



## Bank of Tourism Potential in Slovenia (Slovenia)

### Summary

The Bank of Tourism Potential in Slovenia is a mechanism for the exchange of promising and innovative ideas on tourism development and also for matching-up ideas with relevant stakeholders operating in the touristic sector, including financial intermediaries. The initiative has been very successful with several ideas and projects for tourism development that are already being realised.

### The project

Tourism can help in creating new jobs, supporting local development and contributing to cultural and environmental protection. The Bank of Tourism Potential in Slovenia (BTPS) is a project that maximizes the innovation potential of Slovenian tourism by harnessing people's creative ideas. The purpose is to set up a mechanism for the exchange of promising ideas on tourism development and for matching-up ideas with relevant stakeholders operating in the tourism sector, including financial intermediaries (such as Banks, Business Angels, and so on) .

The main objectives of the project are:

- To create a user-friendly platform facilitating the matching-up of promising ideas with financial support;
- To encourage people to be creative and to share their ideas for tourism development and rewarding the best ideas;
- To attract the interests of all types of investors in the tourism sector; and,
- To promote education and learning in the field of tourism.

#### Sector(s) covered

##### Main sector

Business and Entrepreneurship:  
Business Support, Creation and  
Development, Exploring new  
markets, nice markets (i.e. cultural  
tourism, environmental tourism)

##### Other sectors

Society

Highly promising creative ideas are likely to be implemented and become innovative tourism projects.

### Approach

The Bank of Tourism Potential has been realised in the form of an inspiring and user-friendly web portal.

Anybody can register as a client to the Bank of Tourism Potential. The registration is free of charge and enables the registering of people's innovative ideas on developing tourism in Slovenia. People, organisations and institutions with the necessary 'assets' for implementing tourism projects are also invited to register at the Bank as well. The assets are called 'energy deposits' and they can be anything from specific expertise in tourism policy, to real estate properties and the provision of funds and finance for the realisation of tourism related businesses and projects.



The Bank, through the expertise of leading experts, assesses and evaluates tourism ideas and suggests how to best match them up with the 'assets' available. The best ideas are awarded, disseminated and receive further support for their practical realisation.

A 'knowledge space' has also been set up, creating the opportunity for the exchange of information and findings on tourism research and trends.

To support these activities, the Bank publishes regular newsletters on the latest achievements, challenges and opportunities in the tourism sector. A specific programme also exists for raising the visibility of the project, encouraging people to make their contribution and disseminating information within stakeholders.

## Element of innovation – the process

The project presents several innovative features:

- Use of technology – web portal – for the dissemination of creative ideas. The portal also allowed for direct communication between people that have registered;
- Participation in the project of stakeholders with complementary skills: on the one hand people with creative ideas, on the other institutions interested in tourism development and financing;
- Evaluation of ideas by experts in tourism. Best ideas are awarded and support is provided for their realisation; and,
- Dissemination of relevant knowledge on tourism through the 'knowledge portal'.

## Key successes

### (outcomes, results, impacts)

The results have been impressive.

Since the launch of the project, more than 120 innovative ideas have been deposited in the Bank, with 43 of them being recognized as being inspiring and promising.

In several cases, business projects have been already set up on the basis of ideas and assets deposited in the Bank. In other cases, innovative ideas received financial support for their realisation (for example the city of Koper has provided over € 20,000 in financial support to three innovative tourism projects represented by young people).

Due to the activities of promotion and networking, several ideas received public recognition and support by winning enterprises.

In addition, an 'asset deposit' from Business Angels of Slovenia, which provides financing up to the value of €300,000, is still open as a match with a bold and inspiring project.

At the moment there are nearly 270 beneficiaries, i.e. registered BTPS clients.

Overall, the project has been well received by the public. At the moment, nearly 270 persons and institutions have registered as BTPS clients, and this number is on the rise. The website has been visited by over 14,000 visitors (Slovenian population: 2.000.000).



## Challenges

The main challenge is to encourage people to express their ideas and to facilitate the cooperation between businesses and creative people.

## Transferability and sustainability

The practice is sustainable and oriented into a further and broader development. The city of Koper is already planning to support the realisations of innovative business ideas in tourism for 2009.

## Special Highlights

The Bank of Tourism Potential in Slovenia is unique in enabling everybody to express their creative ideas and in matching promising projects with relevant stakeholders for their realisation.

## Key characteristics

<b>General purpose of the practice</b>	Stimulating innovative/creative behaviours in people and implementing innovative/creative solution to society problems
<b>Target group</b>	All citizens, public and private stakeholders in tourism sector, investors
<b>Type of learning</b>	N.A
<b>Level of implementation</b>	National
<b>Funding</b>	Public
<b>Time frame</b>	Started in December 2006
<b>Leading organisations</b>	Slovenian Tourist Board, in partnership with Ministry of the Economy - Directorate for Tourism and University of Primorska – Turistica, Faculty for Tourism Studies

## Further information

### Website of the project:

[www.BTPS.si](http://www.BTPS.si)

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