

“ROOTS TOURISM”: THE CASE OF SLOVENE EMIGRANTS FROM THE UNITED STATES OF AMERICA IN SLOVENIA

Miha Koderman

*University of Primorska, Science and Research Centre of Koper,
Garibaldijska 1, Koper, 6000 – Slovenia, e-mail: miha.koderman@zrs.upr.si*

Abstract

“Roots Tourism” describes the phenomenon of the return visits of emigrants to the country of origin or the country of their ancestors. This term has gained widespread acceptance, but remains relatively unknown in Slovenia, despite the country's considerable diaspora of over 300,000 persons of Slovene origins. The paper presents the main characteristics of this segment of the tourist industry and discusses the results of the primary research in this field, which focuses on the geographical, social and economic aspects of tourist visits of people with Slovene origins from the United States of America to Slovenia. The research, based on data collected by online questionnaires, was conducted between April 2008 and January 2009 and included 150 respondent families in 25 US states.

Key words: “Roots Tourism”, Slovene emigrants, United States of America