

## SOME CHARACTERISTICS OF TOURISM IN SLOVENIA

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### Introduction\*

In all of Europe there is no country quite like Slovenia, where over a relatively small area (20,256 km<sup>2</sup>/7821 sq. miles) a number of European macro-regions come into contact, of which two—the Alps and the Mediterranean—are considered among the world's most attractive for tourists. In this piece of European heartland we find mediterranean, alpine, karstic, and pannonian landscape features. Slovenia is the most naturally heterogeneous republic of Yugoslavia. Slovenia's strategic location and geographical characteristics make possible the development of excursionary, stationary, and transit tourism, as well as winter sports and summer seaside holidays and other types of vacation. Given all of this, one would expect Slovenia, correspondingly, to have capitalized on these geographical advantages and natural assets. Despite all of these advantages, however, tourism in Slovenia has not developed to the level of Yugoslavia as a whole. This paper examines the characteristics of tourism in Slovenia and assesses the state of the tourist industry in the republic.

### Tourism in Slovenia within the Yugoslav context

Of all the tourists to Yugoslavia, only a little more than one-tenth (12.3%) stay in Slovenia. The catering and tourist institutions of Slovenia show even fewer overnights: for 1987, barely 8.2% of all Yugoslav overnights were recorded in Slovenia, which ranked third (behind Croatia and Serbia) within the whole country, where 22,300,000 tourists and 110,000,000 tourist overnights were documented.<sup>1</sup> The number of visitors to Croatia surpassed those visiting Slovenia by a factor of three, while the number of Croatian overnights was seven times greater than the Slovene number. The average length of stay in Croatia in 1987 (6.5 days), which was significantly greater than that for Yugoslavia as a whole (4.9 days), was more than twice the corresponding figure for Slovenia, where tourists stayed an average of only 3.3 days. Slovenia's role as a transit area, through which tourists pass en route to other destinations (especially the Adriatic), is thus demonstrated.

Other indicators customarily used to show the level of tourist development put Slovenia at the Yugoslav average, as is demonstrated by TABLE I. According to the *index of tourist intensity* [Ti]<sup>2</sup>, which is a measure of the number of tourist overnights in relation to the population of a given area, the rank ordering of the republics changes from year to year, but Slovenia generally ranks third. By this measure, Montenegro (Ti = 17.3) and Croatia (Ti = 14.5) had the highest levels of tourist intensity in 1987; Slovenia (Ti = 4.6) remained near the Yugoslav average, but ahead of Macedonia, Serbia, and—perhaps surprisingly, in view of the Winter Olympic Games in Sarajevo in 1984—also ahead of Bosnia-Herzegovina.

Nevertheless, Slovenia should not be overlooked in an analysis of foreign visits. Although it is true that in Slovenia (as in Yugoslavia as a whole) domestic tourists predominate over foreign tourists, visits by foreigners are especially pronounced in both northwestern republics: in Croatia, indeed, foreigners (56.3%) outnumber domestic tourists, while in Slovenia they make up more than a third (39.1%) of the total. In the other Yugoslav republics the share of foreign visitors is significantly lower, usually around the 20% mark. Germans make the greatest number of visits to Yugoslavia, followed by



**SLOVENIJA : OBCINE – SLOVENIAN COMMUNES**  
**IZBRANE ZNAČILNOSTI TURIZMA 1987**  
**SELECTED CHARACTERISTICS OF**  
**TOURISM 1987**

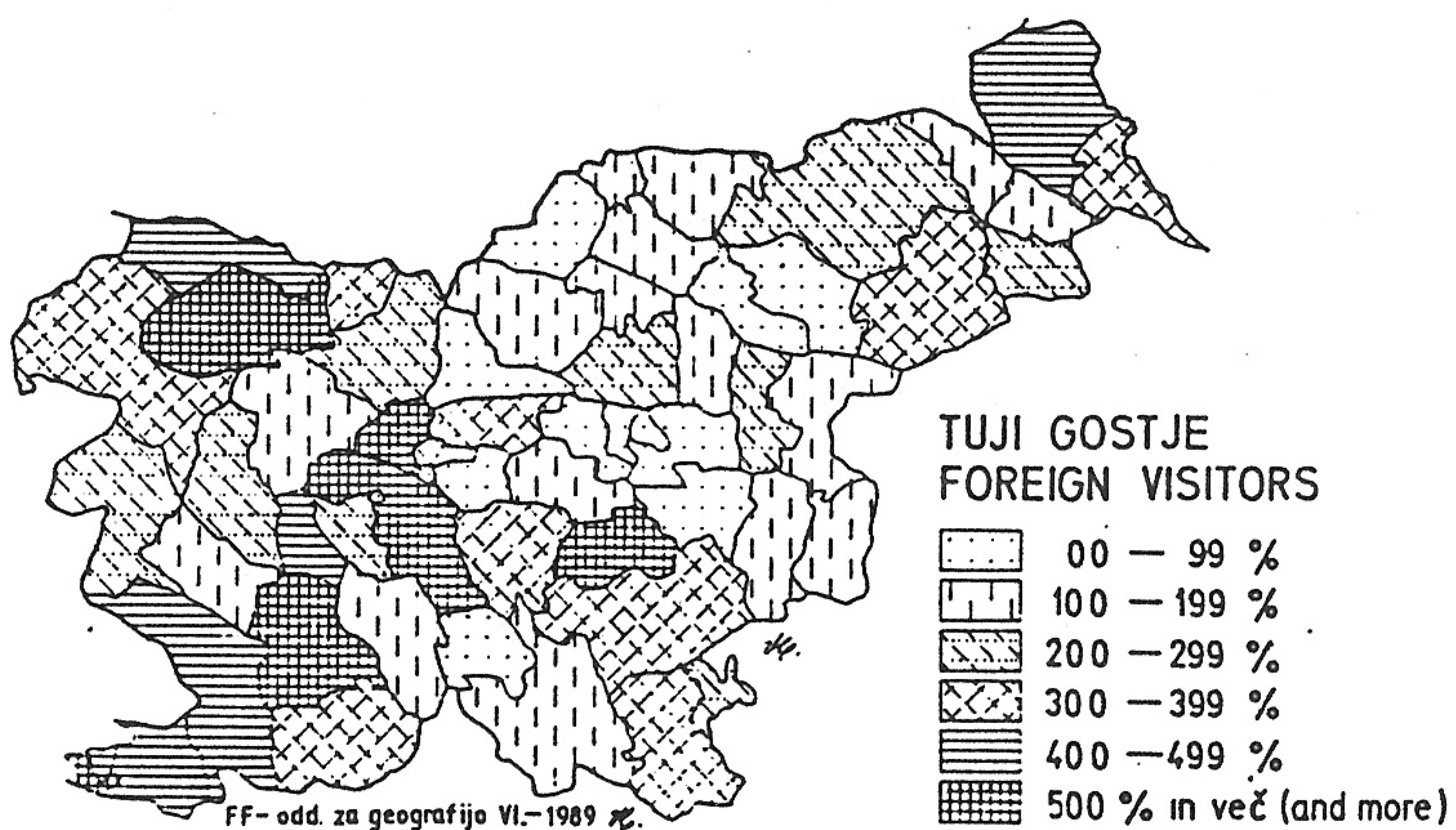
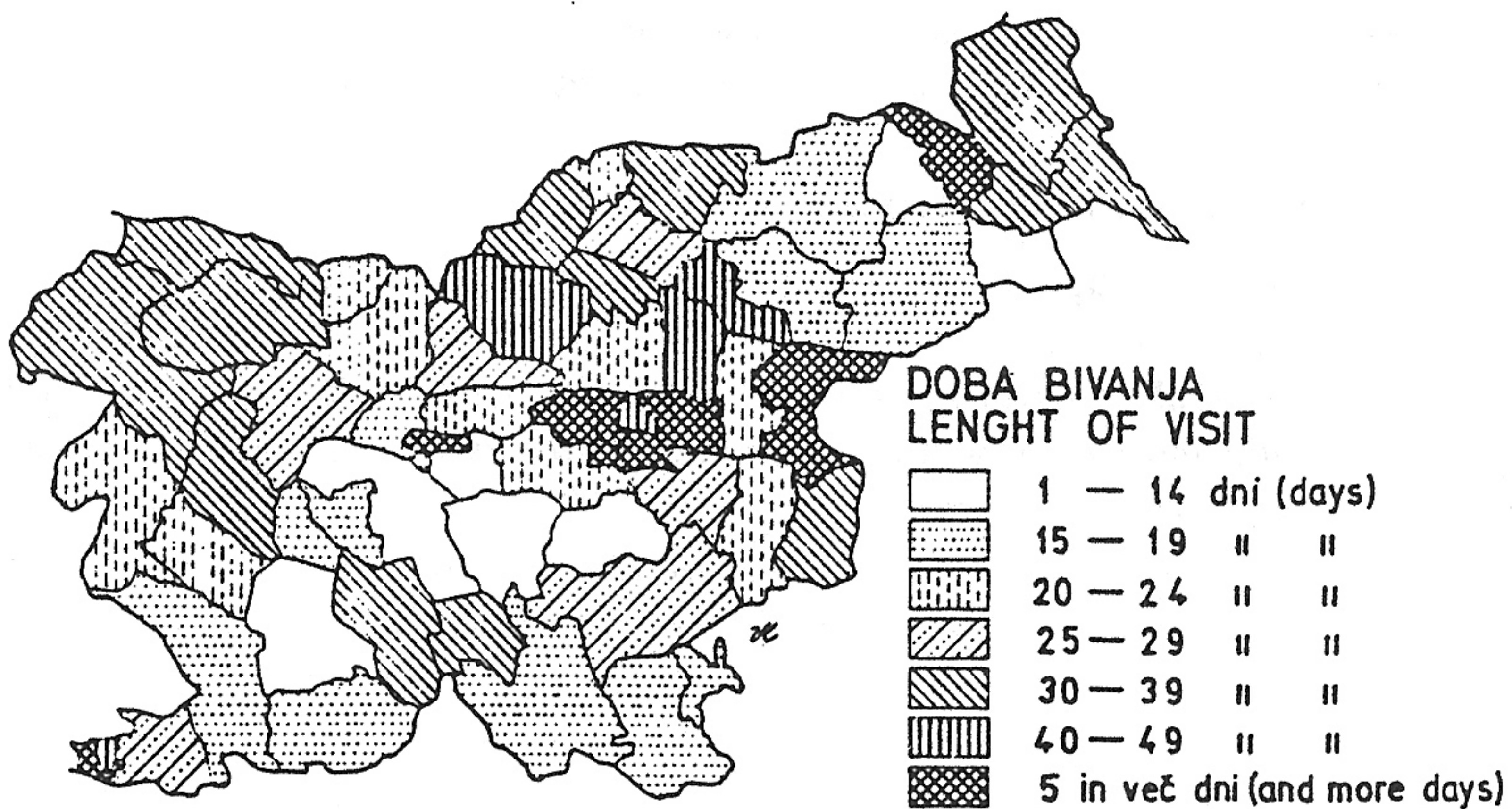
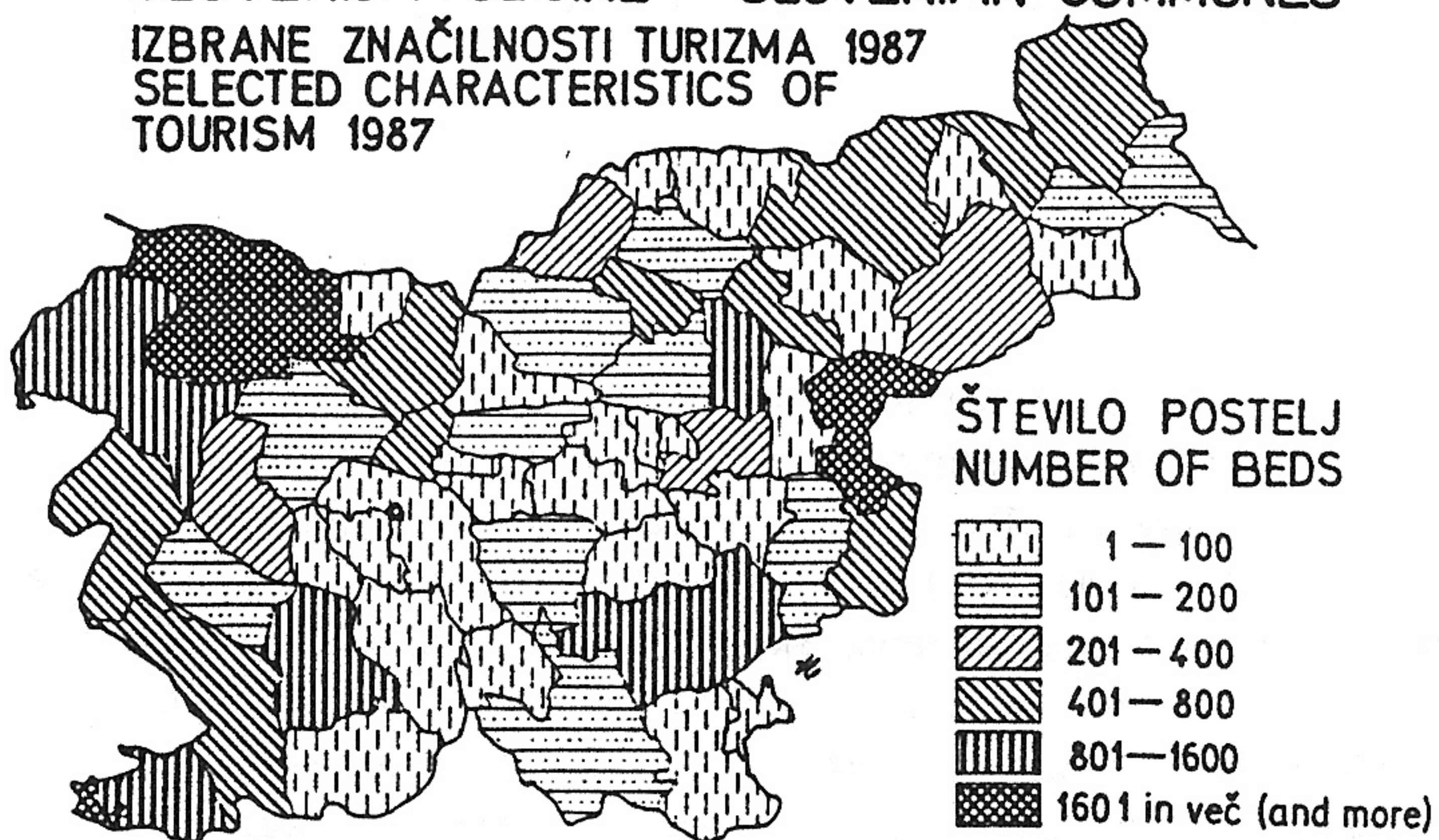




TABLE I. BASIC INDICATORS OF TOURISM IN YUGOSLAVIA FOR 1987

	a	b	c	d	e	f	g
Indicators (in thousands):							
Tourists	22255	2734	10487	4591	1282	1978	1183
Overnights	109983	9044	68160	13184	10824	4793	3978
Foreign tourists	8907	1070	5906	900	402	389	238
Foreign tourist overnights	52299	3643	42206	1367	3764	807	512
Index of tourist intensity	4.69	4.67	14.59	1.36	17.32	1.09	1.93

a = Yugoslavia, b = Slovenia, c = Croatia, d = Serbia, e = Montenegro, f = Bosnia-Hercegovina, g = Macedonia

Source: Statistički godišnjak Jugoslavije 1988.

Italians, Austrians, and Britons. In Slovenia, too, Germans comprise the largest share of foreign guests (27.7%), followed by Italians (16.8%), with about 10% each from Austria, Great Britain, and the Netherlands. Visitors from the U.S.A. usually comprise less than 4%, while Australians and Canadians make up no more than 0.5% each of all foreign visitors.<sup>3</sup> Furthermore, it is clear than Slovenia is not considered an intercontinental tourist destination in the same way as, for example, Venice, Vienna, Dubrovnik, or the pilgrimage town of Medjugorje.

It was not always the case that Slovenia achieved a merely average level of tourism within Yugoslavia. In the early 1960s, when state borders were opened and tourism was proclaimed one of the most important factors of economic development in the new Yugoslavia, the tourist capacity was about half that of Croatia, while the share of tourist visits was 3-6% higher than it is today. Since then, however, investments in tourism in Slovenia have been negligible, especially in comparison with those in other republics. In either the decade 1967-77 or the decade 1977-87, and (in the case of Macedonia and Bosnia-Hercegovina) in both of these periods, tourist operations elsewhere in Yugoslavia have developed at an above-average tempo; but in both of these decades this kind of development in Slovenia remained far below the Yugoslav average, and in the recent past has shown no further significant growth (overall growth index: 111%). Funds for the development of tourism in the decade 1967-77 were invested above all in Croatia, while in the 1977-87 decade development intensified in Montenegro (growth index 233%).<sup>4</sup> All this was manifested by Slovenia's declining share with respect to the number of catering and tourist operators, the number of persons employed in catering and tourism, and consequently the number of foreign tourist visits; this can be seen on TABLE II.

### Diversity and Fragmentation of Tourism in Slovenia

In Slovenia 28,457 people earn their bread and butter in catering and tourist activities. That these activities are finely fragmented is shown by the fact that, in 1987, there were 3,980 of these enterprises registered. This by itself would not be an unsatisfactory state of affairs, if there existed a uniform marketing policy in the republic. Only in the 1980s, however, did the *Turistično društvo Slovenije* and the Slovene central marketing enterprise "Center za ekonomsko in turistično propagando" become aware of the heterogeneity of tourist advertizing policies, and begin to market Slovenia—as a whole—abroad under the slogan **Slovenia on the Sunny Side of the Alps**, and to try to arouse patriotism at home with the slogan **Slovenija moja dežela**. Despite these efforts, Slovenia is still divided—as far as both consumer interest and the general market are concerned—into the four regions



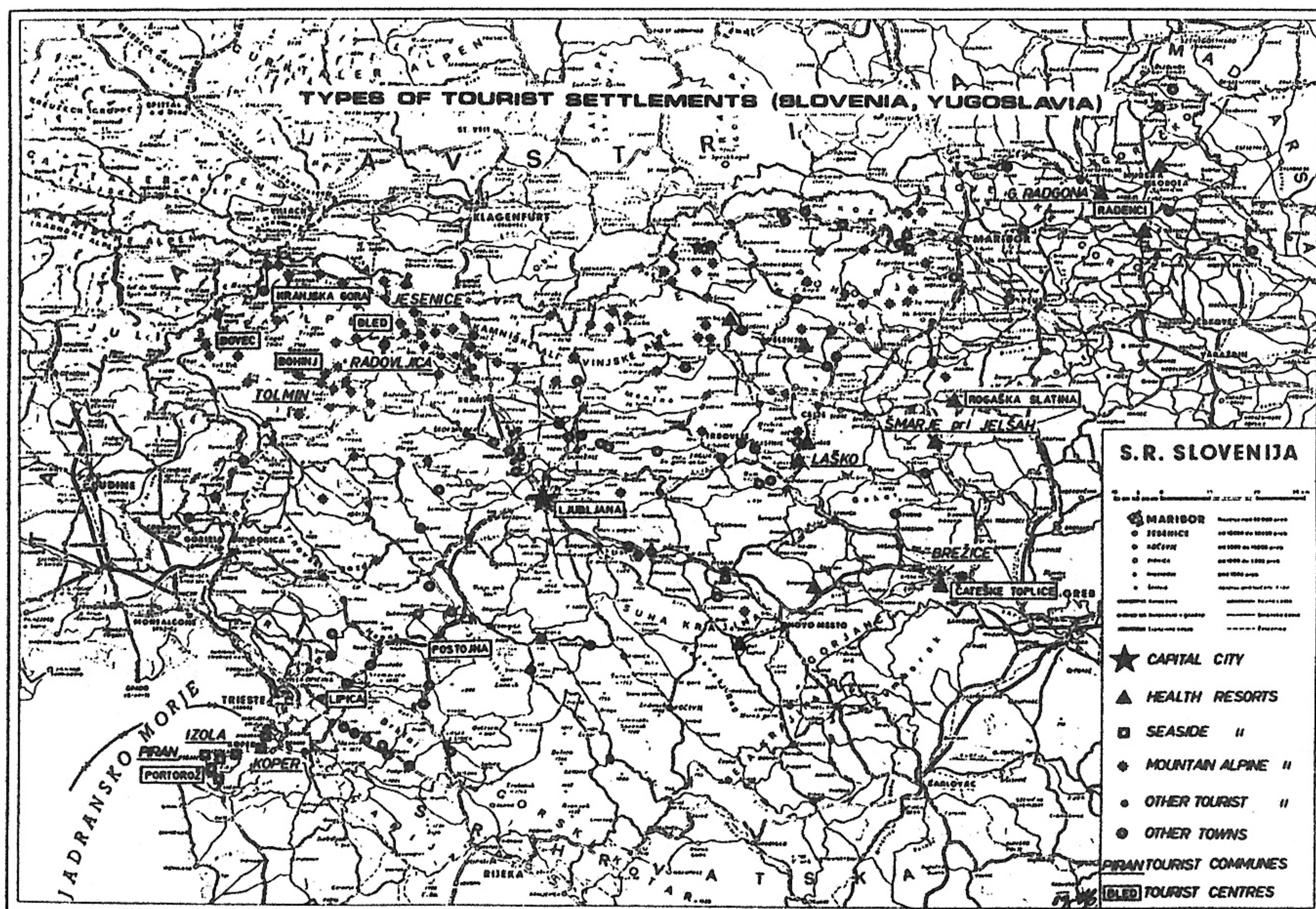
TABLE II. COMPARATIVE ANALYSIS OF SELECTED FACTORS IN TOURISM

	a	b	c	d	e	f	g
A: TOURIST OPERATORS, 1987	39030	3980	12988	11343	7302	2291	1126
B: EMPLOYMENT IN TOURISM, 1987	293266	28475	105017	83969	43280	16204	16389
C: OVERNIGHTS (DOMESTIC & FOREIGN TOURISTS), 1987	109983	9049	68916	13184	4793	3978	10824
D: OVERNIGHTS (FOREIGN TOURISTS ONLY), 1987	52299	3643	42206	1367	807	512	3764

	a	b	c	d	e	f	g
A: TOURIST OPERATORS: GROWTH INDICES SINCE 1967							
1957-1967	164	107	162	182	155	246	158
1967-1977	128	113	144	113	123	134	161
1977-1987	143	111	137	152	151	166	151
B: EMPLOYMENT IN TOURISM: GROWTH INDICES SINCE 1967							
1957-1967	193	186	191	180	207	162	290
1967-1977	179	167	197	161	202	209	209
1977-1987	142	120	147	135	154	147	172
C: OVERNIGHTS (DOMESTIC & FOREIGN TOURISTS): GROWTH INDICES SINCE 1967							
1957-1967	250	194	299	183	144	151	497
1967-1977	204	181	206	184	195	222	249
1977-1987	150	134	160	123	165	172	141
D: OVERNIGHTS (FOREIGN TOURISTS ONLY): GROWTH INDICES SINCE 1967							
1957-1967	819	750	844	453	508	503	3742
1967-1977	180	124	188	165	142	253	212
1977-1987	180	154	188	95	233	139	183

a = Yugoslavia, b = Slovenia, c = Croatia, d = Serbia, e = Montenegro, f = Bosnia-Herzegovina, g = Macedonia

Sources: Statistički godišnjak Jugoslavije 1988: 577-81; Statistički godišnjak Jugoslavije 1978: 558-62; Statistički godišnjak Jugoslavije 1969: 444-50; Statistički godišnjak FNRJ 1958: 377-79.





and types of tourism mentioned above, and these are seldom co-ordinated among themselves, even though this would serve the interests both of the tourists and of the tourist enterprises.

Slovenia has not yet succeeded in creating an "image" as a vacation area. In an analysis of tourist visits according to types of tourist destination (see Table III), those places—many of them the larger towns on highway intersections—which are not final destinations in themselves but have a favorable location as a point to stay overnight while in transit (listed as "other places") have significantly high numbers of guests and of overnights. If the republic capital, Ljubljana, is included (as serving in part also as a point of tourism transit), these places account for 48.5% of all tourist guests in the republic; but the average duration of stay at these places is as low as 1.7 days (i.e., barely more than one night!) per visitor.

From these figures we may easily conclude that what may be called *transit tourism* is still, unfortunately, the dominant type of tourism in Slovenia. Second place is held by mountain resorts, i.e., destinations in the alpine and sub-alpine regions, with 27.3% of all tourist overnights. According to the number of overnights, seaside resorts rival mountain resorts in importance; and among Adriatic resorts, of course, is Portorož, where almost a third of all foreign tourists stay the night, and whose guests make up almost one-fourth of the total for the republic. Mention must also be made of the health resorts in eastern sub-pannonian Slovenia, whose guests comprise less than one-tenth of the republic's total, but which according to length of stay (average 7.3 days) record about one-fifth of the total tourist overnights.<sup>5</sup>

TABLE III. BASIC CHARACTERISTICS OF TOURISM IN SLOVENIA IN 1987:  
TOURIST CENTERS

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Thermal resorts	12	9.5	221.5	1611.9	25.6	46.5	7.3
Coastal resorts	7	28.4	446.9	2469.4	57.5	23.8	5.5
Alpine resorts	101	29.3	691.1	2520.9	39.6	23.6	3.6
Other tourist resorts	79	13.9	850.6	1643.7	33.4	32.4	1.9
Other towns	86	4.0	94.5	243.5	31.2	16.7	2.6
Ljubljana	1	4.2	516.6	723.9	29.1	47.2	1.4
TOTAL	286	89.3	2821.4	9213.4	37.3	28.3	3.3

(1) number of centers; (2) number of beds (in 1000's); (3) number of guests (in 1000's); (4) number of overnights (in 1000's); (5) Percentage share of foreign tourists; (6) Utilization of bed capacity (%); (7) Mean length of stay (in days)

Source: *Letni pregled turizma, št. 384*; Ljubljana 1986.

Foreign guests, who serve as an indicator of the efficiency of the Slovene tourist industry, and its marketing policy, because they pay for services in much-treasured hard currency, vacation predominantly in the Slovene Littoral, and—judging by the relevant share of overnights—prefer to stay in the coastal resort of Portorož. In other places their contribution to tourism is close to the average for the republic as a whole, with the exception of Ljubljana and the health spas, where they are largely outnumbered by domestic tourists. Surely Slovenes could succeed in attracting foreign guests into the heart of the Slovene Alps (where the present share of Slovene's foreign tourists is about 40%), if they could offer the appropriate recreational and accommodation facilities. A detailed survey of data on types of accommodation shows that, of 2,459,717 tourist overnights in the Slovene Alps, only 25.9% are in hotels, motels and boarding-houses. At least 51.7% of



the available accommodations are in huts, in holiday camps of factories and other firms, and in campgrounds, which can for the most part be used only in the summer season.

A similar finding holds true for accommodations elsewhere in Slovenia: in hotel-type overnight facilities there is a total of only 35,775 beds, i.e., 40.1% of the available capacity; while the proportion of bed-and-breakfast places (*privatne sobe*) is 17%, and 18.6% of the total tourist capacity is in campgrounds. The other 24.3% of overnight facilities is of the 'closed' type (*počitniški domovi*) reserved for members of factories, government institutions, etc.

It is necessary also to evaluate the low average occupancy rate of tourist accommodations. Many are open only for a short period during the tourist season, and even then are accessible only to the above-mentioned limited category of guests. The average summer occupancy rate thus shows a different picture according to type of accommodation: hotels and similar facilities show an overall occupancy rate of 51%, while health resorts achieve a rate of 72%, seaside resorts 45%, mountain areas 48%, and other areas 52%. At the height of the summer season, however, it is difficult to find a room anywhere in Slovenia: the overall occupancy rate for this period is 71%.<sup>6</sup> For details of occupancy rates in the most popular areas of Slovenia, see TABLE IV.

TABLE IV. SELECTED INDICATORS OF TOURIST DEVELOPMENT IN 1987  
IN THE MOST FREQUENTLY-VISITED COMMUNES IN SLOVENIA

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Ljubljana-Center	D	432.2	17.4	29.6	2.9	54.6	1.3
Radovljica	B	310.6	35.4	53.9	14.1	23.4	3.8
Piran	A	305.5	105.4	64.6	19.3	25.4	5.8
Jesenice	B	185.7	20.6	43.3	6.8	27.1	3.6
Postojna	D	129.9	8.7	69.0	2.3	21.7	1.4
Sežana	D	83.8	6.9	38.6	1.4	33.9	2.0
Koper	A	77.1	8.1	40.3	5.2	19.5	4.7
Brežice	C	69.1	12.6	23.2	2.9	30.6	4.7
Tolmin	B	68.1	11.9	36.8	2.9	23.6	3.7
Izola	A	59.0	22.3	52.5	3.4	24.7	5.1
Šmarje pri Jelšah	C	51.1	14.0	27.5	2.6	48.6	8.9
Gornja Radgona	C	27.5	7.2	11.1	0.9	48.4	5.7
Laško	C	12.4	5.5	4.2	0.5	59.4	8.5
TOTAL		2734.5	4.6	39.1	89.7	28.0	3.3

(1) Type of resort: A = Coastal, B = Alpine, C = Thermal, D = other; (2) Total of all tourists (in 1000's); (3) Index of tourist intensity [Ti] (overnights : population); (4) Percentage share of foreign tourists; (5) Bed capacity (in 1000's); (6) Utilization of bed capacity (%); (7) Index of tourist attractiveness (overnights : guests--in days)

Source: Statistični letopis SR Slovenije 1988 (Ljubljana, 1988)

The survey of Slovene communes that are most successful touristically, ranked according to total numbers of guests—as presented in Table IV—confirms the existence of the four distinct geographical types of tourism in Slovenia mentioned above:

- The coastal region: Piran (which includes the seaside resort of Portorož), Izola and Koper communes;
- The alpine region: the communes of Radovljica (in which is located the tourist destination of Bled), Jesenice (including Kranjska gora) and Tolmin (including Bovec);



- The sub-panonian thermal and spa region: Šmarje pri Jelšah (Rogaška Slatina), Gornja Radgona (Radenci), Brežice (Čateške toplice) and Laško communes;
- Other communes: Ljubljana, Postojna and Sežana (including Lipica) are most notable: these are communes with special tourist attractions and also traversed by the major transit routes.

In 1987, these thirteen communes accounted for 71.6% of all tourist overnights and 76.6% of all foreign visitors to Slovenia. The most inviting and lucrative tourist area is undoubtedly the coastal region, where the *index of tourist attractiveness* (i.e., the ratio of tourist overnights to number of guests) tends to be twice that of the republic as whole, and where foreigners predominate. The least interesting destinations for foreigners appear to be in the sub-panonian regions, where the health spa component of stays by guests—primarily domestic visitors who stay a week or ten days—is stronger than the recreational component. The foreign-tourist, and the overall tourist, significance of these communes is thus questionable.

It is also interesting that, among the leading tourist communes in Slovenia, Ljubljana leads by number of visitors; this indicates its transit and business significance. It also suggests that in Slovenia—despite the presence of environmentally-appealing surroundings and regional heterogeneity—we have not yet succeeded in creating a tourist center that is important for Europe, let alone for the rest of the world. This contrasts sharply with Poreč and Dubrovnik, each with more than one million visitors and over 5 million tourist overnights per year. Can Bled or Portorož be made to compete?

### Further Considerations

Slovene tourism is definitely different from that of other tourist areas in Yugoslavia. Data from 1987 show that 81.2% of all foreign visits to Yugoslavia (who number in all some 10.5 million automobiles and 32.8 million visitors) entered the country at border crossings in Slovenia. Less than one-third of the total (27.2%) were listed as foreign tourists, and only one million (3.30%) were listed as tourists in Slovenia.<sup>7</sup> This fact enables us to conclude that more than one half of the foreign visitors to Yugoslavia<sup>8</sup> use Slovenia, so to speak, as a playground for the day, and return the same day to their homes or to accommodations in adjacent states: in particular, the Carinthian lakeside resorts in Austria, and the coastal region of Friuli-Venezia Giulia in Italy, are mentioned as source areas for these short secondary tourist visits. The importance of visitors to borderland stores, restaurants and gasoline stations must not however be overlooked.

Even those visitors who are considered, statistically speaking, as tourists<sup>9</sup> do not behave in a relaxed way within the borders of Slovenia: they either stop there for one night, or they make frequent irregular short stops in different places, and rush from place to place. For the majority of visitors to Yugoslavia, Slovenia is not the final destination; an exception to this rule is provided by visitors to health spas, since the average length of stay in these places is close to that in the seaside resorts. The latter figure predominately as the destinations for foreign visitors to Yugoslavia, as well as of tourists from Yugoslav places of origin. One might expect longer visits to alpine resorts; but since the recreational infrastructure (i.e., equipment, etc.) is far from competitive with that available in neighboring alpine countries, Slovene winter resort areas host mostly weekend visitors, and also accommodate tourists in transit elsewhere. Exceptions may be found—and, at that, only partial exceptions—in Bled and Kranjska gora.

Yugoslavia, which is among the ten most-visited countries in Europe,<sup>10</sup> shows a regional



asymmetry with respect to tourist visits. The mediterranean (Adriatic) zone is the most visited area, and Slovenia may be included here. Visits within Slovenia attain exceptional levels also in those areas lying in the two major traffic routes through the Alps and the Karst, viz., the routes from Italy towards Eastern Europe, and from Austria towards South-East Europe. The role of tourism, as a sole function and as the generator of a specific kind of regional landscape, is seldom to be observed in Slovenia; only some seaside resorts (especially Portorož) and some "watering places" (such as Rogaška Slatina, Radenci and Čateške toplice) may be named as examples in this respect.

With the acceleration of social and economic crises, domestic tourism is becoming less and less important. Every year a 3% diminution of visits by domestic Yugoslav tourists is experienced. Since 1985 foreigners have increased their share in the overall total visits. Instead of using hotel and similar accommodations a larger number of Yugoslavs spend their holidays in rural areas with relatives, or stay in second homes—either their own, or those belonging to the organization or company for which they work. Regional reports suggest that Slovenes now own at least 100,000 second homes, either within Slovenia or along the Dalmatian coast. The census of 1981 listed 340,000 second homes in Yugoslavia;<sup>11</sup> and camping also became very popular for domestic tourists.

Over and above the problems that are typical for Yugoslavia as a whole—the poor quality of services, the lack of shopping and entertainment facilities, the political turbulence, and the poor transportation—tourism in Slovenia is faced with its own particular set of problems. Foremost among these are: the lack of a quality labor force; certain physical geographical disadvantages, e.g., the relatively low elevation of its winter sports centers, with the resulting lack of snow; and social problems—a lack of will, apathy among employees, and an inability to develop along the path of "industrial tourism." Slovenes have much to learn from their kinsmen in Austrian Carinthia, which in a single relatively small area achieves more overnights than the whole of Yugoslavia.

Several years of appeals by experts and by the *Turistišno društvo Slovenije* have produced no concrete results. It appears that, having missed the "tourism development train" of the 1970s, and/or because of the general social and economic crises of the 1980s, Slovenia will remain an underdeveloped tourist oasis among the alpine and mediterranean tourist centers of Europe.

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Translated by Jean McCollister

## NOTES

- \* Revised version of paper originally presented at the annual meeting of the American Association for the Advancement of Slavic Studies, Honolulu HI, November 1988. Data have been updated to 1987, the latest available.
- 1. *Statistički godišnjak Jugoslavije 1988* (Belgrade, 1988) 581, Table 222.1 ['Dolasci i noćenja turista po vrstama turističkih mesta u 1987'].
- 2. The *index of tourist intensity* [Ti] is derived from the figures for yearly tourist overnights [O] and the residential population of the given area [P] by the simple formula  $Ti = O : P$ ; hence, the higher the Ti, the more visitors does the given area receive per capita.
- 3. *Statistički godišnjak Jugoslavije 1987* 582, Table 222.2 ['Turisti po republičkoj pripadnosti i zemljama: porekla u 1987'].
- 4. *Statistički godišnjak Jugoslavije 1958* 377, Table 3.103 ['Ugostiteljska mreža']; 378, Table 3.108 ['Posetioci i noćivanja']. *Statistički godišnjak SFRJ 1969* 444, Table 212.1 ['Posetioci



- i nočenja po vrstama turističkih mesta']. *Statistički godišnjak SFRJ 1978* 558, Table 220.6 ['Ugostiteljske poslovne jedinice']; 560, Table 220.8 ['Radnici u ugostiteljstvu']; 562, Table 211.1. ['Turisti i nočenja']. *Statistički godišnjak SFRJ 1988* 577, Table 221.4 ['Ugostiteljske poslovne jedinice']; 581, Table 221.5 ['Radnici u ugostiteljstvu']; 562, Table 211.1 ['Dolasci i nočenja turista'].
5. *Zavod SR Slovenije za statistiko: Rezultati raziskovanj - Letni pregled turizma*, št. 384 (Ljubljana, 1986)—note that this is the latest publication of its kind, and that no newer published data on tourist development or infrastructure are therefore available; and *Zavod za družbeno planiranje: Prostorske povezave, funkcionalna območja v SR Sloveniji* (Ljubljana, 1978).
  6. *Statistični letopis SR Slovenije 1988* (Ljubljana, 1988) 610, Table 36.24 ['Turizem in gostinstvo 1987'].
  7. *Statistički godišnjak Jugoslavije 1988* 310, Table 121.35 ['Ulaz stranih putničkih vozila i putnika preko granice'] and 350, Table 125.6 ['Prelaz putnika preko granice'].
  8. We can also assume that a substantial number of visitors are not registered.
  9. Attention must be drawn here to the different methods used in the statistical reporting of tourists. In Yugoslavia a person who spends at least one night in accommodations on Yugoslav territory is counted as a tourist; this is unlike some other countries, e.g., Bulgaria, where all non-residents who cross the state border are counted as tourists; and it is unlike some other countries (e.g., Czechoslovakia, Canada, U.S.A.), where all those who declare themselves as "tourists" at border crossing points are automatically listed as tourists.
  10. Foreign tourist visits in the eight most popular European countries in 1985 were as follows (*Statistički godišnjak Jugoslavije 1988*, 774, Table 510.1 ["Strani turisti"]), in millions of visits: (1) France—37; (2) Spain—27; (3) Italy—25; (4) Austria—15; (5) Great Britain—14; (6) West Germany—13; (7) Switzerland—9; (8) Yugoslavia—8.5.
  11. *Prvi rezultati po opštinama. Statistički bilten 1239* (Belgrade: Savezni zavod za statistiku, 1981).

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## POVZETEK

### NEKATERE ZNAČILNOSTI TURIZMA V SLOVENIJI

*Turistični obisk Slovenije je v primerjavi s sosednjo republiko Hrvaško presenetljivo majhen. Leta 1987 je med 22.3 miliona turisti le 2.7 milionov prenočevalo v Sloveniji. Okrog 60 odstotkov turistov je prihajalo v Slovenijo iz krajev v Jugoslaviji, dve petini pa je bilo gostov iz tujine. Na podlagi dejstva, da je v Jugoslavijo vstopilo preko mejnih prehodov v Sloveniji okrog 29 milionov tujcev, ali več kot tričetrť vseh inozemskih obiskovalcev Jugoslavije ugotavljamo, da je Slovenija izrazito turistično tranzitna in enodnevna izletniška dežela Evrope. Mnogi tujci so izletniki iz obmejnih in turistično bolj razvitih območij Koroške v Avstriji in Furlanije - Julijske krajine v Italiji. Med okroglo devetimi*



*milioni v Sloveniji registriranimi, turističnimi prenočevanji najbolj izstopajo obmorska in alpska turistična središča s po tretjino vseh. Najdalj, tudi po teden dni in več pa posamezniki, predvsem Jugoslovani prežive v zdraviliških krajih. Tujci obiskujejo predvsem mediteranski Portorož in alpska turistična središča Bled, Bohinj, Bovec in Kranjsko goro.*