



**Good Practice Story Title:**

The Dispersed Hotel Jeruzalem Slovenija

**Destination:**

Destination Jeruzalem Slovenija

**Country:**

Slovenia

**Submitting Organization:**

Public institution for tourism, culture and sport Ormož (Javni zavod za turizem, kulturo in šport Občine Ormož)

**Category:**

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing



### **Destination description:**

Nestled in the north-eastern part of Slovenia, Jeruzalem Slovenia is a hidden gem that attracts visitors from all over the world. This picturesque destination boasts a stunning landscape of unspoilt nature and spectacular views, making it a perfect retreat for nature lovers and those who are looking for tranquillity.

Jeruzalem is a land of rich cuisine and top-notch wines. The region's curvy terrace hills are adorned with vineyards producing some of the finest wines in Slovenija. Visitors can enjoy in local culinary delights, special traditional dishes that reflect the area's cultural heritage.

The melodious sound of rattles can often be heard, adding to the charm of this serene destination. Jeruzalem Slovenia introduces itself with rich natural, cultural and ethnologic heritage, offering a unique blend of historical sites, local traditions and breathtaking scenery.

Whether you're exploring the rolling hills, tasting exquisite wines, or immersing yourself in the local culture, Jeruzalem Slovenija promises an unforgettable experience that captures the essence of this enchanting region.





## Summary of Good Practice Story:

In the rolling hills of Jeruzalem Slovenija, a unique concept of hospitality has taken root—The Dispersed Hotel Jeruzalem Slovenija. This innovative approach brings together a network of local accommodations spread across the picturesque landscape, offering guests an immersive experience of the region's charm and beauty.

As Jeruzalem Slovenia started to welcome more tourists, the small number of accommodation units became a problem. Visitors wanted to stay longer, but there just weren't enough places to accommodate everyone. This challenge led the community to get creative and work together, transforming their weekend houses, tourist farms into cozy "homes" for guests.

The story begins with a group of passionate local providers—owners of holiday homes, apartments, tourist farms, guest houses, and one and only hostel in the Destination Jeruzalem Slovenija —each dedicated to showcasing the best of what Destination Jeruzalem Slovenia has to offer. After few years, providers realized that by working together, they could create a more powerful and cohesive experience for visitors.

And then - the Dispersed Hotel was born, united under the prestigious Jeruzalem Slovenija Territorial Collective Brand, a mark of the highest territorial quality and authenticity.

This group of providers, united with a common goal, set out to show off destination and promote it even better. They organized regular meetings to share insights and strategies, ensuring that every guest, no matter where they stayed, would enjoy the same special standards and warm hospitality.

What makes Jeruzalem so special is not just the beautiful scenery or the high-quality accommodations, but the sense of community and warmth that visitors feel. The local hosts (providers of Dispersed Hotel Jeruzalem Slovenia) are always ready to welcome guests with open arms, offering personalized tips and sharing the rich culture and history of the destination.

Public institution for tourism, culture and sport was there to support the providers with promotional material, and invested the hospitality scheme with important reservation system. They also invested in a comprehensive marketing campaign, highlighting the unique aspects of our local, traditional offers. The lush vineyards, historic churches, and charming villages were showcased in stunning photography and compelling narratives, drawing the attention of travellers from around the globe.

Social networks were full of videos of serene mornings in vineyard-adorned cottages, meals on cozy tourist farms, and the joy of exploring local traditions surrounded by nature rarely seen in other countries.

The Dispersed Hotel Jeruzalem Slovenija hospitality model is a great example of how collaboration and a shared vision can elevate a destination. By networking and promoting together, the providers have created a seamless and enchanting experience for visitors. Their efforts have not only attracted more tourists but also fostered a deep sense of community among the hosts. They celebrate each other's successes, support one another through challenges, and collectively contribute to the prosperity of the region.



In the end, the story of the Dispersed Hotel Jeruzalem Slovenija is about more than just a place to stay or one hospitality model—it's about the magic that happens when a community comes together with a common purpose. It shows that with teamwork, passion, and a bit of creativity, any destination can become truly special.

### Issues faced:

Setting up the Dispersed Hotel Jeruzalem Slovenija was a remarkable journey, but it came with its share of challenges. Here are some of the issues faced during the establishment of this innovative hotel system:

At the start of the establishment of the Jeruzalem Slovenija collective brand (5 – 6 years ago), providers were not aware of what it meant to be united in one collective brand.

Therefore, for many of the providers (even providers of good quality products) the added value of the Dispersed Hotel Jeruzalem Slovenija was just an additional burden, for some of them - even total nonsense.

When 14 accommodation providers decided and found a common sense (join to the hospitality scheme - Dispersed Hotel Jeruzalem Slovenia), they also faced few **challenges**.

1. **Challenge:** Limited Accommodation Units: As Jeruzalem Slovenia started to attract more tourists, the small number of accommodation units became a problem. Visitors wanted to stay longer, but there just weren't enough places to welcome everyone.
2. **Challenge:** Maintaining a consistent level of quality across various types of accommodations (holiday homes, apartments, tourist farms, guest houses, and hostel) was very difficult.
3. **Challenge:** *Financial problems:* Funding shortfalls because this is a new project and the money has not yet been turned over. Securing funding for the necessary upgrades in the accommodations, marketing campaigns was a significant hurdle.
4. **Challenge:** Ensuring good communication and coordination among a diverse group of accommodation providers scattered across the region was a significant challenge.
5. **Challenge:** Integrating a good booking system and online presence for multiple independent accommodations required significant technological investment and expertise.
6. **Challenge:** Each provider had its own way of operating with their accommodation, which sometimes led to conflicts or misunderstandings.



## Solution (s):

- 1. Solution:** The community got creative and worked together, transforming their homes and farms into cozy spots for guests. This not only increased the number of available accommodations but also provided visitors with unique and authentic experiences.
- 2. Solution:** The introduction of the Jeruzalem Slovenija Territorial Collective Brand certification helped standardize quality. Providers were required to meet specific criteria to earn this certification, ensuring a high standard of service and amenities. They are evaluated by an expert team at national level.
- 3. Solution:** This new hospitality scheme - Dispersed Hotel Jeruzalem Slovenija received support from EU funding and others who believed in the potential of the Dispersed Hotel concept. In this way it was helped our providers that they started to sell their **sustainable** accommodations to our guests.
- 4. Solution:** Regular meetings with participants – in person and virtual, were established to maintain clear and consistent communication. Destination manager in public institution for tourism was also in charge to monitor the coordination efforts. We organized many workshops with top topics (**green and sustainable accommodation**, conditions and criteria, the offer of food and beverages for being a member in the Dispersed Hotel Jeruzalem Slovenija, **green breakfast basket** (only local products with certificate of the highest local food quality) for those accommodation which don't have the opportunity to prepare the meal) .
- 5. Solution:** New digital platform was developed to handle bookings, payments, and customer service. Training sessions were implemented to help providers adapting to the new system. This is the new selling channel for their rooms.
- 6. Solution:** Workshops and zoom meetings activities were organized to encourage a sense of community and shared purpose among providers. A common code of conduct was established to align operational practices. The workshops presented the standards that accommodation providers must comply with. They must follow the guidelines of the Territorial brand Jeruzalem Slovenija, offer only local products, furniture made from natural local materials, decoration must be in harmony with the environment. We taught them how to be green and sustainable.





## Methods, Steps, and Tools applied:

The expert team laid out the steps for running a successful business and came up with a detailed set of quality standards for all kinds of accommodations. With variety of workshops and Zoom meetings a sense of community and shared goals among all the providers were built. The guidelines of the Dispersed Hotel Jeruzalem Slovenia which follow the goals of Jeruzalem Slovenija brand have slowly started to be established between providers. Accommodation providers had an important task - offer only local quality products and creating homely, yet boutique accommodation that is followed by standards and guidelines.

We compared local standards with best practices from similar successful models worldwide. Online and offline surveys were published to collect information from potential guests and providers.

Digital marketing campaigns were launched in social media (Facebook, Instagram and Youtube profile) to promote the new "hospitality scheme" and the whole destination even better, available promotional material for all providers.

All of the guests in the Dispersed Hotel Jeruzalem Slovenia are also encourage to act sustainably with free water bottles, encouraging signs for guests to reduce their use of plastic and to drink tap water, meal boxes with Jeruzalem Slovenija logos (for picnic in the nature with views of the Jeruzalem hills), brochures with additional offers (massages etc,..). All promotional materials are made of natural materials, as Destination Jeruzalem Slovenia strives to be green destination in all aspects!





## Achievements and Results:

At the Dispersed Hotel Jeruzalem Slovenia, we're proud to embrace an eco-friendly approach by providing reusable wooden cutlery for our guests in Dispersed Hotel Jeruzalem Slovenia, reusable drinking bottles and bottles for tea, eco-friendly bread bags, glass lunch boxes made from eco materials and also glass jars for milk products, pate and marmalade. A wooden basket was made for all these items. Handmade natural soaps, that our guests use during their stay, are crafted from local ingredients like pumpkin seed oil.

We have implemented a central reception to streamline reservations efficiently. We offer within the Dispersed Hotel Jeruzalem Slovenija the cleaning service as well, for those accommodations which don't have their own staff. For cleaning, we exclusively use eco-label-products with certificates, ensuring a sustainable and environmentally responsible experience for all our guests.

This commitment to green practices is one of the main highlights, as all accommodation providers within our hospitality network are dedicated to act sustainably. In this hospitality scheme, we strive to use only local products in almost every meal, including pumpkin seed oil from local farms, local meats, and freshly baked local bread or other pastry goods. In that way we support the sales of our local products.

Providers aim to offer only local fruits, such as apples, pears, cherries, raspberries, gooseberries or even grapes picked from the nearby vineyard (in the autumn time), as much as the season allows.

Public institutions are actively striving to obtain numerous eco-green labels for the entire destination and for individual providers within this hospitality scheme. By working together, we aim to make Jeruzalem Slovenia a model of sustainable tourism, preserving its natural beauty and cultural heritage for future generations.

The Dispersed Hotel succeeded because local accommodation providers worked together, creating a stronger, unified destination. Through the guidelines, the Jeruzalem Slovenija Territorial Collective Brand certificate was implemented for accommodation providers that have met all requirements to join to the Dispersed Hotel Jeruzalem Slovenia.

Providers who previously advertised only through general destination website ([www.jeruzalem-slovenija.si](http://www.jeruzalem-slovenija.si)) have created their own website, they created their own Booking account and other platforms for booking the stay - they started to develop their own ways of business, encouraged by the project of Dispersed Hotel Jeruzalem Slovenija.

Increasing the number of available accommodations. Increased tourism and economic impact. The coordinated marketing campaigns and unique accommodation offerings led to an increase in tourist arrivals. Enhanced economic activity in the region, creating new jobs in the future and supporting local environment.





Digital marketing achievements:

Developed a strong online presence through website and active social media engagement.

Sustainable tourism development:

Encouraged and implemented sustainable practices among accommodation providers. Promoted local culture and traditions, ensuring they were integral to the guest experience.

When providers in a destination work together, it creates a better experience for visitors.

It's easier to plan the whole trip or maybe just few days of vacation in just one place. Meaning that you can book your stay, book the activities, and even meals all in one place. You don't need to browse and search for various activities like wine tasting, visiting the museum, local brewery or local tourist farm in different web sites – they are all in one place – on the official website of Jeruzalem Slovenia – [www.jeruzalem-slovenija.si](http://www.jeruzalem-slovenija.si)

The other achievement of setting up the Dispersed hotel scheme is consistent quality. No matter where you stay, you'll get good service, that is certified every two years.

Another result of Dispersed hotel Jeruzalem Slovenia is personalized guest service. Our guests receive personalized tips on what to see and do from locals (providers of Dispersed hotel Jeruzalem Slovenia) who know the area best.

The green breakfast basket: local products only. We have 2 kinds: meat or vegetarian meal. This basket is brought to the accommodation facility (guests), which ordered it.

### **Lessons Learned and Advice:**

The story of the Dispersed Hotel Jeruzalem Slovenija shows that working together, maintaining high standards, using new strategy, and having a strong marketing plan can lead to great success. By focusing on guests, thinking green and sustainable, managing finances well, and staying adaptable, other places can achieve similar success. This journey proves that a community working together can create a thriving and sustainable tourism destination.

Connecting providers together under one common project can make destination special. Having a certified process ensured that all accommodations met high-quality standards and what is the most important - making guests happy and satisfied.

The Dispersed Hotel Jeruzalem Slovenia is striving to great, personalized experiences that are leading to happy and satisfied guests who will return to our destination and spread the word – the best marketing channel of all times.

### **Recognitions and Additional References**

One of the accommodations that is also a part of the Dispersed Hotel Jeruzalem Slovenia – Hostel Ormož obtained the GREEN KEY in 2022 and 2023 and SLOVENIA GREEN accommodation given by Green Scheme of Slovenian Tourism, a national initiative and certification program.

Numerous positive reviews from visitors praise the stunning scenery, quality of service, and the personalized experiences provided by the local hosts, increased reach on social network.



