



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: Click or tap to enter text

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

Destination Podčetrtek

Country: Slovenia

Submitter name: Boštjan Misja

Email address: bostjan.misja@visitpodcetrtek.com

Position: CEO

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 an historically underdeveloped part of Slovenia we were able through planning and investing, to become one of the best destinations in Slovenia. We did this by involving all of the stakeholders at our tourist destination. Growing together and creating together has been our main focus. A little while ago we received Slovenia green gold destination certificate for our destination that involves 3 municipalities. Majority of the municipalities are in the regional park of Kozjansko, known for biodiversity. So what was our main issue? Turning a once remote area into a top tourist destination and using our resources responsibly. Putting locals first and investing in tourism so it also benefits the locals has been probably one of the most important parts of our success.

Methods, steps and tools applied

Thorough strategic planning and communication of all stakeholders. The involvement of all 3 municipality management, 45 tourism service providers and a regional park takes a lot of communication. All of the stakeholders participate in the development process. Mainly it involves education and guidance, but some actions also require financial participation. A lot has been done on improving the standard of living for the locals. Better, safer, cleaner environment. Locals benefit from tourism on our destination.

Key success factors

Key success factor in communication and collaboration. We were able to come together and with long term development become successful.



Lessons learned

There is always work that needs to be done. Our main focus now has to be data collection. Development till now has been successful, but to truly operate in a more sustainable way we will need to invest in the technology to monitor tourism and make choices based on data. More has to be done on a education and also HR.

Results, achievements and recognitions

The results were a sustainable, responsible development. We have received many awards: Entente FLorale gld award, Slovenian green destination award, EDEN destination of exelence, Slovenia green parc...

Additional references

https://www.youtube.com/watch?v=7yDR51Yc_mA&t=3s

