

## **A NEW OPPORTUNITY FOR THE ENFORCEMENT OF SLOVENIAN SPORTS TOURISM? THE 1<sup>st</sup> SCIENTIFIC CONFERENCE “SUSTAINABLE DEVELOPMENT OF SPORTS TOURISM”**

Portorož, Slovenia, 4<sup>th</sup> and 5<sup>th</sup> of June 2015

The directors of the first Scientific Conference entitled “Sustainable Development of Sports Tourism”, the Ministry of Education, Science and Sports (MIZŠ), Public Agency of the Republic of Slovenia to promote entrepreneurship, innovation, development, investment and tourism (SPIRIT SLOVENIA), University of Primorska, Science and Research Centre Institute for Kinesiology Research (UP SRC IKARUS), in collaboration with the University of Primorska, Faculty of Tourism Studies (Turistica), The Slovenian Olympic Committee (OKS) and under the honorary patronage of the President of the Republic of Slovenia, Borut Pahor, have successfully concluded a conference which took place at the Bernardin Congress Centre on the 4<sup>th</sup> and 5<sup>th</sup> of June 2015.

The event has successfully connected almost a hundred researchers and professors from fifteen different countries (from New Zealand to the United Arab Emirates), and encouraged them to spread scientific and professional knowledge in the field of sports tourism. Most of the participants shared an opinion that particularly innovative sports and tourism programs can directly contribute both to new employment and to the overall added value of tourism. In conclusion, it contributes positively to the visibility of Slovenia as a sports tourism destination.

Introductory Plenary contributions were presented by: Nigel Ross Hemmington, Faculty of Applied Humanities, Auckland University of Technology, New Zealand, Jean-Loup Chappellet, University of Lausanne, Switzerland, Stephan Penz, Deutsche Sportausweis, Germany, Terry Stevens, Stevens & Associates, United Britain, Mike Weed, Centre for Sport, Physical Education & Activity Research, Great Britain and Maja Uran, University of Primorska, Faculty of Tourism Studies (Turistica), Slovenia. The presentation of scientific evidence was followed by a professional program, namely, a round table where sports and tourism professionals gathered to contribute into a meaningful dialogue which formed a basis for the design described below in the conference’s conclusion.

The summary made by the organizers includes the following highlights. To begin with, scientific research achievements of kinesiology as a young science (which is also enforced in Slovenia) is confirmed to contribute to the creation of quality in sports and sustainably oriented sports and tourism services. Therefore, the implementation of kinesiology scientific knowledge in sustainable sports tourism is of vital importance. The enforcement of quality, both formal and non-formal lifelong learning in the field is emphasized as well. Attention is paid particularly to ever faster developmental programs of sports preparations for native and foreign athletes by actively including public

sports infrastructure and sports clubs, as the preparations are integrated and interdisciplinary-based (medicine, kinesiology, nutrition, psychology, informatics, etc.). Sustainably oriented major sports events are also promoted, as they have a tradition and a wide social and political support as well as they receive co-financing from public funds due to their concrete scientifically-determined and expected synergy effects.

The development and integration of sports and tourism is proposed, such as spa and wellness services. What is also expected is a more effective national and local inter-ministerial coordination of interested stakeholders that have influence in shaping sports tourism in order to stimulate action in the sports tourism market, particularly by removing administrative and other systemic barriers. Better marketing of Slovenia's natural features is also expected, as these can be used as carriers of unique sports and tourism services. There is also the need for even faster development of the connection between sports and tourism on the basis of the already appropriate road infrastructure. This includes the enforcement of renovation and construction of cycling lanes and sports-tourist hiking trails, as well as the improvement of effective sports and tourist infrastructure by renovation and modernisation. Another recommendation includes connecting public sports infrastructure and sports grounds with the knowledge of Slovenian sports experts. What needs to be used in our promotion even more is the rich Slovenian sports history, tradition and heritage. A wide support was also given to the modern on-line selling and on-line promotion of Slovenian tourism that would improve the visibility of Slovenia as a sports tourism destination. Innovative approaches and creativity in the design, marketing and organization of sustainably-oriented sports and tourism services were also presented as highly important.

The conference organizers will act in accordance with the given possibilities in favour of the enforcement of the above stated guidelines, and, thus, also contribute to faster and better development of sustainable sport and tourism offer in Slovenia. It was further stressed that they expect to be invited to cooperate in the preparation of the new strategy of Slovenian tourism. The event was rated as a successful activity in the further development of sports tourism and the Second International Scientific Conference is planned in 2017.

Iztok Retar,  
President of the Organizing Committee

## **NOVA PRILOŽNOST ZA UVELJAVITEV SLOVENSKEGA ŠPORTNEGA TURIZMA? 1. ZNANSTVENA KONFERENCA “TRAJNOSTNI RAZVOJ ŠPORTNEGA TURIZMA”**

Portorož, Slovenija, 4. in 5. junij 2015

Organizatorji prve znanstvene konference z naslovom Trajnostni razvoj športnega turizma, Ministrstvo za izobraževanje, znanost in šport (MIZŠ), Javna agencija Republike Slovenije za spodbujanje podjetništva, inovativnosti, razvoja, investicij in turizma (SPIRIT SLOVENIJA), Univerza na Primorskem, Znanstveno-raziskovalno središče, Inštitut za kineziološke raziskave (UP ZRS IKARUS) v sodelovanju z Univerzo na Primorskem, Fakulteto za turistične študije (UP FTŠ TURISTICA), Olimpijskim komitejem Slovenije (OKS) in pod častnim pokroviteljstvom predsednika Republike Slovenije Boruta Pahorja, so uspešno sklenili konferenco, ki je bila v Kongresnem centru Bernardin 4. in 5. junija 2015.

Dogodek je uspešno povezal skoraj sto raziskovalcev in profesorjev iz 15 držav od Nove Zelandije pa do Združenih arabskih emiratov ter jih spodbudil k širjenju znanstvenih in strokovnih spoznanj na področju športnega turizma. Prevladovalo je stališče, da lahko predvsem inovativni športnoturistični programi neposredno prispevajo nova delovna mesta in so dodana vrednost turizma ter prispevajo k prepoznavnosti Slovenije kot tudi športnoturistične destinacije.

Uvodne plenarne prispevke so predstavili: Nigel Ross Hemmington, Faculty of Applied Humanities, Auckland University of Technology, Nova Zelandija, Jean-Loup Chappelet, University of Lausanne, Švica, Stephan Penz, Deutsche Sportausweis, Nemčija, Terry Stevens, Stevens & Associates, Velika Britanija, Mike Weed, Centre for Sport, Physical Education & Activity Research, Velika Britanija in Maja Uran, Univerza na Primorskem, Fakulteta za turistične študije (UP FTŠ TURISTICA), Slovenija. Znanstvenemu delu je sledil strokovni program, ki je zlasti z organizacijo okrogle mize športnim in turističnim strokovnjakom omogočil poglobljeno strokovno razpravo – podlago za oblikovanje v nadaljevanju predstavljenih zaključkov konference.

Organizatorji namreč ugotavljajo, da lahko znanstvenoraziskovalni dosežki kineziologije kot mlade vede, ki se uveljavlja tudi v Sloveniji, prispevajo k oblikovanju kakovostnih in trajnostjo naravnanih športnoturističnih storitev, in se zato zavzemajo za implementacijo kinezioloških znanstvenih spoznanj pri oblikovanju trajnostne športnoturistične ponudbe. Poudarjajo uveljavljanje kakovostnega, tako formalnega kot neformalnega in priložnostnega vseživljenjskega učenja na področju športnega turizma. Posebno pozornost namenjajo še hitrejšemu razvoju programov športnih priprav domačih in tujih športnikov z vključevanjem javne športne infrastrukture in športnih klubov, ki so celostno in interdisciplinarno zasnovane (medicina, kineziologija, nutricionistika, psihologija, informatika ...). Spodbujajo organizacijo predvsem trajnostno naravnanih velikih mednarodnih športnih dogodkov, ki imajo tradicijo in so širše

družbeno in politično podprti ter sofinancirani z javnimi sredstvi zaradi konkretno znanstveno ugotovljenih pričakovanih sinergijskih učinkov.

Zavzemajo se za razvoj in povezavo športnoturističnih zdraviliških in wellness storitev ter pričakujejo učinkovitejše nacionalno in lokalno medresorsko usklajevanje deležnikov, ki vplivajo na oblikovanje športnega turizma, kar bi spodbudilo delovanje na športnoturističnem trgu zlasti z odpravljanjem administrativnih in drugih sistemskih ovir. Pričakujejo boljše trženje naravnih danosti Slovenije, ki jih lahko uporabimo kot nosilce unikatnih športnoturističnih storitev. Opozarjajo na potrebno okrepitev aktivnosti za še hitrejši razvoj povezave med športom in turizmom na podlagi že primerne cestne infrastrukture, uveljavljanje prenove in gradnje kolesarskih in športnoturističnih pešpoti ter izboljšanje učinkovitost športnoturistične infrastrukture z domišljenimi prenovami in posodobitvami. Priporočajo povezovanje javnih športnih infrastrukturnih objektov in površin ter znanje slovenskih športnih strokovnjakov. Zavzemajo se še za bolj učinkovito trženje bogate slovenske športne zgodovine, tradicije in izročila ter predlagajo okrepitev sodobne zlasti e-prodajne poti in aktivnosti slovenskega turizma ter tako izboljšanje prepoznavnosti Slovenije tudi kot športnoturistične destinacije. Zavzemajo se za inovativne pristope in kreativnost pri oblikovanju, trženju in organiziranju trajnostno naravnanih športnoturističnih storitev.

Organizatorji konference se bodo skladno z zmožnostmi zavzeli za uveljavljanje navedenih usmeritev ter tudi tako prispevali k hitrejšemu in h kakovostnejšemu razvoju trajnostne športnoturistične ponudbe v Sloveniji. Poleg tega še poudarjajo, da pričakujejo povabilo pri pripravi nove strategije turizma Slovenije, ocenjujejo dogodek kot uspešno aktivnost pri nadaljnjem razvijanju športnega turizma in načrtujejo 2. mednarodno znanstveno konferenco v letu 2017.

Iztok Retar,  
predsednik organizacijskega odbora