



Snežnik Castle & Landscape Park Križna jama

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MUNCHEN 345 km,
SALZBURG 210 km

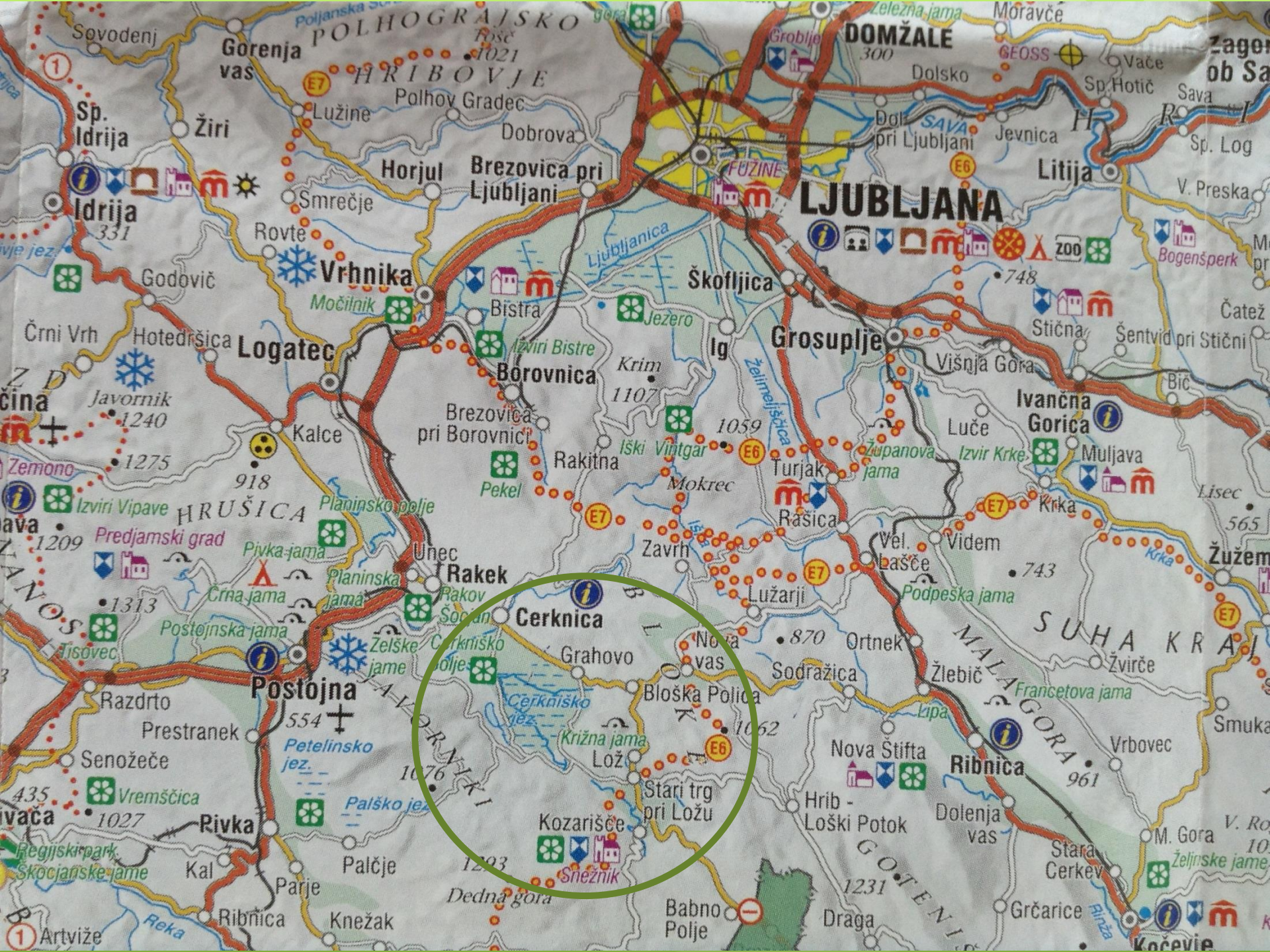
WIEN 260 km,
GRAZ 75 km

MILANO 380 km,
VENEZIA 120 km

ZAGREB 40 km,
SARAJEVO 440 km,
BEOGRAD 420 km

PULA 90 km

RIJEKA 30 km,
SPLIT 440 km



Attractions in the area

- Snežnik Castle
- Snežnik Landscape Park
- Snežnik Forest Park
- Križna jama

Snežnik Castle

- National Museum of Slovenia – priority?
- Contested ownership of surroundings
 - Empty renovated restaurant / building – funding issues
 - State owned housing
 - Local community door mouse museum
 - Refrigeration/Skinning hunting facility
- Relationship NMS with other owners problematic
- Inter-agency issues
- Low promotion – few visitors
- Link with park
- Wedding venue – fully exploited?
- Limited potential for change – steady state





Landscape Park (forestry service)

- 30 Ha semi-landscaped Park
- Adjacent to 1,000 Ha forest & Castle
- Under-used – looking for opportunities
- Lacking facilities – Parking, toilets, refreshments
- Permission issues for use of picnic/stage area
- Community-forestry service conflict
- Walking, horse-riding, bird-watching, butterfly watching, nature interpretation, flora

Landscape Park – Potential

- Community activities – return to previous
- Sports activities
- Need to address parking issue
- Sunday afternoon family trip – close to Ljubljana
- Small café / Temporary food service (weekends)
- Small group not mass tourism
- Special interest
- Walking rather hiking
- Families and over 50s
- Accommodation potential for hostels/hotels (landmark trust)









Forest Park

- 1,000 Ha
- Hunting concessions
- Hunting facilities (refrigeration)
- Conflict of hunting processing with leisure/recreation?
- Sensibilities of foreign visitors
- Ownership by hunting association
- Hunting concessions – 100 families

Forest Park - Potential

- Responsible hunting
- Hunting tourism
- Hiking / Trekking – conflict with hunting?
- Horse Riding
- Ecological tourism / Nature
- Bird watching
- Small group 'adventure' off the beaten track tourism
- Younger – singles / couples 20s – 40s



Križna jama

- 1 of 22 Show Caves in Slovenia
- Karstic cave 10 km
- 1hr – 1 km, walk & boat, suitable for casual 'cavers'
- 4hr or 8hr – more serious cavers (800 pa limit)
- 8,000 visitors ~ pa
- 70% foreign + 30% Slovenian
- Target 12,000 – 4 guides
- Voluntary management
- Aim – **A caver's cave**, low impact tourism
- €8 per adult / €5.50 per child
- All year season – best in winter, not affected by weather

Križna jama - Issues

- Lack of official status – voluntary management
- Lack of state funding / support
- 2 other caves very prominent with 1m & 500,000 respectively
- Competitive pricing - €8 v €15 or €23
- Niche / special interest
- Insufficient toilet facilities
- No gift / souvenirs, water
- International Showcaves Association

Križna jama - Potential

- Upgrade website www.krizna-jama.si
- More social media – Change facebook from personal to organisation, Pinterest account (photos)
- Networking Caver's sites and blogs
- Photography – potential photo student to get experience
- Push the 1hr more, more accessible visit a bit more in promotion & photos
- Imagery of people experiencing the cave
- Family ticket
- Encourage pre-booking online to roster work
- Souvenirs, postcards, photos, organic cotton t-shirts, wood craft/keyrings



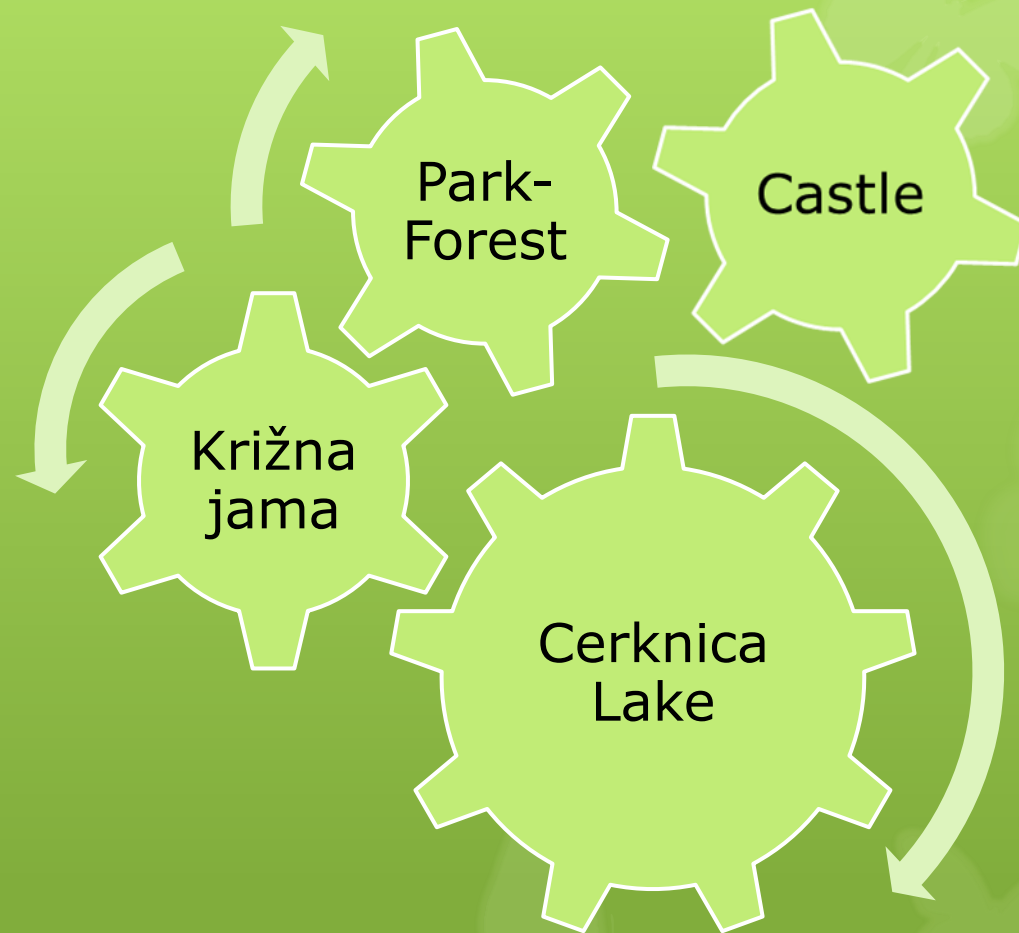








Strategic approach




Linkages

- Strongest link
 - Lake – Cave (interconnected karstic phenomenon, sink holes)
 - Castle – Park (on same grounds)
- Weaker link
 - Lake/Cave – Castle/Park
- How can they be connected
 - Accommodation
 - Common website/marketing region / common branding/labouring
 - Ticketing
 - Information / leaflets
 - 'What else to see / do' signs in each place

Implementation

- Promoting the lake activities and cave show together as one experience – common ticket for lake museum and cave
- Common website with links to separate ones – online booking
- Partnership management
- Resolving the property/use conflict at the Landscape park → one decision maker (public-private partnership) who develops the area as one, managing different activities, and respects specific conditions e.g. landmark trust
- Providing quality accommodation
- Linking with European eco-tourism destinations
- Linking with higher education (geology depts) internationally
- Information points and signs
- Language



Hvala
Ευχαριστούμε
Go raibh maith agat
Kiitos
Dziękuję
Tapadh leibh
Muchas gracias
Köszönöm
Thank you