



2021 TOP 100 GOOD PRACTICE STORY

Title of the Story: Kulkul moment

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)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Localizing the destination supply chain
- Decarbonizing the destination supply chain
- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Tourism Reset & Recovery

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org

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

What was the problem/issue solved with the good practice? Click to add your text

In 2021 Slovenia is the European Region of Gastronomy 2021. The project is focused on improving the quality of life. It encompasses opportunities for education in healthy and sustainable living and the sustainable development of gastronomy. It enhances the national promotion of cuisine and gastronomy and creates synergies with local environments and cultures. Gastronomy is integral to Ljubljana's cultural offerings, and is one of the most common reasons why locals and foreigners are enjoying visiting the city. Despite challenges faced over the last year, Ljubljana has remained steadfast in upholding its commitment to the best-quality food products and culture offer.

In Ljubljana gastronomy and culture are one of the key elements of the tourist offer and greatly contribute to the promotion, recognition and reputation of the state and tourism. We believe that food and drink are as much representations of culture as are the arts, architecture, attire, or human behavior. We also believe that culture is influencing our cuisine - when you visit or live within another culture, what you learn about food, is also what you learn about the culture. Cultural activities are very important also for citizens - culture and cuisine walk hand in hand in Ljubljana and only combined make the city experience complete.

That is why we decided to develop a special product that connects culture and culinary experience in the city. A special product that can happen to city visitors and citizens every day, but not everywhere. People can only experience it in Ljubljana - the moment when culture meets cuisine, is when the KulKul moment takes place and an unforgettable experience awaits. The KulKul moment makes citizens and visitors discover a completely new taste of the city, one that is coupled with a vibrant cultural scene. People can experience the taste of the culture in Ljubljana and find out what kind of the story lies behind the local culinary highlight.

KulKul moment is a set of interesting and entertaining stories that Ljubljana Tourism publishes every month and enlightens the reader about a specific thematic dish, which is related to one of the cultural institutions, so the story also contains a hint of which institution to visit. The first story we published in March 2021 was about the Emona / Maxi slice, which is »pure nostalgia« delicacy with a rich history, a kind of "vintage" dessert that can be enjoyed before or after exploring the remains of Emona (2000-year-old heritage of Ljubljana) that can be seen in the National Museum of Slovenia and the City Museum of Ljubljana. The second KulKul moment was about Tarragon Lepotička, which is the queen of all Slovenian festive dishes and about visiting Slovene Ethnographic Museum, where people can find out more about this traditional dish. The third story was about Plečnik's Tea, which was the architect's favourite tea and the visiting of famous Plečnik's House. The last story was about Ljubljana coffee and famous painting Kofetarica (coffee-drinker) that can be seen in National Gallery Ljubljana.



In the next months we will publish other interesting stories:

- Luiza Pesjak's Cake and the visiting of the National Gallery where the portrait of poet and writer Luiza Pesjak can be found.
- Breakfast with art and the visiting of International Centre of Graphic Arts.
- Ljubljana cake, a typical Ljubljana cake related to a story about a cook who delighted the daughter of the lord of Ljubljana Castle with an exceptional cake and the visiting of Ljubljana Castle.
- Fige Prešernove, exquisite chocolate pralines made with fig filling and related to a popular story about how the greatest Slovenian poet, France Prešeren got his nickname 'Fig Doctor'.

Methods, steps and tools applied

How was the good practice implemented? Click to add your text

Ljubljana Tourism is already in a good and regular contact with all major Ljubljana's cultural institutions and food service providers. Together with all main stakeholders which offer dishes that can be thematically connected with a visit of cultural institutions, we developed a special, KulKul moment. First we identified all cultural and culinary offer at the destination. Then we made a selection of first 10 KulKul moments – the selection will be completed and upgraded over time. The 3rd step was preparing a special story – short text for each KulKul moment. Every month all the collected content is shared with the marketing and PR department of Ljubljana Tourism and posted on the central Ljubljana tourist website Visit Ljubljana, Gourmet Ljubljana, Facebook, Instagram, Twitter and e-newsletter.

When choosing dishes that we associate with culture, we focus primarily on the dishes that are thematically related to the culture in Ljubljana. But we also take care that the food is fresh, tasty and locally produced and that all goods are Slovene whereby preference is given to local producers (based in the municipality of Ljubljana) over regional (based in Central Slovenia Region) and national. We also take care of preserving tradition and cultural heritage - most of the dishes we choose are traditionally Slovenian.

As Ljubljana is strongly committed to sustainability, we try to include the local population when planning the vision and concrete activities related to tourism development in our city. Therefore, Ljubljana Tourism is always focusing on interests and needs of the local population, and continuously trying to improve their lives. In order to maintain or improve citizens' current satisfaction, we make sure they are actively involved and informed about the developments of our newest projects and planning processes. With this project we promote and support local cultural institutions and local food providers.

The project was not planned in the budget of the institution, therefore we were forced to set up the product without additional resources. We believe the enthusiasm of the team working on this project within the department of development at Ljubljana Tourism responsible for bringing this project to life, is what gives our product added value.



Key success factors

What helped you tackle the issues? Click to add your text

Tourism has become much more than merely visiting the local and regional architectural and cultural sights. The main motif in culinary tourism is learning about the nourishment culture of various countries and enjoying their traditional local specialties. Ljubljana has become a popular destination for modern gourmet lovers looking for new culture and culinary experiences. Due to the fact that cultural and food tourism is closely tied to the reason for travel most commonly cited by foreign visitors in Ljubljana and as a part of its response to the pandemic, Ljubljana needs to ensure the quality offer that combines culture and culinary. The KulKul product is new, innovative, interesting and what is most important – it thematically connects culture and cuisine and helps us increase the number of domestic and foreign visitors who visit Ljubljana due to cultural offers. It also helps with the raising the profile of the cultural and culinary offer in Ljubljana, stimulate interest in visiting cultural institutions among citizens and spreads awareness of knowledge about cuisine as an important segment of culture.

We also put a lot of focus on the citizens of Ljubljana, looking for quality culinary and culture experiences in the city. By following the Gourmet Ljubljana brand on Internet and social media of Visit Ljubljana, they can reach all information they need to “feed” their inner culture and culinary traveler.

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome? Click to add your text

Cultural tourism in the City of Ljubljana has experienced intensive development in the last four years. As a tourist destination, the city is strategically oriented towards cultural tourism in a broader sense. It includes a wide range of genres from heritage, film and festival to culinary and wine tourism, and also defines the experiences related to the lifestyle of the local population. Culture is extremely important for tourism, which is why we often say Ljubljana is a city of culture and art. Because of COVID-19, we believe the future is even more green, sustainable and digital tourism. That is why Ljubljana Tourism is developing new digital and sustainable solutions. As the project “Culture on the web” (the project took second place at the green destinations story awards in ITB Berlin 2021) proved very successful and popular, we decided to upgrade it. The corona period has been going on for almost a year and a half and now, when cultural institutions are finally open, we would really like people to come to Ljubljana and experience new offer. With KulKul stories that connect culture and cuisine, we encourage people to visit our cultural institutions and find out the story that lies behind the local culinary highlight in connection to culture. The project allows tourism and culture to stay alive. We have also strengthened relations with cultural institutions and food providers, which allows 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.



With KulKul project we encourage domestic and foreign people to visit local cultural institutions and local food providers, so we help to increase guest consumption in the field of culture and cuisine and by that, local economy.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice? Has it received any rewards? Click to add your text

The main results of the “KulKul moment” project are:

- the project thematically connects culture and cuisine and helps us increase the number of domestic and foreign visitors who visit Ljubljana due to its cultural offer;
- together we have increased public interest in cultural content;
- we provide new offer with locals and for locals;
- the locals can become tourists in their own city;
- we have strengthened relations between Ljubljana Tourism, cultural institutions in Ljubljana and food providers in Ljubljana (also public-private partnership).

This project is brand new and for now we did not receive any awards yet. We are spreading this case as an example of good practice in various webinars. We are also preparing the upgrade of the project – KulKul moment will become, in addition to an interesting story, also a sale product. In the upcoming years we would like to spread the project to a wider Ljubljana region.

Additional references

Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

As a proof you can find:

e-Newsletter links:

<https://www.visitljubljana.com/sl/obiskovalci/pisma-iz-ljubljane/marec-2021/napocil-je-prvi-kulkul-trenutek/>

<https://www.visitljubljana.com/sl/obiskovalci/pisma-iz-ljubljane/april-2021/cas-je-za-drugi-kulkul-trenutek-s-pehtranovo-le-poticko/>

<https://www.slovenia.info/sl/novinarsko-sredisce/novice/15510-kulkul-trenutek-ko-se-povezeta-kulinarika-in-kultura>



Website posts:

<https://www.visitljubljana.com/en/visitors/explore/things-to-do/kukul-trenutek/>

<https://www.visitljubljana.com/en/visitors/explore/things-to-do/food-and-drink/article/the-emonaxi-slice/>

<https://www.visitljubljana.com/en/visitors/explore/things-to-do/food-and-drink/article/tarragon-lepoticka-and-slovene-ethnographic-museum>

<https://gourmet-lj.si/si/aktualno/kukul-trenutek-pehtranova-lepotica-in-slovenski-etnografski-muzej>

<https://gourmet-lj.si/si/aktualno/kukul-trenutek-maxi-rezina>

<https://www.visitljubljana.com/en/visitors/explore/things-to-do/food-and-drink/article/viewing-of-the-famous-kofetarica-coffee-drinker-by-ivana-kobilca-accompanied-by-ljubljana-coffee-in-one-of-the-charming-restaurant-gardens>

<https://www.visitljubljana.com/en/visitors/explore/things-to-do/food-and-drink/article/plecniks-tea-and-honey-gingerbread-biscuits-then-a-visit-to-the-plecnik-house>

<https://gourmet-lj.si/si/aktualno/kukul-trenutek-kofetarica>

Twitter posts:

<https://twitter.com/visitljubljana/status/1370072500940513283>

<https://twitter.com/visitljubljana/status/1382658347619512325>

<https://twitter.com/TurizemLJ/status/1369996367410651141>

<https://twitter.com/TurizemLJ/status/1382658187082539014>

Facebook posts:

<https://www.facebook.com/visitljubljana/posts/10158039449632546>

<https://www.facebook.com/visitljubljana/posts/10158114025422546>

<https://www.facebook.com/visitljubljana/photos/a.216355072545/10158245564867546/>

