


s h e e t		Best practice in sustainable tourism diversification	
Action	Title of the action	Solčavsko - Three Valleys in Harmony	
	Name of the organisation	Logarska dolina Ltd (Park management)	
	Country	Slovenia	
Typology	Characteristics* <i>* more choices possible</i> 	<input checked="" type="checkbox"/> Animated activity (guided walk, workshop...) <input type="checkbox"/> Exhibition / seminar <input type="checkbox"/> Installation / material (documentation) <input checked="" type="checkbox"/> Event (natural, cultural...) <input type="checkbox"/> Intervention with other sectors (local gastronomy, transport...) <input type="checkbox"/> Other	
	Frequency of the action	<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Repetitive <input type="checkbox"/> Permanent	
	Duration of the action	<input type="checkbox"/> Less than one halfday <input type="checkbox"/> One day <input type="checkbox"/> One halfday <input checked="" type="checkbox"/> More than one day	
	Concerned season(s)*	<input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Autumn <input checked="" type="checkbox"/> Summer <input checked="" type="checkbox"/> Winter	
Public	Duration of the stay*	<input type="checkbox"/> Excursionists (< 1 day) <input checked="" type="checkbox"/> Tourists (> 1 day)	
	Provenance*	<input checked="" type="checkbox"/> External people <input type="checkbox"/> Local people	
	Clientele*	<input checked="" type="checkbox"/> Children <input checked="" type="checkbox"/> Adults <input checked="" type="checkbox"/> Young people <input checked="" type="checkbox"/> Elderly people <input type="checkbox"/> People with a handicap	
Information	Objective(s) of the presented action	<ul style="list-style-type: none"> - ecological education and emotional adjustment of locals and visitors - training of sustainable development in a practical way for guides and other included locals - stronger connection between performers of the programme, environment and identity of the region - stimulation of story-telling and preservation of local dialect - more opportunities for additional financial income of the locals - selling of local products (food, wool and felt-, wood-, stone-products...) 	
	Description of the action	<p>The integrated tourism product "Solčavsko - Three Valleys in Harmony" is conceived as a three-day programme and brings together a series of adventure activities. Through tailored experiences, local residents encourage visitors to observe nature, admire natural sights and learn about cultural heritage.</p> <p>The guiding thought behind the product can be described in the following words: DISCOVERY, ENJOYMENT, ADMIRATION and RESPECT for the wonderful mountain landscape, the variety of life in natural surroundings, the friendly and hardworking people.</p>	
	Innovative character	<ul style="list-style-type: none"> - ecological education and emotional adjustment of locals and visitors - training of sustainable development in a practical way for guides and other included locals - eco-friendly programme 	

Realisation	Responsible(s) of the implementation*	Internal <input type="checkbox"/> Director <input checked="" type="checkbox"/> Responsible for tourism missions <input type="checkbox"/> Other	External <input checked="" type="checkbox"/> Tourist information office <input type="checkbox"/> Municipality <input type="checkbox"/> Cooperative association <input type="checkbox"/> Other
	Technical partner(s) in the realisation	Local associations and other local partners who work in tourism	
	Year of realisation	It started in 2008, but in 2009 we renewed the programme and linked together different activities.	

Funds	Net costs of the action (€)	Ca. 10.000 € up to start	
	Kind of funding(s)*	Public <input checked="" type="checkbox"/> Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input type="checkbox"/> European <input type="checkbox"/> Other	Private <input type="checkbox"/> Sponsor <input type="checkbox"/> Other /

Evaluation	Strengths <i>subjective evaluation</i>	- good local products - connection between locals and visitors
	Weaknesses <i>subjective evaluation</i>	- lack of local guides - lack of funds for product development
	Future perspectives	We will continue and upgrade our product and modify the programme for different target groups.
	Evaluation tools <i>of the sustainable dimension</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Continous checking of the activities, No. of activities, No. of cooperating locals, No. of performed programmes, No. of guests, integral analysis (yearly)

Contact	First & family name	Marko Slapnik
	Function	Head of Information Centre in the nature park Logarska dolina
	Email	marko.slapnik@logarska.si
	Telephone	00386 41 467 122 (mobile)
	Homepage	www.logarska.si

Task Force Protected Areas
 Permanent Secretariat of the Alpine Convention
 Tel. 0033 4 79 26 55 00 / info@alparc.org
www.alparc.org



Please find an illustration on the next page!



Best Practice: Solčavsko - Three Valleys in Harmony



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