



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: The pure power of nature

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

Solcavsko

Country: Slovenia

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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

Issues faced in the nature park Logarska valley- Logarska Dolina before implementation of Integral tourist were:

- seasonality of the tourist offer in the Logar Valley
- seasonal requirement for employees
- on average only 2-3 nights staying of the guests
- lack of environmental and sustainable knowledge amongst the visitors

The Logar Valley was created by the play of nature deep in the heart of the Kamnik-Savinja Alps. It is surrounded by peaks reaching above 2000 metres (Kroficka, Ojstrica, Planjava, Brana, Turska Gora, Rinka, etc.). Today's picturesque image of the Logar Valley was created by a huge glacier during the last Ice Age. The valley is 7 kilometres long and 250 metres wide. It became a landscape park in 1987.

Due to its attractive image and harmonious intertwining of natural and cultural elements of the landscape, the Logar Valley has been attracting visitors from everywhere for centuries. The number of visitors to Logarska dolina has been increasing all the time and now Logarska is visited annually by over 100,000 visitors from all over the world, who are mostly only one-day visitors in the valley. In some summer terms, the carrying capacity of the most visited locations is occasionally exceeded, which is also reflected in the dissatisfaction of visitors. Hard-to-manage situations in the most frequent terms also devalue the efforts of locals and tourist providers.

Due to the high demand of visitors for additional services outside the summer season, in the desire to extend the season and to extend the days of the guests staying in the Logar valley, we found that we need to offer a product that will largely raise awareness of visitors about the natural landscape and its features. We aim to give the guests who want to relax an opportunity through the understanding of traditional coexistence with nature, to find contact with natural currents that can fill them with energy and at the same time heal. With the help of proven methods of getting closer to nature, we have offered our guests an exceptional range of new knowledge and insights into the world around us, and especially useful opportunities to open natural energies for healing, regeneration and daily recharging. Our challenge was to address the target segments of potential guests who want to find peace and relaxation in nature and connect with the healing energies of nature. The traditional centuries-old coexistence of people with nature is reflected in a sustainable lifestyle. Understanding the traditional connection with nature is also useful for modern man.

In the desire to satisfy the needs of modern man throughout the year with the product, the biggest challenge was to generate an integral tourist product that will be interesting and relevant throughout the year. As a result, we will also reduce the seasonality of work and offer employment opportunities to workers in the valley throughout the year. All this affects employment in the valley and the goal is to generate quality jobs.

With an emphasis on respect for nature and the tradition of the environment, we want to enable our guests to have a contact with the preserved nature and cultural identity of the environment and with



themselves (body, mind and inner feelings: physical, mental and spiritual level of activity). We want to encourage them for authentic experiences and respect for the Logarska dolina nature park and the sustainable Logarska dolina - Solčava region.

Methods, steps and tools applied

We want to address certain target groups of guests with a great deal of subtlety, for which we need good segmentation of guests. The goal of promotional activities will be to clearly position the offer and the area and direct potential guests to commercially interesting products.

All versions of the integral tourist product will include the experience of the basic elements: earth, water, fire, air, (ether) with an emphasis on the typical components of the local environment: stone, wood, wool, forest.

We consider the well-preserved natural and cultural environment of the Logarska dolina landscape park to be the basis for a genuine connection with the environment and the quality implementation of the program. From this come three key benefits for guests: clean mountain air, clean water and soil, wholesome food of local origin.

The activities of the integrated tourism program will be closely linked to the environment, producers and ingredients of locally produced food, services and products (culinary and other souvenirs, essential oils from local plants, local spices and herbs).

Each program will begin with a presentation of activities, an individual conversation about wishes and expectations, and basic health measurements, which will be repeated at the end of the program. Different variants of the program will depend on the length of the package and the intensity of delving into the topic and the umbrella story of the environment or integrated tourism program. We will prepare 3-day, 5-day, 7-day and 14-day packages with different intensities of experiences. All versions will be based on the starting points described above. At the beginning of the program, guests will receive instructions and a schedule for the implementation of activities, which will be partly guided, and partly by the guests themselves on the basis of instructions and their own inspiration. Certain points in Logarska dolina will be arranged and described in a brochure, while others will only be indicated by the routes of thematic and hiking trails (existing and renovated). In addition to the possibility of adapting the program to your own needs and wishes, the program and the needs of guests will also be adapted to the cuisine.

Traditional recipes in modern versions will also be adapted to the special requirements of the guests, but at the same time they will be in tune with the theme of the program. Relaxation and entertainment activities will be an integral part of the program and as such will be a tool for delving into the theme of the program (physical, mental and spiritual level). Souvenirs and other 'physical evidence' will also reflect the messages of the same comprehensive story.

Activities will be carried out on arranged points and routes throughout the Logar valley from the entrance to the valley in Log, to the Rinka waterfall in Kot, and some also in the surroundings:
- meditation points (by waterfalls, springs, by special trees)



- relaxation points (arranged relaxation points)
- energy points (measured, described and marked)
- walking trails (thematic trails, recreational trails, barefoot trails around...)
- hiking trails (along the valley and slopes)

To strengthen the health and well-being of guests, we will prepare:

- special experiences of alpine eco wellness: sun, clean air, water, saunas, hay baths, massages (essential and massage oils from local alpine herbs, massage with stones from the Savinja river, herbal pillows...), aromatherapy and climate therapy.
- interpretations of sounds from nature: therapeutic murmur of water in waterfalls; the silence and voices of forests, meadows, mountains;
- therapy by listening to "plant music";
- meditations (external and internal, guided and individual);
- breakfast in nature, barefoot walking...

Walks in the Alpine valley:

- walks under the peaks (visible contact with the peaks), through the forests (pleasant feeling of the mountain forest, safety), to springs of pure water and waterfalls (freshness of pure water, energy of water healing effects of anions...);
- sensory path (walk to experience nature with all the senses);
- thematic trails (in the valley and its surroundings).

Activities in nature, in contact with cultural heritage:

- harvesting and preparation of herbs and other useful plants;
- relaxing work with wool and plants (ecoprint - work with wool of the autochthonous Jezersko-Solčava sheep breed);
- ethno-animation (animation of guests through stories, ethnological games and displays);
- experiential walks in nature (by revealing the meanings of certain facts and natural processes);
- a walk through the valley, revealing traditional patterns of settlement, interpretation of proverbs and beliefs with a deeper insight into the logic of sustainable living...;
- cultural ethno-evenings, thematic evenings of storytelling, library under the canopy.

Key success factors

Detailed market segmentation, setting clear objectives and marketing strategies.

Product: clear definition of product level and evaluation;

Experts needed for: determination and description of energy points, traditional and general medicine, experts for wellness offer, eurythmy, Kneipp procedures, interpretation of singing plants.

Price: definition of pricing policy, strategic and tactical prices.

Marketing channels: determination of marketing channels and distribution system.

Marketing communication: preparation of a marketing communication plan: advertising, sales promotion, direct marketing, personal sales, interactive marketing, printed matter

Intended tools: promo movies for the web, promo photos, new website, online store, designed brand, mobile application.

All printed and e-materials are prepared in Slovene, English, German and Croatian.



People: employee training, involvement of partners and suppliers and other stakeholders...;
Planned trainings: culinary workshops, herbalism and distillation workshops,
Procedures: prescribed standard procedures for performing ITP
Physical evidence: all details in the facility and in all locations where the ITP will be conducted must be consistent with the ITP story.

Lessons learned

The biggest challenge in the implementation of the product was lack of knowledge, awareness of the possibilities of natural resources around us and the inability to market and implement the product without prior extensive additional training (dendrology, Knaiping, wild food, plant music, plant distillation, Nordic walking ..). When setting up the product, we also had in mind the local community and its inhabitants, how they can also take advantage of the natural resources and implement or test part of a program. For this reason, we have divided the program into units for local people as well as for all guests and co-workers, which an individual can try out in one day, in a few hours or several consecutive sessions. From this point of view, with a set of several different options, we additionally covered the segment of the offer for locals, who, while using the services of the product, can get to know this product well and decide to expand their offer and thus influence all the above factors (seasonality, seasonal employment, raising people's awareness of sustainable living and sustainable development). More such integrated products in the entire destination of Logarska-Solcavsko would also mean a greater offer of services and have an impact on raising the sustainable development of the destination and maintaining and generating good, sustainable jobs.

Results, achievements and recognitions

With these activities we want to encourage relaxation, calming the body and mind, creative energy, focus, maintaining serenity and playfulness, connection with the cultural environment, strengthening the body and opening to nature.

Proven ways to relax, connect with nature and strengthen the body such as active movement, barefoot walking in the morning dew, walking on water under a waterfall and barefoot walking on a path with different bases, herbal therapies with teas, herbal oils, herbal massages, herbal baths and lying down on hay, meditation, yoga and dendrotherapy are associated with healthy local food adapted to the needs and desires of the individual.

In Logarska dolina, experts have identified special energy points that help us cleanse and connect with nature and with ourselves.

As part of the integrated program, we also connected the activities with five anthroposophical principles: breathing, diet, art, care and conversation. Periodic conversations with an expert are based on a relational model and compassion.

The program completes the Ayurvedic treatment and approach to the holistic acceptance of oneself and one's surroundings, as well as activities that promote a connection with the five elements: air, fire, water, earth and ether.

In modern jargon we talk about ANTISTRESS, DETOX, MINDFULNESS / SELFNESS, HEALTHY AGING and



OUTDOOR PROGRAMS.

Additional references

We develop integral tourism products for all who wish to find peace and relaxation in nature and to connect with the healing energies of nature.

With an emphasis on respect for the nature and tradition of the environment, we want to enable our guests to get in touch with the preserved nature and cultural identity of the environment and with themselves.

Let your senses be roused by the connection with five elements: air, fire, water, earth and wood.

Experience of the Alpine Eco Wellness Centre, Ayurvedic or classic massage, local food from surrounding farms, Alpine herbal tea, Nordic walking, guided walk along Logar valley to energy points, dendrotherapy, breathing exercises, cross-country skiing and more.

Join us in spring, summer, autumn and winter- each season we greet you.

Spring & Summer: The pure power of nature "Logar valley for you":

https://www.youtube.com/watch?time_continue=3&v=yel4qP8P9q8&feature=emb_logo

Autumn: The pure power of nature "Logar valley for you":

https://www.youtube.com/watch?v=YV0LYa3MRzE&feature=emb_logo

Winter: The pure power of nature "Logar valley for you":

https://www.youtube.com/watch?time_continue=2&v=JvDrv9Pogoo&feature=emb_log

