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**REGIONALNA RAZVOJNA AGENCIJA GORENJSKE
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REGIONAL SWOT ANALYSIS OF THE GORENJSKA REGION



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RELIGION IN SLOVENIA



Slika 1: Lake Kostanjevica, author: Matej Jordan, source: www.slovenia.info

Before World War II, 97% of the population declared itself Roman Catholic, around 2.5% as Lutheran, and around 0.5% of residents identified themselves as members of other denominations. Catholicism was an important feature of both social and political life in pre-Communist Slovenia. After 1945, the country underwent a process of gradual but steady secularization. After a decade of severe persecution of religions, the Communist regime adopted a policy of relative tolerance towards the churches, but limited their social functioning. After 1990, the Roman Catholic Church regained some of its former influence, but Slovenia remains a largely secularized society. According to the 2002 census, 57.8% of the population is Roman Catholic. As elsewhere in Europe, affiliation with Roman Catholicism is dropping: in 1991, 71.6% were self-declared Catholics, which means a drop of more than 1% annually. The vast majority of Slovenian Catholics belong to the Latin Rite. A small number of Greek Catholics live in the White Carniola region.

Despite a relatively small number of Protestants (less than 1% in 2002), the Protestant legacy is important because of its historical significance, given that the Slovene standard language and Slovene literature were established by the Protestant Reformation in the 16th century. Nowadays, a significant Lutheran minority lives in the easternmost region of Prekmurje, where they represent around a fifth of the population and are headed by a bishop with the seat in Murska Sobota. Serbian Orthodox Church of Saints Cyril and Methodius in Ljubljana
Besides these two Christian denominations, a small Jewish community has also been historically present. Despite the losses suffered during the Holocaust, Judaism still numbers a few hundred adherents, mostly living in Ljubljana, site of the sole remaining active synagogue in the country.

According to the 2002 census, Islam is the second largest religious denomination with around 2.4% of the population. Most Slovenian Muslims came from Bosnia, Kosovo, and Macedonia. The third largest denomination, with around 2.2% of the population, is Orthodox Christianity, with most adherents belonging to the Serbian Orthodox Church while a minority belongs to the Macedonian and other Orthodox churches.

In the 2002, around 10% of Slovenes declared themselves as atheists, another 10% professed no specific denomination, and around 16% decided not answer the question about their religious affiliation. According to the Eurobarometer Poll 2005,[216] 37% of Slovenian citizens responded that "they believe there is a god", whereas 46% answered that "they believe there is some sort of spirit or life force" and 16% that "they do not believe there is any sort of spirit, god, or life force".

TOURISM IN SLOVENIA

Slovenia offers tourists a wide variety of natural and cultural amenities. Different forms of tourism have developed. The tourist gravitational area is considerably large, however the tourist market is small. There has been no large-scale tourism and no acute environmental pressures.

The nation's capital, Ljubljana, has many important Baroque and Vienna Secession buildings, with several important works of the native born architect Jože Plečnik. At the northwestern corner of the country lie the Julian Alps with the picturesque Lake Bled and the Soča Valley, as well as the nation's highest peak, Mount Triglav in the middle of Triglav National Park. Other mountain ranges include Kamnik–Savinja Alps, Karavanke and Pohorje, popular with skiers and hikers.

The Karst Plateau in the Slovenian Littoral gave its name to karst, a landscape shaped by water dissolving the carbonate bedrock, forming caves. The best-known caves are Postojna Cave, with more than 28 million visitors, and the UNESCO-listed Škocjan Caves. The region of Slovenian Istria meets the Adriatic Sea, where the most important historical monument is the Venetian Gothic Mediterranean town of Piran while the settlement of Portorož attracts crowds in summer.



Slika 2: Piran at night; author: U. Trnkoczy, source: www.slovenia.info

The hills around Slovenia's second-largest town, Maribor, are renowned for their wine-making. The northeastern part of the country is rich with spas, with Rogaška Slatina, Radenci, Čatež ob Savi, Dobrna, and Moravske Toplice growing in importance in the last two decades.

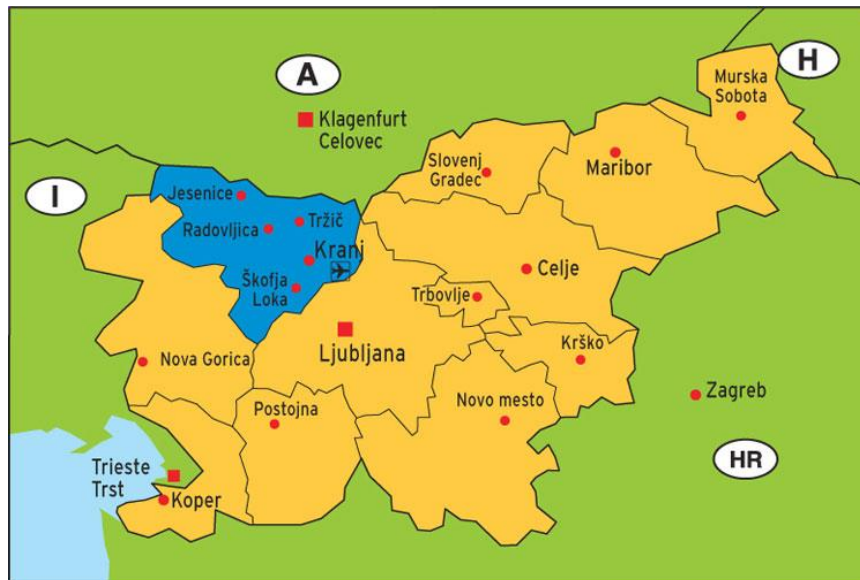
Other popular tourist destinations include the historic cities of Ptuj and Škofja Loka, and several castles, such as the Predjama Castle.

Important parts of tourism in Slovenia include congress and gambling tourism.

Slovenia is the country with the highest percentage of casinos per 1,000 inhabitants in the European Union.[154] Perla in Nova Gorica is the largest casino in the region.

Most of foreign tourists to Slovenia come from the key European markets: Italy, Austria, Germany, Croatia, Benelux, Serbia, Russia and Ukraine, followed by UK and Ireland. European tourists create more than 90% of Slovenia's tourist income.

DESCRIPTION OF THE GORENJSKA REGION



Slika 3: Gorenjska region, author: archive of BSC, source: www.bsc-kranj.si

Gorenjska lies in the northwest of Slovenia. To the north it borders Austria (Carinthia) along the Karavanke mountain range; to the west Italy (the Friuli-Venezia Giulia province) and the Gorica developmental region; to the east the Savinja region, and to the south it opens up towards the central Slovenian region. Gorenjska is crossed by the 10th European motorway and railway corridor. The town of Brnik hosts Slovenia's central airport, i.e. Ljubljana Airport (1.4 million passengers a year). All this contributes to Gorenjska's favourable geo-traffic position and its relatively good accessibility. With 203,427 (January 2011) inhabitants, Gorenjska represents 9.9 % of the national population. Covering 2,137 square kilometres which is 10.5 % of the Slovenia's total surface, Gorenjska is the sixth in size of all Slovenian regions. Population density is under national average (95.2 inhabitants/km²). However, some parts represent larger densely populated and urbanized areas such as the regional centre of Kranj. Gorenjska is an Alpine region with a characteristic diverse mountainous landscape. Seventy percent of the region is a mountainous world, while only 29.8% lies in the depressed/lowland part of central Slovenia. As much as 40.2% of Gorenjska lies more than 1,000 metres above sea level, 59.4% is covered with forests, 30.6% is agricultural land and 10% infertile land. Additionally, 44.4 % of the surface area is incorporated into NATURA 2000 sites.



Slika 4: Lake Črnava, author: Matej Vranič, source: www.slovenia.info

1. REGIONAL SWOT ANALYSIS OF THE GORENJSKA REGION

Regional SWOT analysis has been developed using the analysing schemes of the 4 topics:

1. SOCIO- ECONOMIC CONTEXT AND ENTREPRENEURSHIP

Strengths	Weaknesses
<ul style="list-style-type: none"> • An attractive business location along the transport corridors, airport • Industrial engineering tradition and culture • Some development of the core - of national importance through innovative programs and established brands (fuel cells, ICT technology, tele-medicine - Pulmonology and Allergology, metal processing, wood processing, sports - recreational equipment, ..) • The concentration of certain activities of SMEs (ICT tool, electrician ..) • Export-oriented regional economy (the EU and other markets) • Increase awareness of the key players in the economy to invest in innovation and human resources • Partially developed and supportive environment with some support tools • Experience some of the companies in using EU and national incentives • R & D groups in large companies 	<ul style="list-style-type: none"> • Industrial areas in crisis (Jesenice, Monfalcone, Gorenje you - Poljane, Kranj) • Continued restructuring of the economy in these mature companies (including electrical, wood industry, ..) • High orientation of regional economies in production / low share of services • A small number of companies that planned to invest in R & D, patents and innovation • The region is almost no R & D institutions • Ongoing lack of technical staff and useless structure of the unemployed • Low educational structure of employees according to Slovenia • Lack of entrepreneurial culture, innovative new businesses and entrepreneurial projects • Lack of specific association programs and business school • Lack of stocks of developed industrial areas. Who are immediately eligible for investment - not a comprehensive regional planning and management of business parks • Lengthy procedures for the conversion of land and obtaining building permits (too little attention to entrepreneurs in Headquarters) • The high price of building land • Scattered patchy and municipal incentives for business development, investment and employment
Opportunities	Threats
<ul style="list-style-type: none"> • Development of a comprehensive regional approach to promoting R & D links of the economy and institutions of knowledge, especially for SMEs • Upgrade support mechanisms for SMEs, including financial schemes • Accelerated economic orientation in the products and especially services with high added value • Location at the crossroads of three countries (the chance of cross-border business and to support connections - eg. Virtual R & D team, cross-technology parks, clusters, ICT & e and mikroeletornika Villach / Klagenfurt) • Buildings and land owned by the state and municipalities - to use for development of the region • Synergies of the economy, human resources and tourism • Participation in EU programs - VII. Framework Programme • Development of new undergraduate and postgraduate programs related to the needs of business and in accordance with the Bologna Declaration 	<ul style="list-style-type: none"> • High competition, and inability to follow competitive innovative global trends • Competition technological areas in the region: the Technology Park Ljubljana, Celje Technopolis, Science Park Lakeside Klagenfurt, Villach Technology Park, Technology and science parks in Udine and Trieste • Deepening problems in certain industries and, consequently, economic / social shocks • inability to obtain start-up capital for innovative activities • Outflow of highly qualified professional staff in other regions and countries • Lack of coordinated development ambitions enterprises and urban and spatial • Failure to comply with regional specialties in candidacies region in national competitions • Reduced possibility of setting up regional support mechanisms through the EU resources (in Slovenian legislation) • Increase of price for building land

2. ROUTES AND LOCATION

Strengths	Weaknesses
<ul style="list-style-type: none"> • Favorable geostrategic location - good access (proximity to airports, motorways, the Alpine region, close to the European market ...) • Large variety of offers in a small space • Rich and preserved natural features - the only location in the National Park (TNP), awareness of the importance of sustainable tourism and rural development • Preserved and recognizable cultural landscape • Conservation of cultural and ethnological heritage (hives, hay, Pastoral status, pletna ..) • Established tourist destination Bled, Bohinj and Kranjska Gora and has developed brand Julian Alps, Slovenian Alps • More recognizable international events (Planica, Vitranc Pokljuka Biathlon ...) • A large number of traditional events • A strong sports infrastructure • The presence of large investors (hit, Sava, Sportina ..) • Good coverage Gorenjska with TIC-i 	<ul style="list-style-type: none"> • Gorenjska unrecognizable as a tourist destination outside of Slovenia • Strong local influences and interests in the development and marketing of tourism • Inadequate and poor public infrastructure (transport and utilities), which affects the quality of tourist services Gorenjska. • Inadequate quality and extent of public tourism infrastructure • Inadequate quality and extent of provision of tourist accommodation facilities, especially in small hotels, apartments, ... • Fragmented and too specialized and offer innovative tourism products • Lack of integrated tourism products that be willing to sell • Relatively weak links between tourism: private and public sectors and LTOjev the joint development and marketing of a comprehensive tourism Gorenjska • Lack of staff for catering, hotel management and specialized services • Poor organization of public transport • Many touring tourism • Seasonal dependence on tourism • Short length of stay of guests and dispersal markets • Unused modern marketing channels <p>Weak professional competence operating in the tourism industry in all segments</p>
Opportunities	Threats
<ul style="list-style-type: none"> • Increase quality (housing, services and infrastructure) • The regulation of public transport and sustainable mobility • Use natural and cultural heritage, active rural areas and cities as a development impulse • Development of non-seasonal offers • Expertise accommodation and other tourism • Use Gorenjska USP-is: Bled, Bohinj, Kranjska Gora, TNP, Julian Alps, Slovenian Alps ...) • Creation of strong unique products that are based on the experiences, stories (biking, family vacations, events, cooking) • Linking tourism operators on the basis of public-private partnership • Effective use of incentives the EU, national and municipal sources • Use of ICT • Integration of cross-border destinations • Liaise with other disciplines (medicine, sports, technology development, agriculture, ..) • Development of niche, specialized tailored sustainable supply • Strengthening winter collection • More intensive promotion of the region as a whole by incorporating innovative approaches and trends in tourism • Incentives to increase the quality of tourist services (additional training of tourism workers, encouraging young people to work in tourism) 	<ul style="list-style-type: none"> • Cheaper destination with a similar offer • Slow change and adapt legislation, particularly spatial • Fears local population before mass tourism • Uncoordinated urban development, spatial planning and development documents • restrictive protection of natural resources • Global climate change and disease • Lack of funds for investment, especially for public infrastructure in tourism • Idle modern marketing channels • Carniola as a transit region • Creation of offers for everything and everyone • Excessive fragmentation of resources or. inability to focus on key markets and tools • Insufficient cooperation of various institutions • High expectations of the demanding consumer • Inability to finance RDO

3. HERITAGE AND PRESERVATION

4. LOCAL IDENTITY AND COMMITMENT

Strengths	Weaknesses
<ul style="list-style-type: none"> • The diversity of landscapes • The rich potential of forests as a renewable energy source and raw material processing • Preserved native species • The natural environment of protected areas • Typical natural and cultural heritage • Attachment of people to the ground and area • Conservation of traditional knowledge in the field of agriculture, forestry and processing • Developed institutional support environment • Interest in the development of complementary activities • Expanding the range of on-farm • The existence of associations and initiatives in rural areas • Developed village centers • Protection of trademarks and geographical protection of individual products • Basic infrastructure products and marketing rural products • Interest in organic farming 	<ul style="list-style-type: none"> • Fragmentation of the large number of municipalities (disconnection of rural development) • Protected areas such as limiting the development of certain activities • Inadequate level and type of education • A large number of small farms mixed • non-business behavior farms • High costs due to the small size of farms • Unfavourable age structure (aging) • lack of interest of young people to work on the farm • forestation of farmland in the hilly area • Lack of service activities in rural areas • Lack of capital for the initial investment • Low level of processing raw materials and agricultural products Lack of an entrepreneurial approach and market orientation
Opportunities	Threats
<ul style="list-style-type: none"> • Forest potential as a basis for the development of wood processing and complementary activities • Forest potential as a local renewable energy source • Incentives to increase the number of supplementary activities on farms • Incentives for micro and small enterprises in rural areas • The trend of sustainable and organic farming • Increasing demand for locally produced food • Upgrading the distribution channels for the products and the products • Stakeholders to develop new activities • Involvement in projects with national and European co- • Total processing plants and other agricultural infrastructure • Development of rural tourism 	<ul style="list-style-type: none"> • Slow editing of rural infrastructure • Lack of public services in rural areas • demanding conditions of life • Shortness of basic survival activities • Lagging for the latest trends and requirements of the European market • Lack of expertise to make changes • Demanding conditions and processing • Rigid and disorderly legislation • Uncertain policy support and subsidies • lack of recognition of domestic products • Individualism people and institutions (unwillingness to connect) • Natural disasters (drought, hail, etc.)