

## REPORT - PILOTING ACTIVITIES: TRAINING COURSE FOR TOURISM PROVIDERS

Within the AcTour project – Active tourism, the Development Centre Litija implemented free training courses on key topics for quality tourism activity development for all the tourism providers from the area of the Heart of Slovenia.

**89 tourism providers** from the area attended lectures given by the renowned Slovenian experts from the tourism field.

The following lectures were carried out:

- **MODERN TOURISM**  
TADEJA JERE LAZANSKI, PhD, vice-chancellor of the [University of Primorska](#)  
Monday, 21 January, 2013, at 2 pm, Vegov Hram Inn, Dolsko
- **HERITAGE TOURISM AS A TREND, OPPORTUNITY AND NEED**  
ALEŠ GAČNIK, PhD, head of the Department for Cultural Tourism and Cultural Heritage at the [Faculty of Tourism Studies – Turistica](#), University of Primorska  
Monday, 28 January, 2013, at 4 pm, Beekeeping Centre of Slovenia, Brdo pri Lukovici
- **COMMUNICATION IN TOURISM AND EVENT ORGANISATION**  
ALEKSANDRA BREZOVEC, PhD, deputy dean of the [Faculty of Tourism Studies – Turistica](#), University of Primorska, and ŠPELA BRATUN, director of the [Jarina Cooperative](#)  
Monday, 4 February, 2013, at 4 pm, Fajdiga Tourist Farm, Temenica
- **LOCAL CUISINE AS PART OF TOURISM OFFER**  
MARCELA KLOFUTAR, director of the [Hotel Triglav Bled](#), and UROŠ ŠTEFELIN, chef and catering manager at the Hotel Triglav Bled  
Monday, 11 February, 2013, at 4 pm, Vegov Hram Inn, Dolsko

At the first training course at the Vegov Hram Inn in Dolsko, held on 21 January, 2013, **Tadeja Jere Lazanski**, the vice-chancellor of the University of Primorska, **presented the concept of modern tourism**. She stressed the importance of interconnecting and pointed out characteristics of good hosts, putting a special emphasis on green tourism, authenticity and heartiness. 43 people attended the lecture.

At the second training course at the Beekeeping Centre of Slovenia in Brdo pri Lukovici, held on 28 January, 2013, **Aleš Gačnik**, the head of the Department for Cultural Tourism and Cultural Heritage at the Faculty of Tourism Studies – Turistica, University of Primorska, presented opportunities offered by **heritage tourism**. He pointed out that the better knowledge we will have of the European heritage and

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identity, the easier it will be to evaluate our local peculiarities. He stressed the importance of new heritage knowledge in tourism and noted that heritage/cultural tourism will be in demand until 2020 or even 2050, especially if we are able to create and market interesting stories, based on authentic experience, quality and uniqueness. 47 people attended the lecture.

**Aleksandra Brezovec**, the deputy dean of the Faculty of Tourism Studies – Turistica, stressed the importance of **effective communication in tourism** at the third training course, which was held at the Fajdiga Tourist Farm in Temenica on 4 February, 2013. According to her, clarity of communication and adapting to target groups are of key importance. **Špela Bratun**, the director of the Jarina Cooperative, presented the principles of successful **even promotion** and pointed out details which event organisers must pay attention to. 54 people attended the lecture.

At the last training course, held on 11 February, 2013, in Dolsko, Marcela Klofutar and Uroš Štefelin from the Hotel Triglav Bled presented the Slovenian cuisine and possibilities to include local cuisine in tourism offer. 58 visitors were thrilled by the food prepared by the chef Štefelin during the lecture.

At the end of training courses, the attendees received attendance certificates. They were extremely pleased with the newly acquired knowledge. They also filled in the questionnaires and evaluated the newly acquired knowledge as well as the lecturers.



*1st training course: 21th January 2013, Vegov hram, Dolsko, 43 participants  
Tadeja Jere Lazanski – Modern tourism*

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*2nd training course: 28th January 2013, Beekeeping Centre of Slovenia, Brdo pri Lukovici, 47 participants  
Aleš Gačnik - Heritage tourism as a trend, opportunity and need*



*3rd training course: 4th February 2013, Fajdiga Tourist Farm, Temenica, 54 participants*

*Aleksandra Brezovec and Špela Bratun – Communication in tourism and event organisation*



*4th training course: 11th February 2013, Vegov hram, Dolsko, 58 participants  
Marcela Klofutar and Uroš Štefelin – Local cuisine as part of tourism offer*

**Statistics:**

- all 4 lectures: 19 participants
- 3 lectures: 15 participants
- 2 lectures: 16 participants
- 1 lecture: 17 participants