



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: Culture on the web

Destination Name: *(include any state, province or region)*

LJUBLJANA

Country: SLOVENIA

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Position: Regional Destination Organization Coordinator

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

The spread of COVID-19 coronavirus has been posing several challenges to the tourism industry ever since mid-March 2020. Until mid-May public life was put on hold, international borders were closed and movement between municipalities was banned. As Ljubljana residents were spending most of the time at home and there were no tourists in the city, we decided to launch a slightly different initiative, mainly targeting the locals. On the “Stay home” subpage that is part of the official Visit Ljubljana webpage, accurate information about the current situation was collected and regularly updated, as well as many walking and cycling tips (in and around the city) and different ideas related to gastronomy (for example, where and which local food you could buy, which restaurant offered home delivery, different seasonal recipes, etc.). Also added was the cultural section that we present here below as a good practice case.

We focus exclusively on how and which cultural content was shared online during the lockdown when all cultural institutions were closed. Several cultural institutions in the city responded very promptly and prepared very diverse content (virtual exhibitions, films, on-line concerts, on-line theater performances etc.) that was free of charge. Here are some examples:

- Festival Ljubljana gathered numerous options for watching concerts and operas that were taking place without the audience; art centers made free online access for their repetitions.
- The Ljubljana City Theatre has opened its archives and posted several past performances on the YouTube channel.
- Kinodvor cinema offered free viewing of documentaries by Polish director Paweł Pawlikowski, who filmed successful documentaries for the BBC in the early 90s.
- The City Gallery of Ljubljana has opted to support artists via Art in Isolation (Umetnost v izolaciji), a Facebook page where artists and creators could use their creativity and artwork to address the anxiety we were all feeling. They invited artists to email the artwork they had created during the quarantine. Many very interesting pieces were created during this time.
- The Ljubljana Puppet Theatre put some of their most successful plays online.

The Ljubljana Tourism was collecting all the cultural content under the title “Culture on the web” and shared it regularly via webpage, social media channels and newsletter.

As the project proved very successful and popular, we decided to upgrade it in the post-corona period. We are preparing virtual exhibition in cooperation with some of the cultural institution that were urging artists and locals to collect and document different aspects of the city life during the lockdown and in quarantine: the content collected ranges from the photographs to recordings, works of art, caricatures, etc. We will launch the exhibition in early July 2020.



Methods, steps and tools applied

We used relatively simple methods to implement a good practice case. The employee of Ljubljana Tourism, who is in charge of the development of tourist products, was already in regular contact with all major Ljubljana's cultural institutions. During the quarantine she contacted all of them (20) via e-mail and asked how they had been responding to the situation, if they had any specific projects in mind, etc. Almost all of them prepared different online cultural content (virtual and online exhibitions, films, on-line concerts, on-line theater performances etc.) and they were all eager to share it with us. She then also gathered the responses of smaller Ljubljana's cultural institutions by herself. All the collected content was then shared with the marketing and PR department of Ljubljana Tourism, and posted on the central Ljubljana tourist website Visit Ljubljana, Twitter and e-newsletter.

Key success factors

The situation was serious (public life stopped, there was no tourists in the city, cultural institutions were closed), so we had to react really quickly; both Tourism Ljubljana as well as all cultural institutions. The essential thing was that both the cultural and the tourist sector did not turn off during the crisis and that we kept in touch with our visitors and locals all the time.

The key to success has certainly been in keeping regular contacts with public and private cultural institutions in the city. The already established mutual and trusting relationship helped a lot and made it easier to get prompt response from all the relevant institutions about their activities during the quarantine. The second crucial thing that enabled us to stay in touch with our visitors and locals alike, as well as the one that kept culture and local art scene alive during this challenging time, was the way we turned to digitalization, the single most important trend in tourism industry today and in the future.

Lessons learned

Ljubljana is the capital, which has seen a great rise in tourism in the recent years. The number of visitors were increasing every year, mostly foreign (last year we recorded 94.5 % foreign overnights). Based on trends, we expected growth in 2020 as well. The coronavirus surprised us all as we were certainly not expecting this turn of events.

During this time, we have learned that the tourism industry offers almost no time to "think" or wait - it is necessary to adapt almost immediately. Many cultural institutions didn't have almost any virtual or digitized content prepared so they had to react very fast. At Ljubljana Tourism we also had to suddenly focus primarily on Slovenian guests - which had never been our target market before - and strengthen our presence on digital channels (web, social networks). All of that allowed tourism and culture to stay alive. We also strengthened relations with cultural institutions, which allowed us to define our common goal.

We believe that developing and promoting tourism for the locals, strengthening public-private partnerships, as well as smartly turning to digitalization, are three crucial things needed to maintain smart and sustainable tourism development during and post COVID-19 period.



Results, achievements and recognitions

The main results of the project "Culture on the web" are:

- Digitized cultural content (many cultural institutions did not have it before); from virtual and online exhibitions, films, on-line concerts, on-line theater performances etc.
- Cultural content became accessible to everyone during and after quarantine (free of charge).
- Together we increased public interest in cultural content.
- The locals became tourists in their own city.
- We have strengthened relations between Ljubljana Tourism and cultural institutions in Ljubljana (also public-private partnership).
- Adaptation of content on the Internet and social networks for domestic guests or residents of Ljubljana took place.

We did not receive any awards for the project. We are spreading this case as an example of good practice in various webinars.

Additional references

As a proof you can find:

- a print screen (attached) of the page that no longer exists (as information was no longer relevant, we removed it from our official webpage),

- e-Newsletter link: <https://www.visitljubljana.com/sl/obiskovalci/pisma-iz-ljubljane/april-2020/ostajamo-doma-in-doživljamo-mesto-drugace/>,

- a couple of Twitter posts

<https://twitter.com/TurizemLJ/status/1253231485336903682>

<https://twitter.com/TurizemLJ/status/1250035100278042626>

<https://twitter.com/TurizemLJ/status/1247095858711142401>

<https://twitter.com/TurizemLJ/status/1247095858711142401>

<https://twitter.com/TurizemLJ/status/1243496310759718912>

