

Dolenjska Vineyard Landscape





HRIB

ZAGRAD

PAHA

DRCA

NOVO
MESTO

Slovenia

Ivančna Gorica

Trebnje

Grosuplje

Reva

Sevnica

A2

105

106

Krško

Mesto

Novo

The Story

HIGHLIGHTS

- People value their cultural and natural heritage
- People base their professional activity on these resources
- People care not only about their private, but also about public good

PLETERJE-DRCA: Ethnological Park promotes cultural landscape and living culture of the region

ZAGRAD: Bottom-up action of local people created Nature Park on former village common land

NOVO MESTO: Female entrepreneur turned her hobby and local natural resources into innovative artisanal products

PAHA: Connecting a variety of business activities with local food product (wine) and turning traditional architecture into a creative business



KEY ISSUES & WAYS FORWARD

- Lack of common action in developing tourism offer between ethnological park and monastery due to change of monastery management
- Lack of engagement and „envy“ of some local people who did not contribute to the development of the regional park
- Lack of developed tourism marketing for the natural park
- Lack of collaboration between neighbours in the wineyard area
- More interaction between monastery and Simon to find common solution, time is needed to build trust
- Try to involve more people and create an opportunity for their benefits (e.g. selling local products for tourists)
- Developing a marketing strategy, including focus on benefits for local people
- More collaboration, more participation at the community level, common development of tourist offer