

7TH INTERNATIONAL STUDENT CONFERENCE ON LOCAL SAFETY AND SECURITY



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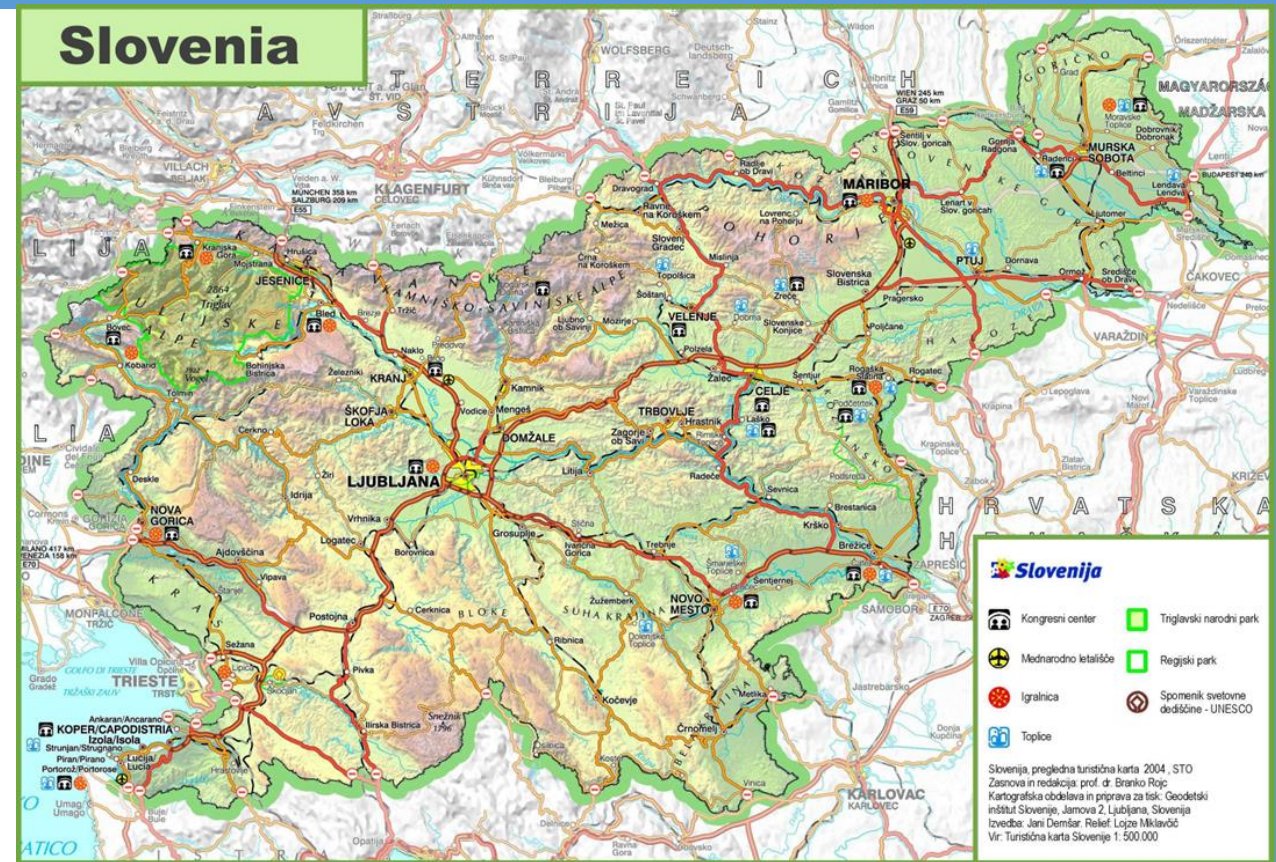
Slovenian Research and Innovation Agency

URBAN TOURISM AND SAFETY – LJUBLJANA AS THE MOST VISITED TOURISTIC CITY IN SLOVENIA

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Introduction

- Oldest settlements in Europe
- Strategic location at the crossroads of trade routes



- 2000 Public institute Turizem Ljubljana
- Purpose – tourism growth



Metelkova street



Tromostovje and Prešeren Square



Ljubljana castle

Types of tourism

Cultural tourism

- Based on the historical and cultural features
- Iconic landmark is Ljubljana castle
- Numerous museums and galleries – National Gallery, Metelkova street
- Subtype – architectural tourism, which emphasizes Plečnik's legacy and the Emona era

Types of tourism



Culinary tourism

- Capital of culinary festivals
- Understanding of regional cuisine

- Seasonally limited events – Odprta kuhna, Beer and Burger fest, Slovenian Wine Festival
- Seasonally unlimited events – Ljubljana Market, Michelin restaurants

Types of tourism

Business tourism

- First mainstay products of the capital
- Wide range of business hotels
- Important play role in promoting economic growth



Types of tourism

Sport tourism

- Ljubljana is located close to natural parks
- Paddle boarding in Ljubljanica river



- Excellent starting point for skiing
- Ljubljana Marathon, Triathlon and Alpine skiing

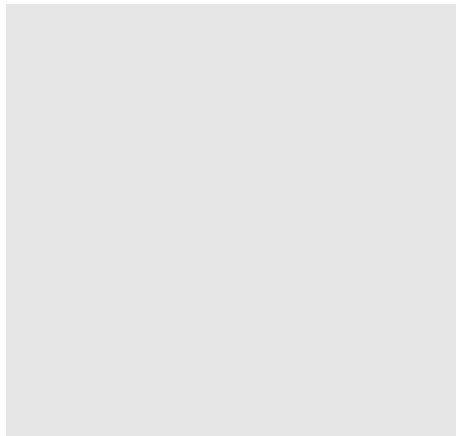
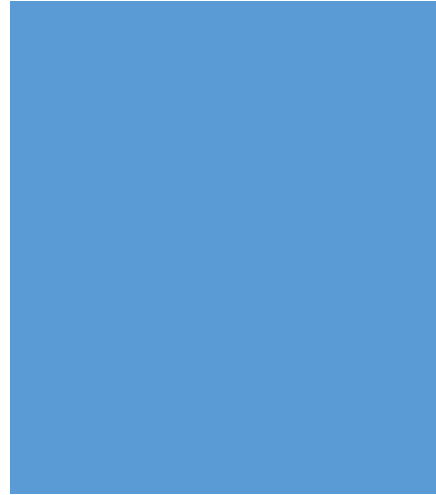
Types of tourism

Shopping tourism

- Shopping in large shopping centers
- Shopping tourists spend the same amount of money on shopping as on accommodation and food



What affects the increase of tourism in Ljubljana?



- Ljubljana is located in the Ljubljana basin
- The city is located almost in the middle of the country
- In the immediate vicinity of the forest, there is a zoo
- On the outskirts of the city, parking P+R
- Parking spaces, adapted traffic signs for disabled people

Reasons for arrival

- According to data carried out by SURS (The Statistical Office of the Republic of Slovenia) every three years in the Surveys on Foreign Tourists, it can be seen that the proportion of guests who come to Ljubljana for holidays, relaxation and entertainment is increasing.
- Ljubljana is also the administrative and business centre of Slovenia, so many new hotels in the city serve business travellers.
- Defined motives can be described as factors of attraction that influence tourists' decisions to visit a city.
- Ljubljana became the proud European Green Capital in 2016 as the first and only city in Central and South-Eastern Europe to hold this title.



Positive effects of tourism

- A survey conducted in 2017 found that around three-quarters of Ljubljana residents agreed that shopping, restaurants and entertainment opportunities are better because of tourism, while two-thirds agreed that tourism development contributes to a better quality of life in Ljubljana.
- About a tenth of them mentioned that tourism also has an impact on the development and order in the city, on its visibility and the amount of events.
- Five percent or less said tourism has an impact on the preservation of cultural heritage and creates an interesting and attractive destination.





Negative effects of Tourism

- One of the main negative effects that was exposed was crowding, mainly because there is not so much possibility of movement itself and this disturbs a large number of inhabitants of Ljubljana as the inhabitants of the city center.
- In addition to this main reason, inappropriate behaviour of tourists has been cited, mainly because the noise they cause is often present, then by the waste they leave behind and the damage they cause.
- In addition, in a negative sense, tourism has a certain impact on citizens' fear of excessive globalization and commercialization and the loss of identity.

Crime threats

- There is a moderate risk of crime in Ljubljana. While many travelers do not encounter crime, areas frequented by tourists may experience minor offenses.
- Most crimes are non-violent and aimed at obtaining property (wallet theft, pickpocketing, burglary and car burglary).
- There are examples of handbags and pickpockets being stolen from downtown restaurants, on city buses...



Safety in Ljubljana

- The Municipality of Ljubljana is developing various web and mobile applications to improve the quality of life in the municipality as well as security.
- According to the European guidelines, the measurement of safety in urban local communities should include information from different aspects, such as:
 - demographics of local communities;
 - data on crime, the distribution of crime and the distribution of disorder,
 - identifying the causes of the crime;
 - identify the consequences of victimization;
 - detection of crime and sources of threats from the population;
 - the definition of quality of life and
 - identification of institutions responsible for ensuring security at the local level.

Who plays an important role in ensuring safety in Ljubljana?

- Everyone in the Municipality of Ljubljana is aware of the importance of security, which is why they pay a great attention to ensuring and strengthening public security, by organising various events, activities, consultations and conferences.
- The Municipal Police Administration of the Municipality of Ljubljana plays an important role in ensuring security by carrying out various activities at the operational level, in cooperation with partners and stakeholders of the security sector.
- The number of robberies and burglaries in Ljubljana is increasing. In 2023, police officers in Ljubljana recorded 4997 cases of theft, 103 grand thefts, 71 robberies and 23 burglaries.

Conclusion

- Favourable geographical location and rich cultural heritage
- Ljubljana is a popular destination for short trips
- Crowded, pollution
- The language barrier



THANK YOU FOR YOUR ATTENTION