



Slovenian Association  
of Tourist Guides

On 29th of January, from 12.00 – 15.00 I would like to invite you on

## 5th INTERNATIONAL MEETING OF TOURIST GUIDES

on **Gospodarsko razstavišče, Dunajska cesta 18, Ljubljana, Slovenia.**

This year we have chosen a different topic for our discussion. As Asian markets are becoming more and more important to our region, we see this as an important issue to discuss. So our working title will be:

### MEETING OF CULTURES IN THE FIELD OF TOURISM ASIA-EUROPE

First we will hold a **brief lecture** on the Asian tourists. We will introduce:

- what are their habits,
- what do they want,
- what are their interests and expectations
- how can we meet their needs and wishes...

After the lecture we are going to have a **discussion** and at the end some **conclusions** are planned in order to strengthen our cross-country cooperation towards Asian markets.

#### **Brief introduction of topic:**

As Europe is seen by them as one big region, we see this topic an interesting one to discuss. We will try to point out what opportunities do we have in the broader Alpe Adria region and what can we do to present our region to them in the best way.

All of the participants are welcome to share any of their experiences on the subject of how can we – tourist guides become a major player in that field. We expect to hear some examples of good practices, from Slovenia, but also from other Alpe Adria countries.

So a novelty in the regard of a meeting is, that we will focus on the incoming, and also, that we must understand, that we are all but a small piece of the puzzle. So let us make this meeting a fresh start, from where new ideas will blossom and hopefully we will be able to benefit from the conclusions.

As is the standard practice, we will arrange **free entrance tickets for our participants who are going to confirm their attendance in advance.** After the meeting, we will take you around the fair, pointing out some of the interesting stands of the fair.

**Please confirm your attendance as soon as possible on my email [tina.hudnik@gmail.com](mailto:tina.hudnik@gmail.com).**

Best regards,  
Tina Hudnik