



5th stakeholder meeting in Slovenia dedicated to priority ranking in the sector Tourism

As part of the CircE project the 5th Stakeholders Meeting took place on 12.12.2018 in Ljubljana.

Among the project activities that are currently the most important are the priorities for which the stakeholders voted at the previous stakeholder meeting in Maribor. Based on the mathematical method they determine the following order of opportunities:

Opportunity name	Description	Average	Priority ranking
Mobility	Transition to clean energy products, car sharing, soft mobility in tourism;	7,95	1.
Forest-wood chains	Development of forest-wood chains as sustainable development drivers and designers of green jobs;	6,66	2.
Digitalization	Digitization of entrepreneurship and industry, smart cities, e-commerce, e-skills, e-inclusion, cyber security, other developmental areas of digital society; HORIZONTAL	6,48	3.
Agricultural cooperatives	Promoting organic production and processing of produce, linking with vulnerable groups, integrating into short supply chains and catering - tourist purposes;	6,30	4.
Self-sufficiency	Model of cooperation with local providers towards the realization of joint orders - short supply chains for catering tourist establishments and public institutions;	6,10	5.
Re-use centers	Reparation of used products for re-use, sale of renovated products at a good price, fitting out catering and tourist facilities;	6,08	6.
Roobinfood	Preventing food waste - food that is close to the end of the expiration date because of the changed packaging, excess production or other similar problems, which cannot be sold, shouldn't end up as waste. (sales in the store, processing of products in meals or new products)	5,88	7.
Diffused hotel	Form of business cooperation of many individuals (owners or managers of real estate) who together manage a dispersed hotel within the tourist cooperative (room accommodation, tourist accommodation, other programs in tourism). It has a common reception and marketing; the accommodation is diffused across different locations. In	5,12	8.





	the forefront is the integration in all areas that touch the stay of a tourist in the local environment.		
The role of municipalities	Municipalities play an extremely important role in circular economy, as they represent support to their locality, they connect in partnerships at various levels and at the same time they are centers of development. The circular economy is a key factor in smart and competitive cities, as changes in today's world are inevitable and the adaptation and response to it is crucial. This must be innovative, smart and sustainable, as we want to preserve economic, environmental and social stability with it. HORIZONTAL	5,02	9.

At the meeting SOS team presented the priority ranking, considering the identified stakeholders' priorities through the mathematical model and discussed about weaknesses of the AHP mathematical model, given the real needs in the field and the priority sector - tourism.

The discussion showed that some opportunities are globally perceived as extremely important for the development of a circular economy in Slovenia, but they have a relatively small impact on the development of circular tourism, at which the Association of Municipalities and Towns of Slovenia is focused at the project.

For example, the opportunity for the "Forest Wood Chains" on the priority scale through the mathematical model is perceived as the second most important opportunity, but in view of the development of circular tourism, it has a much smaller, almost zero effect. Also, according to the mathematical model, the opportunity for the development of the "Diffused Hotel" is surprisingly low, which, according to the stakeholders' judgment, is on the priority scale much higher because it contains all elements of other opportunities in its core and can be an example of the integrated introduction of circular models in tourism. The opportunity, which SOS team has called the "Role of Municipalities", including the Green Public Procurement Tool, is ranked on the priority scale at the last, 9th place, but according to the stakeholders' assessment, does not belong at the bottom, as it has an horizontal impact as well as the opportunity "digitization", which makes it stand side by side with each opportunity and not at the bottom of the scale.

A lot of time has passed since the identification of opportunities for prioritization, in the meanwhile new opportunities have been identified. The most important one that was discussed at the meeting was Tourism 4.0, which is based on both horizontal opportunities, namely digitization and the role of municipalities.

In accordance with the discussion at the stakeholders' meeting, the Association of Municipalities and Towns of Slovenia will prepare a revision of the Report on opportunities ranking and, based on this, approach to the creation of an action plan to help and guide the realization of identified opportunities for the development of a circular model in the tourism sector.

