Title of the Story: INTINITI MONUMENT BLISS

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

Country: SLOVENIA

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Position: general manager

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
At the beginning of 2020, the world was faced with the new threat – COVID 19 virus. Tourism was the first economic sector that felt the immediate consequences of this drastic change. Overnight people stopped to travel and were forced to stay home in quarantine. The world is faced with a new global economic and medical crisis. With all new restrictions and global fear, how can we restart tourism again?
In destination Miren Kras we faced this issue by creating a safe tourist experience for Slovenian and International guests to come. With social distancing and a need for a safe environment we create an innovative tourist product called INTINITI MONUMENT BLISS, which presents a unique guided experience where visitors trough mindfulness practice unveil the mysteries of Monument of Peace on Cerje. Within discovering the monument an individual reconnects with itself. This represents an extra value especially in these traumatic times. Trough this adventure people get in touch with tranquility, digital detox, personal growth for the next challenges in life and they can get in touch with themselves by lifting their vital energy.

Methods, steps and tools applied
By implementing the INTINITI concept which incorporates science, art and nature we created an authentic tourist experience. This experience is ideal for small individual & business groups, teambuildings, incentive tourism, and impact tourism – witch is perfect for current health recommendations & restrictions. The INTINITI concept is designed in such a way that it involves local territory with its rich elements of natural and cultural heritage. The participants discover the hidden gems, symbols and story of Monument of Peace trough so called mindfulness practice, which encourages them to experience tourist attraction in a slower, deeper, mindful way. The result is the connection with oneself, effects on personal growth, connection with the beauty of life, and higher vital energy.

Key success factors
The experience is based on local identity, is faithful to nature, culture (natural and cultural heritage of the so-called DNA destination) and local people, and through a story that participants experience through guided mindfulness practice. By incorporating psychotherapeutic science and mindfulness practice, it leads to self-knowledge and local heritage/identity in a visitor-friendly, personal, empathetic way. The whole experience is led by an expert in the field of mindfulness and psychotherapy and encourages changes in several dimensions, physical, motor, emotional, cognitive, communicative, relational, behavioral, conscious of a single participant. It contributes to raising awareness, the visibility of local crafts and societies, heritage from an anthropological point of view. The concept of mindfulness in tourism is being developed in several phases of the project such as to the sensitive experience of local gastronomy, etc. based on its slogan: »Back to your roots – here and now.«. Through guided tour individual discovers the identity of the destination its local producers and craftsmen. To support the local community and its economy all local products used and included in this experience can be purchased at the end of the tour in monument shop Cerjanka.

**Lessons learned**

We had to evolve a new concept and perspective in creating new tourist adventures. Regarding all new restrictions, we were forced to be innovative how in a minimum amount of time create a unique experience that will attract guests and at the same time how to provide a safe environment, personal distance and the feeling of disconnection from all the negativity around for them. Intiniti practice was the right answer for that, because it allows a visitor to get deep into the monument story, the local products and at the same time gives it the serenity, tranquility, and connection with surrounding nature which is so needed in these times.

**Results, achievements and recognitions**

Intiniti has been practiced since 2016 through various programs: Wine Bliss & WB Motnik, Mindfulness intelligence, Intiniti Dance Bliss International Festival, Body oriented group psychotherapy, and other events, with more than 1000 participants. Wine Blis Motnik as unique, authentic, and premium quality experience was awarded with 5* Slovenia Unique Experience (SUE) label. This year for the first time we included the Intiniti concept in presentation of most significant attraction in Miren Kras destination – Monument of Peace on Cerje with hope to unveil the majestic story of the monument and surrounding territory and offer to the future guests a safe, deep experience in post-COVID time.
Additional references

More informations about INTINITI MONUMENT BLISS experience:
https://www.mirenkras.si/en/monument-bliss

More info and videos:
- INTINITI concept: https://www.intiniti.si
- other past events: https://www.intiniti.si/en/intiniti-experiences/intiniti-with-nikaya/
- professional reviews: https://www.intiniti.si/en/intiniti-experiences/