation and viewpoints of the individuals. Therefore, Berkup notes that, as a result of these interactions, the borders of periods of generations are marked off and their characteristics are determined. AARP (2007) states that the names and birth years for the generations vary from

one model to another, and that »a generation—or an era—does not end one day while another begins the next.«

AARP (2007) defines a generation as a group of people who are programmed at the same time in history. During their first, most formative years, they get information about what is right and wrong, good and bad, stylish and unstylish. A generation shares a common set of formative events and trends of the time period. Those are headlines and heroes, music and mood, parenting style and education system. As they grow older, they learn and adjust their behaviours and build their skills, but they generally do not change the way they view the world radically. Simmilar to that, McCrindle and Wolfinger (2009) also define a generation as a group of people born in the same era, shaped by the same times and influenced by the same social markers. They call this a cohort united by age and life stage, conditions and technology, events and experiences. Benckendorff, Moscardo & Pendergast (2010) say that generational cohorts share a common and distinctive social character shaped by their experiences trough time. This distinctive and unique pattern of values, attitudes and behaviours has important implications for how a generation will respond to, and create change in a number of public and social arenas. Mannheim (2009) says that the generation is not a concrete group in the sense of a community, i.e. a group which cannot exist without its members having concrete knowledge of each other, and which ceases to exist as a mental and spiritual unit as soon as physical proximity is destroyed. Mannheim also notes that the social phenomenon »generation« represents only a particular kind of identity of location, embracing related »age groups« embedded in a historical-social process.

The representatives of different generations have different characteristics, and those vary by cultural, regional, and social environment. During recent years, the characteristics of a generation are impacted most by technological development, Internet use, changes in media and communication (Levickaite, 2010). From those impacts, global trends, especially in recent decades, have dominated mass media, particularly in urban, developed areas. For that reason, the younger a person is, the more likely he or she is to fit the generational profile. However, the model is less applicable to people who grew up in rural and impoverished areas with limited exposure to global influences such as television and the Internet (AARP, 2007). More so now than ever, the commonalities of today's generations cut through global, cultural and socioeconomic boundaries. For example, due to globalization, the youth in different parts of the World are

shaped by the same events, trends and developments: They are common users of social media and online technologies, are witnessing an unprecedented ageing in their populations, and are more financialy endowed and formally educated than any generation preceding them (McCrindle & Wolfinger, 2009).

The generations have been examined throughout history in order to understand the psychology of the individuals and keep their behaviour under control. Understanding the generation phenomenon and its chronological difference, as well as the traits of the members of generations, is of importance, as different generations that have different characteristics work together and coexist sharply (Berkup, 2014). Members of a generation share experiences that influence their thoughts, values, behaviours, and reactions. Individuals bring their own personalities, influences, and particular backgrounds from their race, class, gender, region, family, religion and more, but some broad generalizations are possible about those born in approximately the same years (Abrams & Frank, 2014). To summarise, various authors have given different definitions of generations. Hovewer, in term of generations, we always talk about people who were born in different periods of time, have different personalities, viewpoints and values, but it also comes to differences between generations around the World. In the following chapters, we will present the Baby Boom Generation, Generation X, Generation Y and Generation Z separately. In our analysis, we didn't include the generation of veterans, because, according to their age, they no longer appear often in the role of a tourist.

Baby Boom Generation

Generation Baby Boom, or the Post-war generation, is represented by people born between 1946 and 1965. Their growing up was marked by the stability and even the prosperity of the 70's, when the first televisions appeared, the standard of living rose, and loans were accessible to everyone. They lived »here and now«, without great concerns about the future. There was no dilemma about the division between work and family. This was a period of relaxed sexuality, Woodstock and student rebellions, American films and sequels, and Yugoslavian neutrality in the Bloc war (Novak, 2007, p. 31). Dimock (2018), Gravett and Throckmorton (2007), AARP (2007) and AMWA (2012) define the Baby Boomers as those born between 1946 and 1964. The Baby Boom generation is also known as Boomers, Vietnam Generation, and Me Generation. The boomers

are savvier about technology, about keeping fit, and about planning for retirement. They grew up mostly during the 1960s, a time of incredible social change around the world. Therefore, they have been more engaged in social issues than many generations before them (AARP, 2007). McCrindle (2006) also states that Boomers have lived through incredible change, and have adapted to (and in many cases created) the change. They are, therefore, a very adaptive and flexible generation, and this can be seen in everything from their embracing of technology to their collaborative management style.

Shroer (n.d.) notes that defining the Baby Boom generation as those born between 1945 and 1964, makes the generation huge (71 million), and includes people who were 20 years apart in age. Life experiences were completely different. Attitudes, behaviours and society are very different, so it does not compute to have those born in 1964 compared with those born in 1946. Therefore, Shroer divides the Baby Boom generation into two generations – Boomers 1 (born between 1946 and 1954) and Boomers 2 (born between 1955 and 1965).

With increased educational, financial and social opportunities, the Boomer Generation is often portrayed as a generation of optimism, exploration and achievement (Valueoptions 1, n.d.). Members of the Baby Boom Generation tend to have a strong work ethic, good communication skills, and emotional maturity. They are strong team players, have insisted on being involved in decisions, and influencing the direction of their organisations. They are uncomfortable with conflict and reluctant to go against peers. They may put the process ahead of the results (AARP, 2007). Valueoptions 1 (n.d.) has also identified some characteristics of Baby Boomers. The values of Baby Boomers are: Individual choice, community involvement, prosperity, ownership, self-actualizing, health and wellness. The attributes of Baby Boomers are that they are adaptive, goal-oriented, adaptive to a diverse workplace, they focus on individual choices and freedom and have a positive attitude.

Compared with previous generations, more young adults pursued higher education or relocated away from family to pursue career and educational interests (Valueoptions 1, n.d.). Regarding work, Boomers have tended to view their value as a person through their work. They take a democratic approach to work, value consensus, and prefer a more personal approach to the workplace. They may struggle with non-traditional working styles of younger generations,

but many are now interested in more work-life balance (AARP, 2007). Although Baby Boomers often are portrayed as the postwar generation of opportunity and optimism, many members worry about retirement, and have failed to prepare adequately for the transition from work to retirement (Valueoptions 1, n.d.). They plan to revolutionise retirement, so some will continue working well past traditional retirement age in their current jobs. Others will pursue jobs in other industries, finding satisfying work in public and not-for-profit sectors, working for themselves, or starting new businesses (AARP, 2007). For a generation that defined sense of self by what one did for a living, addressing the social-emotional issues of retirement are as critically important as the financial issues of retirement. With advancements in medical technologies and overall improved health, Boomers have the opportunity to retire into leisure pursuits or another career (Valueoptions 1, n.d.).

In this time, the health consequences of lifestyle choices may be appearing for this generation. Diabetes, high cholesterol, high blood pressure, heart and lung disease, overweight and obesity may now be playing a more significant role in the lives of these individuals. This group of people is very receptive to prevention programmes designed to minimise health risk. Unlike the previous generation, Baby Boomers are more likely to seek behavioural health care services. This generation will readily use mental health services and psychiatric medications. The Baby Boom generation is known for pursuing activities and spending money on self-improvement services (Valueoptions 1, n.d.). Having this in mind, Cichy, Leslie, Rumrill and Koch (2017) say that rehabilitation counsellors must become familiar with commonly occurring age-related disabilities. They need to understand the interactions among ageing, health, and disability, and the impact that population ageing will have on society for many years to come.

Generation X

In defining Generation X, there are also several different definitions of this period. Generation X is represented by people born between 1966 and 1985. At that time, the Berlin Wall fell, the communist states were disintegrated, the dissolution and the war in Yugoslavia found many of them unprepared. The main change occurred in technology, because the personal computer changed the nature of work drastically, and the Internet already showed the first signs of global influence (Novak, 2007, p. 31). Tulgan (1997) defines the Gen Xers as

those born between 1963 and 1977. Schroer (n.d.) defines Generation X as individuals born between 1966 and 1976. Some authors define Generation X as those born between 1965 and 1980 (AARP, 2007; Valueoptions 2, n.d.). Valueoptions 2 (n.d.) say that Gen Xers grew up in an era of emerging technology and political and institutional incompetence. Gen Xers are supposedly the best educated generation, with 29% obtaining a Bachelor's degree or higher (6% higher than the previous cohort). With that education and a growing maturity, they are starting to form families with a higher level of caution and pragmatism than previous generations (Schroer, n.d.). The role of women around the world began to change, and many of Gen Xers` mothers worked outside the home. Those children had to learn to take care of themselves. Almost all Generation Xers were affected by divorce - if it wasn't their own parents, it was their aunt and uncle, or their best friends' parents. As a result, they may be unable to make commitments and to give their loyalty away (AARP, 2007).

On the job, Generation Xers tend to be self-reliant. They enjoy achieving measurable results and improving systems and processes. Generation Xers will seek out and stay with flexible, results-driven organisations that adapt to their preferences (AARP, 2007). Valueoptions 2 (n.d.) has identified some characteristics of Generation X workers. The values of Gen Xers are contribution, feedback and recognition, autonomy and time with a manager. Their attributes are adaptability and independence. As Baby Boomers took their time to grow up in the world that beckoned them, built malls for them and seduced them into adulthood kicking and screaming, Generation X was pushed toward adulthood at an age earlier than any other recent generation. Generation X felt the future had been given to their parents and older siblings as nearly everything appeared secondhand and pre-viewed. Therefore, they found the future disappointing and untempting. When Generation X entered the job market job availability was limited, which affected their ability to obtain meaningful work. Many of this generation were forced to return home at an age when independence would typically be the norm. Financial dependence on parents and generational expectations for women to work and contribute significantly to household income have narrowed choices for this generation when choosing to get married or begin a family. As career opportunities increased and this generation began to enter into meaningful work, around 43 percent were earning the minimum wage and struggling to survive (Valueoptions 2, n.d.). With Generation X we see a decline in traditional values. They strive to live in a friendly environment where they can deal with hobbies and have time for the family. They

separate personal life strictly from a professional career (Brečko, 2005). Therefore, for this generation Employee Assistance Programmes (EAP) have evolved toward work/life services. Companies adopted flexible work arrangements and work/life services to meet their needs. Generation X employees have responded overwhelmingly to flexible work arrangements when available. Primary reasons for adopting flexible work arrangements and other work/life programmes are child care, continuing education, personal health, personal interest unrelated to family, desire to address overwork, and adult care responsibilities. Independent and practical, Generation X employees will look to what the EAP can do for them. They will strive to skill development and wellness seminars, work/life programmes and workplace programmes designed for flexibility (Valueoptions 2, n.d.).

This generation likes a balanced life and entertainment. Also, the members of Generation X are determined, creative, good in troubleshooting, they can face changes easily, adapt quickly, and strive for innovation and rapid development (Kupperschmidt, 2000). Despite the desire for entertainment, this generation has been much better than previous generations about saving money, but, although they are very good about managing money, savings are inevitably affected by having only one partner working full time. Due to economic conditions combined with the practical nature of this generation, some began to live together in group houses, others living nearby in neighbourhoods, as well as working together, which provided support one traditionally obtains from an extended family. Due to frequent job changes, networks and friendships are more user-friendly than serious sexual relationships. Although Gen X took their time to develop careers, delayed marriage and postponed having children, they are now buying homes and having children at a higher rate than ever (Valueoptions 2, n.d.).

McCrindle (2006) says that Generation X is the perfect bridge generation. They understand and usually adopt the work ethic and focus of the Boomers. The Xers began their economic life when jobs were harder to get and keep in the early 1990's, during which there was a recession and much downsizing of the workforce. Yet, they are closer in age to the Gen Y's, and so can connect somewhat with their culture, views, and even values. Generation Y is presented in the following chapter.

Generation Y

As for other generations, the boundaries of Generation Y (also Gen Y, Millennial Generation, Millenials) are also not strictly defined. Shroer (n.d.) defines the generation Y as individuals born between 1977 and 1994. It is the largest cohort since the Baby Boomers, and their high numbers reflect their births as that of their parent generation. Gen Y kids are known as incredibly sophisticated, technology wise, immune to most traditional marketing and sales pitches. The members of Generation Y are much more racially and ethnically diverse, and they are much more segmented as an audience, aided by the rapid expansion in Cable TV channels, satellite radio, the Internet, e-zines, etc. Gen Y are less brand loyal, and the speed of the Internet has led the cohort to be similarly flexible and changing in its fashion, style consciousness, and where and how it is communicated with. Gen Y kids, often raised in dual income or single parent families, have been more involved in family purchase, everything from groceries to new cars. AARP (2007) defines the Millennial Generation as those born between 1980 and 2000. It is the fastest growing cohort. The era that shaped them began with major change around the world—the end of apartheid and the fall of the Soviet Union. Valueoptions 3 (n.d.) has defined the Generation Y as individuals born between 1980 and 1994, and identified some characteristics of Generation Y workers. Generation Y individuals think that self-expression is more important than self-control, marketing and branding self is important, violence is an acceptable means of communication, they fear living poorly—this is related to lifestyle enjoyment, not wealth, and they think that respect must be earned; it is not granted freely based on age, authority or title. The attributes of Generation Y are that they adapt rapidly, crave change and challenge, create constantly, they are exceptionally resilient, committed and loyal when dedicated to an idea, cause or product, they accept others of diverse backgrounds easily and openly, and they are global in perspective.

The Millennials are more highly educated, technologically savvy, and mobile than other generations currently in the workforce. AARP (2007) states that they arrive on the job with higher expectations than any earlier generation and, with a click of the mouse, they can notify thousands of their cohorts about which companies match or fall short of their ideals. Valueoptions 3 (n.d.) state that, for this generation, work is temporary and unreliable. They are less committed to an employer, meaning that employers are less committed to long-term employment.

In some respects, this group is opportunistic, and will change the job to meet their immediate wants, needs and goals.

Generation Y has grown up in an era of technology. They have always known cable television, cellular phones, pagers, answering machines, laptop computers and video games. Technological advancements in real-time media and communication drive their expectation for immediacy (Valueoptions 3, n.d.). Many had a computer and satellite television beside their cot and then grew up in a society with technologies such as the Internet, Skype, MSN, MTV and mobile phones that took on the role of a computer (Novak, 2007, p. 32). Members of the Millennial Generation tend to be goal-oriented and achievement-oriented. Many were required to serve time volunteering in order to graduate from High School, and they exhibit high levels of social concern and responsibility (AARP, 2007). This developmental period is characterised by self-exploration, experimentation and promise. Statements like »Live for today« and »Just Do It« define this cohort`s attitudes, beliefs and behaviour, both in lifestyle and at work (Valueoptions, n.d.).

With a nearly egalitarian relationship between parent and child, Millennials tended to feel comfortable discussing what had previously been thought of as adult issues (domestic violence, AIDS, and marital infidelity) with parents and teachers. They grew up with a much more casual exposure to multiculturalism than any earlier generation (AARP, 2007). Generation Y's parents have nurtured and protected them and have provided their emotional, educational and physical needs. They have praised and rewarded their children for minimal effort and have increased the expectations of school and community in educating, entertaining and protecting their children. As a result, these young people have high expectations of recognition and reward from others with minimal effort on their part. They have close relationships with their parents, often continuing to live with them and to be supported by them to some extent as they enter the workforce. Millennials seek their parents' advice and approval. This can also be seen in the work environment as they look to managers and supervisors to provide the same nurturing protection, advice and approval as their parents have. These young workers prefer to work in teams rather than individually, and accept diversity easily (Valueoptions 3, n.d.). Birkman (2016) says that Millennials are able to multitask and expect to be able to social network on the job. They prefer to work in teams, but may need supervision and structure. They want the

flexibility to work where and when they want so they can pursue their outside interests. Millennials are very community-oriented, value diversity, and see the world as global, connected and 24/7. They are achievement-oriented and confident, but these qualities may be seen by other generations as cockiness. Also, their informal style may rankle some members of older generations.

The ability to be financially self-sufficient is of critical importance to this group of young people. Millennials view financial independence as a requisite for adulthood and before considering serious romantic relationships or marriage. Both men and women seek to become financially independent, and struggle with gaps between earned income and living expenses. In fact, many young employees will seek work near their parents' homes so they can remain living there, or seek cohabitating arrangements because their incomes do not cover rent and other expenses (Valueoptions 3, n.d.).

Differences between Generations Baby Boom, X and Y

Berkup (2014) summarises that, based on the different definitions, the generation term may be defined as the groups of people who were born, grew and maintained their life in a certain period of time, and are supposed to have common characteristics and viewpoints as they are affected from the events that occurred during the aforementioned period. As it may be understood from this definition, the significant point related to the generation concept is by which incidents the members of the group in question have been affected in a specific period of history, and what the impressions the said incidents have left on them. Some major events which occured in different periods and factors that shaped the generations are listed in Table 1.

Table 1: Events in different periods

		Baby Boomers	Generation X	Generation Y
Events		- 1954 First transistor radio - 1960 Birth control pills introduced - 1962 John Glenn circles the earth - 1963 Martin Luther King, Jr. leads march on Washington - 1963 President Kennedy assassinated - 1965 U.S. sends troops to Vietnam - 1966 Cultural Revolution in China begins - 1967 World's first heart transplant - 1969 U.S. moon landing - 1969 Woodstock - 1970 Women's liberation demonstrations	- 1973 Global energy crisis - 1976 Tandy and Apple market PCs - 1978 Mass suicide in Jonestown - 1979 Three Mile Island accident - 1979 Margaret Thatcher becomes first female British Prime Minister - 1979 Massive corporate layoffs - 1980 John Lennon killed - 1981 AIDS identified - 1986 Chernobyl disaster - 1986 Challenger disaster - 1987 Stock market plummets - 1989 Exxon Valdez oil spill - 1989 Berlin Wall falls - 1989 Tiananmen Square uprisings	- 1990 Nelson Mandela released - 1993 Apartheid ends - 1995 Bombing of Federal building in Oklahoma City - 1997 Princess Diana dies - 1999 Columbine High School shootings - 2001 World Trade Center attacks - 2002 Enron, WorldCom and corporate scandal - 2003 War begins in Iraq - 2004 Tsunami in the Asian Ocean - 2005 Hurricane Katrina
Shaped by		- television, - the Cold War, - student activism, - youth culture, - FLQ crisis, - feminism, - space travel, - stay–at–home moms	- the energy crisis, - technology's first wave, - fall of the Berlin Wall, - music videos, - AIDS, - working mothers (latchkey kids), - rising divorce rates	- explosion of technology and media, - 9/11, - Columbine shootings, - multiculturalism, - variety of family structures

Source: *Valueoptions, n.d.*

The generational classes, which are defined by the experts referring to so many historical events and different impacts, differ from one another. Some experts cannot come to terms regarding the chronological classification of the generations, while some of the others disagree about the total number of generations (Berkup, 2014). Reeves and Oh (2007) note that generational differences are discussed widely in the popular press, as well as in a few scholarly publications. There is relatively little consensus of opinion and scholarship about whether generational differences exist that are worth taking into consideration in the workplace, colleges, and universities, and other contexts. Generational differences are the subject of relatively little substantive research, but much popular speculation. The authors say that one of the most frustrating aspects of the research focused on differences among the generations is that, for the most part, it is based on small, highly selective surveys, rather than national datasets that cut across important variables such as socioeconomic status and level of education. According to different authors, some differences among the generations are summarised in Table 2.

Table 2: Generation characteristics

	Generation Baby Boom	Generation X	Generation Y
Values	- Family - Integrity - Love - Standing out - Recognition - Competition - Independence Hard work - Anti war - Anti government - Anything is possible - Equal rights - Equal opportunities - Extremely loyal to their children - Involvement - Optimism - Personal Gratification - Personal Growth - Question Everything - Spend now, worry later - Team Oriented - Transformational - Trust no one over 30 - Youth - Want to "make a difference"	- Family - Love - Integrity - Flexibility - Honesty - Feedback - Work–life balance - Balance - Diversity - Entrepreneurial - Fun - Highly Educated - High job expectations - Independent - Informality - Lack of organisational loyalty - Pragmatism - Seek life balance - Self-reliance - Skepticism/Cynical - Suspicious of Boomer values - Think Globally - Techno literacy	- Family - Love - Spirituality - Strong leadership - Concern for Community - Structure - Fair play - Diversity - Achievement - Avid consumers - Civic Duty - Confidence - Diversity - Extreme fun - High morals - Highly tolerant - Hotly competitive - Like attention - Self confident - Social ability - Members of global community - Most educated generation - Extremely techno savvy - Extremely spiritual - Now! - Optimism - Realism - Street smart
Work/Life Balance	Were hesitant of taking too much time off work for fear of losing their place on the corporate team. As a result, there is an imbalance between work and family.	Because of parents who are Boomer workaholics, they focus on a clearer balance between work and family. They do not worry about losing their place on the corporate team if they take time off.	Not only balance with work and life, but balance with work, life and community involvement and self development. Flexi time, job sharing, and sabbaticals will be requested more by this generation.

Source: Alberta Learning Information Service, 2014; Tolbize, 2008; Valueoptions, n.d.; WMFC, n.d.

Generation Z

There are also various definitions of the Generation Z period. Dimock (2018) and Fry (2018) define   Generation Z (also Gen Z, Post-Millenials etc.) as individuals born from 1997   on. Schroer (n.d.) defines   generation Z as individuals born between 1995 and 2012. Haddouche and Salomone (2018) say that Generation Z is still an underexplored issue, while Schroer (n.d.) adds that, while we don't know much about Generation Z yet, we know a lot about the environment they are growing up in. This highly diverse environment will make the grade schools of the next generation the most diverse ever. Shroer further notes that higher levels of technology will make significant inroads in academics, and that Generation Z kids will grow up with a highly sophisticated media and computer environment, and will be more Internet savvy and expert than older generations.

Gen Z are now approaching adulthood. Their lives have been shaped by a digital age, and the brands that most want to appeal to them often struggle to understand what matters the most to them, and how and when to communicate with them (Kantal Millward Brown, n.d.). Ovsenik and Kozjek (2015) also list some characteristics of individuals born as Gen Z. The authors say that Gen Z-s are wannabe artists, these are historians using wikipedia, columnists through blogs, programmers using mysky and myspace and mannequins. They spend a lot of time online, have online identities (96% are active on the network), they are very interconnected, they want to participate actively in everything that affects their lives. They are expressive, original, digital artists. Life represents them as an art field, they want interactivity, social interaction, refuse extensive reading, redirect attention quickly, but are aware of the authenticity of the information. Their networks are virtual and hybrid. They will change the way of consumption and communication. They are emotionally open, mobile, learn with research, their attention is devoted to kinaesthetics. They give priority to work and learning in their own right choice.

Some of the attitudes and behaviours of Generation Z may change as their lifestyles evolve, but their current differences are very relevant to marketers today. The opinions and behaviours of Generation Z will have an immediate impact on how the marketing landscape develops. Understanding these post-millennials will, therefore, impact all brands, not just those targeting young consumers. In the online space, Generation Z individuals are significantly more

likely to skip ads, so we can suggest that they have a lower threshold for boredom. They are also more turned off by invasive, interruptive online and mobile formats. This may be because the digital realm is truly their space, and advertising there is even less welcome than for other generations. Generation Z individuals prefer short content, and they want the opportunity to interact with ads, and to receive rewards for their engagement. They are more open to ads during the day, and to ads in movie and music contexts. Gen Z have different passion points when it comes to creative content. Two of the best ways to engage them are through music and humour. They also expect a strong and inventive design aesthetic, and they react more positively to celebrity endorsements. All of these preferences come with local cultural nuances. Importantly, these generational creative differences need to be balanced against cross-generational attitudes to issues such as sexuality and discrimination. Responding to these attitudes appropriately can often be fundamental to creative success (Kantal Millward Brown, n.d.).

TOURISM FROM THE PERSPECTIVE OF THE BABY BOOM GENERATION, GENERATION X, GENERATION Y AND GENERATION Z

Now that we have presented the views of various authors on the concept of generations and summarised the characteristics of different generations, we can focus on Tourism. Pendergaist (2010) thinks that the profile of the Tourism industry is characterised by multigenerational visitors and a multigenerational workforce. Each generation brings with them somewhat predictable traits, values and beliefs, along with skills, attributes, capacities, interests, expectations and preferred modus operandi directly attributable to their generational location. Pennington-Gray and Blair (2010) say that recognising that generations exhibit distinct patterns of travel behaviour is important to the planning and marketing of travel services. Pennington-Gray, Kerstetter and Warnick (2008) made a study based on Palmore's method of cohort analysis. The purpose of this study was to illustrate its potential application to tourism forecasting. Results of this study suggested that older cohorts participate less frequently in international travel than younger cohorts, that decrease in participation continues as one ages, and that changes in travel behavior are due primarily to period effects. The results also suggest that marketers should monitor the aggregate changes taking place within

targeted cohorts, and strategic planning should not be based on an assessment of differences between cohorts at one point in time.

A study by Expedia Media Solutions (2017) has revealed insights into the motivations and mindsets of British, French and German travellers across the generations, spanning Baby Boomers, Generation X, Millennials and Generation Z. The collection of data was made with a quantitative survey, which gathered 1,001 respondents from the UK, 1,000 from Germany and 1,002 from France. We have summarised the results from the survey in the following paragraphs.

Baby Boom Generation and Tourism

Lehto, Jang, Achana & O'Leary (2008) say that from a leisure, travel, and tourism perspective, the well-being of the older population should become a critical concern for the industry all around the world. In the highly competitive travel industry, keeping abreast of changing needs, wants, and preferences of older travelers could be the leading edge of competitive advantage for destination marketers in the next few years. Huang and Petrick (2010) note that to target Baby Boomers more effectively, Destination Marketing Managers should place more adverts in newspapers and emphasise attractions including museums, hunting/fishing and historical places. The Expedia Media Solutions (2017) survey notes that Boomers value informative content (49%) and helpful reviews (31%), and are less likely than other generations to be influenced by deals in ads. While Boomers still seek help and inspiration during the planning and booking process, they are more likely than other generations to know where they want to go and how they're going to book when they decide to take a trip. Fewer Boomers said budget was a primary factor when planning their last trip (54%), therefore marketers looking to inspire and engage Boomers should focus on informative content like reviews and local activities in advertising, with less emphasis on deals. Regarding other generations, Boomers also take the longest trips (10.5 days per vacation). Only 46 per cent of Boomers said crossing things off their bucket list was imperative, that is 15% less than Gen X travellers. Trip activities, cultural experiences and feeling pampered during their vacation topped the priority list for Boomers. When planning their last trip, Boomers relied on Online Travel Agencies (OTA) more than any other resource (54%), and 20% used a destination site. Half of boomers also booked their last trip using an OTA. Computers are the preferred device during the pre-trip inspiration, planning and

booking phases, but 26% of Boomers used their tablet during their trip, more than any other generation, and 54% used a smartphone.

Generation X and Tourism

Huang and Petrick (2010) say that, if the Generation X is the preferred market, DestinationMarketing Managers should place more emphasis on travel counsellors, travel packages, price discount/coupons, and highlight attractions such as beaches, amusement/theme parks and spectator sports. The Expedia Media Solutions (2017) survey notes that individuals of Generation X are family-oriented, as nearly 70% of Gen X travellers said that every vacation is family-oriented and focused on keeping their family entertained and happy, while more than 65% said they prefer to fill their itinerary with museums, historical sites, and arts and culture. They are more likely than other generations to use reviews and informative content from brands while researching and booking a trip. Less than 30% of Gen X have already decided on a destination when they decide to take a trip, and 55% said they need some help and inspiration when they start planning a trip. 85% read reviews of places they want to visit before making a decision, and 80% said that informative content from brands or destinations can influence their decision-making process. Gen X rely heavily on OTAs (51%), travel review sites (41%) and search engines (49%) when planning a trip – and 52% used an OTA to book their last trip. More than 60% said budget was a primary factor on their last trip, but more so than other generations, they prioritised deals or special offers as important considerations when choosing a holiday. Feeling like they're getting the most bang for their buck may be key to converting Gen X travellers, so marketers should consider highlighting value-driven messaging and informative reviews to influence this generation during the purchase journey. They are less interested than other generations in a once in a lifetime experience, but are likely to prioritise outdoor activities.

Generation Y and Tourism

Şchiopu, Pădurean, Ţală, and Nica (2016) say that the Millennials` generation is certainly an important niche, and that their consumption habits and associated issues should not be ignored. The same authors identify that tourism service providers are essential in tourism activities. Without them, the act of consumption cannot be carried through. Naturally, the quality level of services

determines reactions from the beneficiaries. Service providers have to post truthful information on sites. Young Millennials pay attention to photos, comments, likes, and will treat with great exigency any major differences. Correct information will create realistic expectations, while incorrect information will cause negative reactions. In a sensory industry such as Tourism, providers must be very careful. Dissatisfied tourists can attract negative image capital through postings, pictures, or even videos. According to the impression of Şchiopu, Pădurean, Ţală, and Nica, it is difficult to satisfy the various requirements and demands of tourists, but this is the current customer profile and, therefore, a reality. This is why providers should try to resolve the inherent problems occurring during travels, so that the tourist doesn't leave with a negative impression. The digital check-in is a way Millennials use to inform virtual friends about their whereabouts. A click on that location leads to accurate, updated information about the hotel, restaurant, bar, museum, etc. A supplier should manage this issue seriously, because it is an indirect way of promoting which involves minimal costs (Şchiopu, Pădurean, Ţală, and Nica, 2016). To target Generation Y more efficiently, promotion messages should be focused more on calendars of events, a central reservation number for booking hotels, flights and car rental, word of mouth, television/radio broadcasts and show images related to night clubs, big cities and shopping opportunities (Huang and Petrick, 2010).

The Expedia Media Solutions (2017) survey notes that Millennials travel more frequently than other generations, and while the majority of them say they look for the best deals, they have a broad range of interests, focusing on exploring the outdoors, cultural experiences, family play trips and romantic getaways. Millennials take more trips per year than other generations (4.3), but their trips are the shortest in duration – 8.5 days on average. Only 23 % of Millennials have a destination in mind when they decide to take a trip. Nearly 80 % said informative content from destinations or travel brands can influence their decision, while 37% said they are influenced by blogs or articles about travel destinations. Millennials are most likely to choose the »off the beaten path« locations or recommendations from locals (69 %), but also all-inclusive resorts and cruises (59 %). Nearly 50% plan their travel around food and drink, showing their interests in a wide variety of travel experiences and destinations. Prior to making a decision, nearly 80 % of Millennials said they look for a deal, and 84 % read reviews, while more than 70 % said they talk to people who have visited the place before. The top online planning resources for Millennials are Search engines (51 %), Online Travel Agencies (OTAs) (48 %) and travel review sites

(38 %). 51 % of Millenials used an OTA to book their last trip. From these data, we can conclude that travel marketers can highlight local culture, experiences and cuisine, as well as discounts and deals, when targeting Millennials. (Expedia Media Solutions, 2017).

Generation Z and Tourism

If we take a look into the tourist behaviour of generation Z, they are most influenced by pictures posted by their friends on social media, when it comes to travel inspiration. Compared with other generations, Gen Z use their smartphones more than other devices when they're looking for travel inspiration (63 %) and while on their vacation (76 %). They are the most budget-conscious generations in Europe, and are more likely to start the research and planning process without a set destination in mind. Nearly 80 % of Gen Z said either they don't have a destination in mind, or are deciding between two destinations, when they first decide to take a trip. They rely on their smartphones when looking for travel inspiration, and have an all-or-nothing approach to travel activities. Nearly 80 % said budget was a primary factor when researching and booking their last trip, and allocated more for flights than the other generations. While 72 % said taking risks and crossing things off their bucket list is imperative, 60 % are interested in trips that offer naps on the beach and all-day relaxation. Although activities and experiences are high on their priority list, a once-in-a-lifetime experience and destinations where they can take memorable pictures and vacation with friends, are important considerations for Gen Z, significantly more so than other generations. More than half of Gen Z travellers (53 %) said advertisements with deals or appealing imagery can influence their decision-making process. From that data, we see that Generation Z is influenced by deals and appealing imagery on social media and in advertising, so marketers looking to inspire and convert Gen Z travellers must implement a visually-compelling and integrated cross-device marketing strategy. (Expedia Media Solutions, 2017).

Despite the large use of social networks, Haddouche and Salomone (2018) note that Generation Z is much more suspicious and vigilant with regard to social networks and their use. They are often presented as a narcissistic generation, seeking to put forward their »selves«, for example by posting selfies, but Generation Z seems to show a great modesty during tourist experiences. The authors suggest tht policy makers should take this element into account and

demonstrate their commitment to their future business strategies. In the Tourism sector, we cannot treat Generation Z as a homogeneous whole. The disparities are strong between young people born in 1995 or soon after and the youngest ones. Teenagers have little influence on destination choices, and have a very basic knowledge of the places visited, but they look for relaxation and fun. The community aspect, which contrasts with individualism, is also a strong marker of this generation. The friendly network then constitutes a way to express their prescriptive power. Professionals should take these trends into account in order to target their customers better and anticipate the evolution of tourism.

Generation Z will be more conservative with their money, though not fearful of spending their money on trips that enhance their views of the world. Millennials take trips for experiences while collecting flashy photos with iconic backgrounds, but, on the whole, Gen Zs travel for deeper purposes. In the coming years, they will likely study abroad to help build new schools, or take their entrepreneurial talents to interning and working in foreign markets, even more so than Millennials. Instead of embarking on a »cultural« high school or college class trip to Paris or Beijing to learn history, they will visit those places for symposiums and knowledge sharing opportunities (Peltier, 2016).

For Generation Z, it's not just about mobile-optimization and being on the right social networks, but it goes deeper than that. For them, a major trend accompanying the surge of video is a story well-told, and particularly effective is a blend of storytelling and visual content marketing. Visual storytelling is already a crucial focus for destination marketing organisations, but it is likely only to be emphasised further. Individuals of Generation Z are still young, but the world they are growing up into is changing fast, and also changing fast are generational perceptions and priorities (Fuggle, 2016). People who, at this time, work in the marketing industry, are tech-savvy, but experts from earlier generations are now faced with this new group of consumers who are even more technologically advanced (Kantal Millward Brown, n.d.). Tourism providers wanting to attract young travellers need to be prepared to catch up, keep up, and prove *why* their travel experience is worth giving attention to. A core part of this will be snippets of powerful and inspiring content that can be consumed in seconds (Fuggle, 2016).

GENERATIONS AND SPORT TOURISM

Tourism and sport have much in common, essentially the fact that they share a common consumer who, in many respects, is often seeking the same from both activities: Self-fulfilment, and the chance to get to know other people and enjoy new experiences. In the case of sport, the focus is clearly more performance oriented, although changes in recent years appear to indicate that sport is also acquiring a »play« dimension, one of mere enjoyment irrespective of performance or results. Tourism, on the other hand, has always been an activity oriented towards providing consumers with pleasure and enjoyment, new experiences and lasting memories (WTO, 2001). Hudson (2012) states that Sport Tourism refers to travel away from home to play sport, watch sport, or visit a sport attraction, and includes both competitive and noncompetitive activities. Sport and Adventure Tourism can be identified as a true sign of our times. Families, teams, and individuals are on the move. Motives differ: For some it is the competition, others seek interaction with likeminded travellers, and more are lured as spectators. The fact is that people are different. This is reflected in different views of the world, values, beliefs, etc. As we have noted in previous chapters, certain differences can also be detected in terms of generations. The Baby Boom Generarion seeks for trip activities, cultural experiences and feeling pampered during their vacation. Because this is an older population, excessive adrenaline and physically tiring activities are not suitable for them. The values of Baby Boomers are also health and wellness, and they are known for pursuing activities and spending money on self-improvement services. Travel suppliers should have this in mind when creating offers for the Baby Boom Generation. Individuals of Generation X strive to live in a friendly environment where they can deal with hobbies and have time for the family. They are family-oriented, and are focused on keeping their family entertained and happy. They prioritise deals and look for value, they are less interested than other generations in a once in a lifetime experience, but Gen X travellers are likely to prioritise outdoor activities. We can conclude that representatives of Generation X will often opt for good deals with outdoor activities for the whole family. Generation Y also look for the best deals, they have a broad range of interests, focusing on exploring the outdoors, cultural experiences, family play trips and romantic getaways. They take more trips per year than other generations, but their trips are the shortest in duration. This generation is characterised by self-exploration, experimentation and promise. They also like to »live for the moment«, so, for example, a short trip with family

to a unknown destination with some adrenaline rush would be a suitable tourist offer for Generatin Y. Generation Z sees the priority in activities and experiences. A once-in-a-lifetime experience, and destinations where they can take memorable pictures and vacation with friends are important considerations for Generation Z, significantly more so than other generations. Therefore, a Generation Z tourist is likely to go on a trip with friends to experience something new and to share this experience with others via social media. We see that there are some differences in generations that affect the tourist behaviour. Therefore, as Ross (2001) states, it is important to make intensive market analysis and research into people's tastes, preferences and attitudes, because they are the backbone of market planning. Market research is the tool for listening to customers. Before organisations can offer new tourist products, they must understand what sport-tourists need, how they think, and what their questions are.

CONCLUSION

With this chapter, we have drawn attention to the differences between the Baby Boom Generation, Generation X, and Generation Y. We have established that various authors have given different definitions of generations. Hovewer, in terms of generations, we always talk about people who have been born in different periods of time, have different personalities, viewpoints and values, but it also comes to differences between generations around the world. Novak (2007, p. 31), says that belonging to a generation is more a state of mind than biological years. The characteristics of the generations are just a general guide, how to understand the thinking, performance and motivation of the elderly and the younger ones better. If we summarise, Baby Boomers are a very adaptive and flexible generation, and this can be seen in everything from their embracing technology to their collaborative management style. They have strong work ethics, good communication skills, and emotional maturity. They are also strong team players. Generation X understands and usually adopts the work ethic and focus of the Boomers, but they focus on a clearer balance between work and family. This generation has also been much better than the previous generations about saving money. Generation Y has grown up in an era of technology; however, they still have close relationships with their parents. Millennials are able to multitask, and expect to be able to social network on the job. They prefer to work in teams, but may need supervision and structure. They not only balance

work and life, but seek balance with work, life and community involvement and self development.

Depending on the differences between generations, we can also find differences in the representatives of different generations in relation to Tourism. Şchiopu, Pădurean, Ţală, and Nica (2016) note that Tourism is highly mobile, influenced by a multitude of extremely varied factors: Technology, fashion, terrorist attacks, income levels, etc. Consequently, research related to segments of demand is extremely useful for market actors. Tourism providers should, therefore, be well aware of the characteristics of their visitors according to the generational structure. Authors say that, for example, to target Baby boomers more effectively, Destination Marketing Managers should place more adverts in newspapers and emphasise attractions including museums, hunting/fishing and historical places. If Generation X is the preferred market, DestinationMarketing Managers should place more emphasis on travel counsellors, travel packages, price discount/coupons, and highlight attractions such as beaches, amusement parks and spectator sports. To target Generation Y more efficiently, promotion messages should be focused more on calendars of events, a central reservation number for booking hotels, flights and car rental, word of mouth, television/radio broadcasts, and show images related to night clubs, big cities and shopping opportunities (Huang and Petrick, 2010).

There were many surveys of the generations mentioned, but, in the meantime, we don't know much about Gen Z yet; however, we know a lot about the environment they are growing up in. Gen Z are now approaching adulthood, and their lives have been shaped by a digital age. Generation Z individuals are also increasingly emerging as tourism consumers, therefore, tourism providers need to be prepared to catch up, keep up, and prove *why* their travel experience is worth giving attention to. In this chapter, we summarised the characteristics of the generations, also through the eyes of Tourism, and with this, we pointed out that knowing generational characteristics is important in the creation of a tourist offer.

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SECTION III.

GREEN TOURISM

University of Maribor Press

VALUES AND THEIR ROLE IN AN ECO-FRIENDLY AND ACTIVE VACATION

KATJA KOKOT

INTRODUCTION

The environment is an indispensable asset to Active and Adventure Tourism, as it is often regarded as one of the most important pull factors contributing to the attractiveness of a tourist destination. Nature-based tourism destinations in particular strive that their green and healthy settings incite tourists to adopt pro-environmental behaviours at sites.

Understanding pro-environmental behaviour and its predicators is, therefore, crucial, as it contributes to the successful pro-environmental behaviour management. The growing interest of the Tourism industry is to find ways to be more proactive in engaging and encouraging tourists in their pro-environmental activities.

The purpose of our study is to investigate how different value orientations influence ecological behaviour of tourists at a destination. We defined three main value orientations for people; altruistic, egoistic and biospheric value orientation. Our goal is to find a concrete connection between a particular value orientation

and its influence on ecological behaviour of tourists at a destination. Such results would, therefore, be useful, especially for destination managers.

ABOUT VALUES AND PRO-ENVIRONMENTAL BEHAVIOUR: THEORETICAL OVERVIEW

Values are perceived as desirable goals that serve as guiding principles in an individual's life. Due to this, values can influence multiple beliefs, norms and behaviours simultaneously. Values mostly influence evaluation of certain aspects of the situation and what alternatives are being considered. Most people have the same values, but usually prioritise various values differently, resulting in different preferences, beliefs, attitudes, norms and choices. Musek (1993) defines values as value categories that we strive towards, and that present certain goals and ideals to us. We can consider them as generalised and relatively permanent conceptualizations of goals and occurrences, that we appreciate highly, and that are guiding our interests and behaviour. Schwartz (1992) defined values as "desirable transsituational goals varying in importance, which serve as a guiding principle in the life of a person or other social entity". Allport and two colleagues developed an objective self-report assessment test called the Study of Values (Allport, Vernon and Lindzey, 1970).

Allport (Allport et al., 1970) believed that everyone possesses some degree of each type of value, but one or two will be dominant in the personality. The categories of values are as follows:

- Theoretical values are concerned with the discovery of truth and are characterised by an empirical, intellectual, and rational approach to life.
- Economic values are concerned with the useful and practical.
- Aesthetic values relate to artistic experiences and to form, harmony, and grace.
- Social values reflect human relationships, altruism, and philanthropy.
- Political values deal with personal power, influence, and prestige in all endeavours, not just in political activities.
- Religious values are concerned with the mystical and with understanding the universe as a whole.

Many researches tried to predict and explain what causes environmentally friendly behaviour. Hines, Hungerford and Tomera (1987) developed a model of environmentally responsible behaviour, that involves cognitive knowledge and cognitive skills as important determinants for environmental behaviour. They identified factors such as: Intention for action, preliminary knowledge of a problem and a wish of acting, that influence actual ecological behaviour of individuals the most. A more extensive model of environmentally responsible behaviour was suggested by Kollmuss and Agyemang (2002). They identified demographic, external and internal factors that form environmental responsible behaviour. External factors are institutional, economic, social and cultural. Internal factors are motivation, environmental awareness, attention, values, opinions, emotions, responsibilities and priorities. Stern (2000) explains that, with his behaviour, the individual influences the quality of life of all living creatures, therefore, environmentally friendly behaviour is necessary for present and future generations.

In environmental literature values are divided into three basic value orientations: Egoistic, altruistic and biospheric (Stern and Dietz, 1994). An individual tries to gain extremely larger advantage for himself with egoistic value orientations, his decisions are based on assessment of his own costs and advantages. This value orientation is being reflected in values such as strength and wealth. Altruistic value orientation is reflected in care for welfare of all people, presenting social justice, peace and equality. Concern for the inhuman living creatures, ecosystems and biosphere derive from biospheric value orientation, such as environmental conservation and respect for our planet. People with strong egoistic value orientation will analyse costs and advantages of environmental behaviour, especially for themselves. If benefits are higher from the calculated costs, they will act environmentally friendly. Humans governed by strong altruistic values will also decide based on cost analysis, however, they will apply it in relation to other humans' advantages. And people with predominantly biospheric values will decide mostly through a cost-benefit analysis for the ecosystem and the biosphere as a whole. All people have all three types of values present, but the dominant ones are those which decide how the individual will behave. E. g. a person can reduce car use because of high financial costs (selfish values), or because the car ride is endangering the health of other people, or because of pollution and car crashes (unselfish value), or because car use causes damage to species (biospheric values) by a car (De Groot and Steg, 2007). Figure 1 presents a model of how different values impact on pro-environmental behaviour.
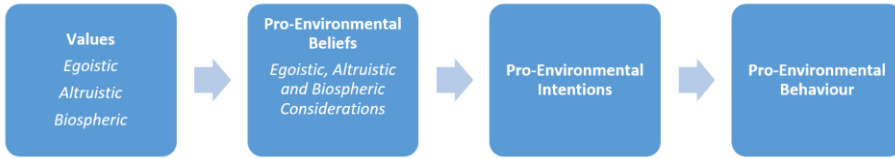
Figure 1: A model of how egoistic, altruistic and biospheric values influence pro environemental beliefs, intentions, and behaviour
Source: De Groot and Steg, 2007

Values reflect a vast range of motivations and, as such, differ from ecological views and environmental concerns that focus on environmental motivations. In the field of Value Evaluation in relation to environmentally friendly behaviour, researchers derived mostly from Schwartz's theory of values (1994). Schwartz's theory suggests that the different motivational types of values are organised into a dynamic structure of compatibilities and conflicts, based on the psychological and social consequences experienced when a person seeks to pursue them simultaneously. Theory defines two basic dimensions and their higher order value types in terms of the available values: (i) Self-Transcendence (Benevolence and Universalism) versus Self-Enhancement (Achievement and Power); (ii) Openness to Change (including Self-Direction and Stimulation) versus Conservation (Security, Conformity, Tradition). Hedonism has elements of both Openness to Change and Self-Enhancement. Biospheric values that focus on the environment and nature are, in Schwartz's theory, supported only to a lesser degree, which makes it more difficult to distinguish a biospheric value orientation from altruistic values (De Groot and Steg, 2008; Steg and de Groot, 2012). J. de Groot and L. Steg (2008) formed a new measuring scale with a larger number of items about the significance of environmental values, and succeeded in distinguishing biospheric values from altruistic. They predict environmental beliefs, attitudes and environmentally friendly behaviour more effectively as altruistic values. The aforementioned instrument, which measures the expression of three value orientations (egoistic, altruistic and biosphere) on the 9-point scale in 13 items, was later supplemented by Steg, Perlaviciute, Van der Werff and Lurvink (2014) with three items on hedonistic values, and found that hedonistic value orientation is a more important predictor of environmentally unfriendly behaviour than an egoistic value orientation (Steg et al., 2014). Research so far shows that individuals who greatly emphasise values from which they do not benefit, such as altruistic or biospheric values, are more environmentally friendly (Steg and Gifford, 2008). Both value orientations reflect the concern for others. In the case when there are conflicts between biospheric and altruistic values,

biospheric ones seem to have a greater influence on environmentally friendly behaviour (De Groot and Steg, 2007).

Due to drastic negative effects on the environment, which started showing especially in the second half of the 20th century, people all around the globe started to be conscious about their impact on the environment and decided to act in a more environmentally friendly way. Environmental or ecological awareness represents a responsible attitude of the individual to his or her living environment; perceiving and recognising the effects of humans on the environment. It is based on knowledge and the desire to maintain the original natural function of the ecosystem (Hluszyk, 1998). In tourism literature, a new segment of tourists, named Ecotourists or Eco-conscious tourists, emerged recently. A study of United Kingdom Ecotourists by Diamantis (1998, cited in Wight 2001) found that seeing the natural environment was the most important motivation for 'frequent Ecotourists', with experiencing local cultures and lifestyles, travelling to wild places, and studying natural habitats also being important for at least 70 percent of those tourists. The group described as 'occasional Ecotourists' rated experiencing a new and different lifestyle as the most important motivation, followed by area and being educated, increasing knowledge, and meeting new people. It is interesting to note that visiting an undisturbed natural environment was sixth on their list of important motivations, but that education and increasing knowledge were rated second and third by this apparently less experienced group. The main purpose of traveling Eco-conscious tourists is learning about nature and culture at a particular destination. They are always informed about the nature and culture of the places where they are going. In the natural environment, they merely observe animals and do not encroach on their habitat, while maintaining nature reserves through the purchase of tickets. Eco-tourists are already ecologically aware in their home environment, which is reflected in the waste recycling and purchase of organic products. They are also focused on Eco-friendly Tourism providers with various certifications as proof that they are trustworthy. They do not buy products that are made from endangered animal or plant species. When choosing souvenirs, they are wary of where and how they are made. Thus, they can support the social justice of work and lessen the environmental damage caused by the production of things through their purchase. They prefer to shop at local shops and eat in local restaurants where locally produced foods are served (Packer & Ballantyne, 2013).

Many pro-environmental actions involve a conflict between individual interests in the short term and collective interests in the long term: individuals need to restrain egoistic tendencies to benefit the environment. For example, using a car daily is generally believed to be more comfortable and shows a certain class level than using public transport, and buying bio and organic food products are often more expensive than regularly produced products, while negative influence on the environment would reduce if individuals reduced car use and bought organic products. However, many people prefer to act pro-environmentally, even though this may be associated with higher costs in the short term. Some researchers have investigated readiness of tourists for paying more for sustainable services. Wight (2001), came to the conclusion that eco-conscious tourists would more likely pay for tourist services offered by eco-friendly providers. They would pay an 8% higher price for these services in comparison with other tourists. In spite of these positive results, most tourists are usually not prepared to pay a higher price, which can be explained by their unreadiness for change of their tourist behaviours and habits. They are afraid that this change would lower their satisfaction and mismatch with planned outcomes.

After a literature review (investigating the theory of values and possibilities of their influence on human behaviour), we've come to realise that there isn't enough research about the influences of values on environmental behaviour of tourists in particular and their behaviour at a certain destination. Since tourism is an important and vastly growing sector in current world economy our research seems logical and needed. The environment is in great danger already and the Tourism industry, when not managed in an environmentally friendly way, contributes greatly to environmental pollution and exploitation of natural resources. Another negative aspect of modern tourism is also its influence on local culture and its heritage. Most of the world-famous tourism destinations are in great danger of losing their cultural identity, and, in future, we may even expect that local inhabitants start protesting against the Tourism industry. We hope that our research will contribute to understanding the behaviour of tourists, which will lead to more successful and improved actions against the negative impacts of tourism. Our findings, therefore, could be used directly in tourism promotion and management of tourism destinations.

A STUDY OF VALUE INFLUENCE ON ENVIRONMENTALLY FRIENDLY BEHAVIOUR

To answer the research question on how different groups of values influence the ecological behaviour of tourists on vacation, we conducted an online survey. After studying numerous researches about values that cause environmentally friendly behaviour, we set the obvious assumptions; tourists with dominant biospheric values act the most pro-environmentally, and tourists with dominant egoistic values behave the least pro-environmentally.

In order to gain evidence to test our hypotheses, we had to form an appropriate survey. Our questionnaire consisted of three assemblies. The first assembly was a measuring chart that contained different affirmatives, which has shown which values are prevailing in interviewees. Values were arranged randomly in order that interviewees wouldn't be influenced by certain value orientation; interviewees had to assess how much they meant to them and to mark this on a Likert's scale, from 1 to 5 (from »it is not important« to »it is very important«). We stated values as: "Peace on Earth", "Authority" and "Environmental conservation". At the end of the first part of the questionnaire interviewees had to arrange which assemblies of values they would put in first, second and third place for themselves. We named selfish values as »material values«, biospheric as »of value based on conservation of nature« and altruistic as in » moral-ethical values«. The second assembly referred to ecological behaviour, where interviewees were giving answers about the rate of their ecological behaviour. We chose affirmatives that were related to research by Ballantyne and Packer (2013) such as: "I use public transport instead of a car", "I reuse bags and plastic bottles" and "I buy locally made souvenirs". Interviewees had to assess how often they are executing this behaviour while travelling, and had to mark this on a Likert's scale from 1 to 5 (from "I don't do this at all" to "I do this very often"). In the third assembly, we were asking about demographics. We asked about their age, sex, level of education, monthly income and size of the settlement where they live. The manner of sampling was random, as we were interested in the general distribution of values and ecological behaviour.

The survey questionnaire was completed by 65 respondents. Most respondents were female (78 %), the rest were male (22 %). 69 % of interviewees were between 18 and 29 years old, followed by 18 % of people aged between 30 and 45 years, 11 % between 46 and 59 years, and only 2 % of interviewees were more

than 60 years old. Most respondents finished secondary school (45 %), followed by people with a university degree (38 %), 11 % of interviewees finished Vocational school, and only 6 % of respondents had a PhD. When asking about monthly income, 42 % respondents earned between 401 and 1,000 EUR monthly, 22 % earned less than 400 EUR, and 22 % between 1,001 and 2,000 EUR, and only 5 % had more than 2,001 EUR monthly income. These results are logical, as most of the interviewees were aged between 18-29 years and were probably students. Most interviewees (45 %) live in small city with 500 – 10,000 inhabitants, 31 % of respondents live in a bigger city (more than 10,001 inhabitants) and 25% of interviewees live in a village (less than 500 inhabitants).

Most of our respondents had predominant altruistic values (74 %), followed by biospheric (15 %) and egoistic (11 %). Figure 2 shows how often our interviewees execute particular eco-friendly behaviour while travelling. We can see that actions which do not require much effort or sacrifices are performed more frequently than others that are perceived as expensive and force tourists to leave their "comfort zone". Interviewees stated that they most often don't throw their waste on the ground (mean=4.63), bring their own waste bag to the beach (mean=4.34), and try to save energy by turning off the lights and similar actions (mean=4.19). Sleeping in a tent (mean=1.76), choosing environmentally friendly providers (mean=2.34) and travelling with a bus or train instead of flying with a plane (mean=2.50) are executed less frequently.
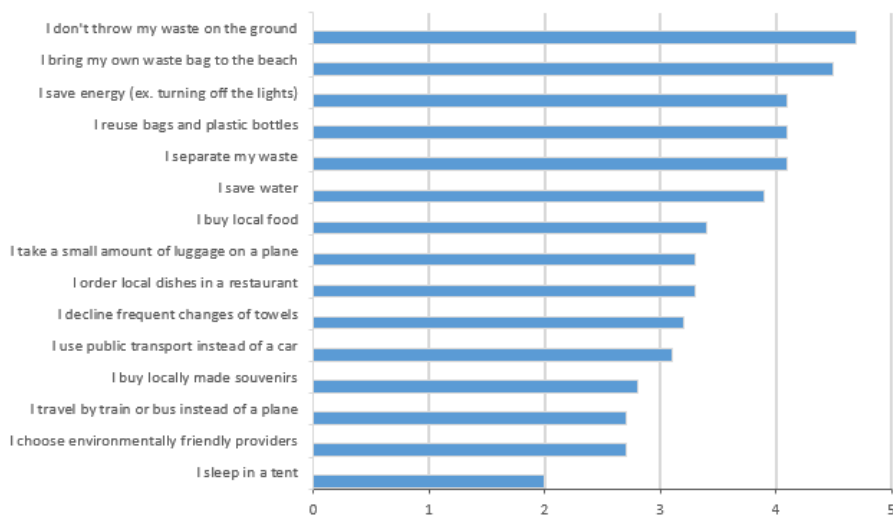

Figure 2: Arithmetic means of specific eco-friendly behaviour

In order to investigate how different value orientations influence ecological behaviour of tourists at a destination we analysed the connection between the chosen value orientation and average arithmetic mean of all eco-friendly behaviours. Results were somewhat surprising, as, according to all existing research, we expected that tourists with predominant biospheric values would be the most inclined to pro-environmental behaviour. However, the results indicated that the most environmentally friendly are tourists with the most expressed altruistic values (mean=3.51); then there are those with prevailing biospheric values, who still act in a very environmentally friendly way (mean=3.386). It should, therefore, be noted that this dominance is not so obvious, as both altruistic and biospheric values are quite powerful predictors of pro-environmental behaviour at destinations. Perhaps it is not so unusual that tourists with dominant altruistic values nonetheless landed first in terms of their ecological behaviour at destinations. Research has already proved that individuals who emphasise the values that do not bring them any advantages greatly are more environmentally friendly (Steg and Gifford, 2008). Both value orientations (altruistic and biospheric) are reflecting the concern and care for others. Equally, pro-environmental behaviour is linked to high social and environmental benefits, which is also perceived as morally appropriate; empirical research suggests that this behaviour is a function of moral norms or thoughts and the supremacy of altruistic or biospheric values (Schultz et al., 2005). As we expected, tourists with egoistic/material value orientation act at least ecologically (mean=2.85), and the difference in comparison to other groups is quite obvious. Therefore, we can confirm the theory put forward by De Groot and Steg (2007) that egoistic people behave the least environmentally friendly because they evaluate environmental protection costs as higher than their personal benefits from such behaviour. However, as our results suggest, even egoistic people behave fairly pro-environmentally, as the arithmetic mean of 2.85 is not very low (scale 1-5). We could say that previous efforts of environmental organisations, which emerged vastly in previous decades, already reaches a wide percentage of the world population, especially those who are able to travel.

It must be noted that the level of ecological behaviour for both the biospheric and altruistic value orientations is almost equal. The differences in average means for the majority of specific items of pro-environmental behaviour are negligibly small, for example, for items »Buy locally produced food« and »I decline frequent change of towels and bedding«. For actions such as: »I separate waste«, »I reuse bags and plastic bottles« and »I sleep in a tent«, the differences in average means

between tourists with dominant altruistic and biospheric values were the most obvious. On the other hand, we can conclude that the level of pro-environmental behaviour is, in all items, obviously lower for ego-oriented people in comparison to tourists with other dominant values. In conclusion, we then rejected our first hypothesis that tourists with dominant biospheric values act the most pro-environmentally, as it turned out that individuals who behave most ecologically are the ones with prevailing altruistic values. However, we can certainly confirm that the presence of pro-environmental behaviour was the lowest among tourists with dominant egoistic/material values.

CONCLUSION AND PROPOSED FUTURE STEPS

Understanding values is important, as they are guiding our interests and behaviour; however, we also form preferences and priorities based on them. Researchers started to look into the influence of biospheric, altruistic and egoistic values and their effect on ecological behaviour. They proved that prevailing biospheric values were one of the main reasons for pro-enviromental behaviour.

In our study, we formed a metric instrument that we distributed among 65 different people. After analysing our results, we discovered that our assumption that tourists with dominant biospheric values act the most pro-environmentally was, in fact, wrong, as it turned ou, that people with prevailing altruistic values behave most ecologically. However, we certainly proved that tourists with dominant egoistic values behave the least pro-environmentally, as the presence of ecological behaviour of tourists with the most expressed egoistic values was obviously lower in comparison with the other two groups. Our research showed that both altruistic and biospheric value orientation still have visibly positive influence on the rate of eco-friendly behaviour of tourists.

After gaining the already mentioned results, we tried to explain why people with prevailing egoistic values choose not to engage in environmentally friendly behaviour, and how the tourist industry needs to adapt accordingly to increase the rate of their pro-environmental behaviour. Besides the fact that tourists as people may benefit from environmental protection, at least indirectly and in the long term, one important reason for this may be that individuals value the environment and want to protect environmental quality. In other cases, tourists may refrain from pro-environmental actions because they value their comfort higher than the environment: for example, many people prefer to drive rather

than to travel by public transport. Nordlund and Garvill (2003) found that values were related to awareness of environmental problems and personal norms (that is, feelings of moral obligation) to reduce car use, while personal norms were the only significant predictor of willingness to reduce car use, suggesting that the effects of values on willingness to reduce car use is mediated by behaviour-specific beliefs and norms. Therefore, the Tourism industry needs to support environmental organisations which raise ecological awareness so that a wider range of potential tourists will perceive environmental behaviour as a personal norm. Many tourism organisations also need to inform their guests constantly about their impact on the environment while staying at certain destinations, as this has a great influence on their perception of being environmentally responsible, and there they feel morally obligated to act in this way. For example, informing tourists about their carbon footprint due to their car use while staying at a destination for ca ertain number of days at a Hotel Reception, might change their perception of their impact on that destination.

Values are more influential when they are activated in the particular situation. For example, Verplanken and Holland (2002) found that people were more likely to acquire information on the environmental performance of a TV set and, in turn, to actually choose a TV set with a better environmental performance when biospheric values were activated, but only when they endorsed biospheric values strongly in the first place. In this study, biospheric values were activated via a scrambled word task, in which participants had to make sentences out of words presented to them, where many of the resulting sentences happened to refer to environmental issues; the true aim of the task was masked via a cover story. This suggests that priming particular values to make them salient in the particular situation enhances attention to, and the weight of, information related to these values. This increases the likelihood of value-congruent actions, but only when the relevant values are central to the particular person. On the other hand, priming values is less likely to promote pro-environmental preferences and choices when people do not endorse these values strongly in the first place. A similar concept could be used in the Tourism industry. For example, an identical task with scrambled words can be used in tourist agencies that sell eco-conscious packages, as we assume that these agencies are visited by people who possess altruistic or biospheric values.

For people who endorse biospheric values strongly, it is likely that these values become part of their self-identity, resulting in a strong environmental identity,

which, in turn, increases the likelihood of pro-environmental actions. When values are linked closely to or integrated in one's self concept, they may become an important part of one's identity, that is, people may mention values to describe themselves (Hitlin, 2003). In the modern world with prevailing daily use of the Internet, many marketing companies already use logarithms which offer their services to people that state certain information on their personal profiles on social platforms. To increase the likelihood of choosing environmentally friendly tourism services, many tourism providers could use a similar way of marketing and targeting their desired segments.

To conclude, these results can be used directly by Destination Management Organisations and also by the private tourism sector, as they explain how values encourage eco-friendly behaviour of tourists at a destination, since this behaviour is crucial for implementing sustainable tourism with the main goal of preserving the destination for future generations.

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GASTRO-DISTRIBUTION – THE NEGLECTED LINK BETWEEN LOCALLY PRODUCED FOOD AND TOURISM

MAJA TURNŠEK & MILICA RANČIĆ

Tourism and agronomy are often recognised as co-dependent industries, where there are potentials for conflict, but also great potential for cooperation that aids in furnishing of both industries (e.g. Bowen et al. 1991, Telfer & Wall 1996, Bessière 2017). Food represents a large extent of tourists' expenditure; based on estimations made by Belisle (1984), just about one-third of the tourists' expenditure is for so-called "Food Tourism", where we can count food in the gastronomy of loggings and pre-ordered arrangement and individual visits to local restaurants and other gastronomy and catering companies. Richards (2015) argues that the relationship between gastronomy and tourism witnessed fast and important developments in the last decade, whereby gastronomy has shifted from being a peripheral concern for destinations to being one of the major reasons for some tourists to visit.

The classical segmentation of tourists into conservative, mass and adventurist tourists also includes a segmentation of looking for already known food versus

looking for local specialties and exotic tastes, where there seem to be large differences between tourists from different nationalities (Momsen, 1998). The newer studies show an increase in the trend of more adventurist and individualised travellers, that are actively looking for local culinary, show higher levels of environmental awareness and appreciate social responsibility (e.g. Telfer & Wall 2000, Torres 2002).

Peterscu (2012), for example, analysed the attitudes of hotel guests towards ecological food, and concluded that the large majority of hotel guests have positive attitudes towards ecological food, and are, at least on a declarative level, willing to pay more for such food. By following such trends, the Hospitality industry is looking for ways to offer ecological and locally produced food on the plates of their visitors, for example, by developing vine and culinary routes (Boyne 2002) and creative festivals and initiatives, such as the initiative »open Kitchen« in Slovenia. Yet the question remains, how to increase the extent of locally produced food in gastronomy offerings?

The literature on tourism consumer behaviour does not necessarily perceive consumers' attitudes as the main obstacle towards locally or ecologically produced food in the Hospitality and Gastronomy industry. Torres (2002), for example, in the case of Yucatan tourists, concludes that tourists' low buying of locally produced food is not a result of negative attitudes towards such food or of conservative stance of the guests, but a result of lack of information about such food, and primarily low availability and convenience of buying such food.

Belisle (1984) identifies several areas that are reducing the level of locally produced food in the Gastronomy sector, which can also be applied to other contexts, such as Slovenia:

a. The historical development, due to which the local Agronomy is composed of small farms that cannot compete with large-scale industrial farms;
b. Local food producing conditions, that prevent the variability of locally produced food and limit the locally produced food to the local season;
c. Negative attitudes towards farm labour;
d. Lack of investments in Agronomy and innovative approaches in food production,
e. Lack of marketing knowledge on the side of food producers,

    f.   No distribution system that would arrange regular food availability to the local Gastronomy and Hospitality industry.

More in-depth analyses of consumer behaviour of hotel and restaurant guests (e.g. Tefler & Wall 2000, Torres in Momsen 2004, Rogerson 2012, Mangi and Urassa 2017) show that the distribution channels, or the intermediaries, between the Hospitality and Gastro industry on the one hand, and the producers on the other hand, play the main role in this process. The main obstacles here are packaging, storage and transportation of the local produce. Mangi and Urassa (2017), for example, analysed the extent to which hotels in Tanzania provide locally produced food. Poor quality of some locally available food, unreliability of supplies, lack of quality control systems, price fluctuations, insufficient packaging, and hygiene issues, were major concerns that made most of the hoteliers avoid purchasing food items directly from local farmers. Tackling these issues is the main reason for intermediaries between the producers and the Gastro-industry – for the gastro-distributers to exist on the market, since their added value is precisely to provide reliable and diverse products.

Tefler and Wall (2000) have analysed in-depth the purchasing process of three hotel companies and, with the help of in-depth interviews, analysis of lists of purchased goods and participant observation, concluded that, due to the convenience of the buying process, and due to the need for a large variety of products, the hotels decide to buy from the distributors rather than directly from the market. However, the three hotels in their study were selected as best practice modes, since 60 % of the food they offered to their guests was produced locally. This is due mainly to the hoteliers' effort in creating long-term contracts with the local suppliers, and the effort of the purchasing personnel who were willing to go and buy at local markets.

The agri-food supply chains differ from other supply chains by specific challenges: Short shelf life, high volatility of prices and demand, high dependency on weather, seasonality of produce, and challenges of Food Safety and Regulation (Ahumada & Villalobos 2009). These issues are even greater for locally produced food or ecologically produced food. Baecke et al. (2002) have discovered that, for example, in Belgium, there are a large number of ecological farmers forced to sell their produce as conventional products due to the inefficient marketing system. The authors conclude that most of Belgian farmers have a negative attitude towards ecological farming, since they doubt the long-term

opportunities of gaining higher payment for ecological produce due to the risks connected with the distribution network of ecological foods. Here Baeck et al. (2002) identify a paradox, that resembles the "chicken or egg paradox" - in order to establish a well-functioning distribution network, we would need a large enough number of ecological producers, but, in order to gain a large enough number of ecological producers, we would need a well-functioning distribution network.

Yet there is very little research on the gastro-distributers who perform the most important role of interconnecting the food producers with the restaurants, hotels and other catering organisations that foster for tourists' needs. In the *Handbook of Organic and Fair Trade Food Marketing* (Wright in McCrea, 2007), for example, the gastro-distribution is almost exclusively left out. An exception is the short mentioning of the Slow Food movement, whereby Rottner (2007, 225) claims that most of the high-profiled cooking chefs in Germany buy ecological foods – but Rottner does not provide any data. Similarly, an example of the missing data on gastro distribution is the report on the ecological market in Germany (Organic Market in Germany 2014), whereby the gastronomy is specifically excluded from the report.

Since the gastro-distributers are the often overlooked element within the process of interconnecting locally produced food and the visiting tourists, we hereby provide one of the rare analyses of the world of gastro-distribution within the locally produced food chain.

The world of food distribution is, in general, being said to be witnessing three important trends (Dawson 2004): a) Market concentration, b) Format fragmentation, c) Branding.

The first trend in food distribution identified by Dawson (2004) is market concentration. The supply chains in food distribution need a very good process management: From planning the production, to harvesting, packaging, distribution, storage and final delivery. Alhumada and Villalobos (2008) claim that the main problem such an industry is facing is the potential fragmentation of the industry. That is why they see a positive change in what they term the new stage of consolidation, since this should bring better planning and greater efficiency. An example of such consolidation is when the American WholeFoods

chain purchased its rival Wild Oats and, thus, became the largest organic food distributer in the United States (Sahota 2007).

On the other hand, Stevenson and Pirog (2008) perceive this as a negative trend from the perspective of distribution of local food. Current supply chains in food distribution, they claim, are extremely unfavourable towards the middle-sized producers, that are too big to be selling their produce on the market stands, and too small to have any significant power in relation to food distributors. The most endangering trend that represents an increasing threat to the middle-sized farms is, thus, according to these authors, the ever increasing market concentration and consolidation in the sectors of food distribution and processing that means increasing of the power imbalances between the farmers and the distributors. The question of market concentration and, with it, the size of gastro-distributers is, thus, important from the point of view of distributing local food. On the one hand, market concertation may mean higher extents of logistical optimization, but, on the other hand it may bring increasing power imbalances in the world of small farmers, such as Slovenia.

What we are witnessing according to Dawson (2004) are changes in format in food retailing, that go into ever greater fragmentation and specialization, with the ICT bringing the new innovation phase in food retailing. It is not clear how exactly this trend reflects within the gastro-distribution industry, and what effects this may have for interconnecting local tourism with local production.

The second most important trend in food retailing is, according to Dawson (2004), format fragmentation (see Image 1).
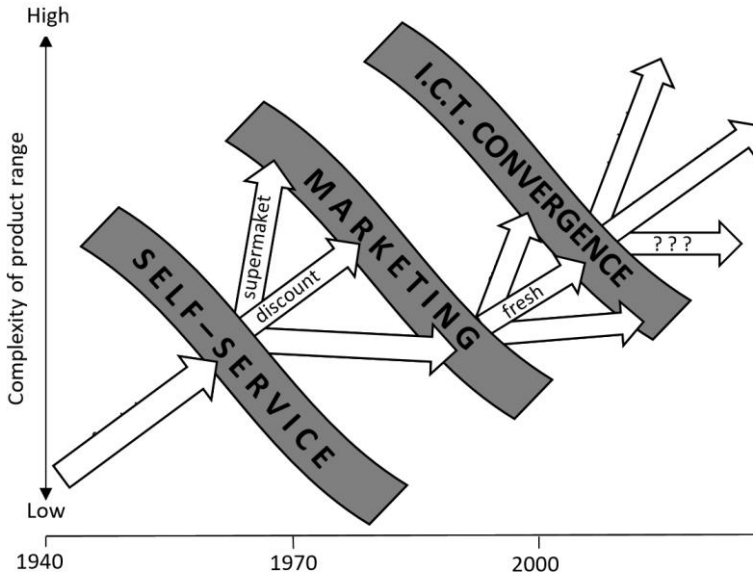
Image 1: Major innovations and format fragmentation in food retailing
Source: Dawson 2004, 122.

Finally, the third most important trend in food retailing according to Dawson (2004) is branding: Of firms, of the operational units, and of the items sold to the customer. Branding has become increasingly important as a means of communication with the customers, Dawson (2004) argues, where companies aim at creating recognisable brands through a plethora of marketing activities. We do not know much about how gastro-distributors engage in branding in relation to locally produced food, and if they perceive an added value in such endeavours.

In the forthcoming sections of this chapter, we analyse the presence of the three global trends as identified by Dawson (2004) within the world of food distribution on the basis of four selected, different cases of distributors, specialised for distribution to the Gastro-industry.

TYPES OF GASTRO-DISTRIBUTION

Following the criteria of extending diversity within the selection process, we have selected four very different cases of distributors specialised for the Gastronomy, Catering and Hospitality industries.

Two of the cases were selected while visiting Chicago, Illinois, U.S.A., one of the cases comes from the Austrian Market, since the Austrian Market is considered one of the most developed in terms of ecological and local food distribution, and the fourth case is an example of a gastro-distributor from Slovenia. The selection of cases thus combines the criteria of looking for the highest diversity: Europe versus the United States of America, large versus small, Austria versus Slovenia, family owned versus internationally owned. Admittedly, the selection, at the same time, also follows pragmatic reasons, since Chicago was selected due to receiving a grant (see Acknowledgements section).

All of the four selected distributers focus primarily on so-called "fresh programme" – they include foods with a very small time frame of use and, thus, represent one of the most difficult chains in the food-distribution networks. The data for the analysis were gathered in four main ways:

- A visit to the distributors' facility, and an overview of their storage, packaging and logistics processes,
- An in-depth-interview with a representative of the distributing company,
- An analysis of publicly available information provided by the distributor (the webpage and promotional material provided by the distributor)
- an analysis of other publicly available information about the distributor (webpages of the distributor`s main shareholders).

Local Foods, Chicago, Illinois

Local Foods (Local Foods, 2016) is a distributor that specialises in gastro-distribution in the Chicago area, Illinois, U.S.A. The company was established in 2015 by a local hydroponic tomato producer, Mighty Vine, with the main focus of providing only locally produced food. By local, they mean a very large area, not only in the state of Illinois, but also from a number of other U.S.A. states that comprise the MidWest (in general, they represent this as food that could be

driven to Chicago within one day of driving). Their main motto is »know your source«, thereby promoting locally produced food. The tour of their facility and an interview with Mark Bigelow, Director of Purchasing, was made on May 26th, 2016.

Testa Produce Inc., Chicago, Illinois

Testa Produce is a family owned company with a nearly 100 years old tradition. They distribute to restaurants and hotels in the Chicago area, Illinois, U.S.A. They distribute local and organic, but to a much larger extent, also non-local food, primarily from the California region.

The tour of their facility and a short interview with Peter Testa, Director of the company, was made within the USGBC-Illinois event »*Commercial Urban Farming in Chicago: Meeting Fresh Food Needs for a Resilient City*« on May 10th, 2016.

C+C Pfeiffer, Graz, Austria

C+C Pfeiffer is a company with a long tradition, since it was established in 1862 as a family owned company. In 2015 it was bought by the Transgourmet group. In 2014 the company employed 1,421 people and had 468 million EUR of income (Transgourmet, 2016c). In Austria, the company owned 8 Storage and Logistics Centres, from which the centre in Graz has 30,000 m2 of covered storage facilities and 60,000 m2 of overall facilities. 80 % of the company's customers belong to the Gastronomy industry (restaurants, schools, hospitals, hotels), the rest are small retail shops.

The tour of the Graz facility and an interview with Erich Gűrtel was made within the professional visit of the Eko-Gastro research group (coordinated by Prof. Martina Bavec, *Faculty of Agriculture and Life Sciences*) on February 2nd, 2016.

Pitus d.o.o., Maribor, Slovenia

Pitus d.o.o. is a family owned company from Slovenia with the highest share in distribution of ecologically produced food to the Gastronomy sector, comprised of almost exclusively of the "public tenders" orders (hospitals, schools and other public institutions, that are obliged by the Slovene law to order also ecological foods). Around 10 % of the company's customers are restaurants and hotels. The

tour of the facility and an interview with the company representative David Žmavcar, was made on October 7th, 2016.

Market concentration

Out of the four analysed cases of gastro-distribution, only of C+C Pfeiffer, Austria could it be said that it is a vivid example of the market concentration trend. The gastro-distribution market in Austria belongs to chains such as C+C Pfeiffer; next to C+C Pfeiffer there is the largest European chain, Metro, Wedl and Biogast for ecological food. In the past, C+C Pfeiffer grew to a large extent because it was buying off other companies, but has now been bought itself. Recently, this company, with a very long tradition of family ownership, has been bought by the large international chain specialised in gastro-distribution Transgourmet, with its Headquarters in Switzerland (Transgourmet, 2016a).

Transgourmet is the second largest company in the "Cash & Carry" and Wholesale Supplies Industry in Europe[1]. It is specialised for customers in Gastronomy and operates in Switzerland, France, Germany, Poland, Romania, and Russia. In 2014, the whole group employed 22,800 people and had 7.4 billion EUR of income (source: Transgourmet, 2016b).

Transgourmet is, however, part of an even bigger multinational corporation, the originally Swiss international group COOP, that owns a number of retail chains in Food, Cosmetics, Restaurants and Industry (see Image 2). Total income of the COOP network in2014 was 25,2 billion EUR, and, from this, it has spent, in 2014, 1,5 billion for so-called consolidation and market concentration via buying of other companies (source: Coop, 2016a).

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[1] The first largest company in the "Cash & Carry" and Wholesale Supplies Industry in Europe is METRO Cash & Carry, part of the METRO AG.

Coop-Gruppe

Detalhandel

CoopSupermarkt
Coop Restaurant
Coop@home
Coop City
Coop Bau+Hobby
Toptip/Lumimart
Import Parfumerie
Christ Uhren & Schmuck
Interdiscount
Microspot.ch
Dipl. Ing. Fust
Nettoshop.ch/Schubiger
Coop Vitality Apotheken
The Body Shop Switzerland
Betty Bossi
Marche Restaurants Schweiz
Coop Mineraloei
ITS Coop Travel
Coop Immobilien
Railcare
weitere

Grosshandel & Produktion

Transgourmet-Gruppe
Transgourmet Schweiz
Transgourmet Central and
    Eastern Europe
Transgourmet France
weitere

Bell-Gruppe
Bell Schweiz
Bell Deutshcland
Bell International

Coop-Produktionsbetriebe
Swissmill
Chocolats Halba
Sunray
Steinfels Swiss
Coop-Bäckereien
Reismühle Brunnen
Nutrex
Pearlwater
Mineralquellen
Cave
Coop-Bananenreiferei

Image 2: Companies that are owned by the COOP-Groupe
Source: Coop, 2016b

While Testa Produce and Pitus are completely family owned companies, we can see another example in market consolidation in the ownership and funding process of Local Foods. Local Foods was established by a local producer, Mighty Vine, whereby with establishing its own distributor, the producer gains a foothold in the distribution process, thus making the whole network more effective, while having control over the distribution of its products.

FORMAT FRAGMENTATION AND SPECIALIZATION

If we analyse the four distributors, we see that there are large differences in terms of specialization of the four agents, primarily because of their different approaches to segmentation and serving the customers' needs in distributing food to the Gastronomy and Catering industries.

Pitus is the most narrowly specialised, both in terms of their customers (90 % of the customers are hospitals, schools and other organisations that need to provide a Public Tender when ordering food), and in terms of their offer: they offer only fresh produce.

Testa Produce is specialising only in B2B marketing, selling and delivering to restaurants, hotels and other gastronomy industry. They provide them with an opportunity to order online. They specialise primarily in fresh produce, while, at the same time, also offering some packaged produce.

Local Foods started out as targeting the Gastro and Catering Industry, delivering the locally produced food to the Chicago restaurants and hotels. It is also targeting individual customers via their online orders possibility and their on-site store, that includes not only a store, but also their own coffee and restaurant. Their specialization thus goes in two directions: B2B in the Gastronomy Industry, and individual customers at the on-site shop. Even though they were founded by a local tomato producing company, they do not focus or specialise only on the fresh produce, but also provide locally produced meat, dairy products and packaged goods.

C+C Pfeiffer is on the other scale, since it specialises only in Gastronomy B2B customers, but does not specialise in only one product range (e.g. fresh produce), but rather seeks to offer the whole possible pallet of products that hotels and restaurants would need: they offer from all types of food and drinks to utensils and equipment. Their motto is "*Alles aus enem Hand*" (English: all at one place). While, in Slovenia, and to a large extent also in Chicago, a typical restaurant should call one distributor for fresh produce, another for meat, yet another for wine and another for coffee, and another for frozen products etc., whereas an Austrian restaurant needs to call only one distributor in order to get all these products delivered. Based on economy of scale, C+C Pfeiffer thus succeeds in lowering the prices of transportation and ordering. It is, thus, also not surprising that C+C Pfeiffer also has the best developed online ordering system out of the four analysed companies.

BRANDING

Finally, the third most important trend in food retailing, wholesaling and catering according to Dawson (2004) is branding: Of firms, of the operational units, and of the items sold to the customer. Branding has become increasingly important as a means of communication with the customers, Dawson (2004) argues, where companies aim at creating recognisable brands through a plethora of marketing activities. Here, we focus on the question of how much effort the four analysed companies put into branding of their company, and whether they develop their

own brands of products of locally produced food. The least effort into branding and marketing is put in by the Slovene Firm Pitus, where they focus almost exclusively on sending out the information on their prices, and the price is the most important factor in the customers' decision process.

Almost the same conclusion can be made for the American Testa Produce, who provide a bit more effort into their own marketing, for example, via their webpage, but the extent is far from high in comparison to the other two companies.

Local Foods focuses to a very high degree on its own branding efforts, both in online and offline marketing, whereby they also pay specific attention to their on-site shop. They do not, however, focus on developing their own food brands.

C+C Pfeiffer, as a very large chain, focuses not only on developing its own company brand, but has, before it was bought by Transgourmet, also developed its own set of food brands. In 2016, after the acquisition, we can, however, see that C+C Pfeiffer has been replaced by its owners brand Transgourmet, both in the company branding and the branding of its own range of products.

Table 1 represents the four gastro-distributors and their main characteristics that were analysed in the hereby presented research. As we can see from the Table, the three trends that we have analysed were not represented evenly in the four analysed cases. In general, we can say that C+C Pfeiffer, now Transgourmet, shows most linkages with the three trends: From market concentration, to specialization that reflects in a wide range of products and high-level of online operations, and, finally, to company branding and development of own brands, C+C Pfeiffer, as a large, international company, shows the highest level of incorporating the latest trends within food distribution. On the other hand, very much the opposite to multinational corporations, we have smaller, family owned business such as Testa produce and Pitus. These companies follow traditional approaches in segmenting and marketing to their customers, and finally, Local Foods are a new type of gastro-distributor, staying on the relatively small scale, the same as small family owned businesses, yet, at the same time, employing the modern branding approaches. Out of the four analysed cases, Local Foods pay the most attention to branding, since they are targeting a niche market of only locally produced food.

Table 1: The four analysed gastro-distributors and their characteristics

	LocalFoods	Testa	C+C Pfeiffer (Transgourmet)	Pitus
country	USA	USA	Austria	Slovenia
Ownership	Founded by MightyVine Tomatoes	Family owned	Owned by Transgourmet, international network (used to be a family owned business)	Family owned
Consolidation	partly	NO	YES	NO
Ownership by food producers	YES	NO	NO	NO
Specialised only for the Catering or Gastro-industries	NO (also sell directly to customers at their on-site shop and online orders)	YES	YES	YES (although 90 % of their market represents so-called public orders (hospitals, schools etc.)
Diversification of the offer	YES (next to fresh produce, also meat, dairy and other packaged food products)	To a small extent (next to fresh programme also some packaged foods)	Extremely high diversification (from all types of food and drinks to utensils and equipment)	NO (focus only on the fresh programme)
Delivery	YES	YES	YES	YES
Shop at the location	YES	NO	YES	NO
Online ordering	NO	NO	YES	NO
Development of own brands	YES	NO	YES	NO
Special promotion of ecologically produced food to the Catering and Gastro Industry	NO	YES	YES	NO
Special promotion of locally produced food to the Catering and Gastro industry	YES	YES	YES	NO

GASTRO-DISTRIBUTION AND LOCAL FOOD

We have analysed four highly different cases of gastro-distribution, two from Europe and two from the United States. Globally, gastro distribution seems to follow the trends as identified by Dawson (2004) in food distribution in general. Most importantly, we can perceive the continuation of market concentration, thus making gastro-distribution into a game of extremely large players fighting for their market share with mergers and acquisitions. In Europe, there are two such large gastro-distribution chains: Metro Cash & Carry and Transgourmet. The latter has carried out the acquisition of a previously owned family company, C+C Pfeiffer, and replaced the C+C Pfeiffer brand with the Transgourmet

brand. Such large organisations benefit from highly optimised logistics and the economy of size, offering everything at one place (from food to equipment) to the Gastro-industry, combined with strong ICT support and professional and well segmented branding. Yet, as Stevenson and Pirog (2008) warn, such market concentration within the distribution market brings problems for small-scale farmers, since it not only diminishes their bargaining power, but also since such economy of very large scale needs very large amounts – thus, either dealing with large farmers of with farmers that are well organised and can provide for a "giants" needs collectively.

Within this world of large players, small family owned companies such as Testa Produce in Chicago and Pitus in Slovenia, fight a harsh battle – one in which there is rarely room for sentiment over the local farmer if the local farmer cannot provide as cheaply, diversely and effectively as large foreign conglomerates. These are using the best climate, cheap labour and logistics of economies of scale: in the Chicago, U.S.A. fresh produce market, this means predominance of products from regions such as California. In Slovenia, this means predominance of products from regions such as the south of Spain.

Gastro-distribution as performed by Local Foods from Chicago seems to be a third, potentially prospective, option for connecting a tourist with locally produced food. Local Foods was initiated by a local hydroponic tomato producer realising that, within the segment of the Gastro-industry that cares for selecting locally produced food (locally within in a geographically much more dispersed sense than what we understand in small Slovenia), the need is to provide a diversity of products. Thus they specialise not in one type of "programme" - as Pitus and Testa do on the fresh produce, but include a high variety of food, from meat and dairy to fresh produce. Yet it seems that even the large Chicago area cannot support only gastro-distribution for such a locally specialised distributor. Therefore, Local Foods needs to fragment also to the B2C market, involving a high extent of branding, and adding their own café with community building events such as cooking classes for the end customers.

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CHAPTER 13

OVERTOURISM AND THE GREEN POLICY OF SLOVENIAN TOURISM

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INTRODUCTION

With the remarkable growth of international tourism in past decades, the effects on society and the environment have often been debated and taken into consideration. With more than 1,3 million international arrivals only in 2017 (UNWTO 1), the Tourism industry is leaving a heavy ecological footprint. In 2016, 55 % of all arrivals were by air, representing a gradual, but faster increase in this form of transportation in the past years than in other forms (UNWTO 2). Lenzen et al. report that the tourism contribution to global greenhouse emissions is estimated at 8 %, and is forecast to grow at an annual rate of 4%, thus outpacing many other economic sectors (Lenzen et al, 2008). Only between 2009 and 2013, tourism's global carbon footprint has increased from 3.9 to 4.5 $GtCO_2$, four times more than previously estimated, and transport, shopping and food are significant contributors to these numbers. This research also shows that air travel is the key contributor to the footprint, and that the majority of the footprint is exerted in high-income countries.

Another research from 2012 on water consumption. shows that the Tourism sector needs to be included in water scrutiny activities. Although research shows that international tourism generally accounts for less than 1 per cent of national water use, in the 54 countries included in the analysis, comprising the world's most important tourism countries (by arrivals), and a sample of highly tourism dependent islands (high percentage of GDP), the Tourism sector was found to represent more than 10 per cent of domestic water use in 19 of them (Gössling et all, 2012).

Carbon footprint and water use are just two examples of the enormous impact of tourism industries on the environment. In past years, we have also witnessed the reports on crowded destinations, reaching their limit of destination carrying capacity. This phenomenon, which has been lately named "over-tourism", has been presented in relation to very popular and mature destinations like Barcelona, Venice, Dubrovnik, and also Boracy, Amsterdam, Skye and Maya Bay, to name just a few (The Telegraph, 2018).

The term "over-tourism" is related to another aspect of sustainable tourism as its counter position – to governance of tourism development in destinations. Over-tourism is related not only to crowded destinations on the environmental limits of their capacities, but to conflicts among tourist and local residents in the hosting communities. In many communities, the local population has little or no say in tourism development, which could lead to local people finding their own homes not suitable for living their everyday life anymore, without privacy, sense of community and effect on the decision-making process (Moscarda, 2011). A Report on the phenomenon of over-tourism, issued by UNWTO, emphasises that the solution to the problem is expected to be a part of good destination management and successful addressing of the issues also outside of the Tourism sector (UNWTO 3, 19. 9.2018). The Report also points out another accent of the definition of over-tourism, namely "an unacceptable decrease of the quality of life of citizens and quality of visitors` experiences in a negative way" (UNWTO 3, 19. 9. 2018). Here, the negative effect of tourism on society and culture are to be taken into account, resulting in the loss of authenticity, commodification of culture, standardization of tourism supply, etc. (Reisinger, 2009). It is important to stress that this problem is not recognised only in developing countries or in destinations where proper management has not yet been introduced, but is also very common in highly developed cities and mature destinations. This latter remark should lead us to the conclusion that the way to avoid negative impacts

of tourism is to lead a sustainable policy of Tourism and develop high quality tourism products.

On the other hand, the study of World Economic Forum (hereinafter WEF) is also emphasising that, in the light of future trends in tourism travels, resource efficiency, environmental protection and climate change are central to the industry's agenda, and part of its triple bottom line (WEF, 2017). Further on, the before mentioned report suggests that environmental protection and tourism revenues are positively correlated, and, thus, represent a win-win combination. According to calculations based on statistical data collected by the United Nation World Tourism Organization and Yale's Environmental Performance Index 2016, the more pristine the natural environment of a country, the more tourists are inclined to travel there, and the more they are willing to pay to access well-preserved areas (WEF, 2017).

In his observation, Gill repots on the efforts that have already been put into CO_2 reduction and carbon neutral growth by the aviation industry (Gill, 2017). Gill emphasises the need of national government to come on board with appropriate policy frameworks and regulations for the promotion of sustainable alternative fuels and modernization of airspace management infrastructure (Gill, 2017).

According to all stated above, environmental issues and social impacts are one of the first items on the list of future megatrends in the Tourism sector, recognised by many international stakeholders and the scientific community (Buckly et al, 2015). To fight the consequences of pollution, dual warming and of extreme weather events associated with climate change, many international agendas, measures and systems have been adopted, including the general 2030 Agenda and 17 Sustainable Development Goals (hereinafter SDG) by the United Nations Organization, more specific Green Destinations Standard by the Global Sustainable Tourism Council, or European Tourism Indicators System by the European Commission. Already in 2002, there were more than 100 green tourism certification schemes in place globally (Jarvis et al., 2010).
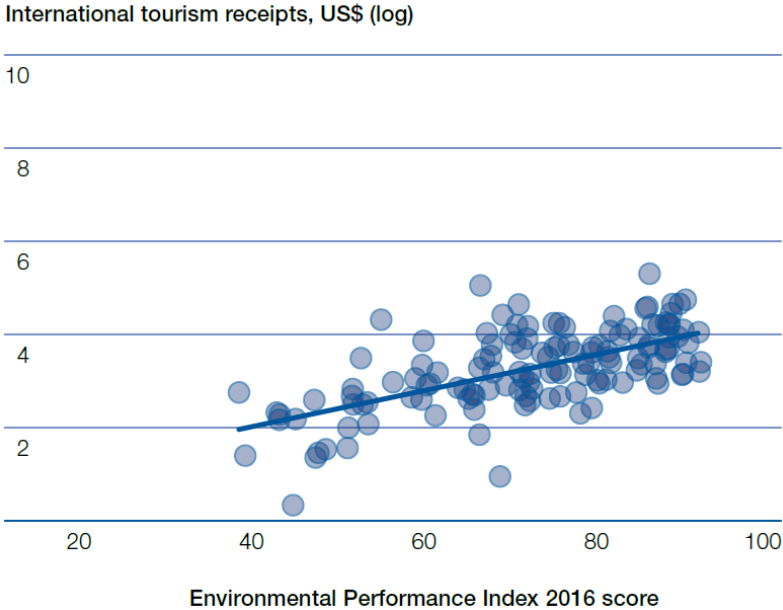
International tourism receipts, US$ (log)

Figure 1: Correlation between selected countries' environmental performance and tourism receipts (WEF, 2017)

There is an evident need to develop green tourism policies and products in order to enable sustainable development in tourism. There are a number of international organisations and countries striving for a more sustainable tourism future. Slovenia, e.g. the Slovenian Tourism Organisation amongst others, adopted a strategic decision that a green, e.g. sustainable direction in tourism development, is the only true and developmental opportunity for Slovenia and Slovenia's Tourism sector (ZSHT 1, 2018).

In this case study research, we have analysed the Slovenian Green Tourism policy through analysis of the fundamental documents and reports. We analysed the structure, indicators and criteria used in The Green Scheme of Slovenian Tourism, and also the Strategy for Sustainable Growth of Slovenian Tourism 2017-2021.

RESEARCH: THE CASE STUDY OF THE SLOVENIAN TOURISM POLICY

In this research, we present a short case study of Slovenia and its Green Tourism Policy. Slovenia is sometimes presented as the green pearl in the heart of Europe. The slogan of Slovenian tourism »Green. Healthy. Active.« is promoting a story of Slovenia as a five-star boutique destination, based on many green facts and commitment to high quality service (STRST, 2017-2021). In 2009, the first strategic guidelines for a Green Tourism Policy were made. and the 3 most important statements were put at the centre of the sustainable tourism strategy: Slovenia is green. Slovenia goes green. Slovenia promotes green (Kovač Konstantinovič, 2018). With the fact that Slovenia is a green country, the following characteristics of Slovenia have been exposed: With around 60% of its surface covered in forest, Slovenia is among the most forested countries in Europe. In quantity of river water per inhabitant, Slovenia is one of the richest countries in Europe. Its more than 22,000 animal and plant species rank Slovenia among the most nature-wealthy countries in Europe. Drinking water in Slovenia is among the purest in Europe, and even in the world. In addition to this, virgin forest can be found just 60 kilometres from the capital city, Ljubljana. Based on these facts, the story the Green Scheme of Slovenian Tourism was developed and adopted in 2014.

The Green Scheme of Slovenian Tourism was introduced in 2014 as a result of a long-term process and cooperation of multiple stakeholders from public, private and civil sectors. The Green Scheme is Slovenia's own sustainability certification programme, which uses Green Destination Standards and its reporting system. The scheme is developed on two levels: For destinations and for tourism suppliers.

Destinations which apply for the scheme are assessed according to 100 measures and indicators, developed on the basis of Green Destination Standards and the ETIS tool. In addition to these criteria, the destination must adopt Slovenia Green Policy principles and agree to the Global Code of Ethics for Tourism. Destinations must follow 11 steps: Appoint a Green Coordinator, form a Green team, enhance information exchange, sign the Slovenia Green Policy, conduct regular surveys, collect statistical data, prepare reports and assessment applications, format an Action Plan, determine the local character of the destination and the green unique selling point of the destination, apply for field

inspection, execution of measures adopted in the Action Plan and a new assessment in three years (ZSHT 1, 2018).

The criteria for assessment were developed on the basis of the Global Sustainable Tourism Review (hereinafter GSTR) tool, which comprises both Green Destination Standards and ETIS tools. In addition to basic and obligatory indicators in the tools, more indicators out of non-obligatory indicators are determined, thus determining the national character of the scheme.

Related to the previously emphasised importance of social impact of Tourism, we present specific measures of the Green Scheme related to the subject. First, after signing the Green Policy principles, the applicants are obliged to engage the local community actively in tourism planning and development. Also, tourists should be encouraged to develop a respectful and responsible attitude towards the social and natural environments. When analysing criteria for assessing local stakeholder participation, the Green Scheme falls short in an active approach to more inclusive destination management. The local population would be asked to participate in an inquiry on tourism development and local involvement, but no indicators of local involvement are included in the application.

Destinations are then assessed according to the presented criteria on a scale from 1 to 10. Destinations can be awarded with Certificates in three different colours: The Gold Slovenia Green Destination (hereinafter SGD) mark is awarded to destinations which have received the minimum grade 8 in at least three out of five categories. At least one of those three categories has to be connected directly to Tourism, (i.e. destination management or social-economic situation), and the destination has to have at least one accommodation awarded with one of the Green Certificates recognised by the Slovenian Tourism Organisation (ZSHT 1, 2018). The SGD silver mark is awarded to destinations which have achieved a minimum grade 8 in at least two out of five categories, and of which at least one is connected directly to Tourism (i.e. destination management or social-economic situation), and the SGD bronze mark is awarded to destinations which have received a minimum grade 8 in at least one out of five categories (ZSHT 1, 2018).

On the supply side of certification, three different Certificates can be awarded. The Slovenia Green Accommodation and Slovenia Green Travel Agency marks are awarded to applicants who have already received one of six internationally recognised Certificates, also verified by the Slovenian Tourism Organisation (i.e.

TraveLife, Green Globe, Eco Hotel, Eco Label, Bio Hotels, Emas, Green Key). The Slovenia Green Park mark can be awarded to parks which already have one of two international Green Certificates verified by the Slovenian Tourism Organisation (ZSHT 1, 2018). They too have to sign the Slovenia Green Policy and pay an application fee. In the questionnaire for tourism suppliers, more attention is paid to environmental issues (water consumption, use of energy sources, waste management etc.) and less to social impacts. The questionnaire addresses the issue of seasonality of employments and accessibility of tourist attractions, but not the quality of jobs, career development, professional standards, which are all an important part of quality, and also Green Tourism products.

In 2017, Slovenia adopted a new strategy of tourism development, the Strategy for sustainable growth of Slovenian Tourism for 2017-2021. The strategic vision of tourism development is in making Slovenia a global green boutique destination for demanding guests who are seeking a diverse and active experience, peace of mind and personal benefits (SSGST, 2017). In the strategy, sustainability and green context is a commitment of all stakeholders in tourism development, also in the chapter on space, natural and cultural resources in Tourism. The strategy is introducing a number of measures to be taken in order to stimulate good destination management: Development of sustainable models of visitor management, introduction of a system of zoning and monitoring the carrying capacity of a destination, a regular inquiry into on the satisfaction of local inhabitants by using already established tools like ETIS. The Strategy also promotes the Green Scheme of Slovenian Tourism, and it is expected to grow by members and areas of certification (SSGT, 2017). A number of measures have been introduced in order to provide for the establishment of green monitoring, green management of supply and destination, and also for designing green products.

The two strategic documents on tourism development in Slovenia presented above are supported by the newly amended Act on Promotion of Tourism Development, which came into force in February 2018. The Tourism Development Act relies heavily on the Strategy, and provides for new incentives for product design and tourism development in accordance with the Strategy.

FINAL REMARKS

To conclude, in the last 4 years, a new policy orientation, supported with strategic documents, action plans and financial construction, has been developed and introduced for Slovenian Tourism. This support to tourism development has previously not been present, and it stems mainly from the awareness that the Tourism sector is an important part of the Slovenian economic sector, and offers many opportunities for further growth. However, tourism development does leave heavy imprints on the environment and on the society, as presented in this short study. In order to avoid unwanted impacts of tourism development, the Green Scheme of Slovenian Tourism should introduce more measures and indicators for the organisations of destination management, mainly in order to ensure involvement of local inhabitants and true sustainability. Also, for tourism suppliers, more attention should be paid to employees, their education and career development. These measures provided in the Strategy should also be a part of the Green Scheme to guarantee a holistic approach and long-term sustainable performance.

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SCIENTIFIC REVIEWS

SCIENTIFIC REVIEW ONE

ASSIS. PROF. MIHA LESJAK, PHD

The book with the title Responsible hospitality: Inclusive, Active, Green is structured into three parts, where each part covers the topics connected to Accessible Tourism, Active and Sport Tourism and Green Tourism. There are also different research methods presented within the chapters of the book both qualitative and quantitative. The book is authored by international researchers, and therefore offers several examples from the fields of Accessible Tourism, Active and Sport Tourism and Green Tourism.

The book starts with the important perspective of accessibility, proper communication and social inclusion, being presented as the ultimate frame of Responsible Tourism development. The research cases from Scotland and Slovenia in Chapter 2 pointing out accessible destinations for active holidays shows that DMOs need to see the customer rather than the disability, and be aware of the Accessible Tourism models in the EU. The next chapter of the book reminds us of the awareness of blind and visually impaired tourists that present 253 million people. The need for training of tourist guides for the presented segment is crucial and must to be carried out together with disability NGOs and with direct involvement with people with disabilities. The same problems are happening with tourism offer of museums and galleries for people with hearing disability, where first, we need to identify the groups such as (deaf and hearing – impaired individuals, pre-lingual deaf people, post-lingual deaf people and

hearing-impaired people). The findings of Chapter 4 using the experiment as the research method, show that the gap between the supply (museums and galleries in Slovenia) and demand made by the Ljubljana Association of Deaf and Hearing-impaired Persons) is still present, but cases like this raise the awareness of special tourist groups. The Tourism industry needs to provide accessibility for all tourists at all attractions within the destination, especially those with disabilities. A case from the biggest Slovenian cave shows the awareness of the world famous attraction for disabled individuals. The results of Chapter five show that Postojna cave management takes care for people with disabilities with quite a high level of accessibility considering the natural factors of the cave.

Chapter 6 give us an insight into Destination Management when planning Active and Adventure Tourism. Destination Management is a crucial factor when planning Active and Adventure tourism. The destinations need to consider care of the environment and protecting the nature, infrastructure development, awareness of rural areas and local cultures, and transformation of customers into active advocates. Additionally, Chapter seven deals with Active Tourism for active seniors from the Destination Management perspective with the need for a holistic programmes` offer. The EDEN destinations can offer more tailor made programmes for specific target groups with better user experience. Chapter 8 reminds us how sport and recreational tourism events could present a competitive advantage for development of rural areas in Serbia, where different stakeholders cooperate with each other. On the other hand, support from the State and local authorities is needed for better outcomes. Using the SWOT analysis method, the bike sharing experience, from a social responsibility perspective with innovative approach, gives us insight into the sharing economy, where ethical and economic responsibilities are most important issues. The bike sharing system as one of the tools of a sharing economy, is becoming an important aspect of responsible behaviour of different stakeholders. Another important topic connected to Sport and Active Tourism is the influence of generations, and the values on tourism product selection. Within the theoretical overview, differences and connection to Sport Tourism are presented between the generations (from Baby boomers to Generation Z). Being aware of different approaches and characteristics of different generations, we can identify values when creating Sport Tourism offers. Chapter 11 covers the understanding of pro-environmental behaviour and its role in eco-friendly and active holidays. The paper identifies three main value orientations, namely altruistic, egoistic and biospheric, which can be a great help for DMOs for encouraging eco-friendly

behaviour at the tourism destination. Chapter 12 presents the topic of gastro – distribution and issues between two co-dependent industries - Agronomy (locally produced food) and Tourism sector for the case of the Chicago area. Lately, the very much used term "overtourism" in connection with the green policy of Slovenia is the topic of the last Chapter of the book. The Green Scheme of Slovenian tourism was introduced in 2014 as its own sustainability certification programme after the long-term process of cooperation between different stakeholders. The paper points out some issue and problems which the Green Scheme Of Slovenian tourism has, and suggests the introduction of more measures and indicators on the destination level to ensure long-term sustainable performance.

The book covers three important fields of tourism - Accessible Tourism, Active and Sport Tourism and Green Tourism. Each part of the book presents the work of the researchers and their knowledge to present the importance of Responsible Tourism development. The benefit for readers of the book is within the holistic approach and various methods of research used (qualitative and quantitative) for the issues of Accessible, Active and Sport Tourism and Green Tourism, which are presented for different levels of the Tourism industry. Having this in mind, the book is great material for students, tourism industry professionals and Faculty members from the Tourism and Sustainability field.

RESPONSIBLE HOSPITALITY: INCLUSIVE, ACTIVE, GREEN
M. Gorenak & A. Trdina (eds.)

University of Maribor Press

SCIENTIFIC REVIEW TWO

ASSIS. PROF. SRĐAN MILOŠEVIĆ, PHD

This scientific monograph is the result of a joint effort of two Editors, who gathered a team of experts, instructors and proven researchers (22 co-authors from various European countries) to consider jointly current events that have an impact on the creation of the latest tendencies in tourism.

The Tourism industry is so important in the contemporary era that it is present in all spheres of society on a daily basis. On the other hand, considering the tendency of development of global international relations, changes can be recognised which tend to develop a modern approach in terms of conceptualising the development potential of the countries around the world. A large number of authors who study Tourism and sciences that gravitate towards it, provide great support to the use of a systematic approach in Tourism studies. A systematic approach to the study of Tourism is essential, because elements that do not strictly belong to the Tourism sector and whose role and importance in this context are undoubtedly great, may thus be included.

The authors of this scientific monograph approached knowingly the structure and processing of certain parts which are logically connected and, thus, represent a coherent whole. The structure of this monograph was defined by clear research goals aimed at defining Tourism as a multidimensional occurrence, and especially those of its aspects referring to the inclusion of all groups of tourists into tourism

current, as well as new tendencies in the field of active stays of tourists at a destination, and emphasis of the "green" development policy.

The problems treated are relevant, both in the broader scientific sense, and in the sense of its current significance. The book covers the clear and transparent role of Tourism as an actuator of development, which should also act as a guide for future users. The breadth of treatment of certain questions in some chapters is proportionate with their theoretical and practical importance, with the authors taking care of the complexity and multiplicity of their content.

The book represents an important contribution to the spreading of knowledge on the impact of Tourism on some insufficiently researched areas. It is refreshing, not only for its content, but also because of the way in which several seemingly different chapters have been bound into a singular whole.

The book can be divided into three parts. The first part covers the topics that refer to Accessible Tourism. In this part, the authors explain carefully the significance and future of Accessible Tourism. They also debate about different terms, concepts and definitions related to Accessible Tourism. They also cite various case studies which represent a paradigm of the contemporary approach to the stated problems, with the guiding principle of "...tourism might not be considered as a human right, but as a social right", as well as the motto "Tourism for all". This part of the book also covers those destinations which have adjusted their offer to tourists, acknowledging their physical and mental capacities, and believing that this group of tourists can give a significant contribution to the overall prosperity of destinations.

The second part of the book treats Active and Adventure Tourism. The chapters covering this topic deal with the role of Active Tourism in the plans of local destinations, as well cross-border cooperation focusing on creating products aimed at active seniors, but also the potential of Active Tourism to be a stimulating development factor that will be based on the principles of social responsibility. What represents the essence of this part of the book is the understanding of Active Tourism as insisted on by the authors, which is that "Active Tourism should be low-impact, ecological, socially compatible and of high quality". One of the more important messages in this part of the book refers to the fact that those tourists who opt for this kind of tourism get to know the

destinations better, that they meet various needs, and create experiences on which they base their perception of the region that they visit.

The final part of the book analyses the problem of "Green" Tourism. This part of the book analyses certain key actualities of contemporary tourism, starting from the question of how different value orientations affect the ecological behaviour of tourists at a destination, then links between the local gastronomical offer and tourism, but also questions pertaining to overbooking of destinations and implementation of the Green Tourism policy. Conclusions made in this part of the book are focused on the fact that "tourism development does leave heavy imprints on the environment and on society". In order to avoid negative effects of tourism development, measures need to be introduced permanently and indicators followed by organisations engaging in management of tourist destinations. According to the authors, residents are going to have a key role, and their involvement is going to result in the actual sustainability of a certain area. Most authors are in favour of a holistic approach to development, emphasising maximum attention to employees in Tourism, through permanent education that would affect the development of personal careers.

At the end of each Chapter the authors give an extensive list of sources. We can come to the conclusion that the professional, scientific and general public need books of this type. They analyse objectively and corroborate with evidence contained in the reference framework. At the same time, they provide the personal, value, moral and ethical substrate, which also includes a distinctive attitude towards knowledge.

Taking into account the scientific monograph as a whole, and considering everything mentioned above, I warmly recommend that the proposed text be published.

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The book covers three important fields of tourism - Accessible Tourism, Active and Sport Tourism and Green Tourism. Each part of the book presents the work of the researchers and their knowledge to present the importance of Responsible Tourism development. The benefit for readers of the book is within the holistic approach and various methods of research used (qualitative and quantitative) for the issues of Accessible, Active and Sport Tourism and Green Tourism, which are presented for different levels of the Tourism industry. Having this in mind, the book is great material for students, tourism industry professionals and Faculty members from the Tourism and Sustainability field.

assist. prof. Miha Lesjak, PhD

The authors of this scientific monograph approached knowingly the structure and processing of certain parts which are logically connected and, thus, represent a coherent whole. The structure of this monograph was defined by clear research goals aimed at defining Tourism as a multidimensional occurrence, and especially those of its aspects referring to the inclusion of all groups of tourists into tourism current, as well as new tendencies in the field of active stays of tourists at a destination, and emphasis of the "green" development policy.

assist. prof. Srđan Milošević, PhD

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