



Tourism and COVID-19 & Countryside of Styria

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**CARPE
DIGEM**
Interreg Europe

 European Union
European Regional
Development Fund

Maribor, 4. 11. 2020



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What is the problem?

Winemakers sales have dropped more than 60 % during Covid-19.

The winemakers need to change the sales channels and focus on online sales!

Difficulties	Obstacles
Insufficient technical knowledge	Current technology level is insufficient
Insufficient knowledge to identify opportunities	Lack of finance
Training on new digital technology	High training costs

Assistance of our non-profit organization during COVID-19

- Tourism promotion and sales promotion for local producer via web and social networks:
- FB Go Visit Svečina,
- FB Svečina apple and fruit road,
- FB Metka creates,
- FB Strian Tourism Association,
- FB Slovenian Tourism Association,
- FB Visit Maribor (destination organisation).

Other solutions:

- We have created an innovative platform for local producers: INNO-RURAL.
- We are training our local producers and farmers how to use Zoom, Skype and other (webinars) platforms for meetings, etc.

What we should do?

- 1. Policy responses** with building network capacity
- 2. Tehnical assistance** with digital training, skill training
- 3. Financial assistance**
- 4. Development & Reaserch** for innovative solution and smart growth
- 5. Promote** sustainable tourism

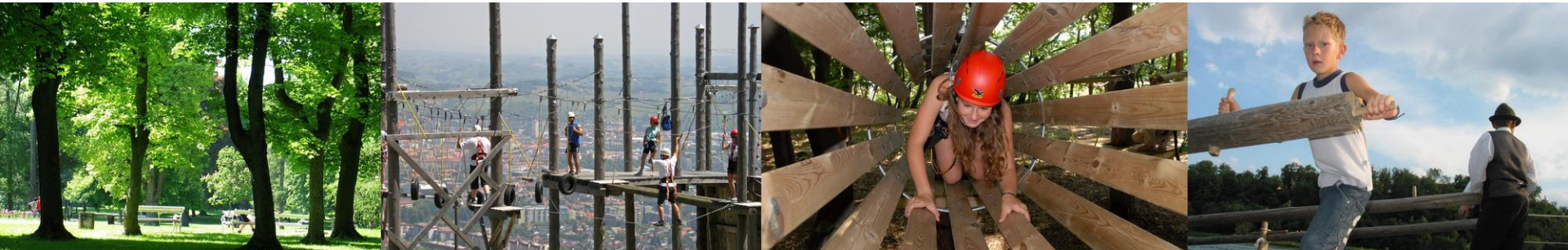


Proposals for implementation

Digitalization brings:

opportunities
innovation
challenges

Tourism is a key component
of European economy





THE GLOBAL GOALS

For Sustainable Development



#GLOBALGOALS

Thanks you for your
attention

