

## Pasti in prednosti tradicionalnega gostinstva

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### Izvleček

. V Sloveniji lahko razvoj tradicionalnega gostinstva povezujemo iz dveh aspektov - globalnega in lokalnega. Kot globalni vidik lahko razumemo, da je računalniško omrežje ljudem približalo svet ter popotnikom in domačim gostom olajšalo dostop do globalnih informacij in ustvarilo zanimanje za pristno avtohtono kulinariko. Iz lokalnega vidika pa lahko razvoj gostinske dejavnosti povezujemo z osamosvojitvijo Republike Slovenije in privatizacijo v državi, saj se je tedaj pričel nov razvojni cikel. Zaradi razmaha podjetništva in zasebne dejavnosti se je na področju gostinstva izboljšala kakovost ponudbe in pestrost uporabljenih živil, naraščala je ozaveščenost prebivalstva in gostov, ki so se kljub novostim z zanimanjem in spoštovanjem obračali k tradicionalni, lokalni, sezonski, avtentični ponudbi. Tradicionalno gostinstvo krepi identiteto naroda in države v obliki turistične blagovne znamke. Ljudje so vedno bolj ozaveščeni glede zdrave prehrane in zdravega načina življenja, zato se tradicionalno gostinstvo postopoma uvršča med bolj popularno tudi med mlajšimi generacijami. Avtentičnost, gostoljubnost in tradicionalnost postajajo vrednote, ljudje se vračajo nazaj k naravi, pristnosti, trajnostni in družbeno odgovorni usmerjenosti, svoj prosti čas radi uživajo na podeželju, zato ima tradicionalno gostinstvo veliko priložnosti za obstoj in razvoj.

**Ključne besede:** gostinstvo, prehrana, tradicionalnost, gostoljubje, lokalno

### The pitfalls and benefits of traditional hospitality industry

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### Abstract

In Slovenia, the development of traditional hospitality can be viewed at two levels: global and local. At the global level, we can understand that the computer network has brought the world closer and made it easier for travellers as well as domestic guests to access information and stimulate interest in authentic cuisine. The development of the local hospitality industry began with the new cycle of development which is linked to the time the Republic of Slovenia gained independence and began privatisation. Increase of entrepreneurship and private sector related to hospitality facilitated the improvement of food supply quality and variety while also increasing community and guest awareness, as they are more interested and respectful of the traditional, local, seasonal, and authentic offer. Traditional hospitality strengthens the identity of a nation and a country in the form of a tourist brand. People are becoming more and more aware of the importance of a healthy diet and a healthy lifestyle, which is one of the reasons traditional cuisine is gradually becoming more popular among the younger generations. Authenticity, hospitality and tradition are becoming preferred values; people are returning to nature; genuineness, sustainable and socially responsible practices, spending free time in the countryside are integral for guests nowadays, and that provides good opportunities for the continuation and development of traditional hospitality.

**Keywords:** hospitality industry, food, tradition, hospitality, local

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*Hrana, prehrana, zdravje:*

**Gojimo, hranimo, ohranjamo. Skupaj**

P. Raspor (ur.)

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