



<b>service line</b>	destination services
<b>assignment</b>	tourism master plan for Semič municipality, Slovenia
<b>number of beds</b>	283
<b>annual overnights</b>	12.200 (2019)
<b>about the destination</b>	<p>Semič municipality is located in Bela Krajina, in the southern part of Slovenia. It has less than four thousand inhabitants and is mainly known for its wineries. The main attractions for visitors are currently Ski Center Gače, the only Slovenian ski center south of Ljubljana, and Kupra river, a small but picturesque river.</p>
<b>client needs</b>	<p>The main aim of the tourism master plan is to support the administration of Semič municipality in identifying key projects to further increase the attractiveness of the destination for tourists and one-day visitors. Two aspects are of particular importance for the client: 1) to define projects, which can later on be used to apply for national/EU funds and 2) to put a special focus on sustainability – from a social, environmental and economic perspective.</p>
<b>services by PKF</b>	<p>Based on a comprehensive field trip to Semič municipality with site visits and interviews with key stakeholders, a tourism master plan will be prepared consisting of three main modules: analysis of the current situation   development strategy   action plan.</p> <p>During the project, two workshops in Semič municipality are planned to present and discuss the strategy and the draft of the final report with representatives of the administration and local stakeholders.</p>