

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY  
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

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**Company name:** Institute and travel agency "Premiki"



**Source:** <http://premiki.com/>

**Country/region of operation:** Slovenia

**Sustainability dimension :** environmental, social, economic social

**Description of the enterprise/initiative:** Premiki is a trailblazer in the field of offering accessible tourism programs, trainings, and certifications. In their operations, this institute has truly embraced the concept of "tourism for all." As the European population age in the coming years, the Premiki institute will inspire other similar organizations to shoulder the social responsibility of offering equal employment opportunities, trainings, and tourism for "all".

**Social/ community impact sought:** The focus is on promoting destinations where tourism development aims to improve social, cultural and environmental sustainability

**Stakeholders:** Physical impairments, visual and hearing impairments, people with learning difficulties, mental disorders, and other impairments (e.g. allergies, diabetes).

**Approach applied:** By 2050, population of 65+ in Europe will be 3 times what it was in 2003 and 80+ will be 5 times greater. Also with between 600-900 million persons with disabilities of varying degree around the world, there lies a great amount of potential in the market. In

Premiki's business concept, they have embraced the concept "tourism for all" the number one priority. The concept encompasses that regardless of physical or mental limitation shouldn't be prevented from being able to travel to the place they desire. In order to accomplish its mission, Premiki offers accessible travel products, certifies tourism facilities which are "disability friendly", and provide trainings to tourism professionals on accessible tourism.

**Innovation applied:** Premiki is the first travel agency in Slovenia, specialized in accessible tourism services for people with special needs.

**Social impact and business results achieved:** Through creating supply to meet the increasing demand, Premiki has successfully provided services in its native Slovenia and internationally. From the requests of customers, the organization has created a network of providers who are disabled-friendly whether it's accommodation facilities or comprehensive travel services. Premiki is also focused on sustainable tourism.

**Financial situation / sustainability of the business model:** Many organizations see accessible tourism as a social responsibility, however, Premiki has seen it also as a compelling business case for Europe which enhances the sustainability of the business model. All income that is higher than the operative cost of the institute is directed into the development of accessible tourism in Slovenia and the employment of disabled people.

**Key success factors:** The company endeavour for tourism to be seen as a basic human right and not as a luxury, available only for selected people.

**Challenges and problems:** The individuals with disabilities often encounter great difficulty when travelling, such as lack of relevant information, all kinds of prejudices, inappropriate accommodation and transportation, etc. Still, the company works on that.

**Year when the enterprise was created: 2010**

**References (web-site, intent links, video, etc.):** <http://premiki.com/>