

# PRISTNI OKUSI, TRAJNOSTNI TURIZEM V LJUBLJANI

## SLOVENIAN AUTHENTIC TASTES, SUSTAINABLE TOURISM IN LJUBLJANA

### Ključne besede

trajnostni turizem; kulturna dediščina; družbena inovacija

### Key words

sustainable tourism; cultural heritage; social innovation

### Izvleček

Pri študiji projekta Raziskovanje procesa managementa: Potencial trženja trajnostnega turizma v Ljubljani smo sodelovali študenti iz treh različnih fakultet. Stik različnih disciplin, bodočih ekonomistov, arhitektov in študentke tekstilstva je pripeljal do novih inovacij. Skozi različne delavnice, predavanja, literaturo, fokusne skupine, anketiranja uporabnikov mesta Ljubljane in okrogle mize, smo raziskovali trajnostni turizem, trženje, management in trenutno turistično ponudbo glavnega mesta Slovenije. Na podlagi raziskovanja je nastal tudi poslovni model Pristni okusi Slovenije, ki vsebuje lesen pribor zavit v lanen prticek. Na prtčku je zapisan tudi recept ene izmed tradicionalnih slovenskih jedi in podatek iz katere regije jed prihaja. Ob tem obiskovalca povabi tudi na ogled regije, ki je podprt s spletno stranjo za turiste.

### Abstract

Three different faculties collaborated with researching the management process: The potentials of sustainable tourism in Ljubljana. The combining of the different disciplines of future economists, architects and students of textiles led to new innovations. Through the various workshops, lectures, literature, focus groups and surveys involving the residents and visitors of Ljubljana, it became clear what sustainable tourism, marketing, management and the current tourism offer is in Ljubljana. The research led us to our new business model Slovenian Authentic Tastes. This model offers wooden cutlery which is wrapped in flax cloth. On this cloth is written one of the Slovenian Authentic Dishes and information about the region from which this dish originates. It invites tourists to visit other tourist destinations in Slovenia.

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## 1. Uvod

Pri študiji projekta Raziskovanje procesa managementa: Potencial trženja trajnostnega turizma v Ljubljani smo sodelovali študenti iz treh različnih fakultet. Stik različnih disciplin, bodočih ekonomistov, arhitektov in študentke tekstilstva je pripeljal do novih inovacij. Pri iskanju poslovnih modelov trajnostnega turizma so nam pomagali pedagoški mentorji doc. dr. Judita Peterlin, prof. dr. Vlado Dimovski, doc. dr. Domen Zupančič, izr. prof. dr. Alenke Pavko Čuden ter delovna mentorica, direktorica Alenka Repič, iz podjetja Kaaita, d.o.o. Teoretični del je zavzemalo raziskovanje in analizo trženja, proces managementa in širjenje funkcije managementa, analizo trajnostnega turizma in okoljevarstvene vzgoje. Povzeli smo tudi analizo zgodovine Ljubljane in izdelali benchmarking izbranih domačih in tujih mest. Dobre trajnostne modele turizma smo primerjali s ponudbo v Ljubljani in nato iskali nove poslovne možnosti za prebivalce in obiskovalce mesta. Na podlagi vseh spoznanj pa smo na koncu izoblikovali tri poslovne modele. Poslovni model Pristni okusi Slovenije pa je predstavljen v tem članku.

## 2. Cilji

Tema naših raziskav je bila trajnostni turizem Ljubljane. Glavno mesto Slovenije postaja vse bolj priljubljena turistična destinacija, zato moramo uporabniki trajnostno pristopiti k razvijanju novih poslovnih modelov v mestu. Trajnosten turizem je turizem, ki upošteva sedanje in bodoče ekonomske, socialne in ekološke vplive in tudi zadovoljuje potrebe obiskovalcev, gospodarstva, okolja in lokalnih prebivalcev [Mihalič, 2006]. Za trajnostni turizem je pomembno, da se oklepamo štirih stebrov trajnostnega turizma: gospodarski, okoljski, družbeno-kulturni in podnebni. Zagotoviti moramo konkurenčnost ter konstantni razvoj turističnih destinacij in podjetij, da se bodo lahko dolgoročno razvijala. Zavarovati moramo naravo, rastline in živali, pa tudi zmanjšati vse vrste onesnaženosti, ki jih povzročajo turistična podjetja in obiskovalci. Pri lokalnih prebivalcih moramo krepiti kulturno in zgodovinsko dediščino, ohranjati in izboljševati

## 1. Introduction

Three different faculties collaborated with researching the management process: The potentials of sustainable tourism in Ljubljana. The combining of the different disciplines of future economists, architects and students of textiles led to new innovations. Throughout the research of sustainable tourism, our work was mentored by, Dr. Judita Peterlin, Professor Dr. Vlado Dimovski, Dr. Domen Zupančič, Professor of Engineering Dr. Alenke Pavko Čuden, and working mentor, Director Alenka Repič from the company Kaaita Limited. The theoretical work contains the research and analyses of marketing, management process, the broadening function of management, sustainable tourism analysis and environmental education. A history analysis of Ljubljana was concluded and benchmarking of Slovenian and foreign cities was made. We compared prospective sustainable tourism models with the offer in Ljubljana and then commenced searching for new business opportunities for the citizens of and visitors to Ljubljana. Building on these experiences and from lessons learned, three business models were created. One of these models, entitled Slovenian Authentic Tastes, is presented in this article.

## 2. Goals

The theme of our research was the sustainable tourism of Ljubljana. The capital of Slovenia is becoming a popular tourist destination, hence the need to develop new business

Slika 1: Novembra 2015 je mestna občina Ljubljana ob poti PST posadila Javni sadovnjak Mestne občine Ljubljana (Zasadili so znane avtohtone vrste sadja in tudi tiste, ki jih v Slovenji slabše poznamo). Sandra Stare.

Figure 1: In November 2015, a public orchard was established in Ljubljana which is located near to the Trail of Remembrance and Comradeship (It includes both well-known, authentic and lesser known varieties). Sandra Stare.



pa moramo tudi kakovost življenja lokalnih skupnosti. Turizem se mora prilagajati tudi podnebnim spremembam in vpliv turizma na podnebje mora biti čim manjši.

Končni produkti našega raziskovanja so družbene inovacije. Gre za rešitve, ki imajo poleg udejanjenja, namen reševati tudi družbene probleme, kot na primer reševanje problema zaposlovanja mladih, samooskrb s prehrano, zaposlovanje oseb, ki so težje zaposljivi (invalidi, slepi in slabovidni, gluhi in naglušni) ipd.

S poslovnim modelom Pristni okusi Slovenije, povezujemo oblikovalce lesa, pridelovalce lanu in šivilje. Rokodelci so tisti, ki ohranjajo tradicionalne veščine. To pa krepi zavest in dviga samopodobo pri lokalnem prebivalstvu, kar je dobra podlaga za razvijanje novih potencialov tako v gospodarstvu, kot v turizmu.

Rokodelci in obrtniki, ki negujejo tradicionalna znanja so danes velikokrat zapostavljeni in neprepoznavni. Njihovo znanje se je prenašalo in ohranjalo skozi rodove, zato je zelo pomembno, da se v dobi industrializacije to znanje ne izgubi. Z našim poslovnim modelom skrbimo, da rokodelska znanja obudimo v tem modernem času zato, da te obrti ne bodo izumrle. Pomembno je, da širša javnost pride v stik z rokodelskimi predmeti vsakodnevno in ne le na raznih lokalnih sejmih. Rokodelcem je potrebno pokazati, da je njihovo delo cenjeno in da se tudi javnost zaveda, kako pomemben je ta segment dediščine.

Največji poudarek našega projekta je torej na predstavitvi slovenske kulturne dediščine. Gre za spodbujanje rokodelstva in uporabe slovenskih naravnih materialov, kot sta les in lan, ter predstavitev slovenske kulinarike. Raznolikost slovenske kulinarike glede na regije pa naznanja tudi turistične raznolikosti naše pokrajine.

Trženje dediščine je vedno bolj pomembno, saj lahko izboljša življenjsko raven podeželskega prebivalstva. Pri tem pa moramo paziti, da ne spremeni ali uniči lokalno kulturo oziroma obstoječi način življenja [Koščak, 2006].

### 3. Metode

Zelo pomembno je, da smo se sodelujoči pri tem projektu dobro spoznali in na različnih delavnicah skupaj snovali nove ideje. Pri razmišljanju so nam pomagale tudi različne vaje iz ustvarjalnega razmišljanja. »Ustvarjalno mišljenje ni stvar nadarjenosti, temveč je večšina, ki se je je mogoče naučiti. Ljudem podeli moč, saj okrepi njihove naravne sposobnosti, izboljša skupinsko delo, produktivnost in dobiček.« [Keong, 2008: 57]. Znanje je potrebno nabirati z različnih področij in pri tem uporabljati vseh pet čutov. Naše raziskovanje in delovne naloge smo nadgradili z ogledom Hiše eksperimentov, arhitekturnim ogledom Ljubljane pod vodstvom doc. dr. Domna Zupančiča, obiskom Hostla Celica ter vodenim ogledom Ljubljane, pod vodstvom turističnega vodiča g. Urbana Logarja iz TIC Ljubljana. Sama sem se v času raziskovanja odpravila tudi na Tajsko in v Kambodžo, kar je bil pomemben faktor pri razvoju naše ideje, saj sem spoznala kakšne prednosti imamo Slovenci in jih ne tržimo dovolj. V azijskih državah se prebivalci še vedno ukvarjajo z rokodelstvom in dajejo poudarke na tradicionalnih značilnostih. To trenutne turiste najbolj privlači. Na žalost pa se tudi tamkajšnji državi vedno bolj komercializirata v tem pogledu, da nekritično povzemata t.i. zahodni način življenja.

Študentje smo aktivno spremljali dogajanje na področju managementa trajnostnega turizma in se udeleževali tudi predavanj strokovne javnosti. Dane Podmenik in Jana Apih sta na predavanju z naslovom Trajnostni turizem kot poslovna priložnost, predavala o svojih soočanjih na področju trajnostnega turizma v Sloveniji. Tam smo spoznali nekaj odličnih praks trajnostnega turizma, ki so trenutno na voljo v Slovenski Istri.

Ključni del našega raziskovanja je bila raziskava trenutne turistične ponudbe v Ljubljani in anketiranje prebivalcev ter obiskovalcev mesta. Z anketami smo dobili podatke o potrebah in željah uporabnikov, katere smo vključili v snovanje končnih poslovnih modelov.

Pri projektu smo izvedli tudi fokusno skupino oz. skupinski

intervju z namenom, da spoznamo strokovnjake s področja, ki ga raziskujemo in ugotovitve v praksi uporabimo.

### 4. Opis dela

Poslovni model Pristni okusi Slovenije smo zasnovali na podlagi anketnih vprašalnikov družbene inovacije in ugotovili, da v Sloveniji slabo poznamo svojo tradicionalno hrano in da si jo želimo bolj spoznati. Na terenu smo odkrili lokalnega izdelovalca lesenega pribora, gospoda Mitjo Praznika. Mitja Praznik je predan ohranjanju pristnih okusov hrane in izdeluje lesen jedilni pribor. Na osnovi te vzpodbude iz prakse se je naša skupina odločila, da bo naš trajnostni model kulinarične narave s poudarkom rabe lesa. Slovenija spada med najbolj gozdnate države v Evropi. Gozdnatost je 58,4 % - 1.184.526 hektarjev gozdov pokriva več kot polovico površine države [Zavod za gozdove Slovenije, 2015]. Les je naraven material in prijeten na otip. Leseni produkti skladiščijo ogljikov dioksid in s tem pripomorejo k čistejšemu zraku. Ogljikov dioksid se sprosti nazaj v zrak, če lesene produkte sežgemo, zato je bolj primerno, da lesa ne uporabljamo kot gorivo, pač pa s produkti omogočimo njegovo hrambo. Kadar izdelamo lesen produkt, namesto kovinskega, porabimo za njegovo izdelavo veliko manj energije, kar spodbuja trajnostni razvoj.

Opravili smo intervju z Mitjem Praznikom, ki je izpostavil ugotovitev, da običajni kovinski pribor daje hrani kovinski priokus. Njegov lesen pribor je ročno stružen in zato zelo prijeten tudi pri uporabi v ustih. Hrani okusa ne spremeni, zato ostane okus prav tako pristen, kot če bi jedli z rokami. Uporaba lesenega pribora je del kulturne dediščine, saj so z njim jedli že v preteklosti. Lesen pribor je zaščiten (oljen) s konopljinim oljem. Po navedbah Praznika (intervju) je oljen pribor odporen celo do 130°C. Taka obdelava lesa naj bi omogoča pranje pribora v pomivalnem stroju. Konopljino olje se na priboru suši več mesecev in v tem času zapre vse pore lesa, s tem pa zmanjša možnost razmnoževanja raznih mikroorganizmov.

V starem mestnem jedru Ljubljane je nekaj restavracij, ki poleg splošne

models based on a sustainable approach. Sustainable tourism is tourism which takes into account current and future economic, social and ecological impacts and also satisfies the needs of users, the economy, the environment and local inhabitants [Mihalič, 2006]. For sustainable tourism it is important that we hold fast to four pillars of sustainable tourism: economic, environmental, socio-cultural and climatic. It is necessary to focus on the competitiveness and constant development of tourist destinations and companies, thus enabling them to develop in the long-term. It is essential to protect nature, plants and animals. Reducing pollution caused by tourist companies and visitors is also important. We need to encourage cultural and historical heritage among the local population and also maintain and improve their quality of life. Tourism has to adapt to climate changes and its influence on climate must be minimal.

The end products of our research are social innovations. These are solutions which also include social problems, for example, youth employment problems, food subsistence, employment of disabled people.

In our business model, Slovenian Authentic Tastes, we unite wood modellers, flax cloth producers and seamstresses. It would appear that handicraftsmen and women are the only ones who truly care about traditional knowledge which is nowadays mostly sketchy and unknown. Their knowledge has been handed down from generation to generation, which is why it is important not to lose it in these times of industrialization. With our business model, we incorporate the works of handicraftsmen and re-awaken them in these modern times in order to sustain their work. It is important that the handicraft products are accessible to the public daily and not only at local fairs. It is vital to show to handicraftsmen that their work is appreciated and that the public needs to be aware of how important this segment of heritage is.

The main emphasis of our project is on the presentation of the Slovenian cultural heritage. It contains handicraft stimulation, the usage of natural

Slovenian materials such as wood and flax cloth and the presentation of Slovenian cuisine. The diversity of Slovenian cuisine among different regions is shown also in different types of tourist places.

Our trading heritage is increasingly because it can improve the lifestyle of rural populations. However, we have to take care that it does not change or ruin our cultural way of living [Košćak, 2006].

### 3. Methods

It was vital that all participants became closely acquainted during the different workshops, in order to create new ideas together. Different exercises for creative thinking helped us with deliberations. Creative thinking is not a talent but a skill which everyone can learn. It gives you strength because it builds up your natural aptitudes, improves group work, productivity and profit. [Keong, 2008]. Knowledge has to be gathered from different spheres and using all five senses. We upgraded our research and exercises by visiting the House of Experiments, with architectural sightseeing of Ljubljana, led by Dr. Domen Zupančič, and by visiting Hostel Celica under the tourist guidance of Urban Logar from Ljubljana Tourist Information Center. During the research period, I went to Thailand and Cambodia proving an important factor during the development of our idea. I discovered which advantages Slovenia already has and which have not yet been sufficiently commercialised. In Asian countries, the inhabitants are still craftsmen and they emphasize traditional characteristics, which is highly attractive for tourists. Unfortunately, Asian countries are also becoming increasingly commercial and are applying a western lifestyle. Another attraction in Asia is their local fruit. Visitors are enraptured by it because it is something new for them. Slovenia also has different varieties of fruit which are not well-known, not even to Slovenians. During our investigations, it was discovered that only one public park incorporating fruit trees existed in Ljubljana, and that park had previously been privately owned. On the whole, we are surrounded by decorative trees, however, local

residents mentioned that fruit trees would be a highly welcome addition to the city. We, therefore, developed the idea of planting autochthonous fruit trees such as old varieties of apple, together with cherry, pear and also lesser known varieties such as mulberry, medlar and persimmon.

Sustainable tourism management was monitored and lectures by a professional public were attended. At the lecture of Sustainable Tourism as a Business Opportunity, Dane Podmenik and Jana Apih discussed operating in the field of sustainable tourism in Slovenia. We learned about some good practical work which is ongoing in the Slovenian region of Istra.

A key element of our research was the current tourist offer in Ljubljana and canvassing the local population and visitors. From surveys it became clear what people want and need and this was included in the formation of our business models.

During our research we also made group interviews with the intention of familiarising ourselves with the professionals in this area.

### 4. Working process

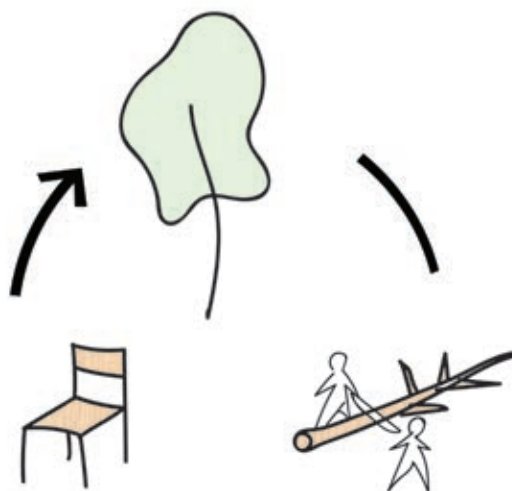
Our business model Slovenian Authentic Tastes was created on the findings of a survey questionnaire and the views of the participants. It was discovered that Slovenians do not know enough about our traditional cuisine and would like to know it better. While terrain researching, we met local handcrafter Mitja Paznik who was making wooden cutlery and who wishes to preserve the authentic taste of food. On the basis of this incentive, it was decided that our sustainable model would have a culinary angle with an emphasis on wood. Slovenia is one of the most forested countries in Europe. The abundance of forest is 58.4%. 1,184,526 hectares of wood covers more than half of our country [Zavod za gozdove Slovenije, 2015]. Wood is a natural material which is pleasing to touch. Wooden materials store carbon dioxide and help to clean the air. Carbon dioxide reverts back to air if we burn wooden products and as such, it is why it is more inappropriate to use wood as fuel and instead make products out of wood and maintain the carbon

kulinarične ponudbe ponujajo še slovensko tradicionalno hrano. V mesecu juniju se je odprla tudi restavracija Slovenska hiša, ki ponuja le Slovenske tradicionalne jedi iz različnih slovenskih regij. Priporočamo, da bi restavracije slovensko tradicionalno hrano stregle z lesenim priborom. Le tako bi lahko gostje okusili pristen okus hrane in to na tradicionalen način.

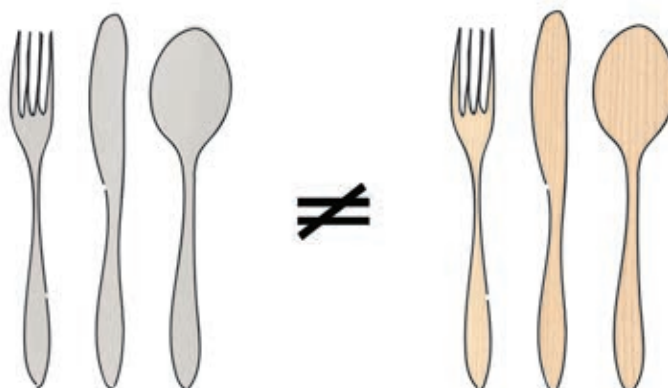
V Sloveniji je različna hrana tipična za različne regije. »Hrana je osnovna življenjska sestavina, ki jo ljudje potrebujemo za vsakdanje preživetje, a ima hkrati tudi številne simbolne funkcije v kulturah, v katerih je nastala. Skladno s spremenljivimi kulturnimi vzorci v prostoru in času se spreminjajo tudi prehranske navade pripadnikov določene kulture oziroma skupnosti. Kuhinja, tako nacionalna kot regionalna, nastaja v času in se nenehno spreminja ter dopolnjuje. Ravno tako so se pod vplivom drugih oziroma novih kuhinj ter tehnologiji priprave hrane spreminjali sam način priprave jedi in njene sestavine. Svoje temelje oziroma izvir pa kuhinja, zlasti nacionalna, išče predvsem v preteklosti« [Kavrečič, 2014: 37]. Glede na izvedene ankete smo ugotovili, da zanimanje za tradicionalno hrano narašča in jo je potrebno čim bolj promovirati, da načini priprave ne gredo v pozabo. Ko gostu postrežemo neko jed, mu predstavimo tudi od kod izvira in kaj vse si lahko gost v tej pokrajini ogleda. Slovenija je zelo razgibana država, vsaka pokrajina v različnih območjih ponuja drugačne aktivnosti, ki pa so turistom večinoma neznane. Ljubljano je v lanskem letu obiskalo preko milijon turistov in večina ne gre na ogled v noben drug kraj [Ljubljana, 2015]. Tisti, ki pa se odpravijo raziskovat Slovenijo, pa vedo večinoma le za Bled, Bohinj, Postojno, Portorož in Piran. Naša ideja je, predstaviti turistom in tudi prebivalcem Slovenije vse slovenske regije in s tem spodbuditi turiste, da si ogledajo preostale raznolike pokrajine v naši državi s pestro turistično ponudbo. Glavno mesto bo namreč verjetno kmalu preveč oblegano in se bo moralo začeti ukvarjati tudi s tem, kako ljudi preusmeriti na obrobje mesta oz. jim ponuditi tudi druge lepote Slovenije. Na tak način bi promovirali trajnostni turizem po slovenskih regijah. Trajnostno

turistično podjetje IstraTerra ponuja različne dogodivščine in zgodbe obiskovalcem, ki so aktivno vključeni v njih in niso le pasivni opazovalci [Istra Terra, 2015]. Taka podjetja in raznolike pokrajine bi torej oglaševali na prtičku, v katerega bi bil zavit lesen pribor, postrežen gostu v restavraciji s slovensko tradicionalno hrano.

Na prtičku, ki bi ga gost dobil v restavraciji, bi bil torej zapisan recept jedi, ki jo gost naroči in QR koda do internetne strani, preko katere gost izve vse podrobnosti in ponudbo v tisti pokrajini, iz katere prihaja jed. Na spletni strani slovenia.info smo zasledili, da so vse slovenske regije precej dobro opisane in omogočajo poleg angleščine tudi nekatere druge jezike [Slovenia info, 2015]. Pod QR kodo je zapisano tudi ime mobilne aplikacije Visit Ljubljana in Slovenia's Top 100. Za vse ljubitelje uporabe mobilnih telefonov in aplikacij so v



Slika 2: Les je naravni material in skladišči ogljikov dioksid. Vir: Sandra Stare.  
Figure 2: Wood is a natural material which stores carbon dioxide. Source: Sandra Stare.



Slika 3: Lesen pribor za bolj pristen okus hrane. Vir: Sandra Stare.  
Figure 3: Wooden cutlery for a more real taste of food. Source: Sandra Stare.

dioxide in them. When we make one wooden product instead of a metal product, less energy is needed thus encouraging sustainable growth.

During our survey with Mitja Paznik, he emphasized the point that metal cutlery gives food a metallic taste. His wooden cutlery is turned by hand and pleasant when you use it in the mouth. It does not affect the taste of the food, that is why the taste of the food is authentic, just as it would be from our hands. The use of wooden cutlery is a part of the Slovenian cultural heritage because our ancestors used it. We learned from Mr. Paznik that this wooden cutlery is oiled with hemp oil, which is why it is resistant to temperatures up to 130°C. That kind of treatment of wood enables us to wash the cutlery also in a dishwasher. Hemp oil has to dry on wood for a few months until all the pores in it are closed. This provides fewer opportunities for micro-organisms to multiply in it.

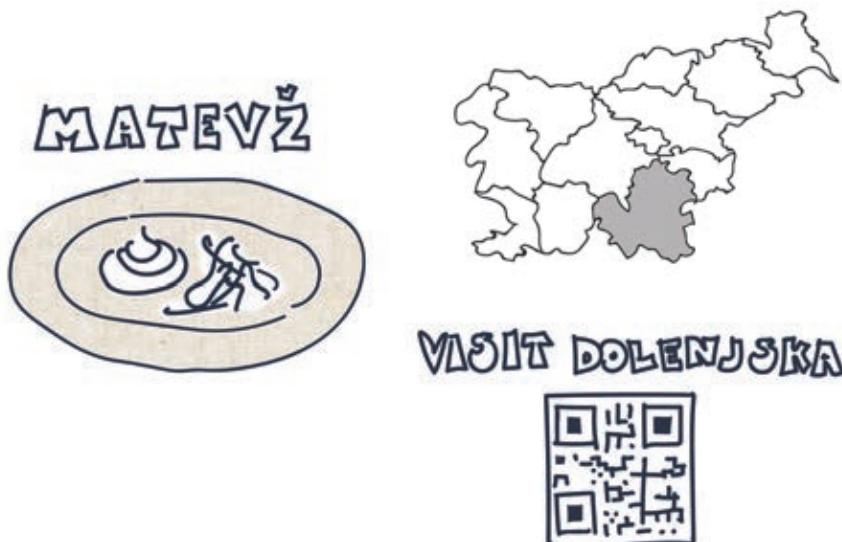
Located in the old part of Ljubljana are some restaurants which, besides a general culinary offer, also provide traditional Slovenian cuisine. In June 2015, a new restaurant opened in Ljubljana, Slovenska Hiša, which offers only traditional Slovenian cuisine from different Slovenian regions.

Slovenia has various traditional food for different regions. "Food is the basic component for people to survive, but it has also many symbolic cultural functions, depending where

it was formed. In accordance with changing cultural patterns in place and time, dietary habits of the members of a particular culture or community are also changing. Cuisine, both national and regional, emerges in time and is constantly changing and updating. Under the influence of other or new cuisines and food preparation technology, the preparing of food and its ingredients has also changed. Its foundations and origins of cuisine, especially national are to be found in the past." [Kavrečić, 2014: 37]. According to a conducted survey, it was discovered that an interest in traditional food needs maximum promotion so that those types of preparation do not disappear into oblivion. When we serve a dish to a guest, it also represents its origin and what a guest can see in this region. Slovenia is a very diverse country, each region with its different areas offer different activities which are mostly unknown to tourists. In the last year a million tourists visited Ljubljana, the majority of which did not travel outside of Ljubljana. [Ljubljana, 2015]. Those who are willing to explore more places in Slovenia mostly visit just Bled, Bohinj, Postojna caves, Portorož and Piran. Our idea is to present to the tourists and citizens of Slovenia all the Slovenian regions, and to encourage tourists to visit the rest of the diverse landscapes of our country with a diverse tourism offer. The capital city will most likely soon become overcrowded by tourists and the problem of how to redirect people to the outskirts and also offer them other beauties of Slovenia should be dealt with now. In that way, they would promote sustainable tourism for Slovenian regions. The sustainable tourism company IstraTerra offers a variety of adventures and stories to visitors who are actively involved in them and are not just passive observers [IstraTerra, 2015]. Such companies and diverse landscapes would be advertised on the napkin, inside which would be wrapped wooden cutlery to accompany the serving of traditional Slovenian food in the restaurants.

On the napkin that a guest uses in a restaurant, the recipe of the dish that the guest ordered would be written, together with a QR code

Slika 4: Za različne slovenske regije je tipična druga tradicionalna hrana. Vir: Sandra Stare.  
Figure 4: For different Slovenian regions there are typically different traditional foods. Source: Sandra Stare.



teh dveh aplikacijah prav tako opisani okoliški kraji in njihove znamenitosti.

Tudi sam prtiček bi bil izdelan iz slovenskega lanu, ki je ročno tkan v Adlešičih. Prtiček bi lahko obiskovalec vključno s priborom kupil pri vseh ponudnikih slovenske hrane. Gost bi lahko za spomin kupil tudi le prtiček, ki je uporaben na različne načine, saj uporaba žepkov omogoča, da vanj zatakamo pribor in ga nesemo s seboj na piknik. Uporabimo ga lahko tudi za svinčnike in tako dobimo puščico iz slovenskega lanu. Lahko pa je torbica za ličila ali slikarske čopiče. Funkcionalnost je prepuščena domišljiji posameznika. Prtiček bi bil trajnosten, saj je namenjen večkratni uporabi in vključuje slovenske proizvajalce lanu in tkalce. Dandanes si turisti ne želijo kupovati le lovilcev prahu, pač pa uporabne predmete, ki imajo neko zgodbo in zares spominjajo na deželo, v kateri so preživeli lep dopust.

Vsi gurmani, ki si želijo pristno okusiti tudi hrano, ki jo vsakodnevno pripravijo doma, pa si bodo zagotovo poleg prtička za spomin kupili tudi lesen pribor iz slovenskega lesa, ki ga stružijo slovenski obrtniki. Ta lesen pribor namreč hrani ne daje kovinskega priokusa, zato jo lahko okusimo v njeni polnosti.

Naš poslovni model torej povezuje slovenske obrtnike, restavracije s slovensko tradicionalno hrano in promovira različne slovenske regije. Moto izdelka je namreč pristno, slovensko in naravno. Izdelek se lahko trži tudi v turistično informacijskih centrih, na turističnih kmetijah, kjer bi v sklopu šolskih izletov tudi otroci prišli v stik z lesnim priborom in lanenim prtičkom, na različnih gradovih in dvorcih s hrano, ter v trgovinah s slovenskimi unikatnimi izdelki.

## 5. Razprava

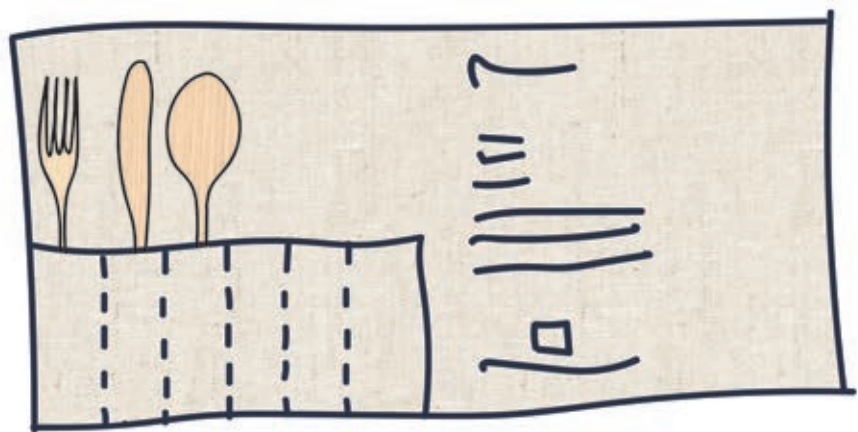
Poslovni modeli so bili gostom predstavljeni na odprti okrogli mizi, kjer smo jih ovrednotili in razmišljali, kako bi lahko nadaljevali, da bi prišlo do dejanske uresničitve poslovnih modelov. Partnerji Poslovnega modela Pristni okusi Slovenije, bi bili poleg obrtnikov (gozdarjev, mizarjev, tkalcev lanu, šivilj), tudi restavracije s tradicionalno Slovensko hrano, turistični centri in turistične kmetije. Restavracije bi kupile prtiček in

pribor, ker bi želele, da njihovi gostje okusijo pristen okus njihove hrane in jih s prtičkom povabijo na ogled različnih regij. Izdelek bi lahko kupili tudi turisti v spomin na Slovenijo. Pribor in prtiček bi bilo mogoče kupiti tudi ločeno.

Projekt ima tudi ekonomske učinke, saj bi zaradi vabila k ogledu različnih regij po Sloveniji gosti v naši državi ostali dlje časa, saj bi preko spletnih strani spoznali tudi destinacije, ki turistom niso najbolj poznane. Poslovni model spodbuja tudi ponos na slovensko tradicijo in izkoriščenost naravnih materialov, ki jih imamo.

## 6. Sklep

Danes je zelo pomembno mreženje in sodelovanje. Tako nastajajo novi poslovni modeli, ki več različnim skupinam ljudi omogočajo delo. S projektom prispevamo k živahnejšemu lokalnemu gospodarstvu, saj imajo mizarji in tkalci lanu nov projekt. S promocijo izletov v druge regije, pa spodbujamo turizem tudi izven glavnega mesta. S tem postane Ljubljana tudi turistično manj obremenjena. V restavracijah bi posledično povečali ponudbo slovenske tradicionalne hrane, po kateri so spraševali tudi naši anketiranci družbene inovacije. Naš izdelek je namenjen dolgoročni in večkratni uporabi in je prijazen do okolja, saj je izdelan iz naravnih materialov.



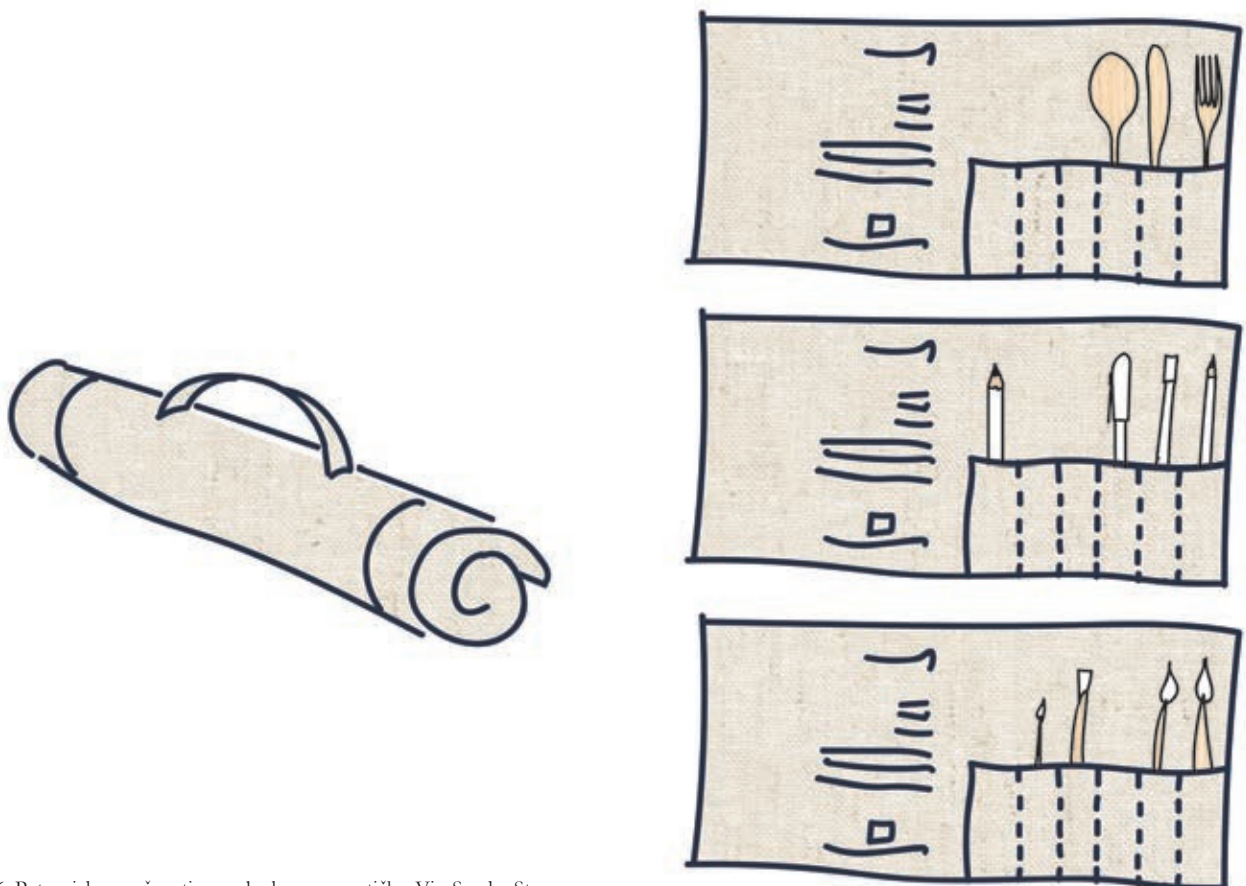
Slika 5: Lanen prtiček z lesnim priborom. Vir Sandra Stare  
Figure 5: Flax napkin with wooden cutlery. Source: Sandra Stare.

to the website through which the guest finds out all the details and offers in that province from which the dish originates. On the website slovenia.info we ascertained that all Slovenian regions are quite well described and there is the possibility of not only English language, but other languages too. [Slovenia info, 2015]. Under the QR code the name of the mobile app Visit Ljubljana and Slovenia's Top 100 is also written. For all fans of mobile phones and applications, the surrounding area and its attractions are also described in these two applications.

Even the napkin itself would be made of Slovenian flax, which is hand woven in Adlešiči. The napkin and wooden cutlery would be available for sale to diners at all restaurants offering traditional Slovenian food. Guests could also buy a beautiful souvenir napkin, which is useful in various ways since the use of pockets allows the carrying of accessories and can be taken with you on a picnic. The napkin can also be used for pencils and so we get an arrow from Slovenian flax. Alternatively, it

can be used as a pouch for makeup or paintbrushes. Functionality is left to the imagination of the individual. The napkin would be sustainable, as it is designed for repeated use and involves Slovenian producers of flax and weavers. Nowadays tourists do not want to buy only "dust catchers", but useful objects that have a story and are truly reminiscent of the country in which they enjoyed a nice holiday.

All gourmets who wish to recreate the authentic taste of the food at home will surely buy a napkin as a souvenir, complete with wooden cutlery from Slovenian wood made by Slovenian craftsmen. This wooden cutlery does not give a metallic taste to food, so food can be tasted in all its fullness. Our business model, therefore, links Slovenian craftsmen with restaurants offering traditional Slovenian food and promotes various Slovenian regions. The motto of the product is genuine, Slovenian and natural. The product may be marketed in tourist information centers, tourist farms where, as part of a school trip, children would come into contact with wooden cutlery and flax napkins.



Slika 6: Potencialne možnosti uporabe lanenega prtička. Vir: Sandra Stare.  
Figure 6: Potential possibilities of using a flax napkin. Source: Sandra Stare.



It could be purchased in castles and manor houses and shops with unique Slovenian products.

## 5. Discussion

The business models were presented to guests at an open round table, where they were evaluated and assessed on how to continue to actually realize the business models. Partners of the business model Genuine Flavors of Slovenia would be, in addition to craftsmen (foresters, carpenters, weavers of flax, seamstresses) also restaurants with traditional Slovenian cuisine, tourist centers and tourist farms. Restaurants would purchase the napkins and cutlery because they would like their guests to taste the genuine flavor of their food and invite them to visit other regions. The product could be purchased by tourists in memory of Slovenia. The cutlery and napkins could be purchased separately.

The project also has economic consequences as a result of an invitation to visit different regions across Slovenia, thus encouraging the guests in our country to remain longer, as they would get to know the places through websites which most tourists are not currently aware of.

## 6. Conclusion

Networking and collaboration is very important today. New business models are made in such a way that different groups of people can have work. With this project we contribute to a more vibrant local economy, because joiners and weavers of flax have a new project. By promoting trips to other regions we encourage tourism outside the capital city. This means that Ljubljana becomes less burdened by tourists. The restaurants would consequently increase their offer of traditional Slovenian food, which is exactly what was requested by our social innovation respondents. Our product is intended for long-term and repeated use and is also environment friendly because it is made from natural materials.

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