

I FEEL
SLOVENIA

JULIAN ALPS
TRIGLAV NATIONAL PARK

UNESCO MAB Biosphere Reserve JULIAN ALPS as a sustainable destination

= JOINT PLATFORM
FOR RESPONSIBLE &
SUSTAINABLE GROWTH

Partnership project of 12 local communities and Triglav National park

SNOWDONIA Sustainable Tourism Workshop, March 26, 2021
Misa Novak, ALOHAS, SLOVENIA

| BLED | BOHINJ | BOVEC | BRDA | GORJE | KOBARID | JESENICE | KANAL OB SOČI | KRANJSKA GORA | RADOVLJICA | TOLMIN | ŽIROVNICA |



The background image shows a panoramic view of the Julian Alps in Slovenia. In the foreground, silhouettes of pine trees are reflected in a calm lake. Across the lake, a small island features a church with a prominent white dome and a tall, dark spire. The middle ground is filled with misty, forested mountain slopes. In the far distance, more rugged mountain peaks are visible under a bright, slightly cloudy sky.

01 THE GREEN STORY OF SLOVENIA

02 JULIAN ALPS

03 CHALLENGES

04 KEY STRATEGIC APPROACHES (JULIAN ALPS AS A REGION, BLED, BOHINJ)

05 KEY LEARNINGS

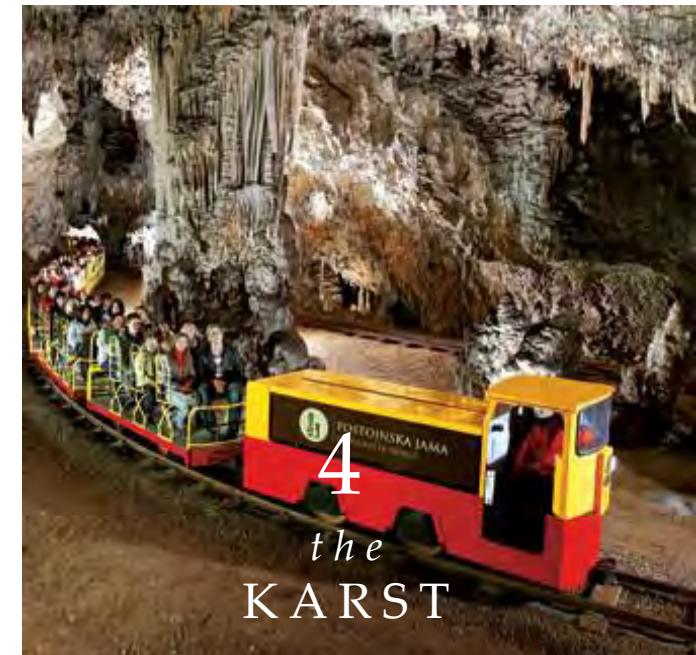
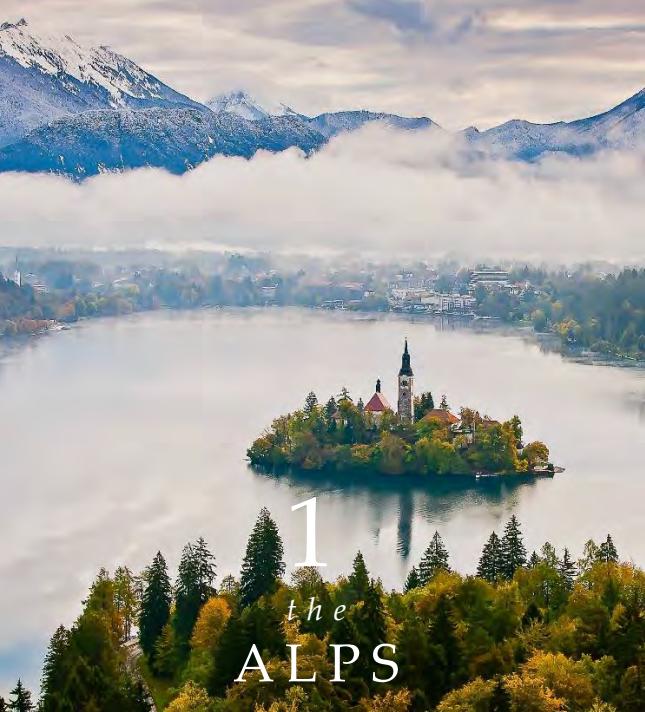
#01 THE GREEN STORY OF SLOVENIA

I FEEL
SLOVENIA



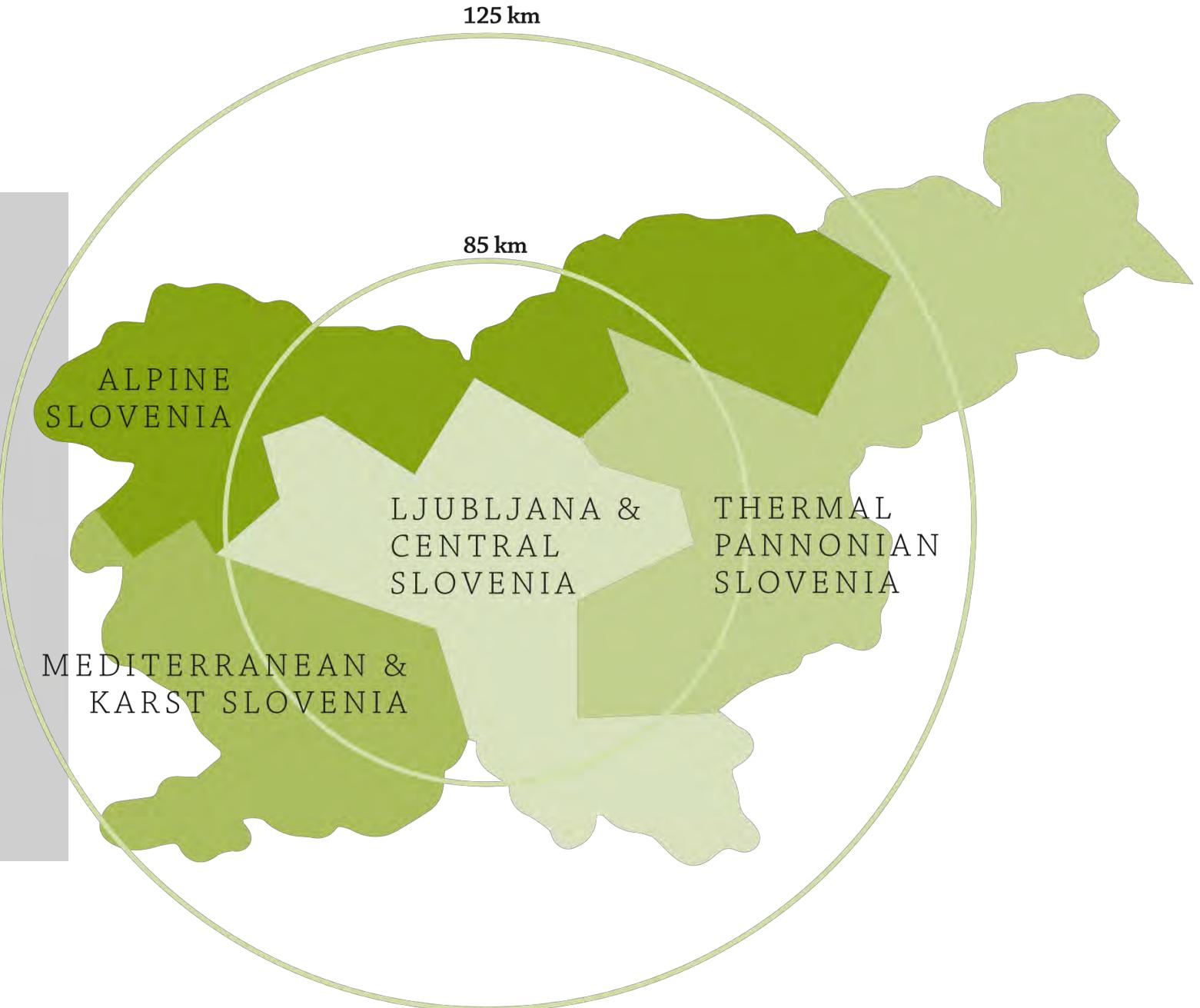
THE ONLY COUNTRY
IN EUROPE, WHERE

*4 distinct
GEOGRAPHICAL
worlds
MEET*



The FOUR TOURIST REGIONS of SLOVENIA

As product clusters



MACRO REGIONAL APPROACH IS TRANSFERRED ALSO INTO ORGANISATIONAL MODEL

35

DESTINATION
PARTNERS
(DMMOs-s) –
STATUS OF A
„LEADING
DESTINATION“

To create
products in line
with the vision.



ALPINE
SLOVENIA



11

- 1. Bled
- 2. Kranjska Gora
- 3. Bohinj
- 4. Dolina Soče
- 5. Radovljica

- 6. Kranj
- 7. Cerkno
- 8. Maribor – Pohorje
- 9. Rogla – Pohorje
- 10. Zgornja Savinjska dolina
- 11. Koroška

MEDITERRANEAN
& KARST SLOVENIA



8

- 1. Portorož/Piran
- 2. Izola
- 3. Koper
- 4. Ankaran
- 5. Zeleni kras (Kras)
- 6. Škocjanske jame, Lipica, Štanjel (Kras)
- 7. Nova Gorica in Vipavska dolina
- 8. Brda

THERMAL
PANNONIAN
SLOVENIA



10

- 1. Pomurje
- 2. Podčetrtek
- 3. Ptuj
- 4. Rogaška Slatina
- 5. Laško
- 6. Dobrna
- 7. Celje
- 8. Velenje, Topolšica
- 9. Dolenjska
- 10. Čatež in Posavje

LJUBLJANA &
CENTRAL SLOVENIA



6

- 1. Ljubljana
- 2. Kamnik
- 3. Cerknica na Gorenjskem
- 4. Kočevsko
- 5. Bela krajina
- 6. Škofja Loka in Idrija

THE VISION of
SLOVENIA

GREEN
BOUTIQUE
destination for
5-STAR
EXPERIENCES



DEFINED IN STRATEGY OF SUSTAINABLE GROWTH OF
SLOVENIAN TOURISM 2017-2021

WIDELY ACCEPTED
ACROSS THE INDUSTRY

A NEW TOURISM STRATEGY PLANING PROCESS IS JUST
ABOUT TO START (2022 - 2028)

Direction remains the same, but we will have to take bolder measures in the field of sustainability (green infrastructure for green mobility), increasing the quality of services and infrastrucure (mainly in outdoor and accommodation sector), build competences in destination management at local level ...

MAIN CHALLENGE IS TO INCREASE VALUE.

GREEN PHILOSOPHY *of*

SLOVENIAN TOURISM,

(by SLOVENIAN TOURIST BOARD – at national level)

1 SLOVENIA
IS GREEN



STRONG
GREEN FACTS

2 SLOVENIA
ACTS GREEN



GREEN SCHEME OF
SLOVENIAN TOURISM

3 SLOVENIA
PROMOTES GREEN



WE FEEL GREEN &
WE PROMOTE IT

GREEN SCHEME OF SLOVENIAN TOURISM

A national model for sustainability

60+ certified destinations (80% of overnights) and 40+ tourism providers



All destination we will be talking today are SLOVENIA GREEN accredited destinations (plus some 20 providers)

DESTINATIONS:



Ljubljana, Podčetrtek, Bled, Rogaška Slatina,



Idrija, Kamnik, Radlje ob Dravi, Rogla-Zreče, Cerkno, Nova Gorica, Brda, Kranjska Gora, Maribor, Ptuj, Slovenj Gradec, Bela Krajina



Laško, Žalec, Celje, Velenje, Polhov Gradec, Kočevsko Region, Ljutomer, Litija in



Triglav National Park, Kozjansko Regional Park, Škocjan Caves Regional Park.

#02 THE REGION JULIAN ALPS (TRIGLAV NATIONAL PARK)



#01 JULIAN ALPS AS THE
STRONGEST TOURIST
REGION IN SLOVENIA



ABOVE AVERAGE GROWTH IN JULIAN ALPS

= the strongest
Slovenian tourist
region

4,054,729
OVERNIGHT STAYS
(= 25.7% SLO)

38% drop in 2020

Data for 2019

44,353
TOURIST BEDS
(= 26% SLO)

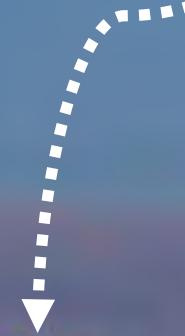
94,645
POPULATION
(= 4.5 %SLO)

6.3 mio EUR
TOURIST TAX
20+ mio EUR
ATTRACTION FEES

Basic tourist indicators have
been doing fine, but:

- > Demographics – stagnating (drop in population from 2008 to 2019 for 2,5 %)
- > A huge drop in self-employed farmers

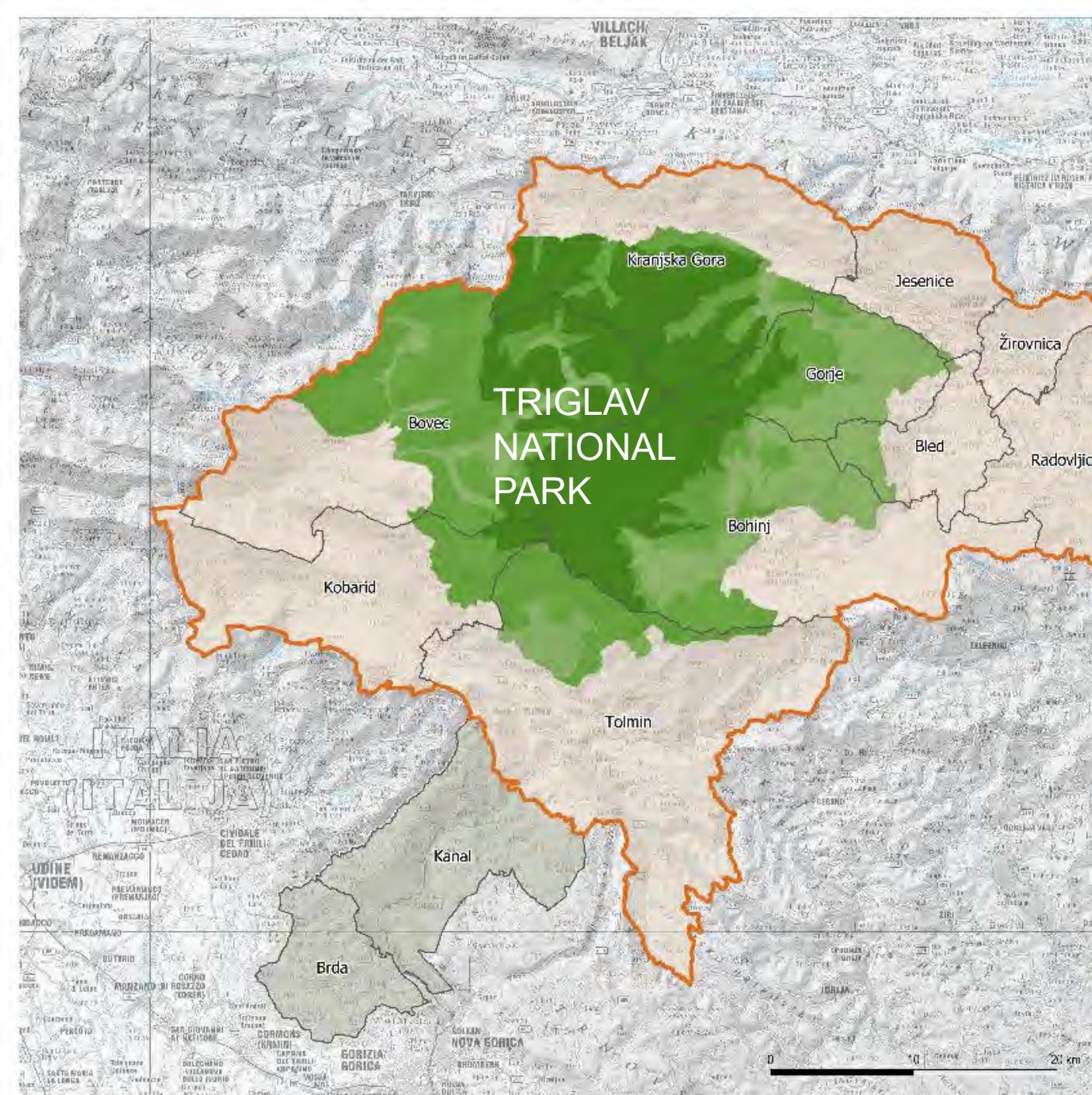
TRIGLAV, highest
Slovenian mountain –
a strong and special
symbol of Slovenes



UNESCO Biosphere Reserve Julian Alps:
195,723 ha

- central zone: 63,900 ha
- marginal zone: 20,082 ha
- transitional zone: 111,741 ha

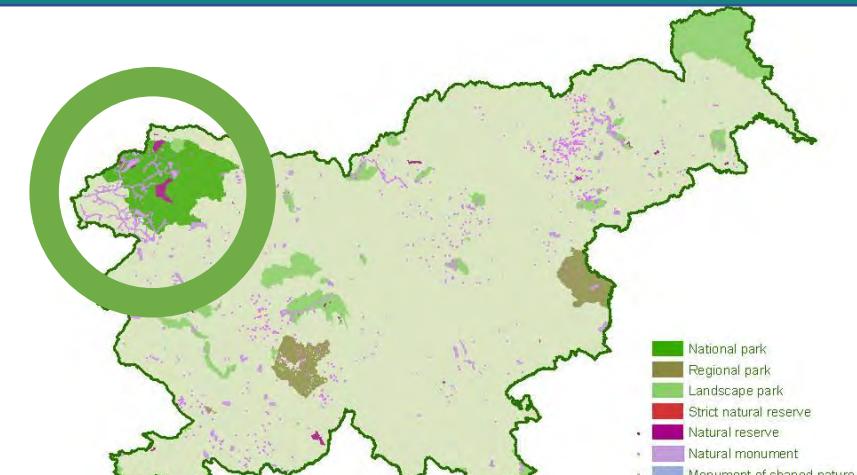
#02 THE REGION ENCOMPASSES
TRIGLAV NATIONAL PARK –
THE ONLY NATIONAL PARK IN SLOVENIA
(covering 4% of the territory), from 2003 UNESCO MAB
Biosphere Reserve status



1 TOURIST DESTINATION,
(2 REGIONS)
30 years of tourism cooperation



10 (+2) municipalities +
Triglav National Park
(Public institute)



#03 SOME OF SLOVENIAN STRONGEST BRANDS (DESTINATIONS)

– they are mostly positioned on the outskirts of the Triglav National Park

Only 2,444 people live in the Park, whereas in the UNESCO MAB region nearly 100,000.

Next to BLED, Imago Paradisi ...



More serene BOHINJ ...

A wide-angle photograph of a snowy mountain range during a sunset or sunrise. The sky is filled with warm, pinkish-orange hues above a line of jagged, snow-laden peaks. In the foreground and middle ground, a small town is nestled in a valley. The town's buildings are covered in snow and are illuminated from within, with warm yellow and orange lights spilling out onto the snow-covered streets and roofs. Bare trees in the immediate foreground frame the town. The overall atmosphere is serene and cold.

*KRANJSKA GORA, known for
skiing world cups*

A photograph of two mountain bikers crossing a wooden suspension bridge over a turbulent, turquoise-colored river. The biker on the left wears a bright blue shirt, yellow shorts, and a green helmet. The biker on the right wears a tan shirt, dark shorts, and a black helmet. The bridge is made of wood planks and has metal cables for support. In the background, there are steep, lush green mountains under a clear sky.

*Valley of emerald
SOČA river*

A photograph of a woman with her back to the camera, standing on a balcony or terrace. She has her arms raised high in the air, palms facing forward. She is wearing a light-colored long-sleeved top and dark trousers. In the background, there is a stunning view of the Julian Alps, with a deep blue lake (Lake Bled) in the foreground. To the right, a small castle (Bled Castle) sits atop a rocky cliff. The sky is clear with a few wispy clouds.

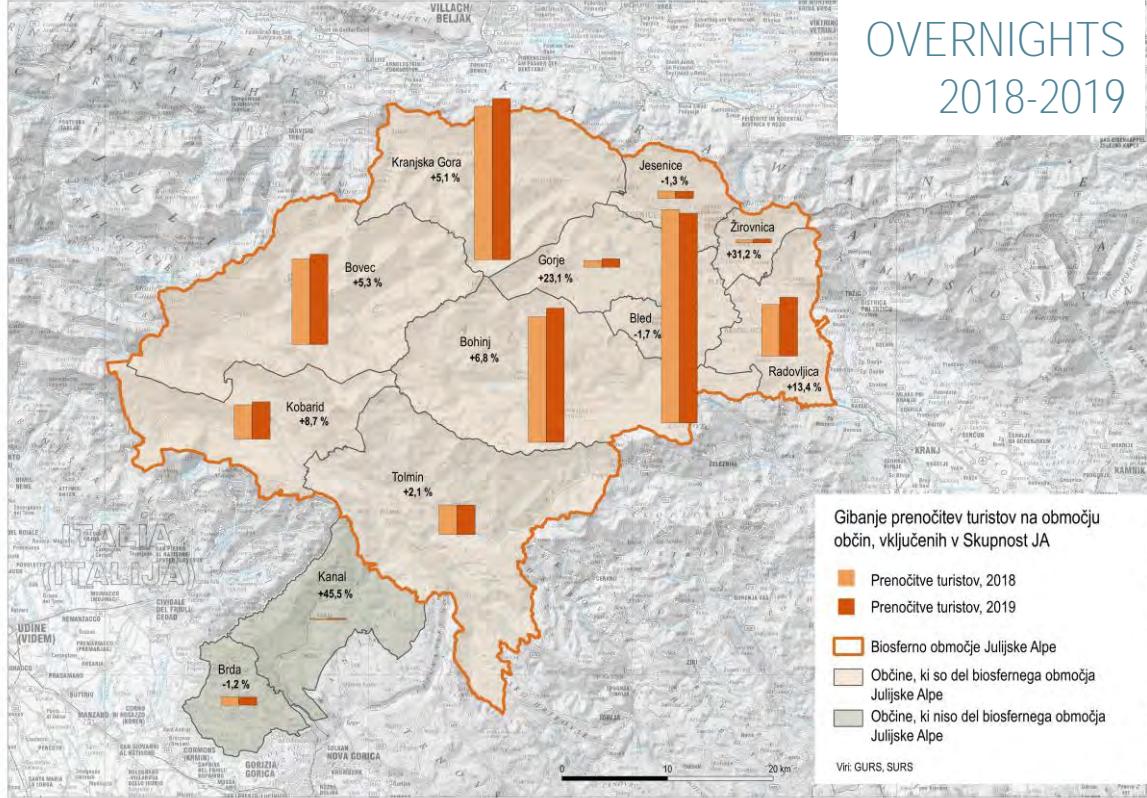
#04 JULIAN ALPS OR/AND
INDIVIDUAL DESTINATIONS
CONSISTENTLY ON
„TOP SOMETHING“ LISTS

#03 CHALLENGES

CHALLENGE

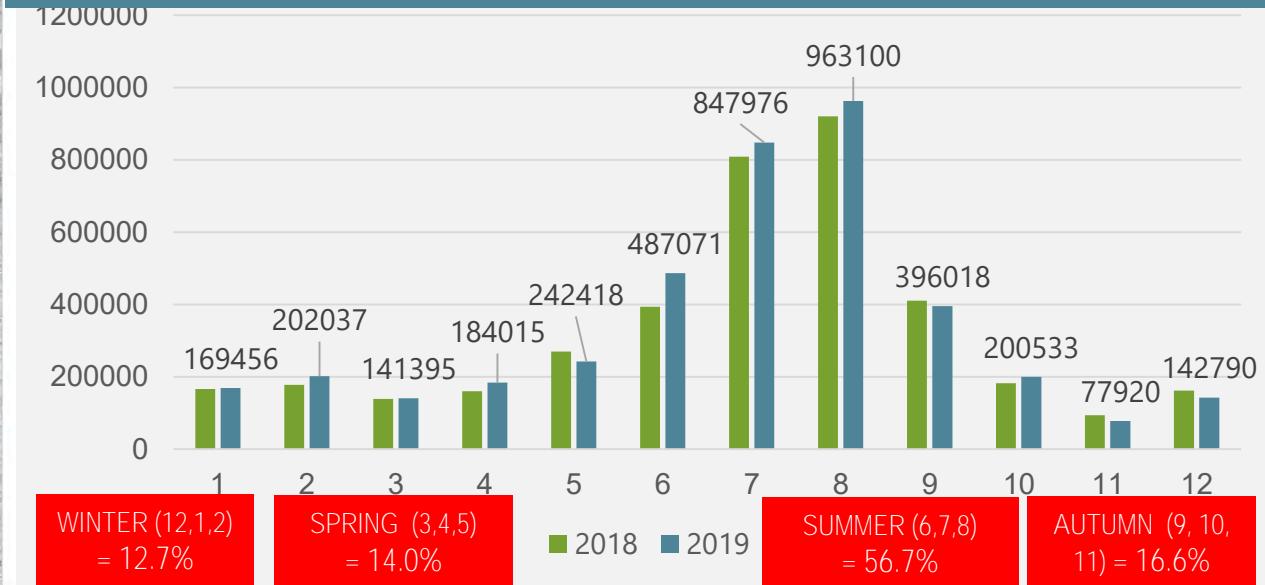
QUICK &
UNSUSTAINABLE
GROWTH





OVERNIGHTS
2018-2019

High seasonality:
44,7 % (1.8 mio) in July-August
56,7 % in 3 summer months



Overnights 2008-2019: INDEX 223.4

- > 2019: 4,054,729 (25.7 % SLO)
- > 2015: 2,204,152 (21.3 % SLO)
- > 2008: 1,815,259 (19.4 % SLO)

ARRIVALS 2008-2019: INDEX 225.6

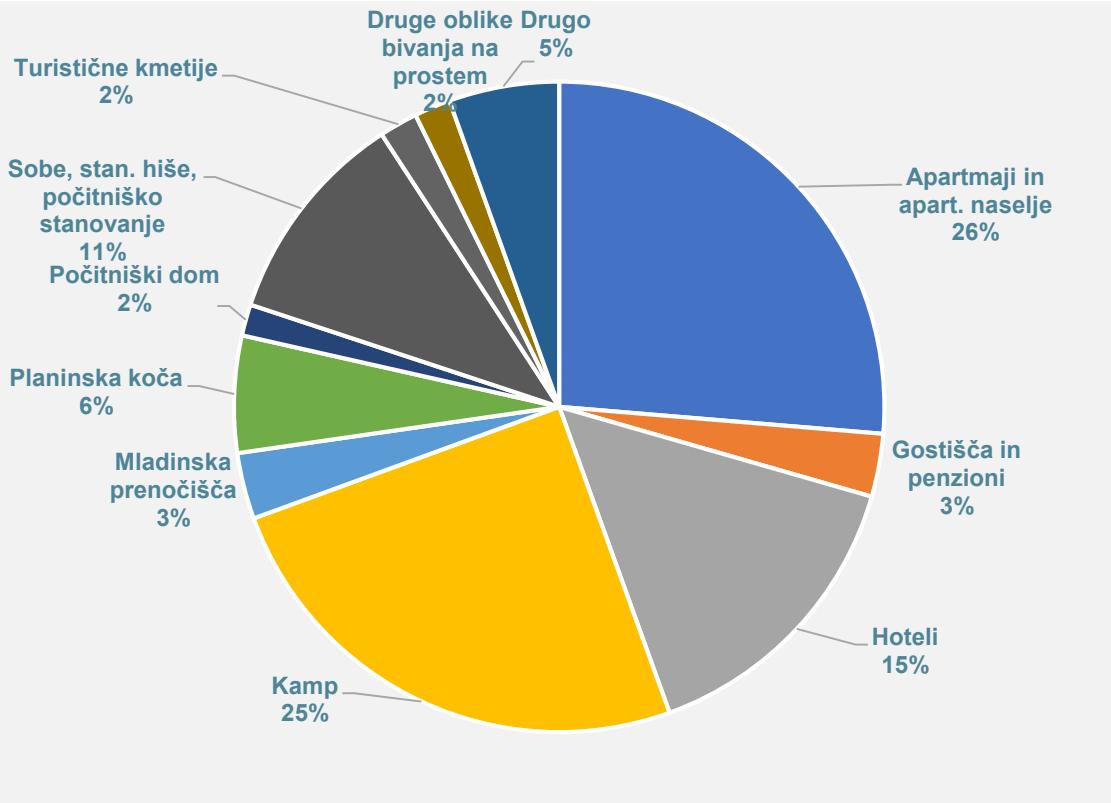
- > 2019: 1,654,902 (26.6 % SLO)
- > 2015: 898,989 (22.9 % SLO)
- > 2008: 647,439 (21.9 % SLO)

2008 to 2019

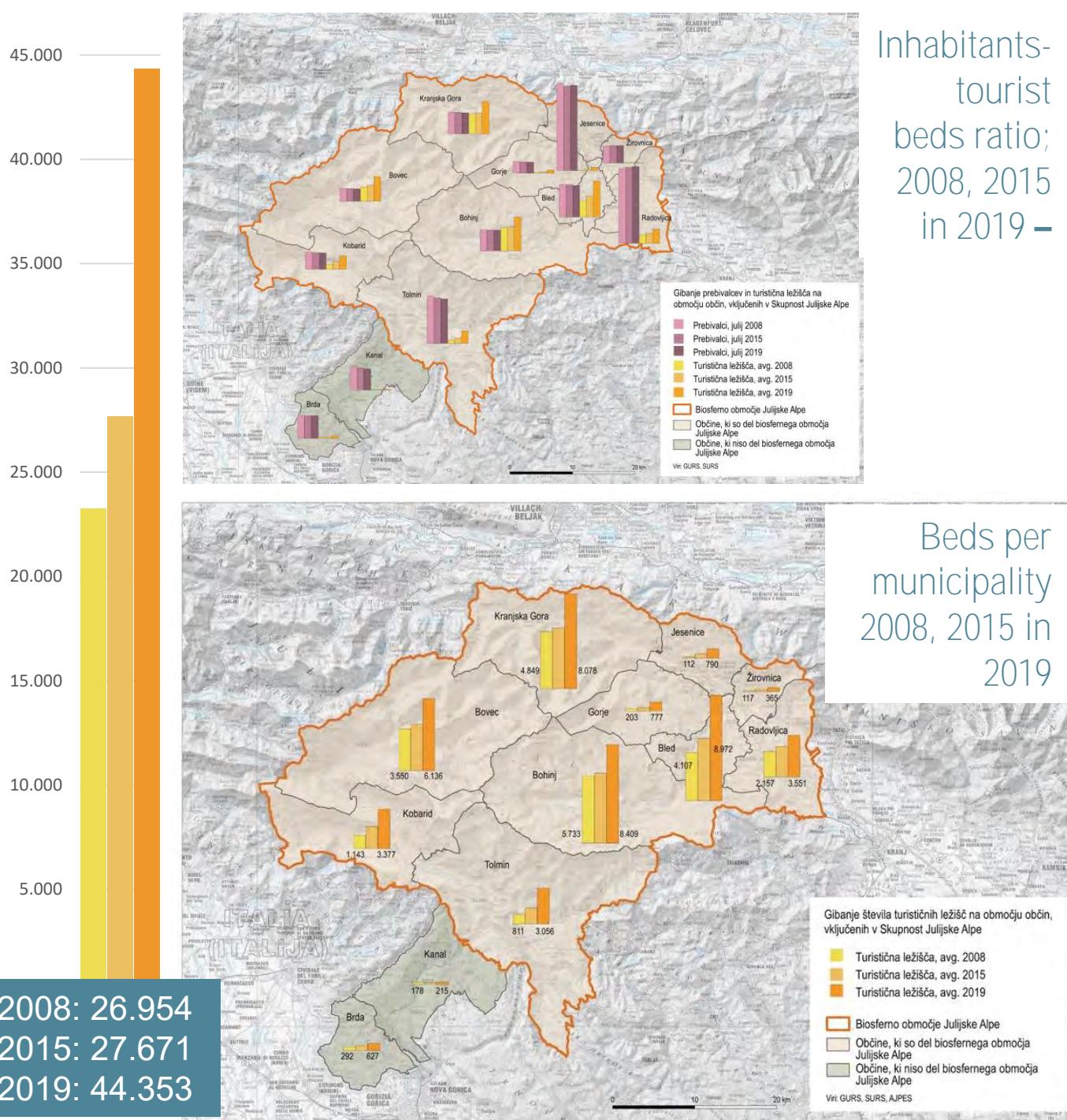
- > Overnights **more than doubled** (1.8 mio to 4 mio)
- > **Decrease of average stay** from 2.8 to 2.45 (slightly below Slovenian average of 2.53)
- > Foreign overnights from **72.5% to 83,7 %** (Slovenija 72 %)

TOURIST BEDS:

44,353 (2019)



More than doubled from 2008 to 2019
 INDEX 2019/2015: 160 – IN 4 YEARS 60%
 INCREASE





ALSO A HUGE GROWTH
IN SOME OF THE MAIN
ATTRACTIONS
(poorer visitor experience,
traffic jams in a small village)

BLED GORGE
(400,000 in 2019)



CHALLENGE

INCREASED PRESSURES OF DAY VISITORS



BLED IS NOW A
DESTINATION YOU
COME TO SEE

(many day visitors and short
stays of groups on a 2-3 day tour
of Slovenia or 7 days of Central
Europe)



In the past – until 2016 not much
done together with Triglav
National Park and Julian Alps



GOAL: MUST
EXPERIENCE
DESTINATION –
focus on destination,
where you relax and/or
enjoy outdoor activities

Julian Alps are also a favourite day trip destination with Slovenes;
WITH COVID-19 NUMBERS OF DAY VISITORS TO GREAT OUTDOOR SPOTS ARE FURTHER INCREASING (also in off-season)





SENSITIVE
ENVIRONMENT

BLED in MARCH 2020

(the lake turning reddish, due to annual
flowering of algae – but last year in more
severe form)



Work on physical
elimination of
algae was done



An urgent call to the
**GOVERNMENT/ENVIRONMENTAL
MINISTRY** (the state owns the lake)
to give a green light for a
management plan for the lake

A photograph of a woman with blonde hair tied up, sitting in a wooden sauna. She is looking out through large windows at a scenic view of a lake, a town with a church tower, and snow-capped mountains under a blue sky with clouds. The sauna interior has wooden walls and ceiling. A small circular light fixture is visible on the wall.

CHALLENGE

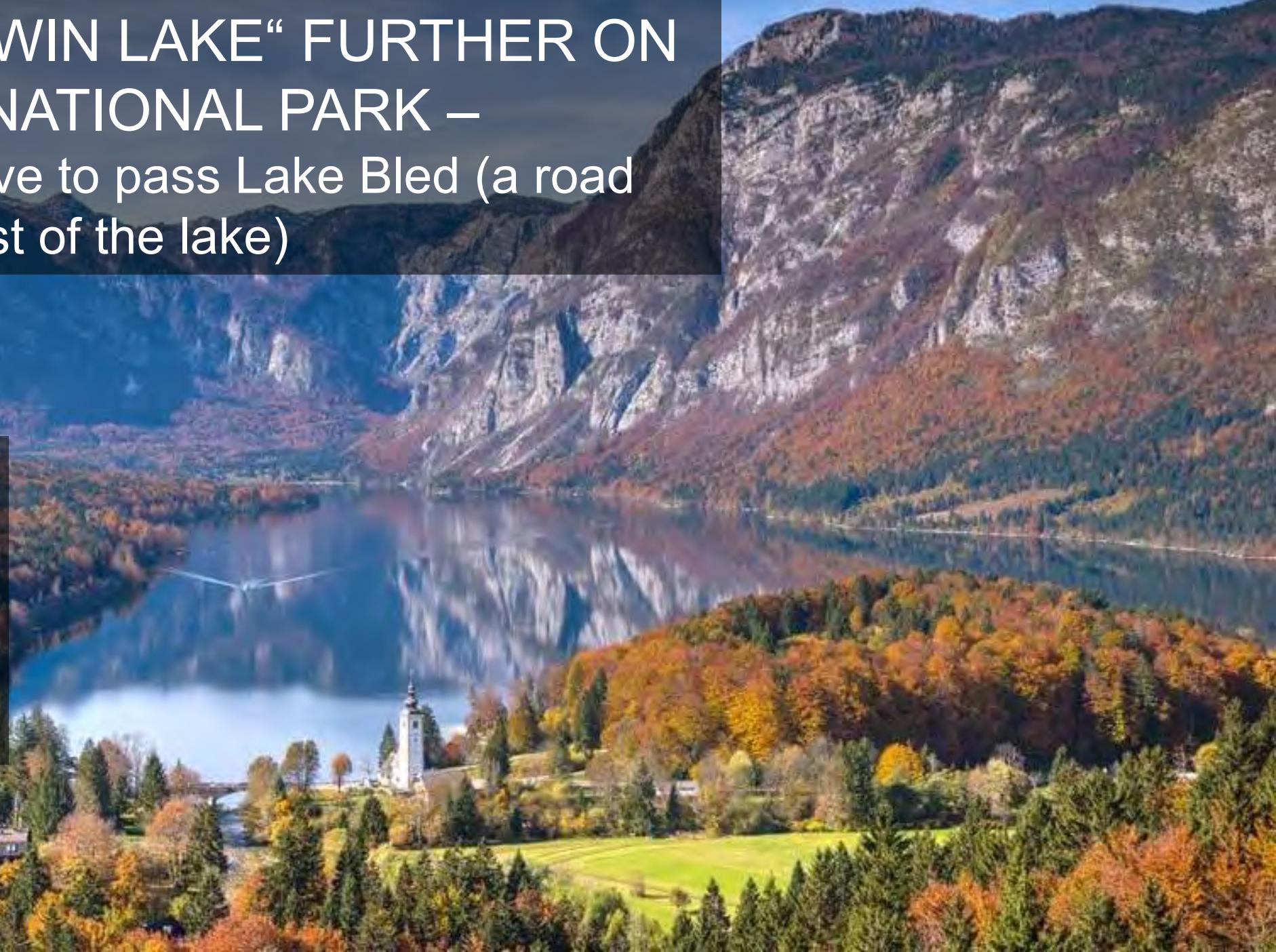
INTERDEPENDENCE OF DESTINATIONS

WHATEVER ONE DESTINATION DOES, HAS AN
IMPACT ON OTHER DESTINATIONS IN THE REGION
(AND VICE VERSA)

BLED HAS A „TWIN LAKE“ FURTHER ON
INTO TRIGLAV NATIONAL PARK –
to get there you have to pass Lake Bled (a road
runs along the coast of the lake)

Lake Bohinj – more
serene, with 725.000
overnights

(more than double the
numbers from 2008)





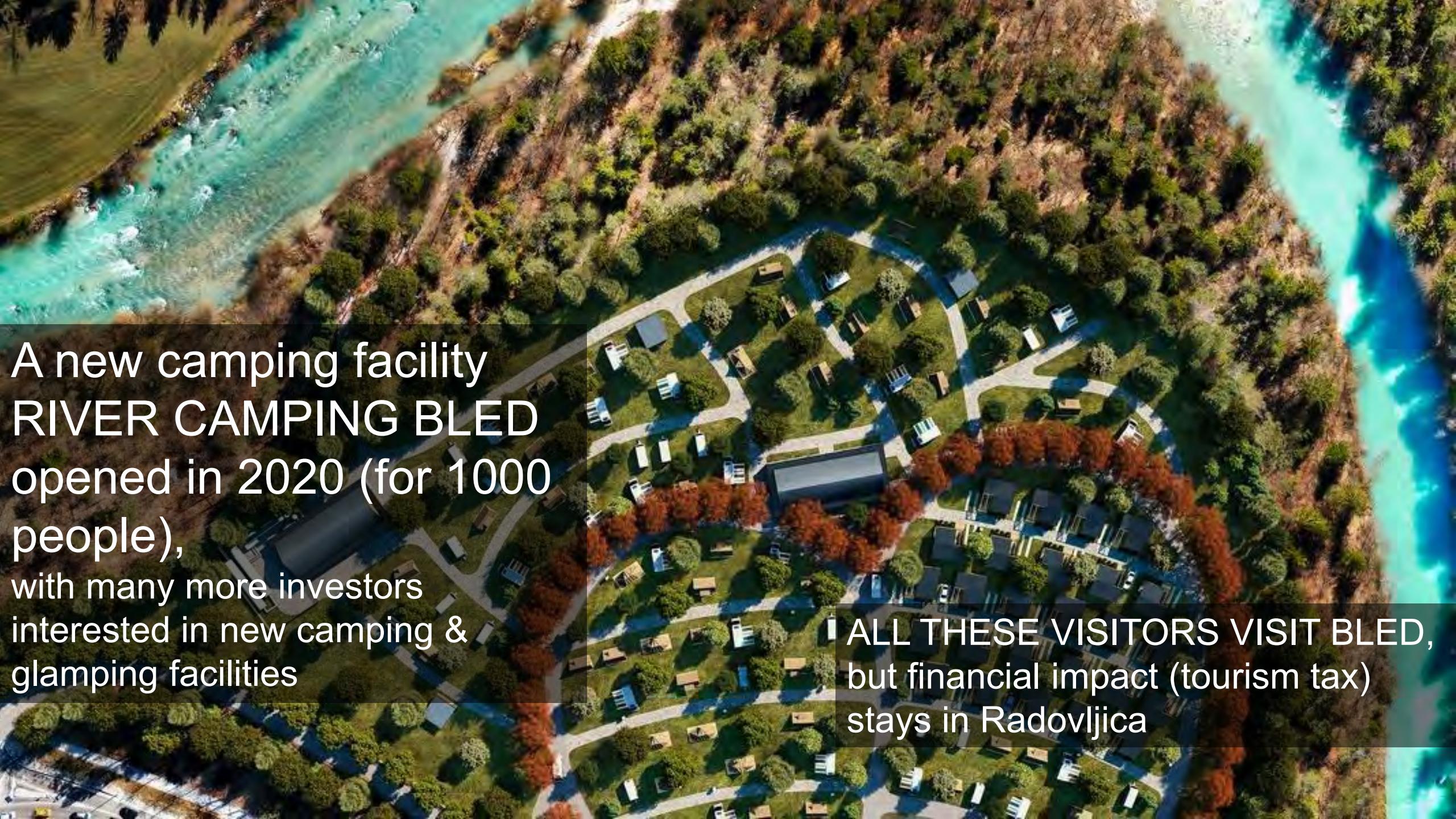
But a real traffic relief will come with the southernn bypass (hopefully before 2030)

In 2018, Bled acquired the long awaited north bypass road

NEIGHBOURING DESTINATION

RADOVLJICA has another 315.000 overnights (also more than doubled from 2008) – because of its location next to Bled





A new camping facility
RIVER CAMPING BLED
opened in 2020 (for 1000
people),
with many more investors
interested in new camping &
glamping facilities

■ ALL THESE VISITORS VISIT BLED,
but financial impact (tourism tax)
stays in Radovljica

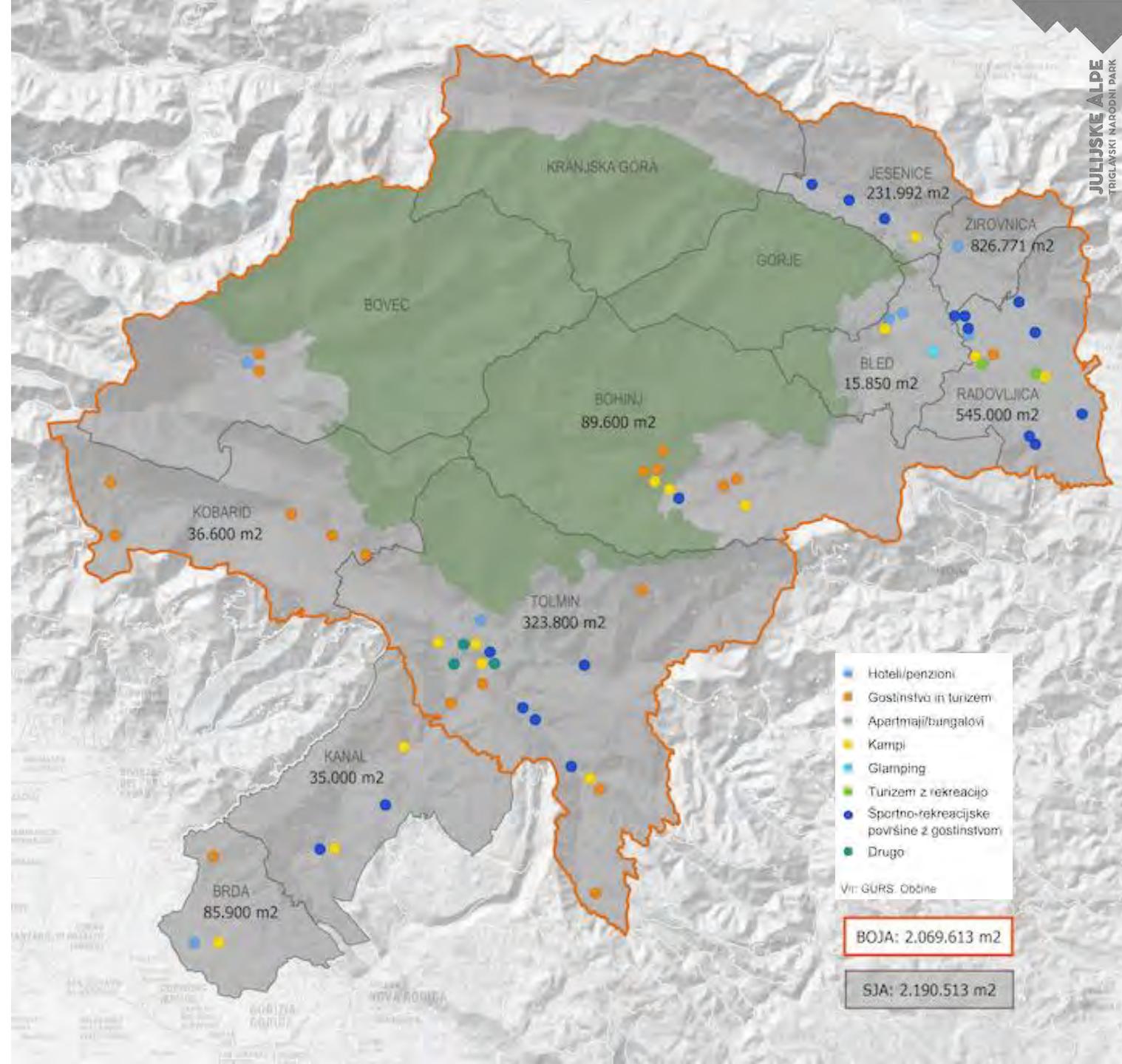
SPATIAL PLANNING OF TOURISM

SPATIAL PLANS in the region have more than 200 hectares new dedicated areas for tourism and recreation facilities:

- 7 HOTELS
- 16 CAMPING GROUNDS
- 20 LOCATIONS FOR DIFFERENT ACCOMMODATION FACILITIES
- 19 LOCATIONS FOR RECREATIONAL FACILITIES

A strong need to coordinate spatial policies and new investments in the region – a huge impact on tourism flows.

WE ADDRESSED THIS TOPIC WITHIN THE NEW JULIAN ALPS STRATEGY





OTHER CHALLENGES

01

High seasonality

06

Climate change,
uncertainties
(pandemics ...)

02

Weak identification with
destination on suppliers'
side (OTA services)

05

New roles
of DMMO-s

03

Need to increase quality
(in smaller accommodation
providers) and infrastrucure +
full service hotels

04

Reduced public funding
for DMMOs (impact of
pandemics) and withheld
investments in private &
public sector

TIME TO SLOW DOWN – FOR THIS GROWTH WAS TRULY UNSUSTAINABLE



(LOCKDOWN)
MITIGATE

(RE-START)
RECOVERY

(RE-SET)
RESILIANCE

Sustainable Development Strategy
Action Plan 2025+
Biosphere Area Julian Alps
was started before PANDEMICS.

Post COVID-19 – decision taken „We do not want to go to the old ways, but to new normality, in a more balanced way“

Gaining consensus among most important stakeholders about the new KPI-s

Other important strategies were started at the beginning of 2020:

- Bled Development Plan 2030
- Integral mobility plan for Julian Alps
- Strategy for managing hot-spots in Triglav National Park
- Bohinj lake basin sustainable development (and caring capacities plan)
- Caring capacity models for 3 pilot nature visitor attractions



PUBLIC INSTITUTE TRIGLAV
NATIONAL PARK – a strong and
very committed partner in the
whole process.

IMPORTANT!

Working hand in hand with municipalities and development agencies – abandoning „tourism pillar“ approach.

#02 KEY STRATEGIC APPROACHES

STRATEGIC GOALS (and new KPI-s)

Increase
RESILIENCE,
ADDED VALUE &
COMMITMENT of
tourism stakeholders
towards sustainable
growth.

01

LIVEABILITY

02

Position tourism as the
GENERATOR OF
SUSTAINABLE CHANGE
and as a DRIVER of adding
value to local economies.

03

CONTRIBUTE TO
PRESERVING natural
and social environment
of TNP and Julian Alps.

The concept of JULIAN ALPS as a LIVING ROOM

The living room is comprised of a number of different pieces of furniture, which all need to be well coordinated, fitting together, clean and looked after.

HOSPITALITY & RESPONSIBILITY of the hosts & **RESPECT** from the visitors
(the concept of taking one's shoes off when coming into a living room).

Our guidelines and mission

GREEN + RESPONSIBLE & HIGH QUALITY +
RESPECTING IDENTITY

→ We are developing a place, FRIENDLY TO LIVE in
(and giving work opportunities) and ATTRACTIVE TO
VISIT

All activities
need to reflect
identity of the
area and sense
of place



The concept of JULIAN ALPS as a LIVING ROOM

The living room is comprised of a number of different pieces of furniture, which all need to be well coordinated, fitting together, clean and looked after.

HOSPITALITY & RESPONSIBILITY of the hosts & **RESPECT** from the visitors
(the concept of taking one's shoes off when coming into a living room).

Our guidelines and mission

GREEN + RESPONSIBLE & HIGH QUALITY +
RESPECTING IDENTITY

→ We are developing a place, FRIENDLY TO LIVE in
(and giving work opportunities) and ATTRACTIVE TO
VISIT

All activities
need to reflect
identity of the
area and sense
of place

TRADITIONALLY
TOURISM
ROLES

MARKETING

ACCOMMODATION & OTHER
TOURISM PROVIDERS

TOURIST PUBLIC
INFRASTRUCTURE

EXPERIENCES

GASTRONOMY

ATTRACTIONS
INFORMATION CENTRES,
INTERPRETATION CENTRES

MOBILITY

OPPORTUNITIES
FOR WORK

AGRICULTURE &
LOCAL SELF-
SUPPLY

CIRCULAR
ECONOMY,
zero waste

COMMUNITY
SERVICES

TECHNOLOGIES,
DIGITALISATION

NEW
ROLES

CULTURAL LANDSCAPE, NATURE
MANAGEMENT, FORESTRY,
CULTURAL HERITAGE ...

QUALITY OF
WATER
SOURCES

ENVIRONMENTAL
INFRASTRUCTURE

URBAN PLANNING, URBAN
FURNITURE, PUBLIC SPACES ...



4 AREAS = DEVELOPMENT MODEL

VERY TRANSFORMATIONAL
PROCESS – long and active
process, many people very much
involved ...
Presented to all stakeholders in
the region, to Slovenian Tourist
Board and main ministries,
confirmed by all mayors ...

How:

- SMARTER
- GREENER
- MORE CONNECTED
- COMMUNITY BASED



The 5 new EU main
objectives

Taking sustainability from certification, zero waste
further – to short supply chains, circulat economy,
green mobility ... to balance tourism and community.



CROSS-SECTORAL
TOPICS OF MOBILITY,
AGRICULTURE ...

1

PRODUCT DEVELOPMENT
From developing products to sustainable all-year round experiences (to manage the flows)

MARKETING

2

From promotion to more socially responsible marketing – off-season

MANAGEMENT

3

From cooperation to coordinated implementation and management of BOJA

4

IDENTITY

From brand management to integral approach to managing quality, cultural identity, spatial planning and brands

4 LEVELS OF RESPONSIBILITY

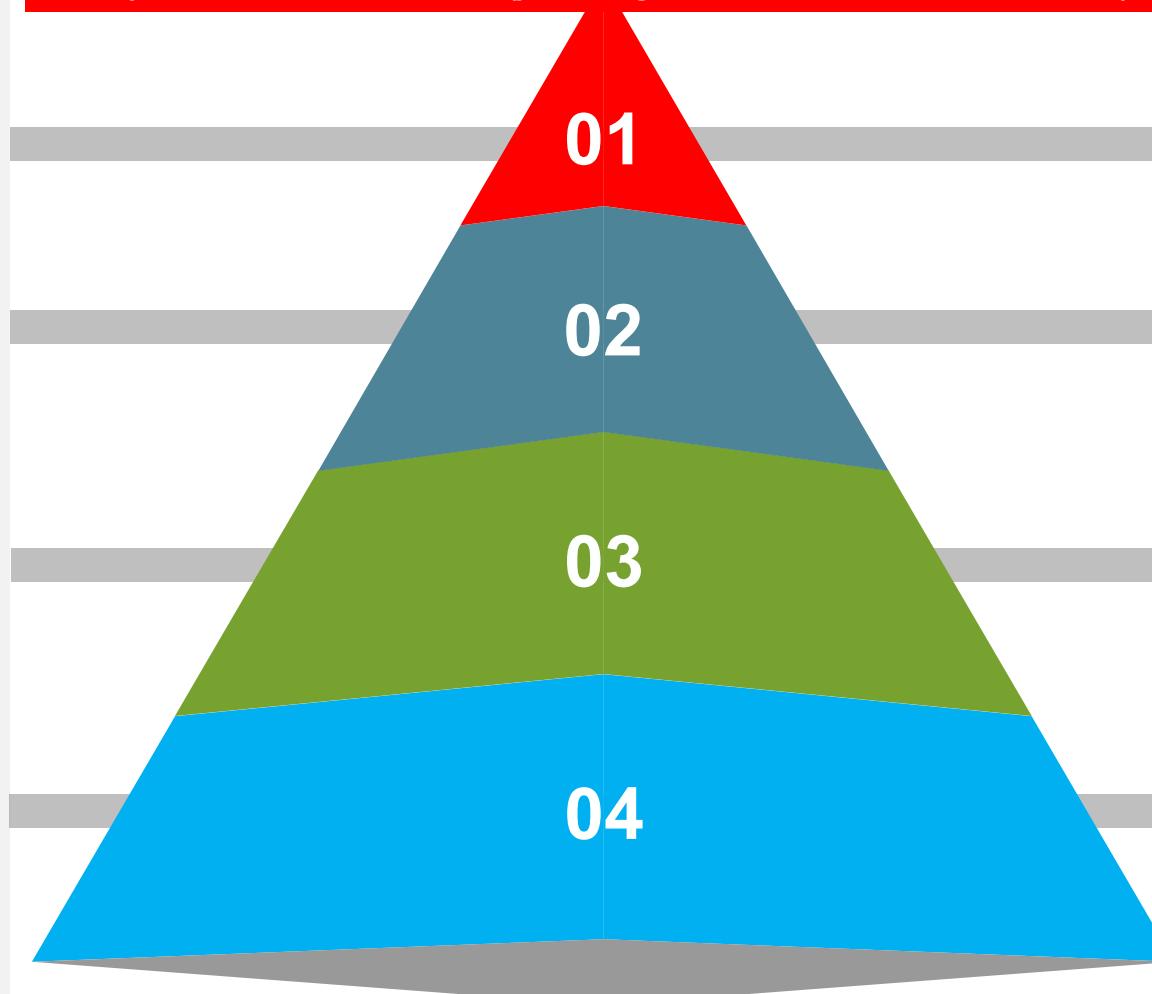
**GOVERNANCE &
STEWARDSHIP =
REGION OF JULIAN ALPS**

**JOINT ACTIVITIES
(development, also
marketing)
= (Julian Alps Association)**

**DESTINATION
MANAGEMENT =
local DMMOs –
(12 MUNICIPALITIES, 6 DMMOS)**

**TOURISM
BUSINESSES**

A JOB THAT CAN NOT BE DONE ONLY
by one destination (joining forces for real impact)



**Ensuring that tourism acts
as the GENERATOR of
SUSTAINABLE CHANGE**

**Joint development
projects, addressing
common challenges**

**Focusing on developing,
infrastructure, products,
dispersing tourist flows,
visitor satisfaction ...**

**Understanding the value
of the destination –
Triglav National Park,
working on quality and
value**

PRODUCTS (per season & development status)

Events		Events		Events	
Fishing	Fishing	Fishing	Fishing	Alpine climatic well-being	Alpine climatic well-being
	Mountains as a product (chalets)				
	Alpine climatic well-being	Alpine climatic well-being		Alpine climatic well-being	SKI PASS JA/ Winter pass
Biking	Biking	Biking		Winter biking	
Juliana Trail - hiking	Juliana Trail - hiking	Juliana Trail - hiking		Juliana Trail – winter hiking	
MOUNTAIN CENTERS 365					
SPRING (3-4-5)		SUMMER (6-7-8)	AUTUMN (9-10-11)	WINTER (12-1-2)	

2019
OVERNIGHT
SHARES
PER
SEASON

= 14.0%

Strengthen –
through products

= 56.7%

Not increasing

= 16.6%

Strengthen –
through products

= 12.7%

Biggest challenge

Legenda

NEW
PRODUCTS

BASIC
PRODUCTS--
upgrades in
infrastructure
needed

EXISTING
PRODUCTS –
need to connect

NEW PRODUCT

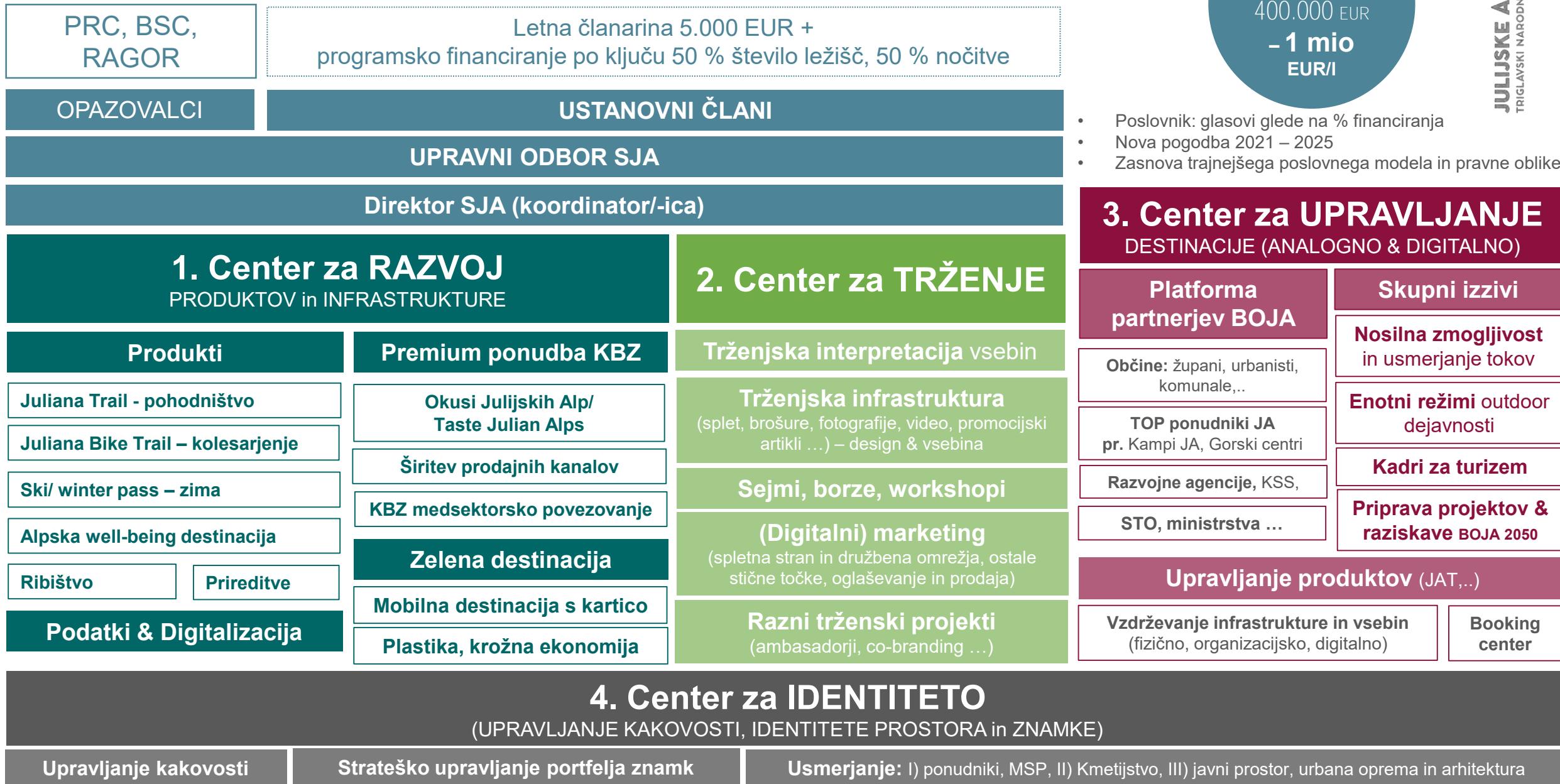
Juliana Trail around Triglav Mountain
(270 km, 16 stages)



The idea is to go around Triglav to avoid hot spots and to minimize impact on nature

Similar BIKING PRODUCT is now being developed + joint skiing pass and fishing permit

ORGANISATIONAL MODEL (still in the form of a contract)



OBSTOJEĆA VFO 2014-2020

RAZPIS MJU 2020/2021 PAMETNE SKUPNOSTI

Potencialni projekti BOJA:

- DIGITANA STRATEGIJA TURIZMA
- DIGITALIZACIJA IN INTEGRACIJA PODATKOV JA+ VIRT. ASISTENT
- DIGITALNI MONITORING OBISKA IN UPRAVLJANJA TOKOV/ NOS. ZMG
- DIGITALNI PROMET: PARKIRIŠČA +SHUTTLI+KOLO +JPP

RAZPIS STO 2021

10 mio EUR needed for measures to 2025; financial sources identified

Potencialni projekti BOJA:

- SKUPNA KAMPANJA SLO TRG

RAZPIS NFM/ EEA 2021

Potencialni projekti BOJA:

- KROŽNA EKONOMIJA V TURIZMU
- PRIREDITVE BREZ PLASTIKE

RAZPIS MGRT 2020/ 2021

Spodbujanje prijav + informiranje:

- JR ZA PLANINSKE KOČE
- VAVČERJI ZA MSP ZA TURISTIČNE PRODUKTE IN DIGITALIZACIJO
- JR SNOVNA UČINKOVITOSTI MSP V TURIZMU (30.11.2021)
- C-19 KRITJE STROŠKOV

INSTRUMENT ZA OKREVANJE = NEXT GENERATION 2021-2026, 5,7 mrd

RECOVERY AND RESILLIANCE FACILITY (RRF) NACIONALNI NAČRT ZA OKREVANJE IN ODPORNOST

2021-2026 - Ni kohezijskih regij - US od 1.2.2020

ZELENA – DIGITALNA – ODPORNA JAVNE INVESTICIJE IN REFORME

1,589 mrd EUR, oz. 140 mio TURIZEM + KULTURA

Potencialni projekti BOJA:

- JULIANA TRAIL: KULTURNA DEDIŠČINA OB POTI
- KBZ: DIGITALNO – LOGIST. PLATFORMA+ KULINARIKA
- JULIANA bike trail + GORSKO KOLESARjenje
- JA KOT ALPSKA WELLBEING DESTINACIJA

OBČANA JA. PROMET + TURIZEM + BONITET

- DRUGO: DIGITALNI HUB, PREŠEREN

SKLAD ZA PRAVIČEN PREHOD (SPP/ JTF)

Potencialni projekti BOJA:

JESENICE (kandidat, območni načrt)

Zeleno okrevanje in socialno-gospodarska transformacija zara regije, ki ukinjajo ali preoblikujejo svojo oglično intenzivno industrijo.

- DIVERZIFIKACIJA PODJETIJ V TURIZEM
- DEKONTAMINACIJA TAL IN PRENAMEN ZA NOVE DEJAVNOSTI (mobilnostni center, krožne ek, PC) .

REACT C 19 (312 mio EUR)

Spodbujanje prijav turističnih podjetij:

- DIGITALNA TRANSFORMACIJA MSP
- PRESTRUKTURIRANJE GORSKI CENTROV 365
- MIKRO SPODBUDE ZA PODJETJA DIG, KROŽ.G.

VFO IN SKP 2021-2027

Kohezijski sklad za RS: 831 mio EUR, 85 %
ESRR, ESS za ZKS: 514 mio EUR, 40 %

CILJ 1: PAMETNEJŠA EVROPA

- RRI & digitalizacija & pametne skupnosti &S4
 - JULIJSKE ALPE 5.0 – aktivna vključitev v SRIP + konzorcij
- Podporno okolje:
 - NOV POSLOVNI MODEL ORGANIZIRANJA BOJA
 - SPOT ZA MSP V TURIZMU + MREŽA DIGI HUBOV (DIH)
- Turistična infrastruktura/ Ekonomsko – poslovne cone
 - GORSKI CENTRI 365
 - TURIZEM kot transformator DEGRADIRANIH LOKACIJ
- Spodbujanje podjetništva, internacionalizacija in regionalni razvoj
 - ZELENE & DIGI USMERITVE ZA PRIJAVE TUR MSP-jev

KROŽNO gospodarstvo v SLO

- Trajnostna urbana mobilnost
 - DIGITALNA INTEGRALNA KARTICA GOSTA
 - MOBILNOSTNA INFRASTRUKTURA V TUR. SREDIŠČIH
- Biodiverziteta: UPRAVLJANJE NOSILNE ZMOGLJIVOSTI

CILJ 3: POVEZANA Evropa

- DIGITALNA INTEGRALNA KARTICA GOSTA IN OBČANA JA: PROMET + TURIZEM + BONITET
- BOHINJSKA IN GORENJSKA ŽELEZNICA: prilagoditev turizmu

CILJ 4: BOLJ SOCIALNA EVROPA

- Kompetence in veščine v turizmu za S4
- Socialno podjetništvo: KBZ – ZADRUGA ČLANOV KBZ JA

CILJ 5: Evropa BLIŽJA DRŽAVLJANOM

- CTN / LAS / DRR
- INTERREG SLO- AUT, SLO- IT, ALPINE SPACE

ONE OF THE MEASURES:

Starting to implement measures in some of the most conflicted areas
(Bled Gorge)

= a caring capacity model developed to limit visits annualy from 400.000 to 250.000
(together with Triglav National Park authorities)



A WORKSHOP IN MARCH 2020 WITH ALL (!) KEY STAKEHOLDERS ON CARING CAPACITY MODEL FOR BLEED

to discuss and understand all complex challenges

VISITORS SATISFACTION

- High numbers of visits to main attractions have impact on the quality of visitor experience
- Sharing of negative comments on social and booking platforms
- Many tourist beds in private establishments do not live up to expectations (and have an impact in destination Image)

8,000 residents, 5,000 in the lake basin – in summer 4 to 5 visitors per resident

LOCAL RESIDENTS QUALITY OF LIFE

- Residents starting to feel that Bled is not theirs anymore
- Need to ensure the liveability of the destination & balance between tourism and quality of life

INDUSTRY OPPORTUNITIES

- Further development of shuttles and soft mobility, electrical charging stations, green accommodation, drinking water public spots, green local supply chains, etc.
- Joint guest card for the whole region of Julian Alps (mobility and experiences)
- Development and promotion of regional products (such as Juliana Trail), available in shoulder months

Bled:

- gold SLOVENIA GREEN destination
 - ZERO WASTE municipality
 - Member of Alpine Pearls

ALL ASPECTS OF CARING CAPACITY Destination BLED (workshop outcome)

IMPACTS, CHALLENGES, CAPACITIES

- Cost of tourism and 'hidden burden of tourism' on destination assets is not being adequately addressed
- Different stakeholders have different interests
- Not all stakeholders give back to the nature and social environment, in accordance with their profits

SOCIO-POLITICAL CONTEXT

ENVIRONMENTAL IMPACTS

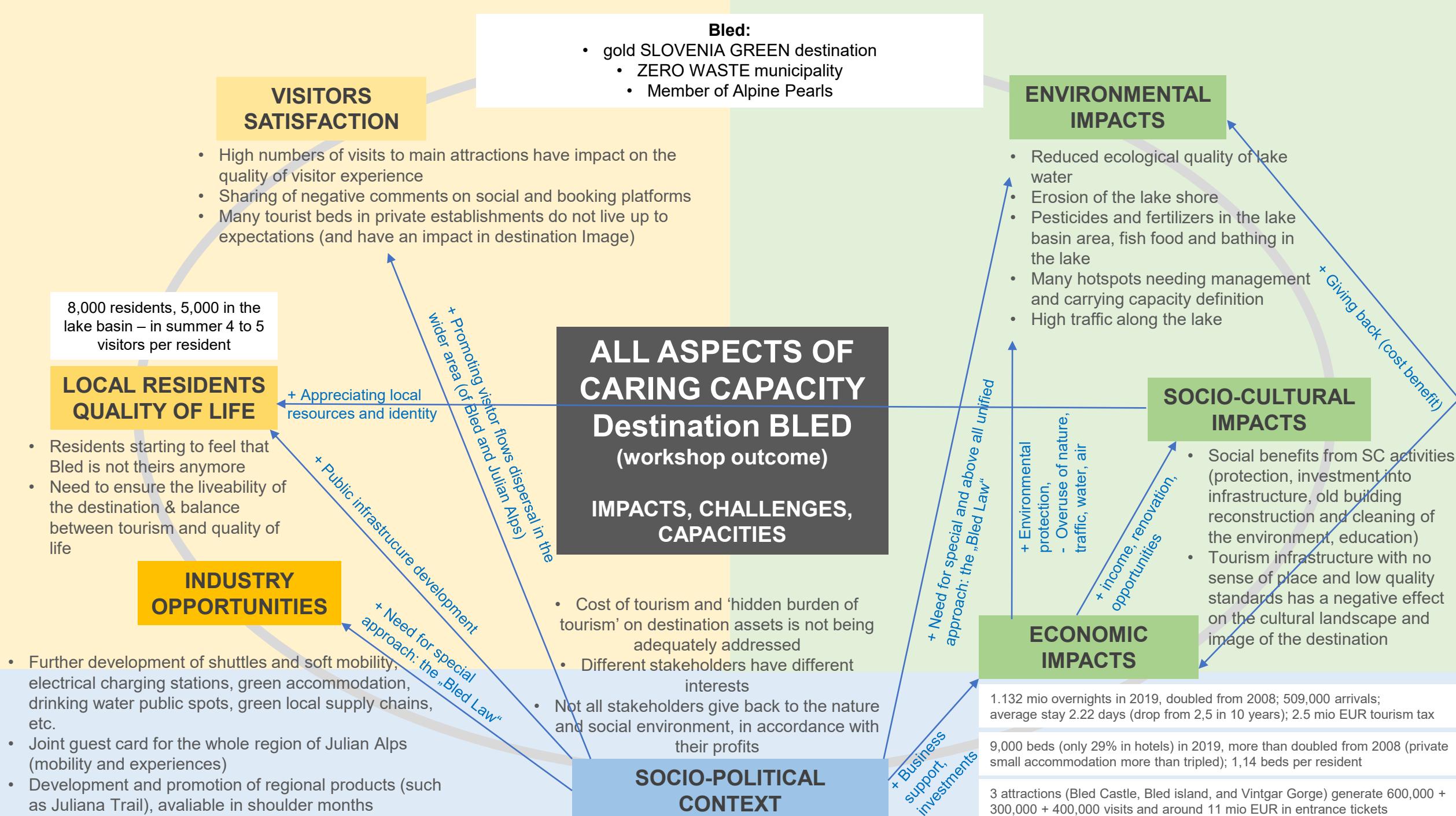
- Reduced ecological quality of lake water
- Erosion of the lake shore
- Pesticides and fertilizers in the lake basin area, fish food and bathing in the lake
- Many hotspots needing management and carrying capacity definition
- High traffic along the lake

SOCIO-CULTURAL IMPACTS

- Social benefits from SC activities (protection, investment into infrastructure, old building reconstruction and cleaning of the environment, education)
- Tourism infrastructure with no sense of place and low quality standards has a negative effect on the cultural landscape and image of the destination

ECONOMIC IMPACTS

- 1.132 mio overnights in 2019, doubled from 2008; 509,000 arrivals; average stay 2.22 days (drop from 2.5 in 10 years); 2.5 mio EUR tourism tax
- 9,000 beds (only 29% in hotels) in 2019, more than doubled from 2008 (private small accommodation more than tripled); 1.14 beds per resident
- 3 attractions (Bled Castle, Bled island, and Vintgar Gorge) generate 600,000 + 300,000 + 400,000 visits and around 11 mio EUR in entrance tickets





Working on caring capacity
model for LAKE BASINS of
Bohinj (Bled to follow)

BOHINJ LAKE BASIN SUSTAINABLE DEVELOPMENT STRATEGY

(confirmed in January by Bohinj Municipality and also by Triglav National Park – also started before the pandemics)

IMPORTANTLY – it was initiated by local community and not by the PARK
(but the Park authorities took part in the whole proces)

STARTING POINT

1. Bohinj lake is despite its good water quality potentially threatened.
2. Certain activities have reached or even exceeded the threshold of being sustainable (mostly in relation to social capacity).

PROJECT OBJECTIVES

Define the caring capacity of the lake basin and define what activities (and in what way) can be performed in the area.



HOW WE SEE THE LAKE BASIN

3 ASPECTS WE ARE ADDRESSING
(individually as well as the conflicts between them)

=
**EXCEPTIONAL
NATURE**

(Second protective regime
of Triglav National Park)

=
**EXCEPTIONAL
CULTURAL
HERITAGE**

=
**AGRICULTURAL
AREA**

(the whole lake basin area is
originally a place to grow cattle
and produce food).

B. WIDER IMPACT

A. PRIMARY AREA

1

2

3

5

WHOLE DESTINATION
BOHINJ AND JULIAN
ALPS

BOHINJ

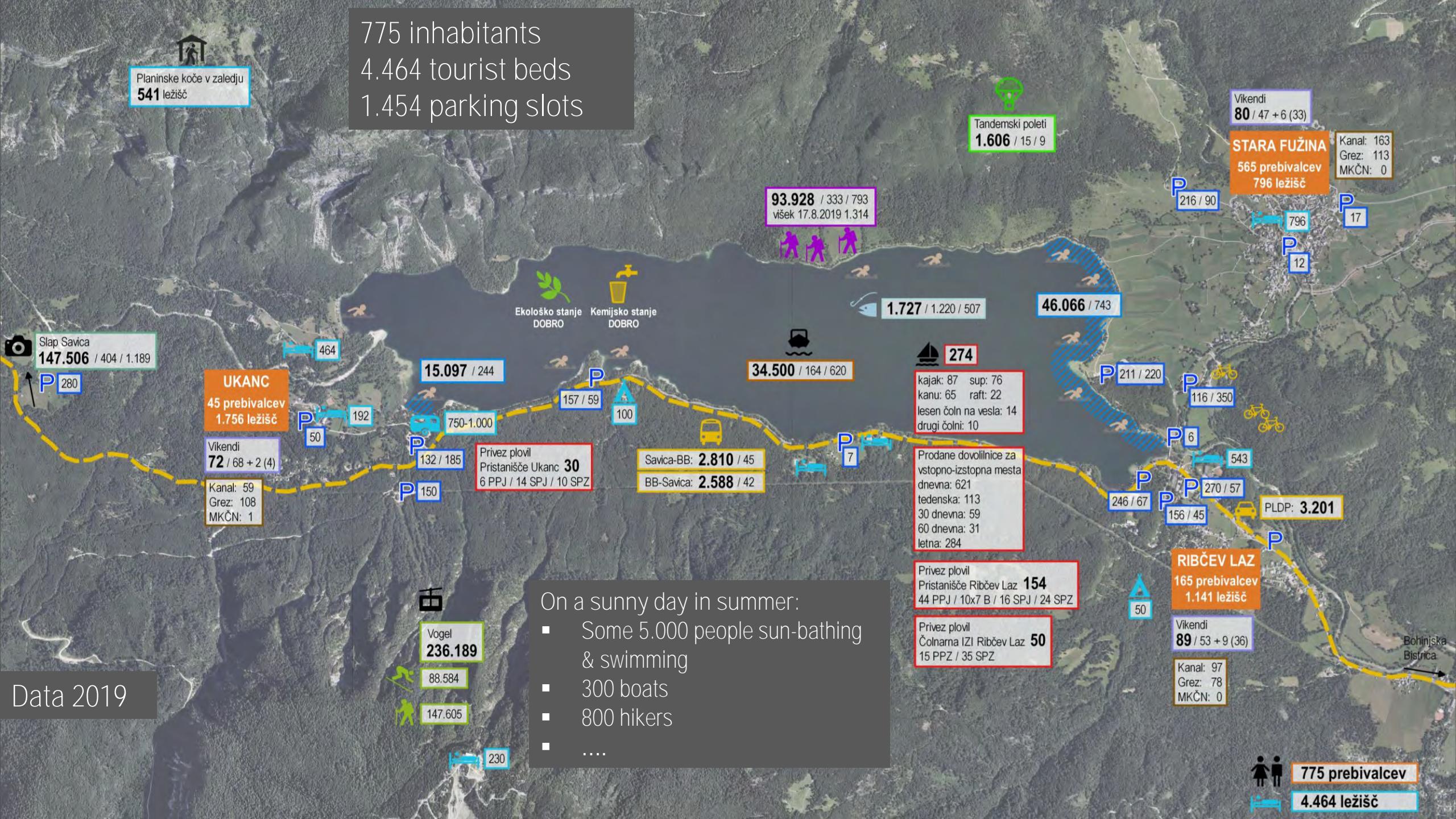
VODOTOKI

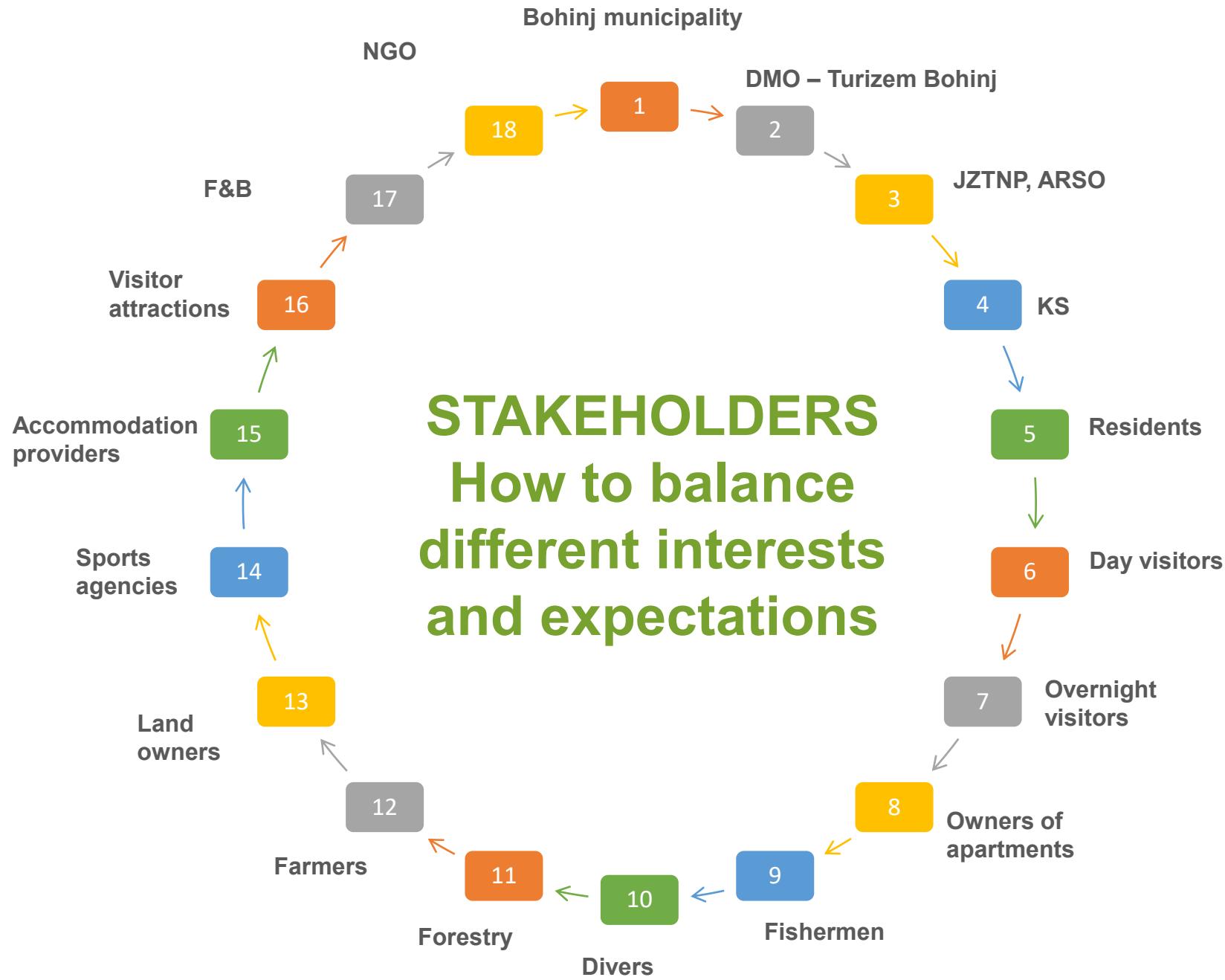
Savica, Jezernica, Sava Bohinjka
in njeni pritoki

SETTLEMENTS
UKANC, RIBČEV LAZ & STARA FUŽINA

SHORE AND THE ROAD ALONG THE LAKE
+ ACCESS TO TOURIST ATTRACTIONS IN
WIDER AREA

THE LAKE





All main
stakeholders
took place in
the process.

CLEAR VISION

Preserve the
authenticity and pristine
highland character of
Bohinj Lake.





ACTIVITIES WE ANALYSED AND ADDRESSED

► Strategic concept:
= SLOW DOWN (decrease),
REGULATE and MANAGE

1. SWIMMING
2. BOATING
3. HIKING
4. BIKING
5. PARAGLIDING
6. DIVING
7. FISHING
8. EVENTS
9. DOG WALKING

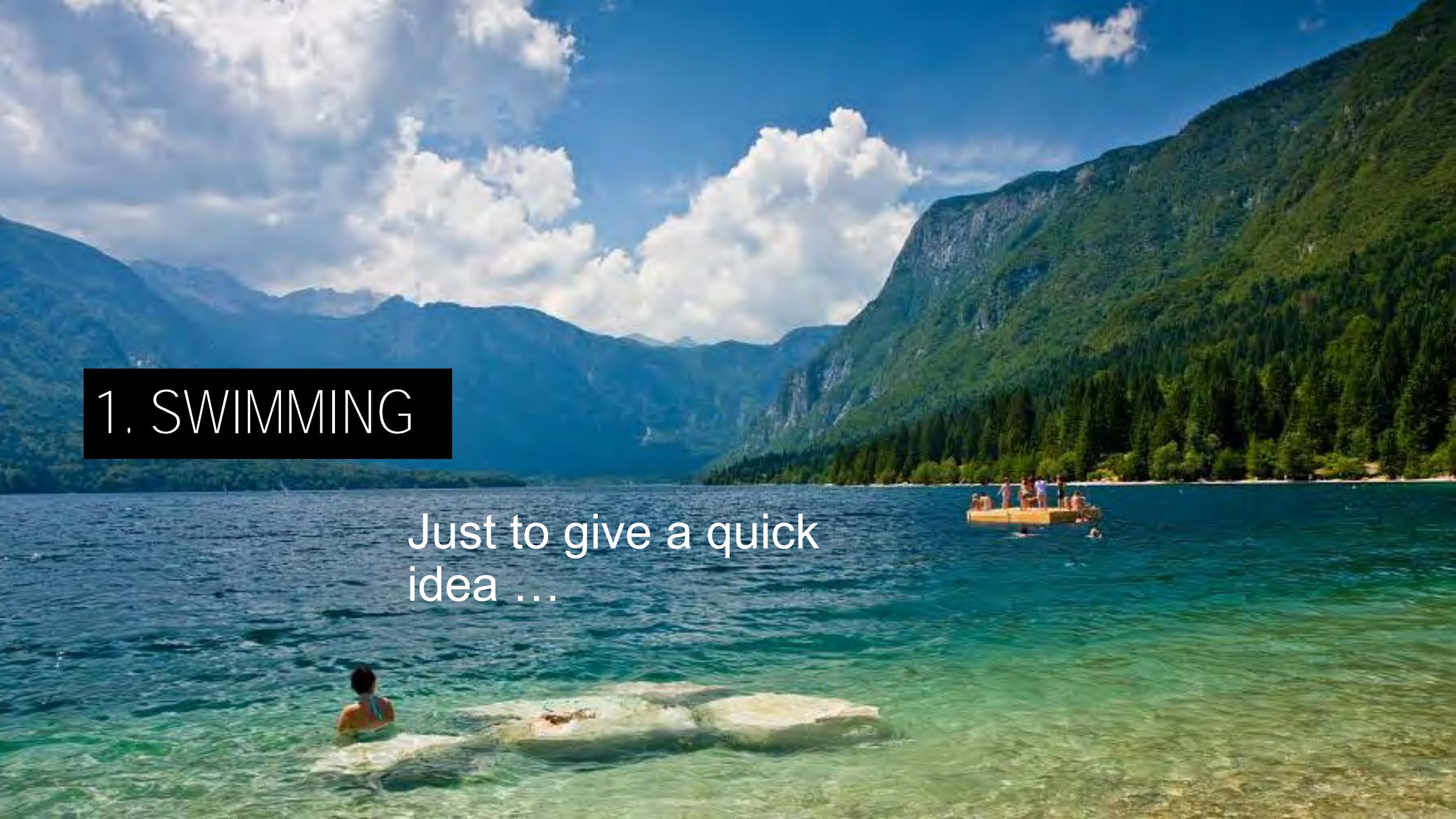
Each activity was addressed through:

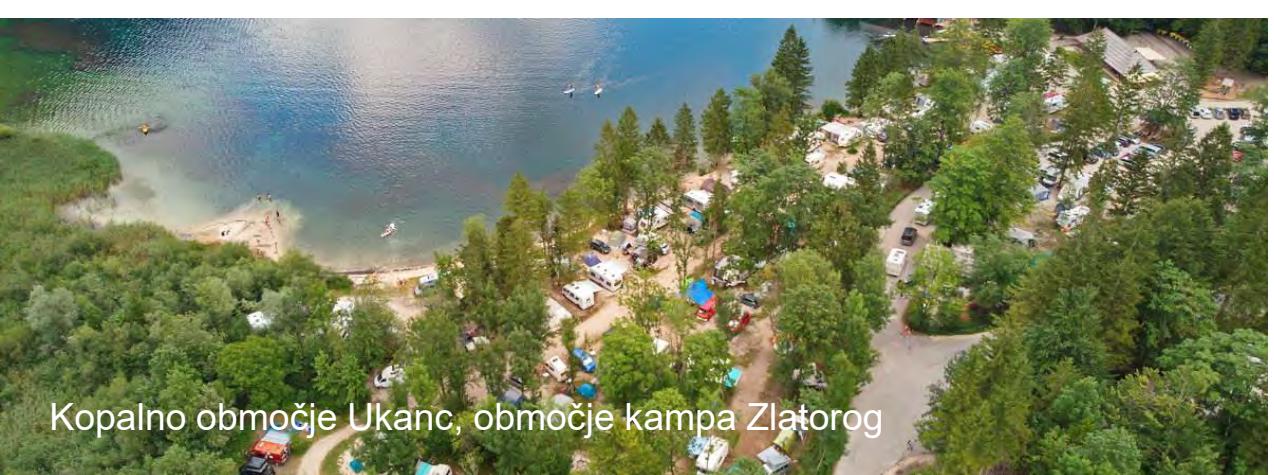
1. Present LEGISLATION
2. Present REGIMES
3. Analysis of LOCATIONS (and numbers) – present and maximum
4. KEY CHALLENGES
5. OBJECTIVES
6. MEASURES

The document was prepared as a basis for Bohinj municipality regime changes and also – importantly - changes in National park management plan

1. SWIMMING

Just to give a quick
idea ...

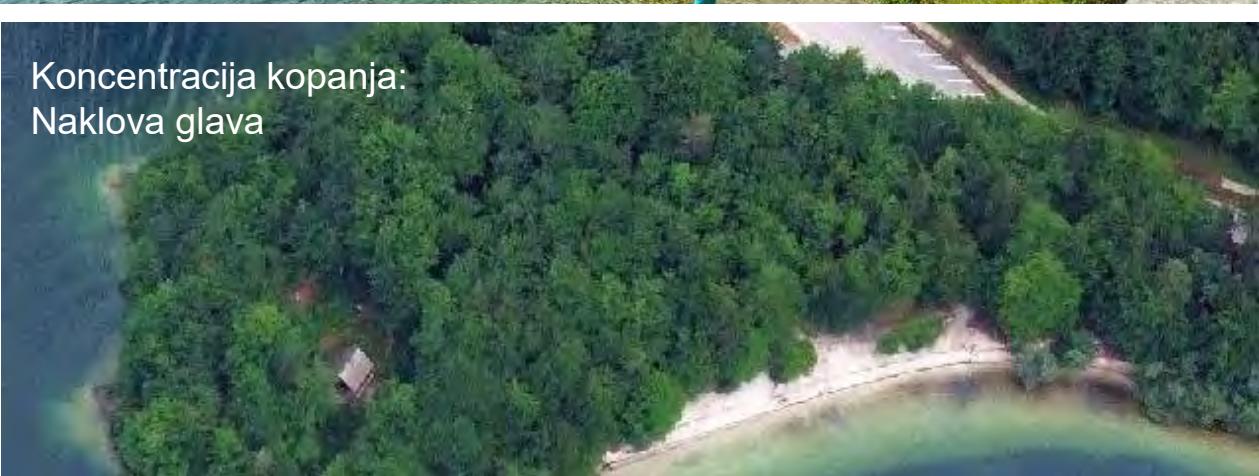




Kopalno območje Ukanc, območje kampa Zlatorog



Kopalno območje Fužinski žaliv



Koncentracija kopanja:
Naklova glava



Kopalno območje Fužinski zaliv



Koncentracija kopanja:
Ukanc (izliv Jezernice)

KOPANJE

LEGISLATION

- Zakon o Triglavskem narodnem parku
- Načrt upravljanja Triglavskega naravnega parka
- Odlok o občinskem prostorskem načrtu
- Zakon o vodah (Ur.l. RS, št. 67/02 s spremembami)
- Uredba o upravljanju kakovosti kopalnih voda (Ur.l. RS, št. 25/08)
- Pravilnik o kriterijih za ugotavljanje območij kopalnih voda, kjer se običajno kopa večje število ljudi in kopanje in prepovedano (Ur.l. RS, št. 79/03)
- Zakon o varstvu pred utopitvami (Ur. I. RS, št. 44/00)

REGIMES

- Dostop do vode in kopanje je v Sloveniji prosto dostopno, zato je **kopanje v Bohinjskem jezeru dovoljeno** (tudi po ZTNP-1; razen tam, kjer ni izrecno prepovedano).
- Skladno z zakonom o vodi in drugimi predpisi so na Bohinjskem jezeru **določene kopalne vode oz. območja, kjer se opravljajo analize vode in kamor se usmerja kopanje.**

QUALITY OF WATER (ARSO)

Mikrobiološka kakovost kopalnih voda Bohinjskega jezera je že vrsto let odlična, kar pomeni da je obeh bakterij v vodi navadno malo – večina vrednosti je <100 bakterij/100 ml vode. Redke so višje vrednosti, ki navadno povpadajo z oblnejšimi padavinami oz. spiranjem zaledja.

Izrazite razlike med kopalnima vodama ni, prav tako ni razlike med rezultati analiz vode, vzorčene dopoldan ali popoldan, ko je voda bolj obremenjena s kopalci. Dobro kakovost vode potrjujejo tudi že rezultati testov v poletni sezoni 2020, ki jih izvaja ARSO in objavlja na Karti kopalnih voda.

LOCATIONS

Dve kopalni območji t.i. prostega kopanja. Glede na upravljavski vidik gre za dve kopalni območji s prostim kopanjem v naravnem okolju.

- **Ukanc (zaliv kampa Zlatorog):** cca 185 m dolžine obale, 10 m od vode, skupaj ocenjeno 1.670 m² obale in 15.037 m² površine kopalnih voda
- **Fužinarski zaliv od Sv. Janeza do konca Fužinarskega zaliva:** 1,63 km obale v površini cca 27.390 m² in 163.734 m² površine kopalnih voda

Kopanje dejansko poteka na celotni dolžini obale. Točke koncentracije so:

- severna obala od Fužinarskega zaliva do 'ribogojnice'
- Naklova glava
- Ukanc (travnik, izliv Jezernice)

AN ESTIMATED NUMBER OF SWIMMERS = 5,000 PER DAY

Meritve številka kopalcev ne obstajajo, zato so možne le ocene.

Ocena 1: Po profilu MOP/ARSO za kopalno območje Ukanc iz leta 2011 je ocenjeno število kopalcev ob višku sezone za območju Stare Fužine 1.500, za kopalno območje Ukanca pa 300

Ocena 2: Na podlagi podatkov o obsegu parkiranj v letu 2018 na območju bohinjske sklede in predpostavke, da se z enim vozilom pripelje 2,5 oseb, da katerih se jih 80 % kopa, je OB ocenila:

- KO Fužinarsko polje: 743 kopalcev povprečno/ dan (julij 565, avgust 921)
- KO Ukanc: 243 kopalcev povprečno/dan (julij 165, avgust 322)

Ocena 3: V kolikor v oceno vključimo vsa parkirišča v občini (in 2,5 osebi v avtomobilu, 70 % kopalcev) in stacionarne kapacitete ležišč v zaledju jezera (100 % zasedenost, 60 % oseb kopanje) ter podatke za leto 2018, znaša lahko dnevno število kopalcev **v juliju tudi 5.000** (cca 2.400 oseb, ki pridejo z avtomobili in 2.600 oseb stacionarni gostje), **v avgustu pa celo prek 6.000 oseb.**

Kopalne vode glede na način upravljanja delimo na naravna kopališča in kopalna območja.

Kopalna območja so brez upravljevalca in se navadno kopamo v naravnem okolju, naravna kopališča pa imajo upravljevalca. Ta mora poskrbeti za varnost kopalcev (z npr. reševalci iz vode, z opremo za reševanje in prvo pomoč, urejeni so dostopi v vodo, omejen je akvatorij plavanja). Tako na kopalnih območjih kot na naravnih kopališčih se kopamo na lastno odgovornost.

Na kopalnih območjih lokalne skupnosti skrbijo za postavitev sanitarij in košev za smeti, za dodatno varnost pa posebej ni poskrbljeno.

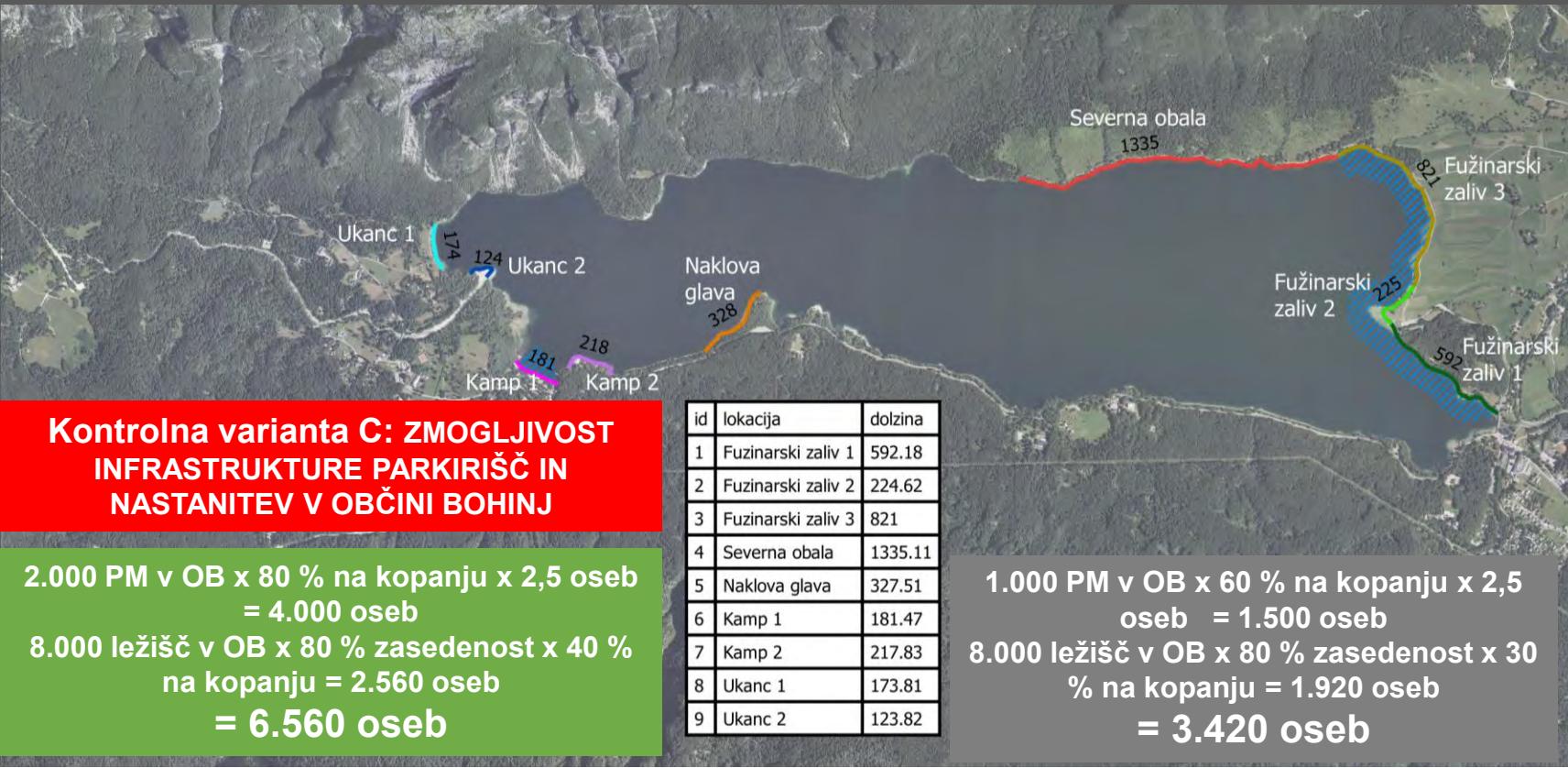
Kopalce nihče ne nadzoruje, vodne površine niso vidno označene, zato se kopalci ne smejo preveč oddaljiti od obale - v jezerih do 100 metrov in v rekah do 30 metrov.



2 SWIMMING AREAS ON THE LAKE



CALCULATIONS



HITRI OKVIRNI IZRAČUN SOCIALNE ZMOGLJIVOSTI OBALE ZA KOPANJE

Upoštevana kopalna območja in ostali deli, kjer se kopanje izvaja v večjem obsegu.

Varianta A: Predpostavke

1. Skupina kopalcev potrebuje 3 m
 2. Med skupinami kopalcev je 3 m razdalje
 3. Različno število vrst kopalcev glede na relief
- = max 2.300 oseb sočasno

Varianta B: Predpostavke

1. Skupina kopalcev potrebuje 2,5 m
 2. Med skupinami kopalcev je 2 m razdalje
 3. Različno število vrst kopalcev glede na relief
- = max 3.100 oseb sočasno

Primer izračuna po Varianti A

Lokacija (Varianta A)	Dolžina obale (A)	Število vrst (B)	Metri (C)	Število oseb v skupini (D)	Skupaj max oseb (Ax B) / (Cx D)
Fužinarsko polje 1 (sv. Janez-Vegelj)	592,18	1	6	2	197
Fužinarsko polje 2 (polotok: Vegelj)	224,62	5	6	2	374
Fužinarsko polje 3 (obala-Mrenše)	821	2	6	2	547
Severna obala	1335,11	1	6	2	445
Naklova glava	327,51	3	6	2	328
Kamp 1: zaliv	181,47	2	6	2	121
Kamp 2: gozdni del	217,83	1	6	2	73
Ukanc: travnik	173,81	4	6	2	232
VSE SKUPAJ					2.317

KEY CHALLENGES

Visoka koncentracija kopalcev (*in plovil ter napihljivih pripomočkov*) v višku sezone povzroča:

- **Gnečo** - nizko raven doživljajskosti in nezadovoljstvo, neizpolnjevanje obljube destinacije in TNP (socialni vidik), varnostno tveganje.
- **Pritiske na jezero** kot naravno vrednoto: kreme, tujerodne vrste prek plovil in druge kopalne opreme, gazenje po vodi uničuje priobalni habitat pomemben za prehranski cikel vodnih živali
- **Rušenje vizualne estetske komponente** doživljanja Bohinjskega jezera kot izjemne naravne vrednote

OBJECTIVES

1. Izboljšati kakovost doživljanja Bohinjskega jezera in TNP
2. Zmanjšati potencialna tveganja za poslabšanje kakovosti jezera - zmanjšati obremenitve s strani kopalcev
3. Ohraniti podobo visokogorskega jezera (in ne kopalnega jezera)
4. Zmanjšati tveganja nesreč

SWIMMING

MEASURES

WE ARE NOT PROHIBITING, BUT BETTER MANAGE

Ukrep 1: OPREDELITI CILJNO NOSILNO ZMOGLJIVOST, H KATERI USMERJAMO UKREPE

1.1 Opredelitev nosilne zmogljivosti za kopalce na kopalnih območjih in ostalih delih, kjer poteka kopanje

Hiter preračun max socialne zmogljivosti (poskus)

1.2 Dolgoročno proučiti modele in tehnološke rešitve spremeljanja, nadzora in usmerjanja kopanja

Primeri: avtomatizirano štetje kopalcev, predhodna on-line rezervacija karte za vstop na območje jezera, ki vključuje kopanje in parkiranje avta/ kolesa

Ukrep 2: PREPOVEDATI PROSTO KOPANJE NA NAJBOLJ OGROŽENIH DELIH OBALE

2.1 Določiti dele obale, kjer je kopanje zaradi določemnih razlogov prepovedano

- Varovanje priobalnih habitatov (mirne cone po 1. točki, 1. odst. 13. čl. ZTNP-1)
 - Med kampom in izlivom Savice
 - Posamezni biotopi severne obale (vezano na Ribiški gojitveni načrt)
- Varovanje ambienta kulturnega spomenika (Odlok o javnem redu in miru)
 - Ožje vplivno območje cerkve sv. Janeza in cerkve sv. Duha
- Zagotavljanje varnosti kopalcev in plovbe (režim v Odloku o plovbnem režimu)
 - Pristanišče pod Skalco

Ukrep 3: ZMANJŠATI VNOSE NEPRIMERNIH SUBSTANC IN TUJERODNIH VRST PREK KOPANJA V JEZERO: ODSVETOVATI / PRIPOROČATI/ PREPOVEDATI

3.1 Postopno z ukrepi ozaveščanja do uvedbe prepovedi v Odloku o javnem redu in miru (*če mehki ukrepi ne primejo*)

- UPORABO KOPALNIH PRIPOMOČKOV VEČJIH POVRŠIN (pr. napihljive blazine), ki so se pred tem uporabljali v morju, drugih jezerih ali bazenih (pepoed vnosu tujerodnih vrst), razen rekvizitov, ki so nujni za zagotavljanje varnosti pred utopitvijo
- PRIPOROČITI uporabo ekoloških sončnih krem (in jih ponuditi za nakup)
- OZAVEŠČATI o neprimernosti uriniranja v jezero

Ukrep 4: OMEJITI VIRE HRUPA MED KOPALCI (pr. predvajanje glasbe ob jezeru) – Odlok o javnem redu in miru

Ukrep 5: POSREDNO USMERJANJE DRUGIH DEJAVNOSTI K CILJNI NOSILNI ZMOGLJIVOSTI

5.1 Postopno zmanjševanje obsega parkirišč v jezerski skledi (trenutno 1.445)

5.2 Ozaveščanje in informiranje obiskovalcev o režimih in pomenu odgovornega ravnana

Ukrep 6: NADGRADITI SPREMLJAJOČO INFRASTRUKTUTO ZA KOPALCE/ OBISKOVALCE

6.1 Preveri in izboljša se točke dostopa v jezero za starejše in gibalno ovirane osebe – kopalce

6.2 Povečati obseg in kakovost javnih sanitarij ter spremljajočih tehnično-servisnih prostorov za kopalce in druge obiskovalce na ključnih vstopnih točkah (pr. Ukanc, Vegelj)

SOME MEASURES ...

- Capacity for swimming needs to be halved (through reduction of parking places for day visitors)
- Boats/vessels cannot be brought from other water areas (danger of non-native species) – also all inflatable water flows (Flamingos ...) are prohibited
- Closing the trail on the northern part of the lake for bikes
- Prohibition of swimming in 4 areas
- Eliminating noise on beaches ...
- Defining the concept of events in lake basin
- Prohibition of non-bio sun creams
- Changing regimes on the road along the lake
- ...

B. CROSS-SECTORAL POLICIES

The importance of integrated approach – a huge interdependance of policies and measures

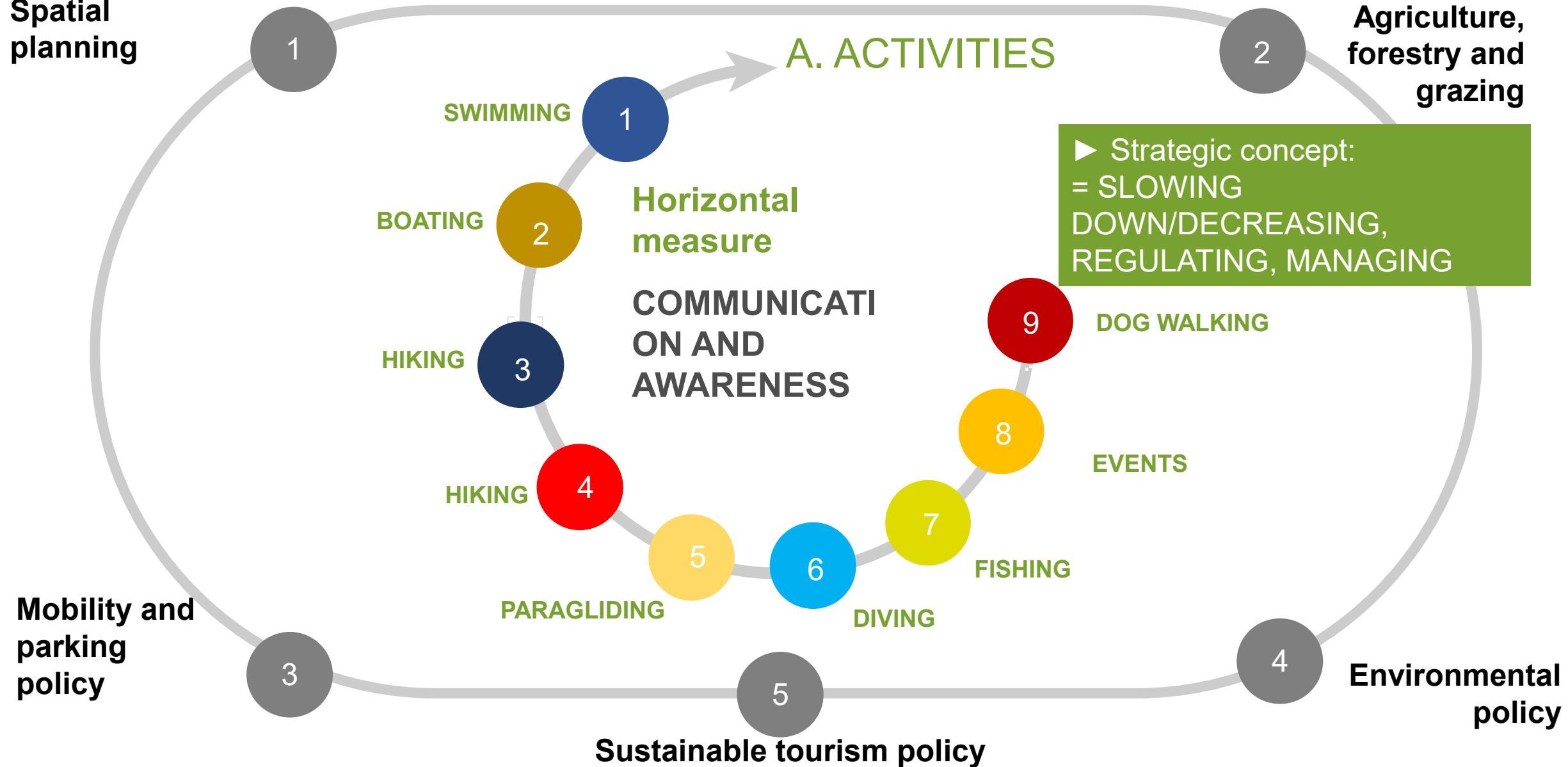
Spatial
planning

Mobility and
parking
policy

Agriculture,
forestry and
grazing

Environmental
policy

A. ACTIVITIES



#05 KEY LEARNINGS

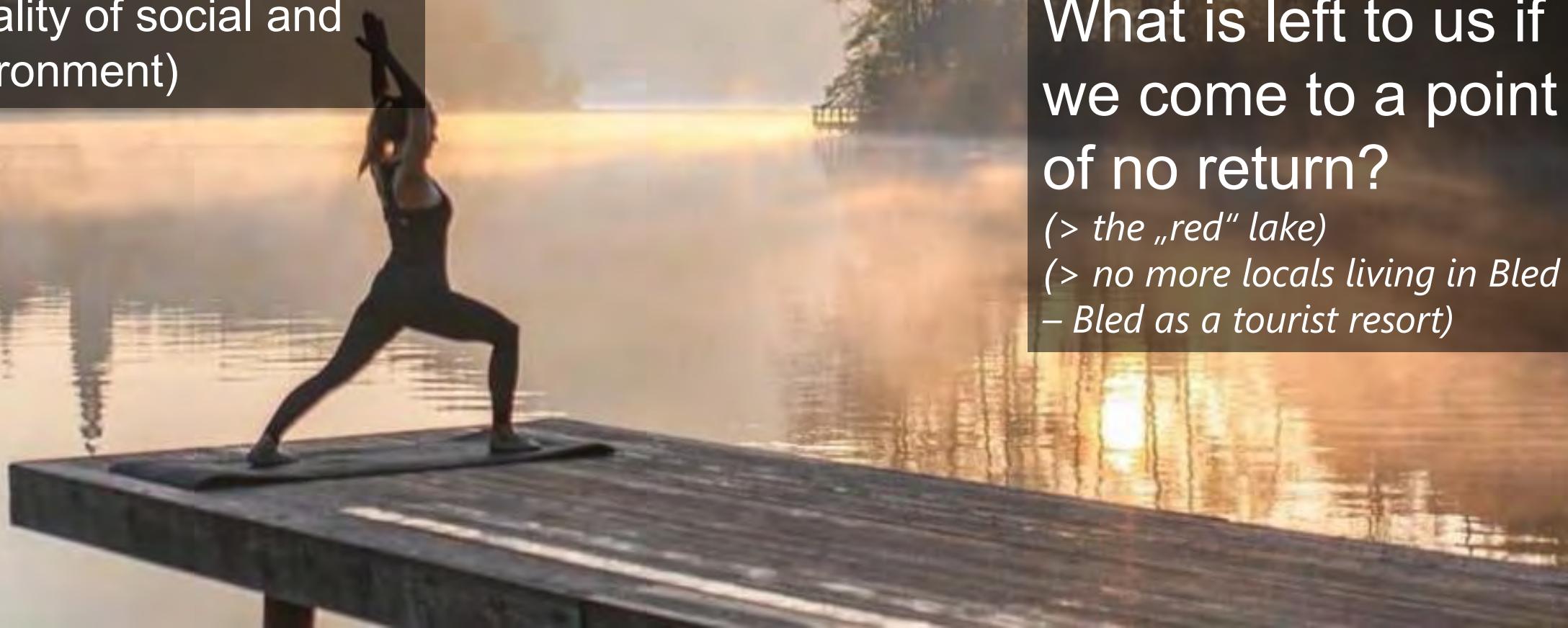
1. WE ARE ALL SO MUCH (!!!) DEPENDANT ON THE DESTINATION

(and the quality of social and natural environment)

What is left to us if we come to a point of no return?

(> *the „red“ lake*)

(> *no more locals living in Bled – Bled as a tourist resort*)



2. STRONG NEED TO BALANCE DIFFERENT VIEWS AND INTERESTS → DESTINATION NEEDS A STRONG LEADER and PASSION

Talk, work together, be transparent and take responsibility –
paying back, not just exploiting
(OTA services have given rise to wrong values)



TOURISM PROVIDERS INTERESTS

(mostly linear ... $1 + 1 + 1 + 1 \dots$ equals xx,
there is an in-built capacity limit)



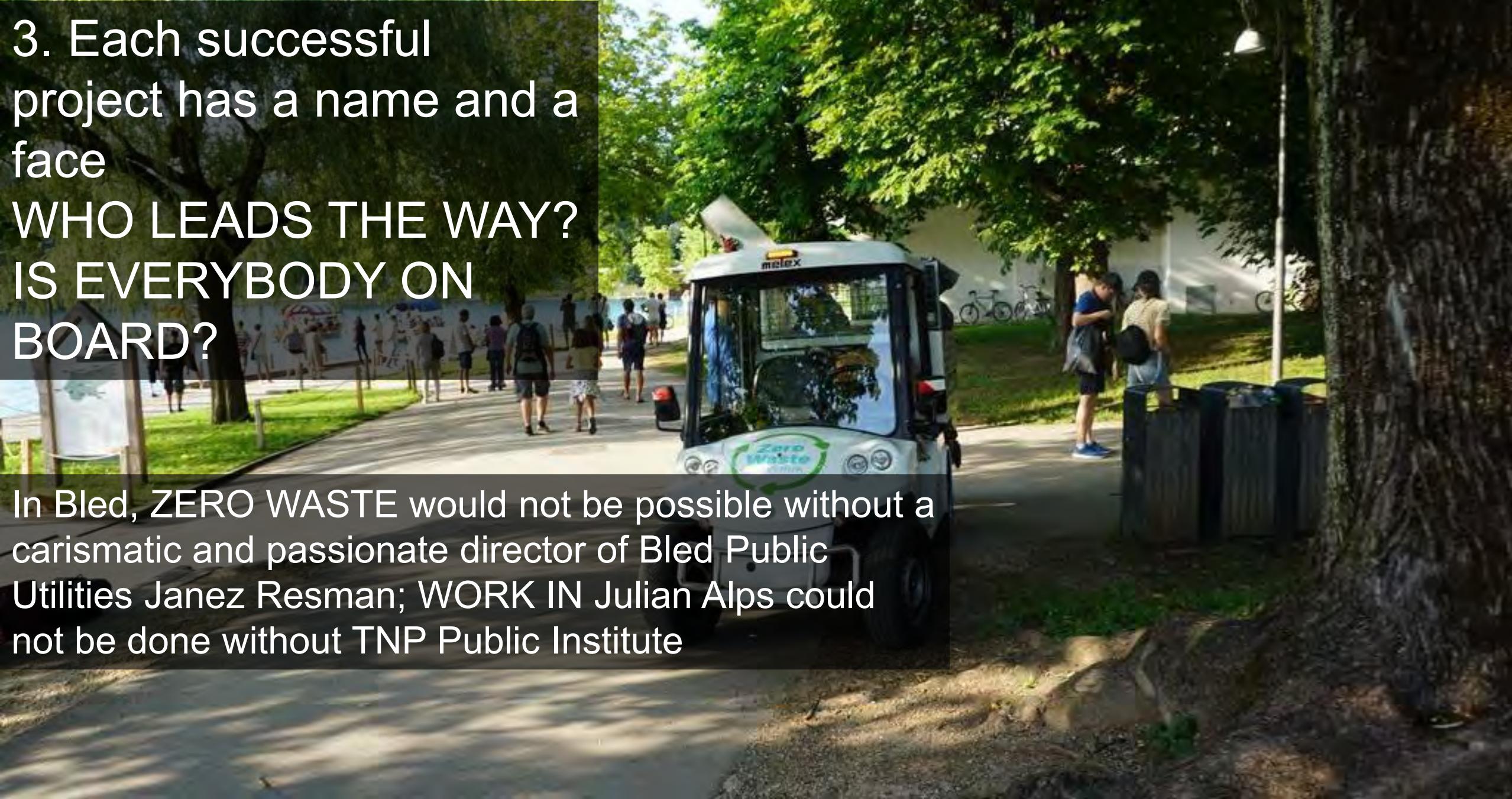
DESTINATION

(destination needs to balance all factors – a
huge responsibility and complex work)

3. Each successful project has a name and a face

WHO LEADS THE WAY?
IS EVERYBODY ON BOARD?

In Bled, ZERO WASTE would not be possible without a charismatic and passionate director of Bled Public Utilities Janez Resman; WORK IN Julian Alps could not be done without TNP Public Institute





4. IMPORTANCE OF A GOOD & OPERATIONAL SYSTEM – NATIONAL TO DESTINATION LEVEL

(especially in sustainability – because otherwise it would be harder to address tourism providers and for them to see the benefits)

IN SLOVENIA
WE HAVE GOOD
NATIONAL
GUIDELINES

IN SUSTAINABILITY

BOUTIQUE

GASTRONOMY

EXPERIENCE DEVELOPMENT

A scenic view of Lake Bled in Slovenia. In the center, a small green island is home to the Church of the Assumption of Mary, characterized by its white walls and a tall, dark spire. The lake's water is a deep, clear blue. In the background, a range of mountains covered in dense green forests rises against a bright sky. The foreground is partially obscured by a large, stylized graphic element resembling a hand or a flower petal, rendered in warm orange and yellow tones.

HAPPY TO BE HERE
FOR YOU.

MISA NOVAK, ALOHAS