

Analysis of the survey among visitors to the Municipality of Žirovnica 2022

We have set out bold plans for the future that will support sustainable tourism in Žirovnica and enable its development. Our goals are for Žirovnica to become a recognisable, sustainable, micro-tourism destination, to impress visitors with its valuable cultural and natural wealth, and, through the wide variety of events, to convince them that it is worth returning time and again.



Survey process

In order to realise the goals written in the introduction, we need information about how satisfied visitors to Žirovnica are and their opinions on the tourism facilities in the municipality. We established this by carrying out surveys, which are part of the procedure for obtaining the Slovenia Green Destination label. Surveying visitors also had an informatory function, as it allowed us to acquaint visitors with sustainable guidelines for visiting the destination.

The surveys were carried out from June to November 2022 via an online survey (www.lka.si) and printed surveys. Visitors were sent a link to the online survey via social media, via leaflets in Slovenian and English which were available in birth houses, on the premises of accommodation providers, restaurants and at events. Surveys were also carried out in person in July and August in the Završnica valley and the birth houses of France Prešeren, Matija Čop and Fran Saleski Finžgar.

Sample analysis

The survey was completed by 182 people, of which 52% were men and 48% were women. Domestic visitors accounted for 85% of those surveyed, while foreign visitors accounted for 15%, of which 5% were from Germany, 4% from Italy, 2% from the Czech Republic, and the others each accounted for less than 1% (from Bosnia and Herzegovina, Croatia, Hungary, Austria).

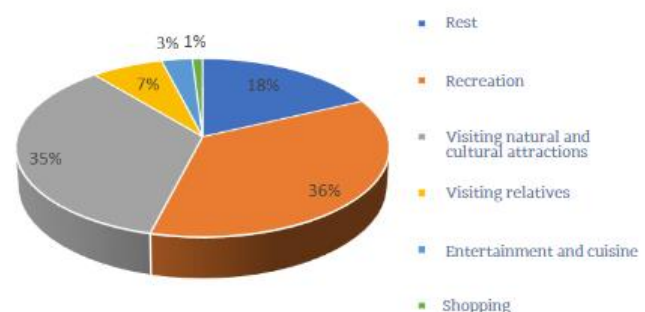
We did not achieve an adequate sample of visitors in the survey by country of arrival, as we should have followed more closely the sample data from the Statistical Office of Slovenia (SURs), from which it is clear that in 2021, the share of domestic tourists in Žirovnica was 40% and those of foreign tourists 60%, of which 11% were from Germany, 10% from the Czech Republic, 5% from Hungary, 5% from Poland, 4% from Austria and 3% from Croatia.

Travel habits of visitors to Žirovnica

Among those surveyed, the majority of visitors (67%) travel as a couple or with family, 12% travel alone, and the rest with friends, relatives or business partners. The majority are one-day visitors (63%), while the rest mostly stayed for 1 day (11%), 2 days (6%), 3 days (8%) and 4 days (5%).

The most frequent form of transport used by visitors during their stay in Žirovnica is a car, which two-thirds of visitors use, while 12% use a bike, 6% walk, 4% travel by bus and 3% by train.

Recreation and visiting natural and cultural attractions were listed by respondents as the main reasons for visiting Žirovnica (36% and 35% respectively), followed by coming for a rest, visiting relatives and entertainment and food and drink (Graph 1).



Graph 1: Main reason for visiting the destination

Satisfaction with the tourist attractions and facilities, and the characteristics of the destination of Žirovnica

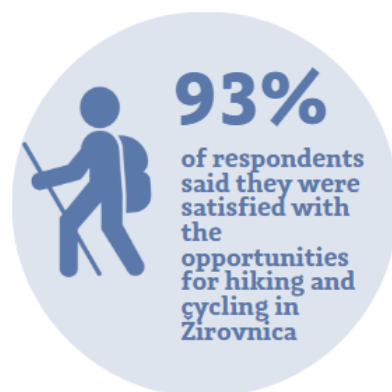
Visitors rated the opportunities for hiking and cycling the highest, as 93% of visitors were satisfied or very satisfied with what is available. In addition, more than 90% of visitors felt safe in Žirovnica.

Of those surveyed, 88% of visitors were impressed by the signage and access to and in the area of attractions and the range of cultural attractions (museums, galleries, events), while 85% were impressed by the friendliness and hospitality of locals (85%).

Visitors gave shopping the lowest rating, albeit the average rating is still high (4), as well as public transport (3.9).

In response to the question of what visitors to Žirovnica were not satisfied with, they answered:

- public transport the
- range of shops
- the lack of camps and suitable infrastructure for motorhomes.





93%

of those surveyed are of the opinion that

it is safe to drink tap water.



75%

of those surveyed are of the opinion that

the destination encourages visitors to use sustainable forms of transport.



78%

of those surveyed are of the opinion that

there are enough bins for separating waste.

Among the respondents, 93% are of the opinion that we have the best drinking water in Žirovnica, which they can freely drink from the tap. Slightly less than 80% are of the opinion that there are enough bins for separating waste in the destination and that visitors are encouraged to use sustainable forms of transport (bike, on foot, train, bus...). The same number are of the opinion that ample information is available about how to behave responsibly when visiting attractions, at events, etc.

Fewer visitors (but still more than 70%) were satisfied with the availability of information about healthcare and access to a medical facility, local restaurants, cafes and bars, and products. The respondents gave the lowest rating to the accessibility of information on saving energy and water.

The survey respondents provided the following suggestions for how to make Žirovnica's tourist attractions and facilities even more green:

- bike hire
- more information about restaurants, cafes and bars
- restaurant/cafe/bar owners could play an important role in providing visitors with information
- asphaltting roads and regulating infrastructure
- more information about walking trails
- landscaping an alpine botanic garden
- joining the Gorenjska bike system
- water fountains, to reduce the amount of plastic bottles, bike hire, organic/green cuisine
- more local food producers, public transport to Završnica, tourist farms
- solar power plants, more solar panels
- a green destination should have a minimum number of tourists and free bus transport to all tourist destinations.

Conclusion

Those working in tourism and local residents are almost always the first contact that visitors have, thus they can have a significant influence on the well-being of visitors to in Žirovnica. We can influence how visitors experience and accept the wealth of cultural heritage, tradition of beekeeping, beautiful nature, local food and products.

The high average score given to us by visitors in relation to the majority of offers and services reflects the fact that we are doing well. However, the answers also indicate some shortcomings and, at the same time, room for improvement, both in the area of guest satisfaction and the sustainable operation of the destination of Žirovnica.

The main areas where there is room for improvement are:

- introducing sustainable mobility (bike hire, public transport)
- communication (signage to producers, information for visitors should be accessible from providers, information about hiking trails)
- investment (arranging infrastructure)
- encouraging the local economy (tourist farms, organic restaurants).

The Žirovnica Institute for Tourism and Culture, in cooperation with tourist providers, local residents and the Municipality of Žirovnica, will strive to ensure that Žirovnica remains (and becomes even more so) an authentic, hospitable and sustainable destination, where visitors will be delighted to come for inspiration and for a getaway.

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