



Report on Sustainability Indicators for the Destination of Radol'ca 2019-2022

In 2019 the Municipality of Radovljica joined the Green Scheme of Slovenian Tourism (ZSST) with the aim of using an internationally recognised tool for the development of green destinations to establish a sustainable model of tourism that will valorize natural, social and cultural potentials and connect them in the unique range of products and services of the green tourist destination of Radol'ca, Honestly Sweet.

In 2020, the destination of Radol'ca obtained what at the time was the highest possible label – the **Gold Slovenia Green Label**. This label commits the municipality to social, economic and cultural sustainability in the field of tourism. The label must be recertified every three years, therefore it is appropriate to review the green activities for the past few years before setting new goals in the field of sustainability.

Umbrella green address of the destination:

Radovljica and its surroundings are an **intertwinement of a safe and healthy environment, unspoilt nature and a wealth of cultural heritage**. We operate according to sustainable principles whilst also being committed to making continuous green improvements. We involve residents, visitors and business people in our green operations.

We love our abundant nature, which provides us with inspiration for creativity and the élan for world-renowned achievements. **We treat cultural treasures with respect, as they are our link to the past and our gift to our descendants**. We have a very special relationship with the Carniolan grey bee, a hardworking bee that is indigenous to Slovenia.

Radovljica is friendly to locals and visitors. We are not competing to be the first and the best, rather we connect through our desire for improvements. We enjoy the genuine sweetness of life, the finest cuisine and views of the beautiful Alps that surround us.



DESTINATION MANAGEMENT

The key emphases in working towards sustainability related to the **evaluation of the Tourism Development Strategy in Radovljica 2016-2020** and the preparation of a new tourism strategy for the destination. This new strategy, valid for the period 2023-2028, further emphasises endeavours for balanced, sustainable and hospitable tourism in the area of the Municipality of Radovljica. Such tourism can only develop on the assumption that both locals and tourists must be considered, i.e. what is good for tourists must also be good for locals. This is the guiding principle of the new strategy, which is worded: 'Good for us, good for tourists'.



During preparation of the strategy, important starting points arose in cooperation with the tourism industry and local residents. They were both able to give their opinions at various stages of preparation of the strategy. The key directions for further activities are deseasonalisation and decentralisation. The new tourism strategy puts even more emphasis on social, economic and cultural sustainability.

In addition to adopting the new strategy, the Public Institution for Tourism and Culture also adopted the organisation's Sustainable Business Policy. In 2021, the municipality adopted the **Radovljica Municipality Development Programme 2030**.

In 2021, the destination was awarded the title of **Best Tourism Villages by UNWTO**, while the **Juliana Trail** – a joint project between destinations in the region of the Julian Alps – received numerous international awards and recognitions.



NATURE AND LANDSCAPE

Nature, which is also defined in the strategy as one of the destination's main attractions, is **protected by state regulations and local spatial acts**. The area of the municipality is included in the **UNESCO MAB region of the Julian Alps**, which, under the leadership of Triglav National Park Public Institution and with the cooperation of other destinations in the Julian Alps region, strives to preserve nature and reduce visits to sensitive areas. Great emphasis is placed on soft mobility, reducing the pressure on the most burdened tourist spots and educating young people through the community of schools.



The destination of Radol'ca is located in an area that has numerous natural assets that, while less representative of tourism, are nevertheless visited by tourists to the same extent as in some nearby destinations. The pressure from visitors in summer, especially in the campsites along the Sava River, means it is crucial to keep the **banks of the river** accessible and unencumbered by tourist facilities, while the river itself must remain clean and free-flowing. In the recent past, a local initiative was formed to protect the confluence of Sava Dolinka and Sava Bohinjka rivers, which probably also contributed to helping to prevent the construction of new accommodation in the immediate vicinity of the confluence.

ENVIRONMENT AND CLIMATE

In the area of the environment, **renovation of the railway line between Podnart and Lesce** is important. Following reconstruction in 2021, the line is now suitable for modern trains, which bring guests faster and more comfortably from the direction of Ljubljana and Jesenice to the destination of Radol'ca. During reconstruction of the line, noise barriers were also erected in settlements, which has improved the quality of life for those living alongside the railway. The **railway station in Radovljica** was moved to another location, which provided Tourism Radovljica with a greater opportunity to **encourage visitors to arrive in the destination by train**; something that it is succeeding in doing.



The project to create a **network of mountain bike trails** has led to the establishment of excellent opportunities for visitors to reach the destination by bike. According to statistics, the cycling routes between Radovljica and Bled are particularly successful, which indicates that progress has been made in terms of raising awareness of travelling between the two places in a more sustainable way.



The field of waste is regulated in an exemplary manner by Komunala Radovljica, as **the municipality is a member of Zero Waste municipalities**. In particular, a lot of effort has been put into raising awareness among residents, while also supporting recycling initiatives. This is also the basis of operation of the Brvač second hand shop, and in addition several times a year clothing and toy exchanges are organised in the destination.

In 2022, the municipality signed a **commitment to not using plastic cutlery at events**, while the Radovljica Public Institute of Tourism and Culture started using **reusable glasses** at events. This not only reduces the amount of waste produced at the destination's biggest events, but also raises people's awareness of the need for reflection and sets an example for other event organisers.



The Municipality of Radovljica makes investments with the environment in mind and undertakes investments that reduce the carbon footprint, contribute to saving energy and encourage the use of

bicycles as a means of transport. This is evidenced by annual investments in the replacement of public street lights and the energy rehabilitation of public buildings.

CULTURE AND TRADITION

The municipality has a wealth of cultural heritage. Important steps in this area were made with the **first phase of the renovation of Klinar's House in Kropa**, the gradual **renovation of Kamen Castle** in Begunje, and activities related to the restoration of Plečnik's heritage in Begunje. During this period, Klinar's House, which is home to the Iron Forging Museum, was also declared as a listed monument of local importance.



By issuing **annual tenders for the restoration of cultural heritage buildings**, the municipality has a significant influence on the state of the heritage that is in private hands. Tenders for events ensure that intangible heritage is preserved, which provides important testament to the tradition of iron forging villages and preserves the memory of the past.

Museums house an important part of our heritage. The **Museum of Apiculture, which was completely renovated in 2021**, has become more modern and even more attractive, while the museum also received the Valvasor Award for its new collection. The museum also played an important role in registering beekeeping on the UNESCO list of intangible heritage. Future plans include completion of the renovation of Klinar's House and the installation of a new exhibition at the Iron Forging Museum in Kropa.



SOCIAL CLIMATE

In the last two years, cooperation with the community has been demonstrated through **participatory budget projects** and the preparation of the municipality's development plan. The first projects as part of the municipality's participatory budget were implemented in 2021 and 2022, and voting is currently underway for projects for the 2023-2024 period.



The **Development Programme of the Municipality of Radovljica 2030** was put together in cooperation with the local community. Members of the local community participated both in the workshops in the first phase of preparation and by contributing comments on the draft document. The municipality's development plan includes all local communities and its vision is that by 2030, the municipality will become 'an excellent Alpine environment, where we simply combine living with creative work and a healthy lifestyle.' The planned measures also include activities that contribute to better accessibility of services in the countryside and for vulnerable groups who have been an important part of Radovljica's society for decades.

During the COVID-19 pandemic, the local community were very receptive to the **Radolški izziv** (Radol'ca Challenge) project, which motivated them to exercise outdoors in close proximity to their

homes. The project not only had an impact in the short term but also in the long term, as many local people got to know places and especially paths and trails that they had not previously known about or used. Thus, we unknowingly got local promoters of theme trails.

THE OPERATION OF TOURIST PROVIDERS AND COMMUNICATION

The Radovljica Public Institute of Tourism and Culture is in constant contact with the tourism industry. The Radovljica Tourist Information Centre is an open space where those from the tourism industry can readily pick up materials for their guests (e.g. hiking trail maps, which are free for those in the tourist industry), express their opinion and make suggestions.

In 2022, we introduced a special **e-newsletter for the tourism industry**, in which we inform readers about innovations and opportunities for the economy. We include the tourist economy in tourist products, among which good examples are **Taste Radol'ca** and the **Guest Card**, which connects accommodation with attractions and experiences.



We provided support to tourist companies during the COVID-19 pandemic by very successfully encouraging locals to purchase from local farms. We encourage tourist providers to obtain green labels. Camp Šobec, the first camp in Slovenia and the largest accommodation provider in the municipality, received the **Green Key eco-label** in 2020, and in 2021 it was joined by five other tourist providers in the destination in the joint Taste Radol'ca campaign. The destination also has a **Michelin Star for sustainability** (Hiša Linhart).



In the past three-year period, we also held **annual training sessions for tourism providers**. The topic of sustainability was discussed at workshops titled 'The opportunities and challenges of sustainable tourism' (2021) and 'How to get green labels and even better guests' (2022).

IMPORTANT INDICATORS

	As of 25.2.2023
Valid tourism strategy	YES
Annual analysis of visitors to the destination	YES
Share of protected nature	33.52% of nature
Number of units of immovable cultural heritage	557
Number of holders of intangible heritage in the register of intangible heritage	7
Number of providers with a sustainability certificate	5
Analysys of resident's satisfaction in the past three years	YES
Education for tourist providers in the past three-year period	YES

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