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

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

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Content of the presentation

Pohorje – Alpine mountain area in Slovenia

Tourism on Pohorje

Employment analysis in the tourism businesses on Pohorje

„Vision Pohorje 2030“

Conclusions
Pohorje – Alpine mountain area are in Slovenia

68 km long / 20 km wide Alpine mountain area (770 km²),
70 % forests, pasture and wetland ecosystems on the top of the mountain
Natura 2000 - 33 % (257 km²) – pilot area of Natreg project (PA MP)
500 units of natural and 900 of cultural heritage
many villages and small farms up to 1.000 m

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Pohorje destination – ski centres

3 large and 2 small ski centers

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

Ski equipment: 1 cable car, 10 chair lifts, 38 cableways; cca 46.000 skiers per hour
Pohorje destination – tourism industry

3 large and 2 small tourist centers, 2 seasons (4 to 5 months dead season)

5,800 beds: 38 % H, 37 % APP, 11 % MH, 8 % GH, 5 % TF
average levels of occupancy: 80 % in winter – 40 % in summer (18 % small providers)
400,000 overnights; average length of stay: 2,8 - 3,2 days

target markets: SI, GE, A, IT, CRO, HU, RS, RU
Employment analysis in tourism on Pohorje

- 4 large tourism providers have more accommodation and other units – on and in the valley (more flexible organization of work)
- Cca 2,000 employees: 1,200 regularly (40 to 45 years old) and 800 seasonal (40 %)
- Seasonal employment for 2 to 4 months in the winter (from the labor market, contracts with schools, unemployed from the Institute for Employment, own network for seasonal employment)
- Average age of employees on the mountain: 30 to 35 years
- Most of them have the vocational education; more important is love for work in the hospitality industry
- The most of employees came from surrounded towns and villages
- Weak motivation for working on the mountain: (tickets for the cable car, good teamwork, the need for monthly earnings)
„Vision Pohorje 2030“

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

• Establishment of Pohorje protected area - raising awareness of the natural and cultural heritage of Pohorje (educational adventure programs)

• Networks of similar providers (sustainable, eco-oriented facilities) - innovative and sustainable SMEs

• Pohorje DMC - Innovative and attractive tourism programs (value chains) (guided thematic hiking and cycling tours for different target groups, exploration of nature and heritage of protected areas, specialized camps and workshops for young people, families etc.

• New job opportunities for professionals with university degree (foresters, conservationists, biologists, nature interpret, etc.).

• Destination attracts employees during work or leisure time – destination attracts young families - a high quality of life
Vision Pohorje 2030 development process

- 4 SWOT analysis workshops for and against Regional park Pohorje
- 3 sector analysis workshops (tourism, agriculture, forestry) – to identify Pohorje sustainable development situation
- 3 regional workshops with municipality, tourist providers and society representatives (vision, goals)
- Workshops for vision and goals confirmation and setting of project proposals - portal NATREG

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

POST NATREG activities

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Strategic goals – Vision Pohorje 2030

- Preserved natural and cultural heritage
- Sustainable green tourism and targeted visits
- Environmentally and user-friendly use of natural resources (wood, water, stone)
- Environmentally and user-friendly mobility and organized infrastructure
- Preserved cultural heritage and local traditions
- High quality of life for local people

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Operational targets - Sustainable green tourism and targeted visits

- Retrieved comprehensive understanding and perception of nature and cultural heritage of Pohorje
- Recognized green destination and brand of Pohorje
- Locally and sustainable conditioned facilities and activities on Pohorje
- High quality offer of local products and services from Pohorje
- A comprehensive organization of green Pohorje destination

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Co-organisation of Pohorje in 2030

Pohorje PA Management (PPAM)

Pohorje DMC (PDMC)

Association of Pohorje Stakeholders (APS)

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Concentration of suppliers on Pohorje in 2030
Zoning of Pohorje destination

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

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PC1 - BOLFENK: Arrangement of PC Bolfenk

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PC2 - ROGLA: Created bog ecosystem

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PC 2 - ROGLA: Ethno glamping camp for families

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The visibility of Pohorje mountain area in 2030

Protected area - Natural park Pohorje

Pohorje destination brand:
„Experience Pohorje mountain area in all seasons“

Pohorje brands:
„From the Pohorje“ - local products, gifts, souveniers, handicraftsmen products, artists and events, education, training and studies
„Produced on eco farms on Pohorje“ - products from Pohorje network of eco farms
Conclusions – Pohorje 2030

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

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