

REPORT ON SUSTAINABLE DEVELOPMENT OF TOURISM 2017–2020

Blagajeva dežela/Count Blagay's Land

CREATING THE STRATEGY OF SUSTAINABLE DEVELOPMENT OF THE TOURIST DESTINATION

In 2019, we invited the locals and representatives of local businesses to help create *The Strategy of Sustainable Development of Count Blagay's Land*. The response was extremely encouraging and many actively participated in the process of creating the strategic document based on the 'bottom-up' approach.



A NEW WEBSITE FOR THE TOURIST DESTINATION



A new tourism website presents content in two languages, Slovene and English.

DEVELOPMENT OF SUSTAINABLE TOURIST EXPERIENCES

- Experience Slovenian Apiculture and Honey at Božnar House of Honey
- Tea with Count Blagay
- Climb up to the Viewpoint Above the Polhov Gradec Mansion
- A Picnic in the 'Slovenian Dolomites'
- Dormouse Adventure Park
- Museum of Post and Telecommunications: Stories from postbags
- Šentjošt Path of Natural and Cultural Heritage
- Painting Frescoes
- Carving and Gilding Workshop
- Bread Baking Workshop
- Ethnological Workshop

Some of these experiences have been created anew based on the locals' initiative; some are upgrades of already existing ones.

With adding quality and diverse experiences to our sustainable tourist offer, we hope the visitors will prolong their stay at our destination – their 'to do list' has just got longer.



In 2018, we opened the Dormouse Adventure Park in Polhov Gradec, which encourages children to think on their own and form a healthy relationship with nature through discovering the fairytale land and the real world of the park.



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ČRNIVRH



DELAVNICA PEKE KRUHA

*Specite kruh na tradicionalen način –
v lončeni peči*

Our basic intention was creating locally enriched experiences, enabled by different local businesses. We gathered suggestions by inviting everyone to share their ideas.

We tested these ideas in practice and selected the ones, which we could upgrade to a unique experience.

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ČRNIVRH



ETNOLOŠKE DELAVNICE

*Izdelajte svojo leseno posodo
ali polsteno okrasje*

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ŠENTJOŠT



DELAVNICA REZBARJENJA IN POZLATE

*Prebujamo podobe preteklosti –
postanite mojster restavriranja*

An individual workshop on presenting the tourist offer to potential visitors was organized for each local provider of these experiences.



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ŠENTJOŠT



**POT NARAVNE IN KULTURNE
DEDIŠČINE ŠENTJOŠTA**

Zgodbe Šentjošta v družbi lokalnega vodnika

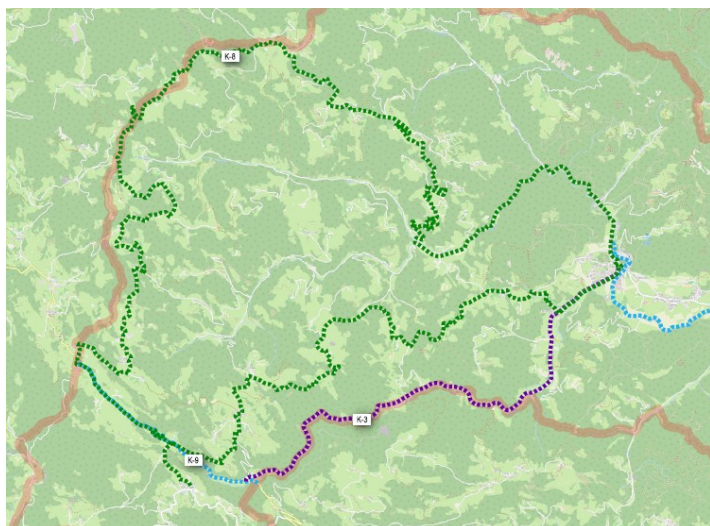
We planned the experiences carefully in order to enable the visitors to use public transportation.



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VISIT 'POLHOGRAJCI' BY BIKE – SUSTAINABLE MOBILITY



We are working on the first bike route dedicated to electric bikes.

TRAININGS FOR THE LOCAL PROVIDERS OF EXPERIENCES

RENTING SMALLER ACCOMMODATIONS

Rapid increase in tourist arrivals in the central Slovenia and inquiries about staying on the outskirts of a city, closer to nature, have led to additional accommodations outside of cities.

- **TO DO before accepting the first tourist:**
 - Register your business, take care of tax and other administrative issues,
 - prepare your accommodation (necessary documents and agreements, categorization),
 - set up a system for accepting reservation and a *Book of guests*.
- **TO DO during the tourists' stay at an accommodation:**
 - Check in the tourist,
 - issue a receipt,
 - charge tourist tax,
 - keep a statistics report,
 - carry out any other necessary procedures for accommodating a tourist in accordance with the Slovenian legislation.
- **Marketing on websites for booking accommodation:** booking.com, airbnb, tripadvisor, flipkey, trivago, etrips ...
- **Contemporary management and connecting smaller providers of accommodations:** tourism cooperatives, distributed hotels, hotel management systems

STRATEGY OF SUSTAINABLE DEVELOPMENT OF COUNT BLAGAY'S LAND



1st MEETING

- role and power of the destination's brand
- defining main pillars of tourism development
- defining primary target groups

2nd MEETING

- destination's values
- destination's main qualities
- destination's key promise

3rd MEETING

- selecting symbols for the destination
- selecting a name of the destination
- selecting key words for marketing



NEW TRENDS IN TOURISM



- Trends in tourism are helpful in developing new tourist products (key trends, which shape the global tourist offer, with examples of good practice).
- Innovation and creativity in tourism: unique and interesting products/experiences (with examples of good practice).

MARKETING COMMUNICATIONS OF THE DESTINATION:

- The use of social media,
- the types of content and graphic elements,
- knowledge about how and when to connect posts,
- dynamics of posting.