O.T.2.2 LOCAL ACTION PLAN (LAP): Urban Planning Institute of the Republic Of Slovenia

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1. Introduction

Within WP T2, each PP will prepare the Local Action Plan (LAP) aimed at preserving-valorizing PPs' cultural heritage by promoting more 'user-friendly' tourist environments, attractive for Y generations, innovative in the activities, alternative in the spaces, sustainable in the approach". Also, the LAP will develop good-quality strategies and explore new spaces for alternative tourist offers: e.g. urban spaces to be regenerated and transformed in 'creative districts' (alternative to the classical Old Towns), where tourists will feel dynamic protagonists of their tourist experience, interacting with local cultural context & material/immaterial heritage.

UIRS followed the instructions and the template we provided to all project partners. The data was collected through desk analysis and collaboration between UIRS and LSG's members, particularly The Walk of Peace Foundation and Museum of Architecture and Design (MAO).

2. Vision

Table 1: your Vision Statement

1. Vision	
You vision statement	*Developing Slovenian tourism on a polycentric model that would allow for continues, sustainable development and coexistence with local population and cultural heritage without the threat of overcrowding and pollution.*

3. SMART Objectives

Based on the State of the Art Anlysis and SWOT analysis iconducted within the first work package of the Project, WP T1, Sectoral Analysis and cooperation and communication with stakeholders and LSG, the following objectives were chosen to be our main guiding focus.

Objective 1: Polycentric development of the new tourist products that promote less crowded touristic areas and to enable this sector in overlooked areas close to tourist centres.

Objective 2: Develop new tourist products, that will promote cultural heritage of Slovenia to younger generations and ensure the coexistence of local people and tourists

Objective 3: Improve Networking and capacity building for CCIs, especially to promote and help develop their potentials in the tourist and cultural heritage sector

Because tourism in Slovenia is - as in most other parts of the world - growing steadily (apart from downturn in 2020) and given the state and problems that can be observed near other major tourist attractions in other countries, it can be concluded that if left to grow without a guiding strategy for sustainable development, tourism will eventually lead to overcrowding, over-commercialization, and pollution.

While Slovenia has several tourist attractions, both in terms of natural and cultural heritage, the trend of gravitating towards few highly advertised areas can be observed. To battle that in a way that spreads the benefits of tourism across the whole country in more even way, as well as attenuates the downsides, the plan puts polycentric development as one of its overarching principles. To achieve that new tourist attractions on peripheries and less visited locations need to be developed and promoted. That can be achieved through improvement of accessibility and infrastructure, engagement of the local communities, establishment of the support structure for establishment of CCIs and heritage management in the areas. While the mainstream tourist location develops based on a noticeable and self-evident attraction that is easy to commercialize, other places still hold rich and unique cultural heritage. CCIs can offer a unique approach to achieving just that, providing a way to an alternative. Through their development and with appropriate incentives, often forgotten or even hidden cultural heritage can be made accessible to all, but especially younger generations.

To increase the possibilities of success on the bigger scale however, strong cooperation between the organisations in the field of CCI and cultural heritage is desired. This way best practices can be transferred to future project, as could be the knowledge on dealing with potential risks and challenges that can arise during implementation. Cooperation between partners could potentially lead to bigger, more challenging projects that a single organization isn't capable to develop alone. The cooperation can be achieved through educational programs, research and development support and collaboration between public and private sector. Through the cooperation new tools and management systems can be developed, national and regional policies improved to provide for a wider, more varied program.

This in turn will result in a progressive long-term shift towards polycentric sustainable future of tourism in Slovenia.

Table 2: SMART Objectives

1. SMART Objectives							
	Initial objective	Is it specific?	Is it measurable?	Is it Achievable?	Is it relevant?	Is it Timely?	Updated objective
Polycentric development	*Polycentric development of the new tourist products that promote less crowded touristic areas and to enable this sector in overlooked areas close to tourist centres.*	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*	*Polycentric development of the new tourist products through improvement of accessibility and infrastructure, engagement of the local communities, CCIs and cultural heritage*

							organisations at the peripheries. Promoting less crowded touristic areas and enabling this sector in overlooked areas on the outskirts of existing tourist centres.
New tourist products for younger generations	*Develop new tourist products, that will promote cultural heritage of Slovenia to younger generations and ensure the coexistence of local people and tourists*	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*	*Develop new tourist products as well as new tools and management systems to provide a support structure for a new, varied program, that will promote cultural heritage of Slovenia to younger generations and ensure the coexistence of local people and tourists.*
Improved Networking and capacity building for CCIs	*Improve Networking and capacity building for CCIs, especially to promote and help develop their potentials in the tourist and cultural heritage sector*	*Yes*	*Yes*	*Yes*	*Yes*	*Yes*	*Improve Networking and capacity building for CCIs, strengthening cooperation between the organisations in the field, both public and private, to ensure the transferability*

of best practices and enable collaboration on more complex projects, as well as promote and help develop their own potentials in the tourist and cultural heritage sector.

4. Basic data about area of intervention

Given the initial objectives, the whole area of Slovenia is selected for the LAP and can benefit from it in the long term. Given results of the internal meeting with the LSG however, the pilot actions be carried out in two regions: Goriška in Osrednje Slovenska.

Table 3: Basic data about your Area of Intervention

1. Basic data about your Area of Intervention	
Name of your Area of intervention	*Slovenia*
Country	*Slovenia*
Total area in km2	*20,271 km2*
Total inhabitants	*2,108,977 (year 2021 estimate)*
Regional (municipal) GDP per capita in EUR.	*23,347 € (nominal), 34,310 € (PPP)*
Unemployment rate	*5,0 % (May 2021) [1]*
Population growth (annual %)	*0.01 % (year 2020) [2]*
Net migration	*36.110 Immigration, 17.745 Emigration, net: 18.365 (year 2020) [3]*

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[1] Source: https://ec.europa.eu/eurostat/documents/2995521/11563203/3-30072021-CP-EN.pdf/35dbf525-da32-809f-0f9d-cd36a271a760?t=1627633423854

[2] https://www.worldometers.info/world-population/slovenia-population/

[3] Source: https://pxweb.stat.si/SiStatData/pxweb/sl/Data/-/05I2006S.px/table/tableViewLayout2/

The map of area of intervention is presented below.

Picture 1: Photo Source: https://sl.wikipedia.org/wiki/Slika:Regije_Slovenija.png

5. List of Actions

Table 4: List of Actions

1. List of Actions

	Short name of the action	Detailed description of the action	Objectives that are tackled with this Action	Who is responsible for the implementation of this action	Estimation of the needed funds for the implementation	Source of potential funds	Time needed for the implementation	Planned start date of the action	Planned time to implement your action	Relevant stakeholders and their roles for the implementation
Action no.1	*Route no.1: Digital route Walk of Peace (WWI).*	The 500 km route between Slovenia and Italy that shows the WW1 Soča (Isonco) front line is popular among senior tourist. Inclusion of an interactive 3D multimedia projections will allow you to see a specific part of the scenario and/or location of the whole route and expand the appeal to a younger demographic.	Objective 1: Polycentric development of the new tourist products. Objective 2: Development of tourist products for younger generations. Objective 3: Improvement of Networking and capacity building for CCIs.	UIRS The Walk of Peace Foundation	-	*CREATURES Budget*	August 2021 – July 2022	August 2021	1 year	The Walk of Peace Foundation Tourists/Visitors Local Residents Local experts Creative workers Cultural organizations
Action no.2	*Route no.2: Bridges and riverbanks of Ljubljanica river "Where river goes, there I wanna be"*	Combining the architectural heritage, the archaeology and many existing tourist products providers by the river that flows through the capital, from the Grubar's channel to the Fužine castle, with inclusion of a VR presentation of Plečnik's unbuild bridge over the river. The route can be taken by many means of transportation: sup, boat, bicycle.	Objective 1: Polycentric development of the new tourist products. Objective 2: Development of tourist products for younger generations	UIRS Museum of Architecture and Design	-	*CREATURES Budget*	August 2021 – July 2022	August 2021	1 year	Tourism Ljubljana Mestna Občina Ljubljana Tourists/Visitors Local Residents Local Experts Creative workers Cultural organizations
Action no.3	*Development of cultural districts outside the*	The initiative has the potential for development in various cities across Slovenia. It is important not only in terms of	Objective 1: Polycentric development of	UIRS	-	*CREATURES Budget*	-	-	*Ongoing*	Local residents Tourists/Visitors

	narrow city center of Ljubljana	diversifying tourist demand, but also because of the involvement of the local population in the development of tourism. The purpose of the initiative is to create recognizable cultural districts outside the city center and revitalize a certain area in these districts for the development of tourism. (Polycentric development within the city)	the new tourist products.	Tourism Ljubljana Mestna Občina Ljubljana						Local experts Creative workers Start-ups in CCIs Members of LSGs Cultural organizations
Action no.4	Networking and capacity building event for CCIs	The conference will be organized in co-operation of UIRS and Center for Creativity in October 2021. We will use this event to promote the JAP and get candidates for the training, as well as promote and help develop the potentials in the tourist and cultural heritage sector.	Objective 3: Improvement of Networking and capacity building for CCIs.	Center for Creativity UIRS	-	CREATURES Budget, staff costs	August 2021 – October 2021	October 2021	3 months	Local experts Creative workers Start-ups in CCIs Members of LSGs Cultural organizations
Action no.5	Promoting the results of the project with the Pilots in the regions with small number of tourists	Promoting the results of the project (new knowledge) and especially the potentials of CREATURES application and experiences with the Pilots in the regions with small number of tourist (e.g., Koroška, Zasavska and Primorsko-notranjska region (based on the Sectoral analysis), all of them close to important tourist centers in neighboring regions.	Objective 1: Polycentric development of the new tourist products. Objective 3: Improvement of Networking and capacity building for CCIs.	UIRS The Walk of Peace Foundation	-	CREATURES Budget	-	-	Ongoing	Local residents Tourists/Visitors Local experts Creative workers Start-ups in CCIs Members of LSGs Cultural organizations
Action no.6	Ensuring the accessibility of cultural heritage for people with disabilities	Ensuring the accessibility of cultural heritage for people with disabilities, including both physical and informational barriers. Creating appropriate national policy to determine the expectations for emerging attractions and raise standard for already established ones. Digitalization of cultural heritage is already desired goal, and could help fullfil goals of this action a an alternative way.	Objective 2: Development of tourist products for younger generations	UIRS The Government of the Republic of Slovenia	-	National funding for Cultural Sector Possibility of funding though EU projects and incentives	-	-	Ongoing	Local residents Tourists/Visitors Creative workers Members of LSGs Cultural organizations
Action no.7	Creating a national online	Creating a national online platform/database for CCIs and cultural heritage sites, where general information, opening hours and tickets, stores as well as	Objective 1: Polycentric development of	UIRS The Government of	-	National funding for	-	-	Ongoing	Tourists/Visitors Creative workers

	platform for cultural sector	*further contact information, can be easily accessible by general public, potential guests/customers and other actors in the field. It would also serve as a promotional tool for local/international tourist, helping them discover new activities and tourist offers based on their preferences and location.*	the new tourist products. Objective 2: Development of tourist products for younger generations Objective 3: Improvement of Networking and capacity building for CCIs.	the Republic of Slovenia		*Cultural Sector* *Advertising & payed promotions*			Start-ups in CCIs Members of LSGs Cultural organizations
Action no.8	*Establishment and expansion of biking trails in less visited regions of the country.*	*Attention of both tourists and investors is mostly concentrated in the areas where there is a variety of possible cultural attractions. One of the exceptions to this rule are areas where main draw is nearby natural attraction or possibility for recreation, as can be easily observed at towns close to hiking trails. Establishment of wide net of biking trails would draw the tourists in want of recreation towards without those existing conditions, and in turn incentivise the development and preservation of yet hidden cultural heritage of those places.*	Objective 1: Polycentric development of the new tourist products. Objective 2: Development of tourist products for younger generations	UIRS Local/regional authorities Local stakeholders	-	*Regional funding* *Public-Private partnership*	-	-	*Ongoing*	Local residents Tourists/Visitors Local experts Creative workers Start-ups in CCIs Members of LSGs Cultural organizations
Action no.9	*Organisation of yearly exhibition/ promotional event for CCIs*	*With sector of CCIs and cultural heritage expanding through other actions, a need for central networking event might emerge. This would serve both as it's own attraction for general public, where they can experience the latest development and upcoming products, as well as a promotional and networking event for CCIs themselves. Over time the event itself could offer incentives for further development in the way of certificates of excellence, contests, free promotion and monatary rewards.*	Objective 3: Improvement of Networking and capacity building for CCIs.	UIRS Cultural organizations Established CCIs	-	*Registration fee* *Tickets* *Advertising & payed promotions*	-	-	*Ongoing*	Local residents Local experts Creative workers Start-ups in CCIs Members of LSGs Cultural organizations

Table 5: Monitoring the implementation of Action

	Short name of the action	Milestone 1 (date)	Indicators to track milestone 1 (for example action that have to be finished by this milestone)	Milestone 2 (date)	Indicators to track milestone 2 (for example number of tourists that have to test your new route by Milestone 2	Milestone 3 (date)	Indicators to track milestone 3 (for example amount of money tourists spend on average for a certain service)
2. Monitoring the implementation of Action							
Action no.1	*Route no.1: Digital route Walk of Peace (WWI).*	August 2021	State of planning / development of the new route	October 2021	State of implementation of the route\n\nNumber of tourists involved in testing of the new route	June 2022	Number of tourists / visitors.\n\nFeedback / questionnaire on the success of the route
Action no.2	*Route no.2: Bridges and riverbanks of Ljubljanica river "Where river goes, there I wanna be"*	August 2021	State of planning / development of the new route	October 2021	State of implementation of the route\n\nNumber of tourists involved in testing of the new route	June 2022	Number of tourists / visitors.\n\nFeedback / questionnaire on the success of the route
Action no.3	*Development of cultural districts outside the narrow city center of Ljubljana*	-	Successful dissemination of good practices\n\nSuccessful promotion of opportunities	June 2022	State and number of possible other initiatives / actions in the outskirts\n\nNumber of people who showed interest\n\nNumber of people involved, creative workers and tourism businesses involved in LSG	*Ongoing*	Tracking of trends in tourism in Ljubljana\n\nNumber of tourists / visitors.
Action no.4	*Networking and capacity building event for CCIs*	September 2021	Detailed program of the conference defined	October 2021	Number of people who signed up for a conference.	October 2021	Number of participants / trainees\n\nFeedback on the success of the conference

Action no.5	*Promoting the results of the project with the Pilots in the regions with small number of tourists*	-	Successful dissemination of good practices Successful promotion of opportunities	June 2022	State and number of possible other initiatives / actions in the outskirts Number of people who showed interest Number of people involved, creative workers and tourism businesses involved in LSG	*Ongoing*	Tracking of trends in tourism in Slovenia Number of tourists / visitors.
Action no.6	*Ensuring the accessibility of cultural heritage for people with disabilities*	-	Creation of foundational policy for emerging attractions.	-	Number/percentage of accessible sites in the region, country. Feedback from guests with disabilities.	*Ongoing*	Stage of digitalization of cultural heritage Satisfaction of guests with disabilities.
Action no.7	*Creating a national online platform for cultural sector*	-	Gathering of information from initial partners Gathering feeback / requests from stakeholders	-	Creation of the platform	*Ongoing*	Number of users Number of advertisers Effectiveness of the platform
Action no.8	*Establishment and expansion of biking trails in less visited regions of the country.*	-	Researching and identifying initial locations Planning of the new biking trails	-	Number of users Number of new tourist support structures and their revenue Further expansion of the biking trail network	*Ongoing*	Number of users Number of new tourist support structures and their revenue Connectedness of the biking trail network Decentralisation/ emergence of new tourist centres
Action no.9	*Organisation of yearly exhibition/ promotional event for CCIs*	-	Number of potential participants State of organization, choice of venue Number of investors	-	Number of guests Number of activities Number of investors	*Ongoing*	Effect on growth of cultural sector Improvement of cooperation between stakeholders Number of successful CCIs kick-started by the event.

7. Risk Management and Actions

Table 6: Risk Management of your Actions

3. Risk Management of your Actions

	Name of the potential risk	Description of the potential risk	Probability of this risk (from 1 – low to 3 high)	Impact on the Action (from 1 – low to 3 high)	Mitigation plan. what do you plan to do, to avoid this risk to happen	Who is responsible for the Mitigation activities	Contingency plan. What do you plan to do if the risk happens to lower the damage	Who is responsible for the contingency activities
Action no.1	*Route no.1: Digital route Walk of Peace (WWI).*	*Lack of potential tourist due to the pandemic* *No support from digital application in the initial stages*	*3* *2*	*2* *2*	*Monitoring the situation and adapting if needed.* *Using all other available tools and analog methods.*	*UIRS* *The Walk of Peace Foundation*	*Adapting to circumstances and reducing the scope, while keeping in line with broad initial objectives.*	*UIRS* *The Walk of Peace Foundation*
Action no.2	*Route no.2: Bridges and riverbanks of Ljubljanica river "Where river goes, there I wanna be"*	*Lack of potential tourist due to the pandemic* *No support from digital application in the initial stages*	*3* *2*	*2* *2*	*Monitoring the situation and adapting if needed.* *Using all other available tools and analog methods.*	*UIRS* *Tourism Ljubljana*	*Adapting to circumstances and reducing the scope, while keeping in line with broad initial objectives.*	*UIRS* *Tourism Ljubljana*
Action no.3	*Development of cultural districts outside the narrow city center of Ljubljana*	*Low cooperation and participation of stakeholders in the planning of the activity realization*	*2*	*3*	*Continuous communication with LSG and stakeholders, support of their initiatives*	*UIRS* *Tourism Ljubljana* *Mestna Občina Ljubljana*	*Focusing on a smaller number of cultural workers and cultural organizations (members of LSG)*	*UIRS* *Tourism Ljubljana* *Mestna Občina Ljubljana*
Action no.4	*Networking and capacity building event for CCIs*	*Low level of interest of creative workers and cultural organizations for training program*	*1*	*1*	*Continuous communication, networking, and direct promotion.*	*UIRS* *Center for Creativity*	*Focusing on a smaller number of cultural workers and cultural organizations (members of LSG)*	*UIRS* *Center for Creativity*
Action no.5	*Promoting the results of the project with the Pilots in the regions with small number of tourists*	*Low cooperation and participation of stakeholders in the planning of the activity realization*	*2*	*3*	*Continuous communication with LSG and stakeholders, support of their initiatives*	*UIRS* *The Walk of Peace Foundation*	*Focusing on a smaller number of cultural workers and cultural organizations (members of LSG)*	*UIRS* *The Walk of Peace Foundation*

Action no.6	*Ensuring the accessibility of cultural heritage for people with disabilities*	*Lack of funding* *Ineffective, partial adaptation*	*2* *3*	*3* *3*	*Focusing on adaptation by sections and priorities, digitalization.* *Long-term commitment to improvement, extending timeframe, focusing on essential attractions.*	UIRS The Government of the Republic of Slovenia	*Scaling down the scope, increased focus on digitalization*	UIRS The Government of the Republic of Slovenia
Action no.7	*Creating a national online platform for cultural sector*	*Lack of participation or promotion* *Emergence of alternative platforms watering down the effectivness*	*2* *2*	*3* *1*	*Promotion and incentives for participation* *Ensuring the quality and good promotion of the main platform*	UIRS The Government of the Republic of Slovenia	*Rebranding and improvement* *Rexamining the need for a central platform*	UIRS The Government of the Republic of Slovenia
Action no.8	*Establishment and expansion of biking trails in less visited regions of the country.*	*Lack of funding* *Poor choise of location leading to no long-term benefits on wider area*	*2* *1*	*3* *2*	*Cooperation with the private sector, limiting the scope.* *Initial research on location and assessment of benefits*	UIRS Local/regional authorities Local stakeholders	*Scaling down the scope and extening timeline* *Searching for new possible investors*	UIRS Local/regional authorities Local stakeholders
Action no.9	*Organisation of yearly exhibition/ promotional event for CCIs*	*Lack of potential guests due to the pandemic* *Lack of participation* *Too much focus on advertising*	*3* *1* *3*	*1* *2* *1*	*Online events* *Promotion to stakeholders, increasing interest of small local businesses* *Lowering the amount of advertising, focusing on other means of financing*	UIRS Cultural organizations Established CCIs	*Suspension of events until the pandemic is over* *Targeted promotion, aiming for growth over time* *Adapting style of advertising to be focused more on the offers to the participants of the events.*	UIRS Cultural organizations Established CCIs