



DOLENJSKA
BELA KRAJINA | KOČEVSKO-RIBNIŠKA

Different discoveries



Creative Industries and their role in rural development Heritage Trails through Dolenjska and Bela krajina in Slovenia

Loški Potok, Slovenia

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Studio MK&A Ltd.





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DOLENJSKA and BELA KRAJINA –

**The most visited destination in
Slovenia**



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2025

2050

2100

??????





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**DO WE REALLY
WANT/WISH
THIS?**



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NO!





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But what do we want then ?



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1. We do want to be **respected tourist destination** which offers **unique and authentic** holidays based on **tradition and hospitality**
2. We do want to be **responsible hosts** who care for **natural & cultural heritage and living culture** which suggest that we want **sustainable tourism development**
3. We do want to offer our visitors “**Different Discoveries**” and encourage our tourism providers to offer **creative and innovative** tourism products





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How can/did we make/made this possible...?



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With encouragement to creative and innovative approach!

**HT management and later KOMPAS NOVO MESTO Ltd.
(as partner in the HT management)**

**The best RDP in Slovenia, 3 Srebrni Sejalci (Silver sower),
2 x finalist**

**One of the most innovative partnership in sustainable
tourism & tourist agency in SLO in the period from
2002 -2010**





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Old market towns and squares





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Region with one of the highest number of churches per inhabitant in Europe





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Numerous castles and monasteries





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Traditional vernacular architecture





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Responsible and sustainable tourism





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Process of development of creative and innovative industries within the HT in the period from 1996 to 2012



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HT Dolenjska and Bela krajina
28 sites of natural and cultural heritage
as well as living culture

**(Srebrni Sejalec -
Silver sower 2004)**





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- **DEVELOPMENT OF CREATIVE AND INNOVATIVE TOURISM PRODUCTS**

Stories, legends, authentic discoveries...

- **MARKETING**

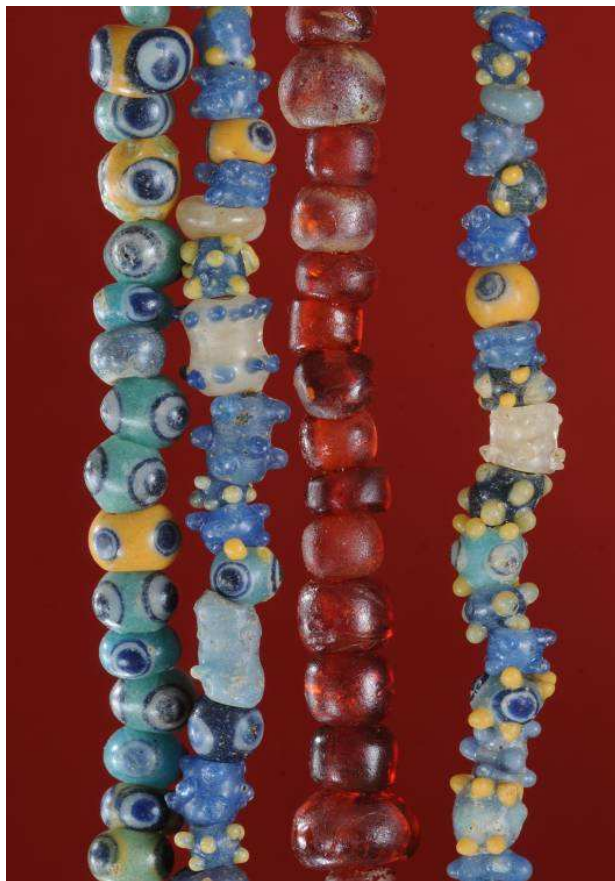


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Destination Logo





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5 KEY TOURISM PRODUCTS IN DESTINATION

- health and relaxation
- **HERITAGE TRAILS**
- active holidays
- vineyard retreats
- gastronomy and wine





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Dolenjska Different Discoveries





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- **Different natural heritage**
(rivers and streams, silver birch, virgin forest)





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Different vineyards





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- **Different wildlife**

(three big beasts: lynx, wolf, brown bear)



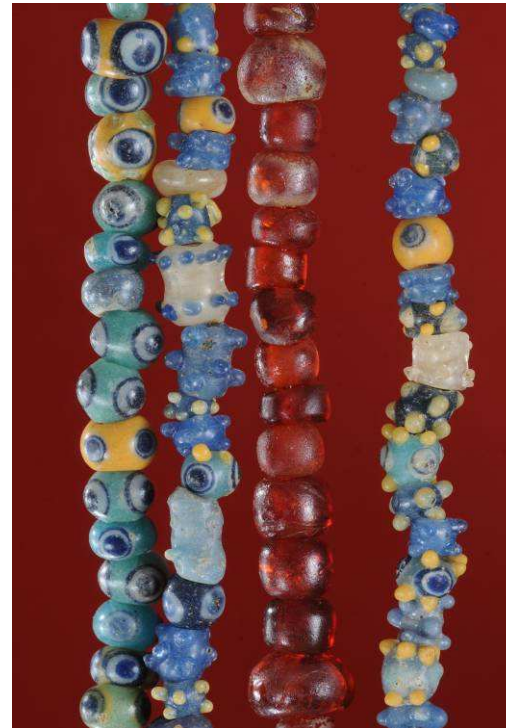


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- **Different archeology**
(situlae, more than 100.000 glass jewellery)





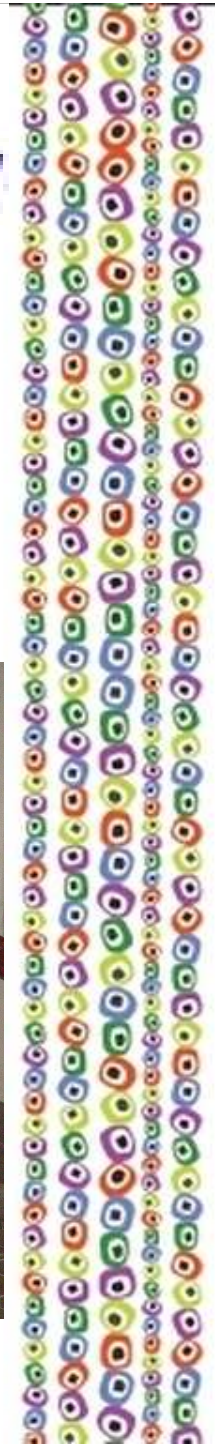
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Different discoveries

Euracademy

- **Different discoveris**

“castle tales and stories” on the Struga and Žužemberk castle





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- **Different traditions and customs**
numerous traditional events –
Tourist associations



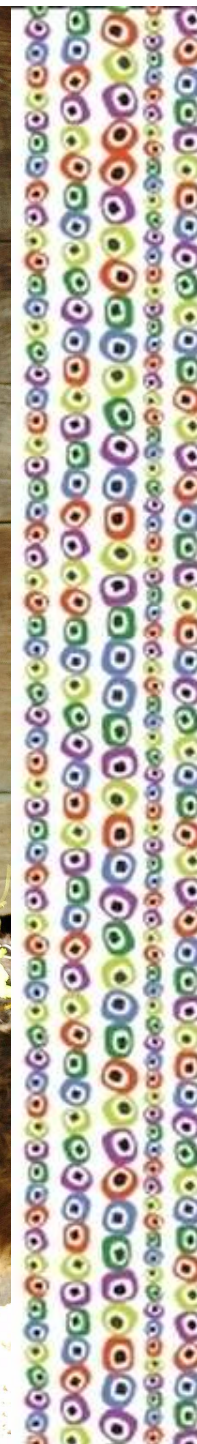


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Local characters

Krjavelj





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Different cuisine





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Different active holidays

**REGIONAL NETWORK OF
THEMATIC ROUTES**

Finalist FOR SOWER 2009



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WALKING ROUTES

982 km





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CYCLIST ROUTES

1487 km





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HORSE-BACK RIDING 412 km





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CANOEING AND RAFTING

167 km





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- **Different discoveries – Cviček story on Matjaževa Domačija (homestead) - Srebrni Sejalec (Silver sower) 2008**





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**Euracademy**





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International student's workshop – Planting of eco-vineyard





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**Some of “do’s” and “dont’s” we experienced:
“DO’S”**

- **EDUCATION**
- **NETWORKING AND CO-OPERATION**
- **CREATIVITY AND INNOVATION**

“DONT’S”

- **2ND WORLD’S MOST SPREAD DISEASE**
- **FEAR FROM COMPETITION**
- **“WE CAN NOT CHANGE ANYTHING”**



A scenic landscape featuring a large globe overlay with a blue grid. The background shows a lush green valley with a small village, a church, and a forested hillside. In the foreground, a farmer wearing a hat is working in a field. The text "Thank you for your attention" is centered over the globe.

■ Thank you for your attention