

DATA VISUALIZATION COURSE  
FACULTY OF SOCIAL SCIENCES  
UNIVERSITY OF LJUBLJANA

# project presentation

VISUALIZING THE SOCIAL AND ECONOMIC  
IMPACTS OF TOURISM ON SLOVENIAN TOWNS

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01/12

NIVES HÜLL

# 01

INTRO

# 02

STORY

# 03

DATA

# 04

CHARTS

# 05

DESIGN

# 06

SOFTWARE

# 07

END PRODUCT

# 08

THANK YOU

# intro

Tourism is often celebrated as an economic success story.

## BUT WHAT HAPPENS TO LOCAL COMMUNITIES IN TOURIST TOWNS?

This project uses data visualization to explore the *hidden social and economic impacts of tourism* on Slovenian municipalities and towns — from housing prices to migration patterns.

# story

In recent years, tourism has transformed many Slovenian towns.

At the same time, locals, *especially young people*, face growing challenges:

- Soaring housing prices
- Stagnant wages
- Out-migration
- Aging populations

# data

## Data sources:

- Statistical Office of the Republic of Slovenia (SURS)
- e-Prostor (real estate value data)

## Notes:

- Property price values are approximate (regional averages)
- Focus: selected tourist municipalities, control cities, Ljubljana

## Variables:

- municipality type (tourist vs. control)
- average salary
- property prices
- age
- migration

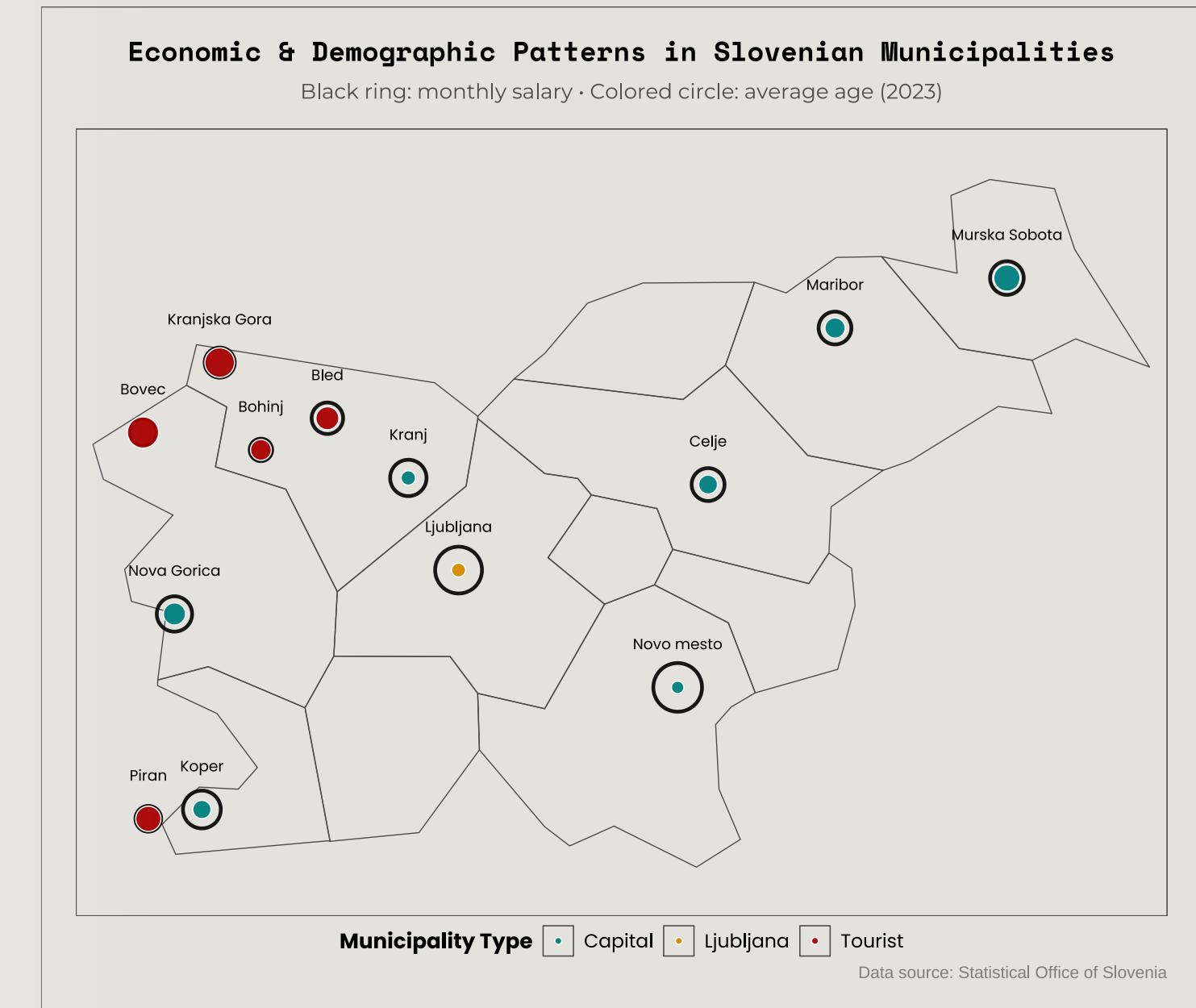
# who is affected?

CHART 1: MAP WITH 4 VARIABLES (location, type, age, income)

Tourist spots show a clear pattern:

- Higher average age
- Lower average salaries
- Demographic shifts driven by rising living costs and second-home buyers

Control cities and Ljubljana remain more **balanced**.



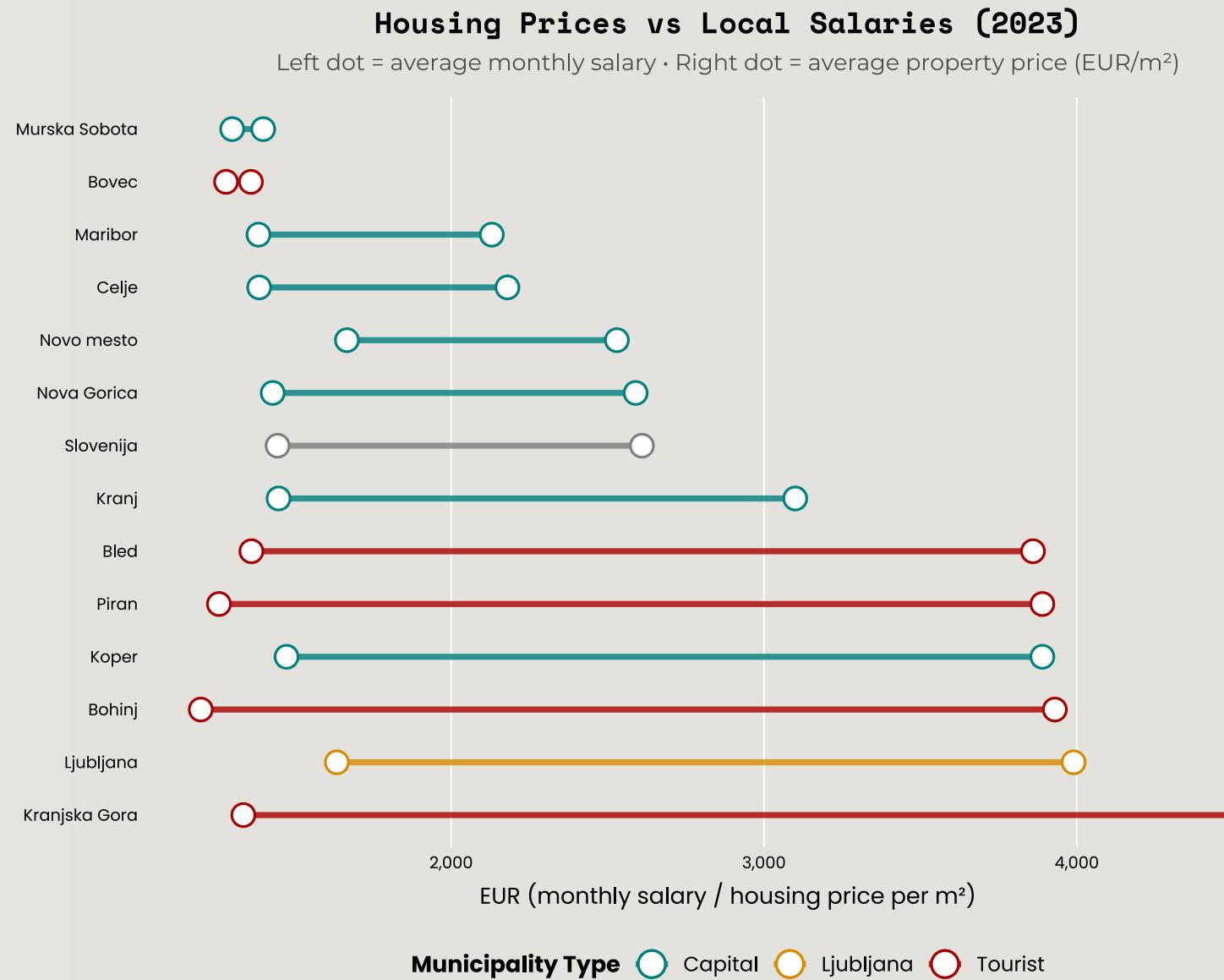
# housing prices

CHART 2: DUMBBELL CHART WITH 2 VARIABLES (housing price, income)

In tourism-driven municipalities, property prices have surged far beyond local wages.

Investors and second-home buyers dominate the market.

For many young residents, home ownership is **no longer realistic**.



Data source: Statistical Office of Slovenia

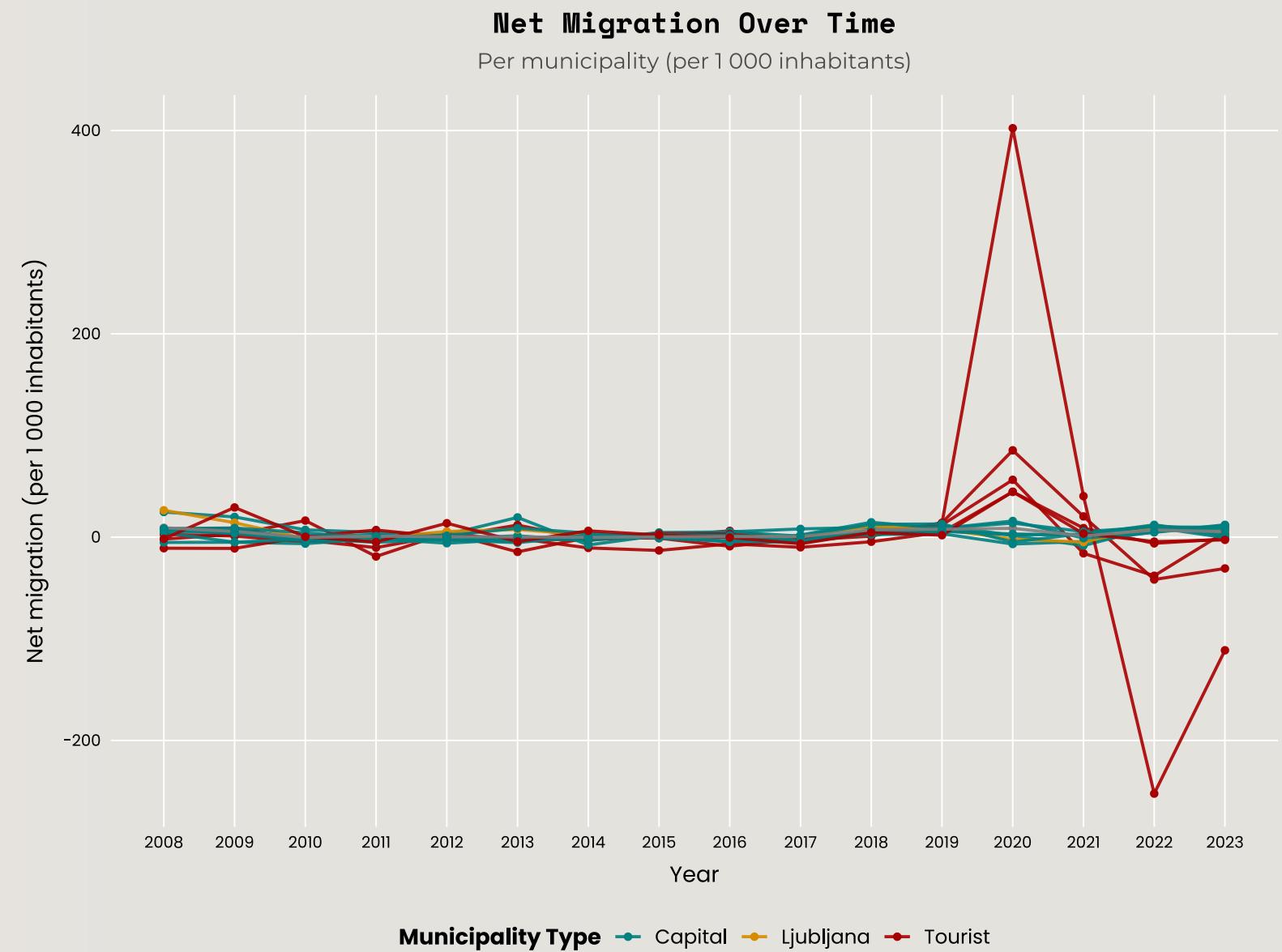
# migrations

CHART 3: MULTILINE TIME SERIES CHART (net migration over time)

- x-axis = years
- y-axis = net migration
- multiple lines = municipalities

The COVID-19 pandemic triggered a sharp shift in migration.

Tourist towns saw a spike in newcomers — often **wealthier lifestyle migrants**. Meanwhile, many local families and young people are moving out.



Data source: Statistical Office of Slovenia

# design

Color palette:

- #F0F0F0
- #008080
- #D78B00
- #A80000
- #000000



Fonts:

- **Montserrat**
- **Poppins**
  - for readability
- **Space Mono**
  - for accent titles

Design goal: **clean**, clear, data-first storytelling.

Bright and contrast color scheme, appropriate for **magazines** and **social media**.

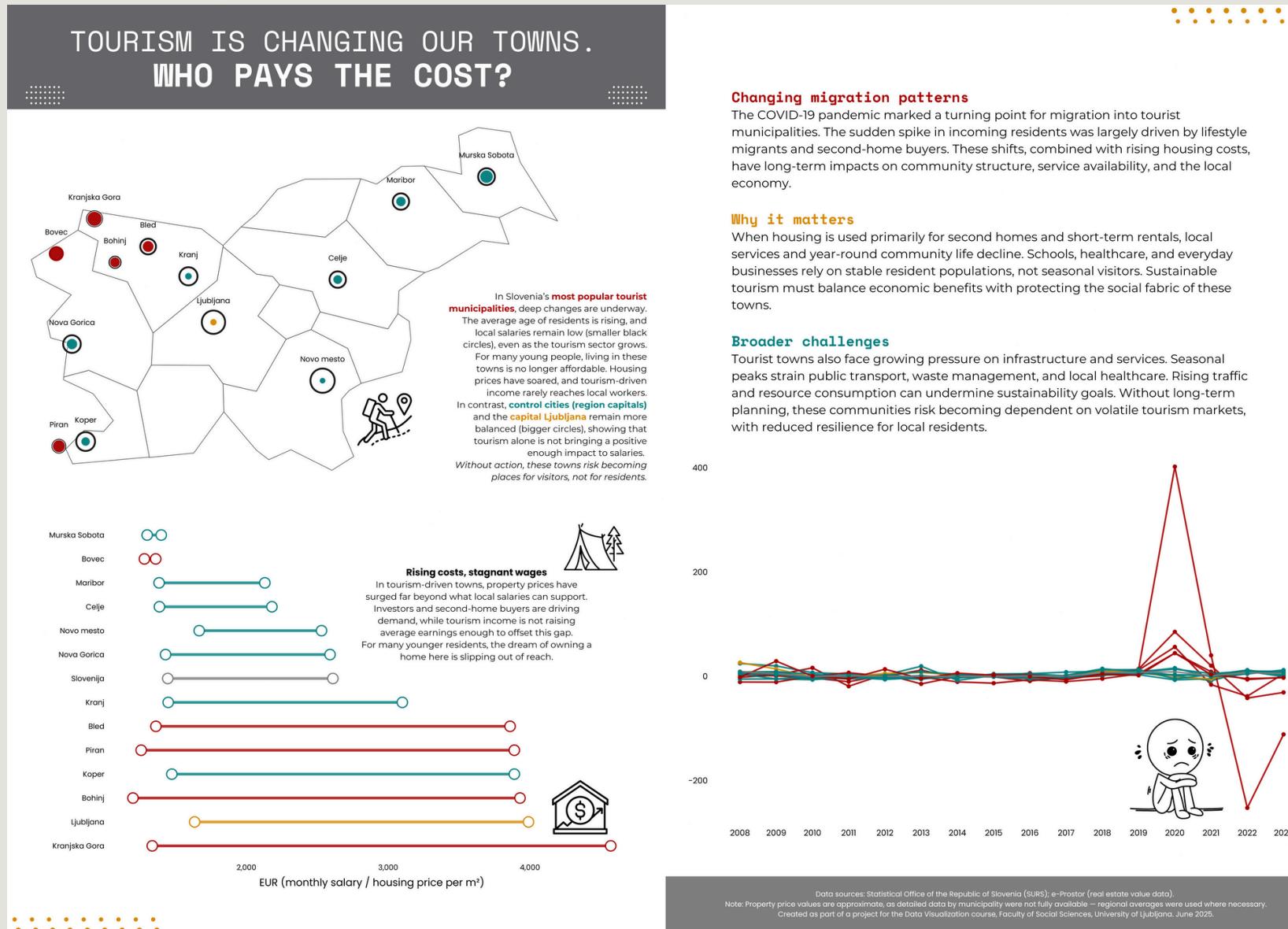
# software

Tools used:

- **R** (tidyverse, ggplot2) → data processing and charts
- **Canva** → infographic design and presentation

Code and all details available on [GitHub](#).

# end product



The infographic combines visual data and textual explanation:

- The **left side** introduces key variables and findings through maps and charts, accompanied by short explanatory texts.
- The **right side** leaves **open visual space** around the migration chart. It invites the reader to pause and reflect on broader implications, beyond what is directly shown in the data.

The goal was to present facts and to spark **critical thinking** about the long-term sustainability of tourism-driven development.

Challenges:

- Selecting appropriate chart types for each variable and story element
- Placing charts visually to support a clear narrative flow
  - (Idea considered: circular structure, to show interdependence between variables, but this proved harder to visualize effectively.)

# thank you

THANK YOU FOR YOUR ATTENTION.

QUESTIONS?