

I FEEL  
SLOVENIA

**JULIJSKE ALPE**  
TRIGLAVSKI NARODNI PARK

# DEVELOPMENT PLAN for the Julian Alps Biosphere Reserve (JABR) as a sustainable tourist destination 2025

= JOINT PLATFORM  
FOR SUSTAINABLE AND BALANCED GROWTH

The Development Plan has been prepared in partnership of the  
Triglav National Park Public Institution and the Julian Alps

June, 2022



| BLED | BOHINJ | BOVEC | BRDA | GORJE | KOBARID | JESENICE | KANAL OB SOČI | KRANJSKA GORA | RADOVLJICA | TOLMIN | ŽIROVNICA |



Building future for man and nature – finding the right balance



# UNESCO MAP, Julian Alps Biosphere Reserve (JABR)

homogeno in zaokroženo območje  
1 turistična destinacija  
2 regiji: Gorenjska in Goriška



Ministrstvo za okolje in prostor  
Ministrstvo za kulturo

## THE AREA OF MUNICIPALITIES, INTEGRATED IN THE JULIAN ALPS COMMUNITY (JAC)

(= 10 municipalities of the Julian Alps Biosphere Reserve area and additional two members of the Julian Alps Community)

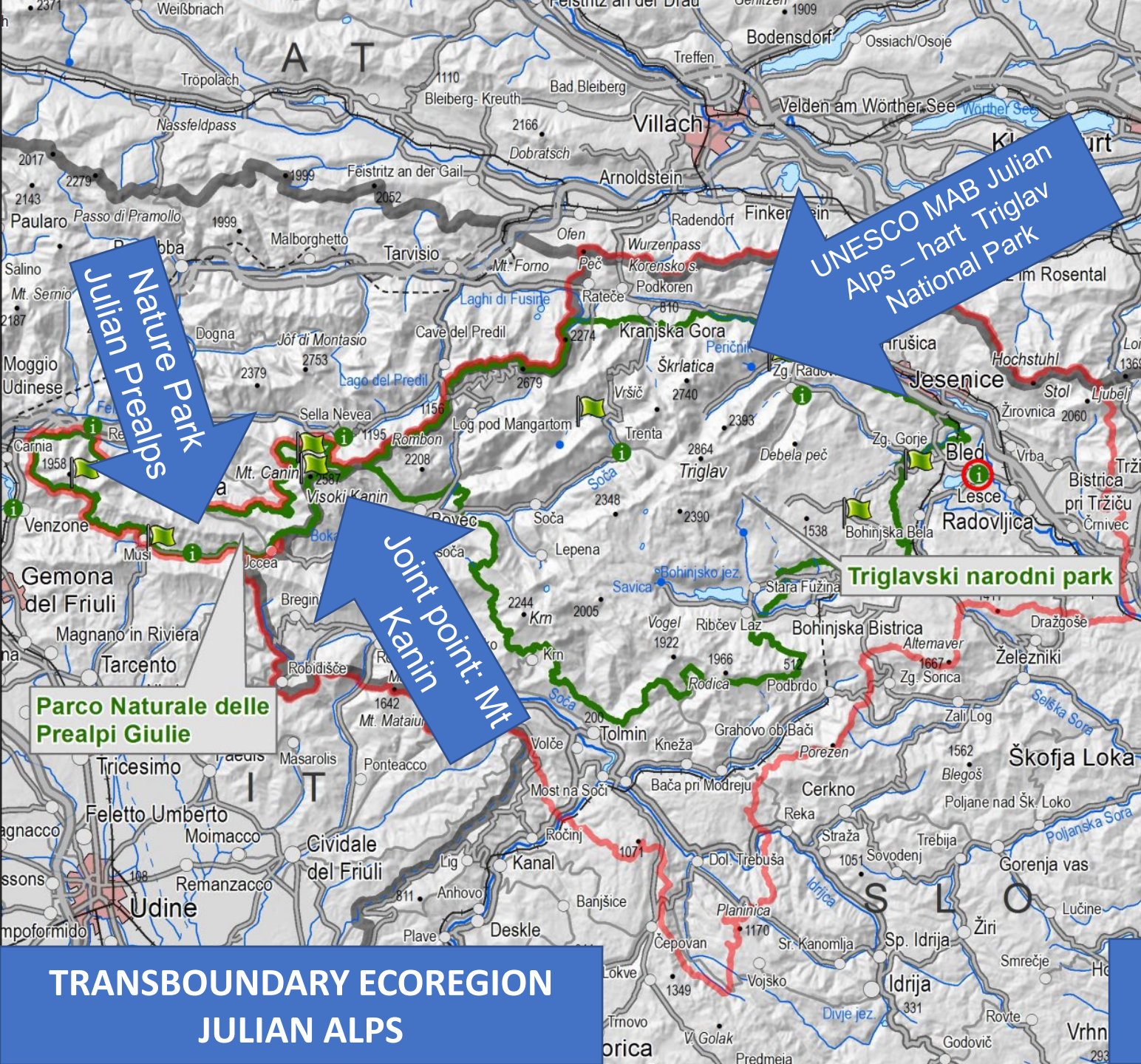
### Območje občin, vključenih v Skupnost Julijske Alpe

- Biosferno območje Julijske Alpe
- Občine, ki so del biosfernega območja Julijske Alpe
- Občine, ki niso del biosfernega območja Julijske Alpe
- TNP - prvo varstveno območje
- TNP - drugo varstveno območje
- TNP - tretje varstveno območje

COMMUNITY JULIAN ALPS = ORGANISATION

JABR = AREA OF COOPERATION





## TRANSBOUNDARY ECOREGION JULIAN ALPS SINCE 2009

Transboundary Parks...following nature's design

## FIRST TRANSBOUNDARY AREA DECLARED AS CHARTER AREA SINCE 2016



TRANSBOUNDARY ECOREGION  
JULIAN ALPS

Total area  
205.125 ha

## TRANSBOUNDARY ECOREGION WORK TOGETHER FOR:

- Sustainable development
- Protection of biodiversity and cultural heritage
- Monitoring of biodiversity
- EU project
- Nature protection Education
- Junior Ranger programme
- Exchange of employees of the Parks and experts
- Good practice exchange
- Promotion of typical products and brands of the Parks
- Sustainable tourism

ANNUAL TB FORUM SINCE 2015 –  
EACH YEAR IN DIFFERENT PART OF ECOREGION JULIAN ALPS

Sustainable tourism is Good for Parks, Good for People!



## NEW STRATEGIC PERIOD

The previous (and the first joint strategic document of this kind) Development Plan for the Julian Alps Biosphere Reserve as a tourist destination was drafted for the 2016–2020 period.

Several strategic development plans (Regional Development Documents, LAG) are in progress within the new 2021–2027 financial framework in the area of Julian Alps Integrated Sustainable Mobility Strategy, and many efforts are being invested in developing the area's own ITI (Integrated Territorial Investments)/FINANCIAL INSTRUMENT for the JABR area.

## NEW CHALLENGES AND NEW ROLES OF THE DMMO

Since 2016, the growth in the number of overnight stays in the Julian Alps has intensified and brought new challenges caused by excessive load and the need for a more active destination management and product development for strengthening out-of-season (summer) months. DMMOs face new and more complex roles – from marketing to management.



## NEW NORMALITY (COVID-19)

In March 2020, COVID-19 stopped all tourist flows at the global level, and while harmonising actions to fight the new normality, the stakeholders have unanimously adopted a decision that this is an opportunity for a “RE-SET”. The second pandemic wave shows not only the need for recovery, but also for increasing resilience in the sector.

## STRENGTHENED AWARENESS ABOUT THE IMPORTANCE OF PRESERVING BALANCE BETWEEN THE COMMUNITY AND TOURISM AND THE NEED FOR GREATER INTERSECTORAL INTEGRATION OF TOURISM

The awareness of following the objective of preserving quality environment for the people in this area – an environment, suitable for living and attractive for visiting, has also strengthened. Stronger intersectoral connections also have to be introduced.

# WHY

a new joint development plan for the 2025+ period?



# PURPOSE

## DEVELOPMENT PLAN

for the Julian Alps Biosphere  
Reserve  
as a sustainable tourist  
destination 2025

= JOINT PLATFORM  
FOR SUSTAINABLE AND  
BALANCED GROWTH

01

### WE NEED A JOINT PLAN:

Not to forget what is important and **not to put (only) short-term and own interests to the forefront.**

02

Since we are a part of an area that has a geographic and identity denominator (JABR and TNP), we are **strongly codependent**. Our every step has an impact and leaves footprints.

03

We want to put the strengthened concern for **sustainable development and balanced growth** for long-term positive effects on the environment, the community and the area's identity to the forefront, at the same time, we wish to enable development/work/opportunities for people/enterprises and for a top-quality experience for guests.



# Review of CURRENT STRATEGIC PLANS

for the JABR area/Goriška and Gorenjska regions

Operational Programme for the Implementation of the EU Cohesion Policy in  
the period 2021–2027 (West Cohesion Region)

RDP 2021-2027

RDP Goriška 2021–2027  
RDP Gorenjska 2021–2027

Local strategy 2021/2027  
LAG Soča Valley/  
LAG Gorenjska košarica

Julian Alps  
Integrated  
Sustainable  
Mobility  
Strategy  
(PRC)

Action Plan on  
Triglav National  
Park Visitation and  
Activity Guidance  
(TNP Public  
Institution)

Development Plan for  
the Julian Alps Biosphere Reserve  
as a sustainable tourist destination  
2025 (Julian Alps Community)

JABR + Idrija,  
Cerkno, Kanal  
ob Soči and  
Brda

TNP  
+ where necessary for  
JABR measures

JABR

TRANSBOUNDARY AREA  
DECLARED AS  
CHARTER AREA  
SINCE 2016



Joint goal:  
UNESCO MAB  
JABR = specific  
area in the West  
Cohesion  
Region



## 2. TOURISM IN THE JULIAN ALPS TODAY

### WHERE ARE WE NOW – short summary

(numbers + new normality → challenges)



# KEY TOURISM PERFORMANCE INDICATORS Julian Alps (2019)

**2000**

**JOBS**

in sector i. hospitality  
and tourism (2019)

**EUR 200**

**million\***  
**REVENUE**

In sector i. hospitality and  
tourism (2019)

**4,054,729**

**OVERNIGHT  
STAYS**

(= 25.7%

**SLOVENIA)**

**2020: 2,398,258**

(= 40.8% less than in 2019)

**44,353**

**BEDS**

(= 26%  
**SLOVENIA)**

\*Data refer only to companies  
registered in the JABR area

**83.8%**

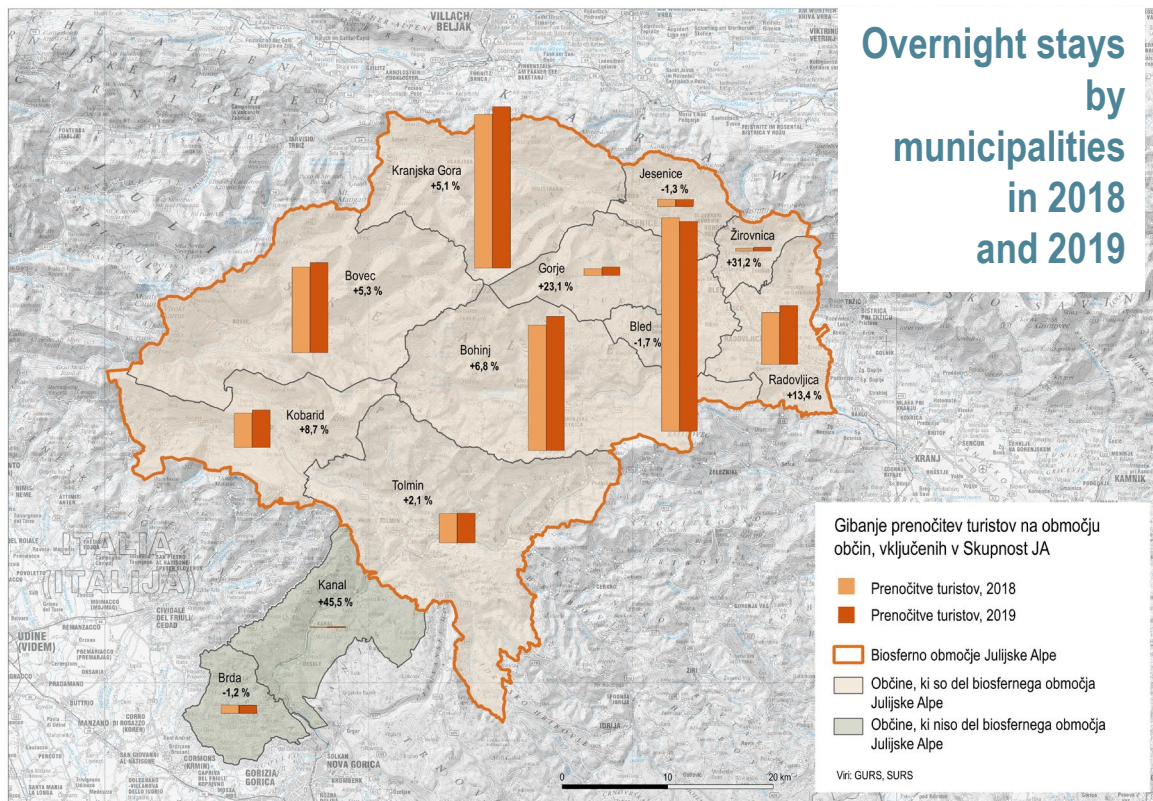
Share of  
**FOREIGN OVERNIGHT  
STAYS**  
in JA

**94,645**

**POPULATION**

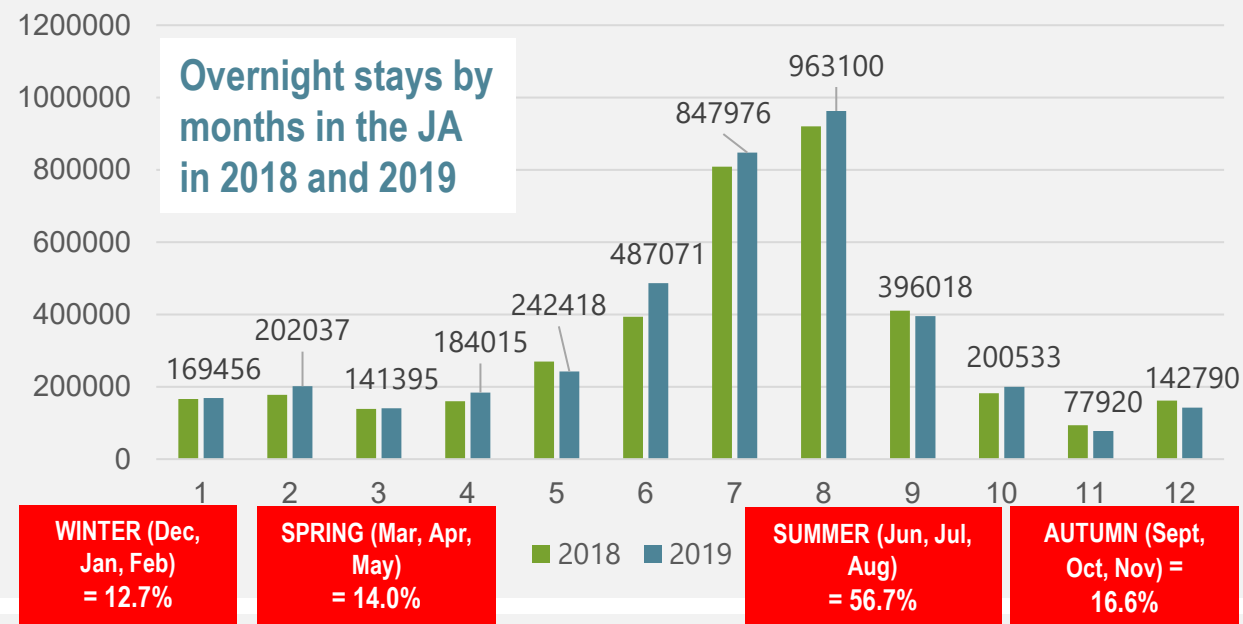
(= 4.5%  
**SLOVENIA)**





**Strong seasonal influence: 44.7% (1.8 million) in two summer months or 56.7% in 3 summer months**

(In two summer months of 2019, there were as many overnight stays than in the whole year of 2018 = 1.8 million)



## Overnight stays 2008–2019: INDEX 223.4

- > 2019: 4,054,729 (25.7% SLO)
- > 2015: 2,204,152 (21.3% SLO)

## Arrivals 2008–2019: INDEX 225.6

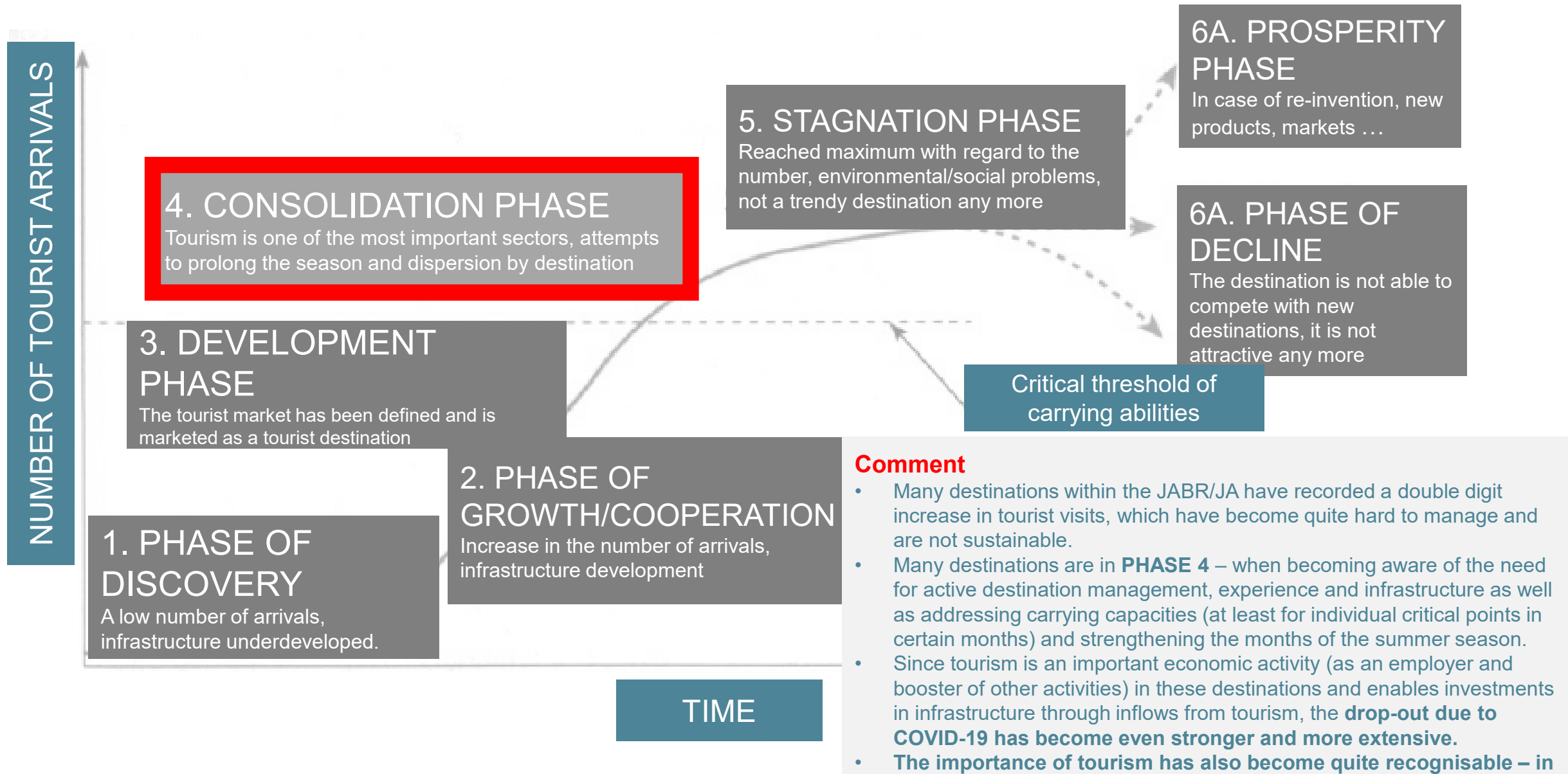
- > 2019: 1,654,902 (26.6% SLO)
- > 2015: 898,989 (22.9% SLO)
- > 2008: 647,439 (21.9% SLO)

## DEMAND (period 2008 to 2019)

- > The number of overnight stays more than **doubled** (from 1.8 million to 4 million)
- > Increase in share of overnight stays in Slovenia **from less than one fifth to more than a quarter** (= 25.7 SLO % and 87.5% in the category of alpine municipality overnight stays)
- > **Reduction of the average length of stay from 2.80 to 2.45 days** (the number has not fallen since 2015 (little above Slovenia's average (2.53 days))
- > Strong dependence on foreign markets – **share of foreign overnight stays** increased from **72.5% to 83.7%** (Slovenia 72%)
- > **Strong seasonal influence: 44.7% (1.8 million) in two summer nights**

# IN WHAT DEVELOPMENT PHASE (DESINATION LIFE CYCLE) DID COVID-19 CATCH US?

In a very sensitive phase; there was a large drop-out and an opportunity for a re-set.







01

*Managing seasonality*

06

*Managing/understanding the new role of tourism and the role of DMMO within the JABR and TNP*

02

*Managing overload of micro destinations and tourist flows*

**KEY  
CHALLENGES  
OF JA**

05

*Managing external risks:  
post-crisis recovery,  
climate change, travelling  
regimes*

03

*Managing high expectations of visitors, markets and other external environment*

04

*Managing unbridled development of low-price accommodation and new tourist resorts*

## WHAT ARE THE RESULTS OF THE NEW NORMALITY



## CHALLENGES, OPPORTUNITIES, THOUGHTS

### HOW WE IMAGINE SUCCESS = Need for a new assessment

- Getting back to the former situation, as quickly as possible to the old numbers?
  - Do we want to achieve more with a smaller number of guests?
- What kind of growth do we want with regard to 2019?
  - Balance between tourism and the local community

### MARKETS = Need for deliberation

- What kind of guests do we want to INVITE (INVITED GUEST concept)
- Deliberation on overseas markets and Asian markets

### VALUE = Need for strengthening

- How to set a higher price in this exceptional area
- Joint vision, values, cultural landscape standards, architecture, gastronomy
- Strengthening boutique offer and increasing quality
- Strengthening the awareness of exceptional natural assets

### POST COVID-19 NEW NORMALITY

### 1 SLOW RECOVERY

- Slow initiation of avio tourism (4 to 5 years according to the situation in 2019)
- Entrapments of major dependence on tourism (great drop-out)

### 2 CHANGES IN TRAVEL

- Going back to one main travel trend, less short avio travel
- Travelling with a greater meaning
- Away from the masses
- Need to re-invent certain products (cruising)

### 3 STRENGTHENED IMPORTANCE OF DESTINATION

- Good management
- Safe, admired, trustworthy, with values
- Strengthened awareness of the importance of the local community

### 4 FROM GLOBALisation → LOCALisation

- Distrust of global systems (trend in tourism away from OTA)
- Strengthened awareness of the importance of the local character, authenticity

### 5 ACCELERATED DIGITALISATION

- Trust in the digital (contactless, online shopping) and the importance of introducing new technologies and effective comprehensive digital ecosystems



# FIVE PILLARS OF SLOVENIAN TOURISM RECOVERY AND RESILIENCE (STO MODEL)

Similarly to the general situation of Slovenian tourism, the Julian Alps also face the largest challenges at pillar 4 – digitalisation, while there are already relatively good bases (!) and good competitiveness in other pillars, but even more in the Slovenian and European region. The most work will be needed in improving the competitiveness of products (pillar 1). Source: STO



NOVA REALNOST

Guaranteeing a safe, sustainable and attractive experience

- Design and introduction of G&S security standards
- Realisation of sustainable development vision
- Re-design of experiences



RE-SET TURIZMA

Mitigating the crisis consequences and adapting operations

- Governmental aid packages
- Inclusion in the National Recovery and Resilience Plan
- Operation adaptations



TURISTI PO  
COVID-19

Understanding consumers and new segmentation

- New tourist segmentation
- Research



TURIZEM 5.0

Maximising the use of digital technology

- Operation digitalisation
- Digital platform for more effective marketing
- Tourist flows management



MARKETING

Building relations with tourists and local communities

- Adapted content, channels and positioning
- Nearby markets
- My Slovenia Campaign
- Connecting stakeholders

### 3. DEVELOPMENT PLAN WHAT DO WE WANT TO ACHIEVE

(mission, values, vision, principles of operation)



# MISSION of our operation

DEVELOPMENT PLAN 2016

JABR 2020

We have connected to WORK TOGETHER IN DEVELOPMENT of the tourist offer of the Julian Alps Biosphere Region and are developing it as the most sustainable and first-class tourist destination in Slovenia.

Together we are achieving greater RECOGNITION and COMPETITIVENESS of the area as a tourist destination and through the sustainable development model we are SUCCESSFULLY TACKLING balancing the preservation of natural and cultural values as well as tourism development.

TRANSITION:

From being focused on recognition and competitiveness to preserving (nature, community, identity) and sustainable change.

DEVELOPMENT PLAN 2020

JABR 2025

We manage tourism responsibly and guide it as  
GENERATOR OF  
SUSTAINABLE CHANGE  
and to preserve the  
NATURE, COMMUNITY  
and IDENTITY of JABR.





# Our VALUES

how we work to achieve the vision and  
in what we believe

## 2. **SUSTAINABILITY** = RESPONSIBLE VALORISATION OF EXCEPTIONAL ASSETS

We are committed to caring for our natural and socio-cultural assets and we protect them – for today and for tomorrow.

Tourism is understood as a generator of sustainable transformation and adding the value to the local economy of JABR.

We value our exceptional assets responsibly and sustainably.

## 1. **COOPERATION**

We are building sustainable relationships. We cooperate and connect. We are aware of our co-dependence and the importance of responsible operation.

## 3. **LOCAL COMMUNITY**

### AT THE CENTRE

We demonstrate responsibility, respect and hospitality – we live in the community and for the community.



# JABR 2020 VISION → 2025+

TOURISM FROM THE ASPECT OF THE FOLLOWING POSITION

DEVELOPMENT PLAN 2016

**JABR 2020**

1-VISION FROM THE ASPECT OF  
ACHIEVING THE POSITION

**Julian Alps is among the top 10  
European Alpine destinations.**

2-VISION OF QUALITY

**A unique connected and all-  
season Alpine destination, where  
tourism is the main generator of  
sustainable development.**

TRANSITION:

Greater focus and  
commitment for:  
1-SUSTAINABLE  
DEVELOPMENT  
and  
2-RESPECT FOR  
IDENTITY/LOCALITY/  
AUTHENTICITY =  
COMMUNITY

DEVELOPMENT PLAN 2020

**JABR 2025**

The most  
**SUSTAINABLE**  
destination in Slovenia.

Among  
European Alpine destinations, it  
stands out due to its commitment  
to green and authentic\*

(\*It is not a position, but a real value and  
leadership in areas that are important to us:  
sustainability, local resources, preservation of a  
high-quality environment and space for quality  
living)



FUNDAMENTAL

# VISION

The sustainable development of JABR that brings long-term positive effects for nature, community and identity.

## ECONOMIC EFFECTS

Tourism (directly and indirectly) brings opportunities for development and work to people who live and work in the area – and it is an important perspective for young people.

## ENVIRONMENT

Tourism in the function of preserving nature and heritage and nurturing identity.

## GUEST


A unique and authentic experience, strongly characterised by the identity of the area and is strongly co-created by people who live here.

## COMMUNITY

Life-oriented environment, where we preserve a high-quality balance between living and visiting.

WHAT DO WE WISH TO ACHIEVE (vision builders)





To increase resilience,  
added value and the  
responsibility of  
tourism for sustainable  
development of JABR

01

# STRATEGIC GOALS JABR 2025+

02

To reinforce tourism as a  
generator of sustainable  
transformation and adding  
value to the local JABR  
economy

03

To contribute to  
preserving the quality  
of the natural and  
social environment of  
TNP and JABR

## 1. STRONG COMMITMENT TO SUSTAINABILITY AND CARE

Sustainability is at the core of our joint platform. We have a great responsibility for exceptional nature and TNP. Our vision is to become the most sustainable and first-class destination in Slovenia and among the greenest in the Alps. We strengthen green projects, develop zero-waste areas, and introduce sustainable mobility and circular solutions.

## 2. NEW ROLES OF DMMO

We are strengthening the function of destination management at the local level, and the development of joint products, projects and strategic leadership (governance and stewardship) at the level of JABR – in order to achieve a joint vision. We are also entering areas that are not traditionally tourist areas (agriculture, landscape, mobility), and are strengthening partnerships with municipalities and development agencies.

## 3. SUSTAINABLE GROWTH AND FOCUS ON VALUE

We are focused on value and not on scope – we target higher value. We wish to grow, but thoughtfully (manageable) and focused (off-summer season and at less burdened points).

## 4. KNOWING AND MANAGING THE CARRYING CAPACITY

We are aware that the destination has its own capacities, which we cannot exceed. Therefore, we invest in their understanding/calculations, we know the limits and we actively manage destinations/points.

## 5. WE SET THE RIGHT PRICE FOR OUR SPACE

We put all efforts into becoming aware of the exceptional space, where we live – we just have to set the right price. This is possible only if we are committed to high quality and a first-class experience. Motivated and educated people who are creating this experience are of key importance.

## 6. INVESTMENTS IN INFRASTRUCTURE

We need sufficient and high-quality infrastructure to achieve greater competitiveness, to satisfy demand and to address demanding segments. We also need architectural solutions that respect the identity of the area.

## 7. STRENGTHENED AWARENESS OF THE IMPORTANCE OF THE LOCAL COMMUNITY

We are reinforcing the importance of the local community, we nurture local identity (people and area) and we strive for active communication with all stakeholders. Our aim is to keep the balance between the area for life, opportunities for work and visit.

## 8. NO MORE SECTORAL APPROACH

Tourism is closely integrated with the entire development of the local community – we understand and establish the concept of a “living room destination”.





# JABR AS A “LIVING ROOM DESTINATION”

JABR is an area that is comprised of various pieces of furniture (= various building blocks) that enable the well-being of HOSTS (= people who live and work in this area) and GUESTS (= people who come to visit) only if they are **harmonised, managed, maintained and create a whole**.

**The foundations are HOSPITALITY of hosts and RESPECT of guests**

*(When we enter a home, a living room, we take off our shoes – owners due to responsibility, guests due to respect)*

Everything we do/build must reflect a “SENSE OF PLACE” and the DNA of the area

GREEN BUILDING BLOCKS = traditionally implemented by the Tourist Boards

BLUE BUILDING BLOCKS = outside the ordinary understanding of tourism, but key for the overall experience

EXPERIENCES

ATTRACTIONS

Agencies, DMC

TECHNOLOGY, DIGITALISATION

ACCOMMODATION AND OTHER OFFER

GASTRONOMY

TIC, interpretation centres

MOBILITY

OPPORTUNITIES FOR DEVELOPMENT AND WORK

AGRICULTURE AND LOCAL SELF-SUPPLY

CIRCULAR ECONOMY, ZERO WASTE

TOURIST PUBLIC INFRASTRUCTURE

COMMUNITY SERVICES & social life

CULTURAL LANDSCAPE, NATURE, FOREST AND CULTURAL HERITAGE MANAGEMENT

QUALITY OF WATER SOURCES

ENVIRONMENT INFRASTRUCTURE

URBAN PUBLIC INFRASTRUCTURE, OPEN PUBLIC SPACE MARKING AND ARRANGEMENT

What leads us?

**GREEN + RESPONSIBLE + HIGH QUALITY + BY RESPECTING IDENTITY**

→ We develop AN ENVIRONMENT THAT IS FRIENDLY FOR LIVING & ATTRACTIVE FOR VISITING





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CULTURAL LANDSCAPE, NATURE,  
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MANAGEMENT

QUALITY OF  
WATER  
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ENVIRONMENT  
INFRASTRUCTURE

URBAN PUBLIC INFRASTRUCTURE,  
OPEN PUBLIC SPACE MARKING AND  
ARRANGEMENT





# CONSIDERING ALL ASPECTS OF CARRYING CAPACITY

This topic is quite interesting or even more current than before COVID-19, because we need to carry out the re-start more sustainably, responsibly and in



**KEY OBJECTIVE:** To balance and successfully manage all aspect of carrying capacity of space

Ensuring balance in the distribution of visits and preserving still zones in JABR = connected to ANURDPR (JZ TNP)

# PRESENTATION OF POTENTIAL DEVELOPMENT SCENARIOS

Development:  
products

Development:  
Spatial development

Development: other sectors  
Marketing

Management: Julian Alps  
Community and DMMOs

Management: other sectors

OVERNIGHT STAYS

Scenario 1

Scenario 2

Scenario 3

“GETTING BACK ON TRACK”

“RESPONSIBLE”

“BALANCED”

QUICK GROWTH =  
maximising opportunities  
(linear model)

SUSTAINABLE GROWTH =  
Focused sustainable growth with an  
emphasis on preserving identity and nature

SLOWED DOWN  
SUSTAINABLE GROWTH =  
S2 + relieving, strengthening  
boutiqueness and restructuring  
markets/segments

Adaptation to trends and  
demand

Improving product competitiveness  
for winter, spring and autumn

Strengthening products for  
winter, spring and autumn, with  
an emphasis on improving  
quality

Realised investments  
according to spatial plans

Verification and adaptation of new  
investments in spatial plans

Dismissal of investments  
in spatial plans

Follow

Supplement

Co-create

Joint digital promotion  
campaigns

Excellent marketing infrastructure  
and focused digital marketing

Established quality digital  
ecosystem and socially  
responsible focused  
communication

We reach and guide

We guide with regimes

We relieve and guide with  
regimes

Follow

Are harmonised with tourism  
Slower growth – emphasis on added  
value

Cooperate and carry out  
Slower growth – emphasis on added  
value

Bringing back the number of overnight stays from  
2019 (in 2022) + 3% annual growth (2020 = + 30%,  
5.3 million)

HOW MUCH DO WE WANT TO GROW?

HOW DO WE WANT TO GROW?



# LEVELS OF OPERATION

= key roles by individual levels

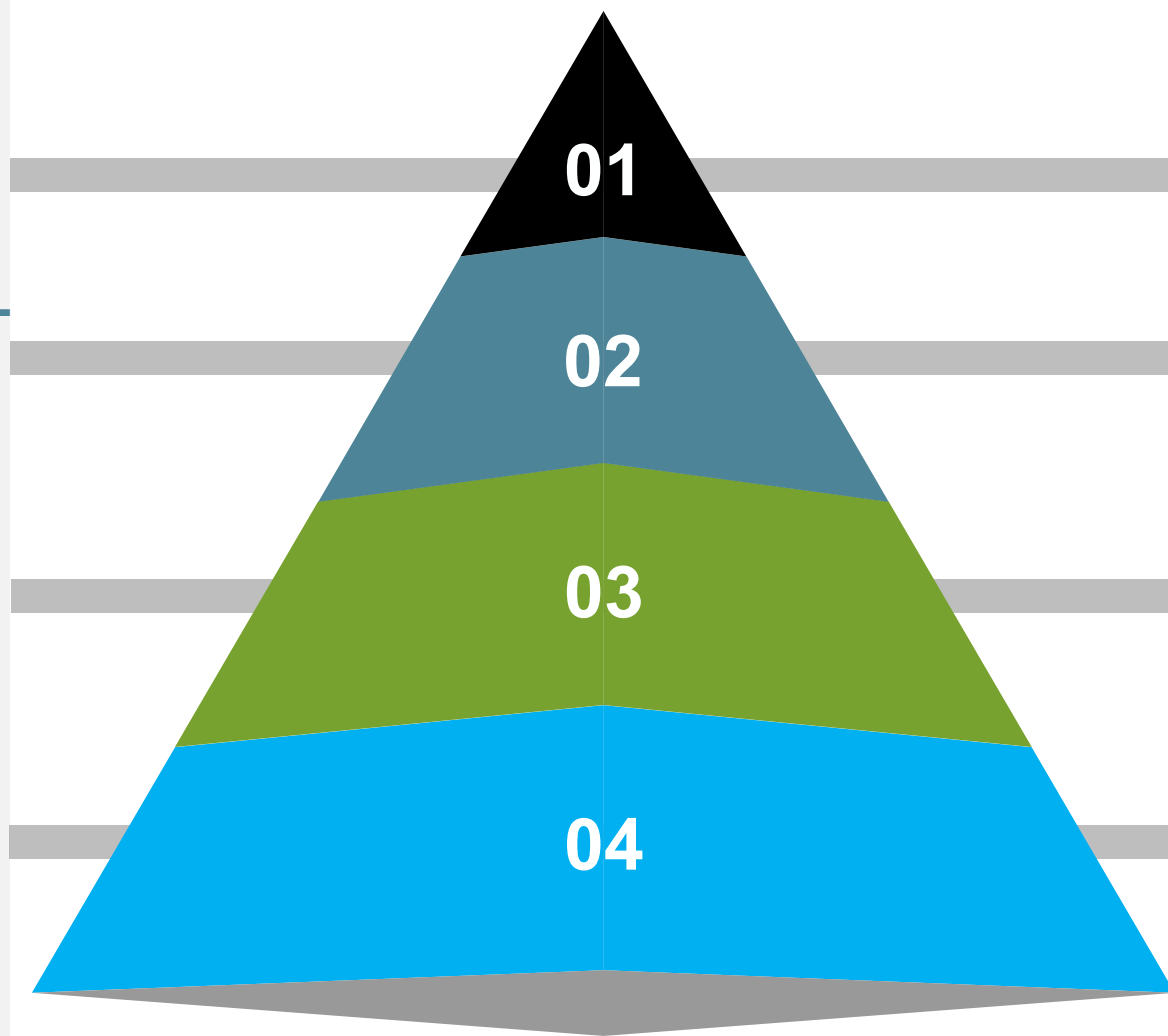
**GOVERNANCE and STEWARDSHIP\*) = JABR**

**JOINT marketing-management-governance ACTIVITIES**  
= JABR(Julian Alps Community)

**DESTINATION MANAGEMENT** = at the level of individual municipalities/destinations  
**DMMOs**

**ECONOMY – SERVICE PROVIDERS**

(Managing own offer and connecting with the destination)



**Joint vision – and stronger position at the umbrella level of Slovenian tourism**

Joint interests, joint spatial policy, impact on policy, legislation ...

**Merging funds and people, exchange of best practices.**  
Together, JABR destinations are stronger and more competitive.

**DMMOs carry out all destination management functions,**  
they connect in the Julian Alps Community to achieve greater developmental and marketing effects

**Managing own offer/company**  
+ strengthening connections with the destination and positioning in the wider JABR region

\*The GOVERNANCE level is above the managerial function (above the destination management) – it is a more strategic and decision-making level. It involves the designing of policies, advocating for joint interests, the care for sustainable development (responsibility), taking care of the implementation of the vision ... Due to dispersed stakeholders and difficult harmonisation of different interests, this role is not implemented, but it is crucial.

# STRATEGY AT THE JULIAN ALPS LEVEL: 2020 TO 2025

It is of key importance for the long-term competitiveness of the Julian Alps destination to opening the sector with RECOVERY activities and we actively work on strengthening RESILIENCE (destination re-set).

## RESPONSE

FEB. – JUN. & again in AUTUMN 2020

- > Quick reaction and active communication with stakeholders in the tourist branch in the area
- > Communication with the market – inspiration and B2B activities in foreign markets
- > Preparation for implementing Green & Safe (and own) hygiene and safety standards
- > Active harmonisation at the level of the Julian Alps Community – proposals for measures with regard to MGRT, STO, Tourism and Hospitality Chamber of Slovenia
- > Preparation of the JABR 2025 Development Plan considering the pandemic and strengthening the activities for recovery and resilience

## RECOVERY

JUN. 2020 – DEC. 2023 or LONGER

- > Activities in the domestic market – tourist vouchers
- > Strengthening direct bookings
- > The Julian Alps Community as an active partner in designing the measures at the national level and transfer of financial levers to destinations and the economy
- > Tenders/assets for development and promotion of leading destinations (STO and MGRT)
- > Activities in the domestic market and gradual start of foreign markets
- > Combining developmental and promotion assets and human resources at the level of the Julian Alps Community

## RESILIENCE

JUNE 2020 – 2025+

- > Work on implementing the JABR DEVELOPMENT MODEL 2025



## SOURCES OF FINANCING *(more info subsequently)*

CURRENT MFF  
2014–2020

RECOVERY INSTRUMENT = NEXT  
GENERATION 2021–2026, 5.7 billion

Multiannual Financial Framework  
and Cohesion Policy 2021–2027

Cohesion Fund (CF) for RS: EUR 831 million, 85%  
EFRD, ESF for ZKS: EUR 514 million, 40%



# HARMONISATION WITH 5 OBJECTIVES (= INVESTMENT PRIORITIES) EU COHESION POLICIES 2021–2027

EU

SMARTER  
Europe

Innovation and smart economic transformation, support to SMEs

GREENER  
(low-carbon)  
Europe

Implementation of the Paris Agreement, energy transition RES, adaptation to climate change, circular economy

More  
CONNECTED  
Europe

Strategic transport, digital networks, mobility

More SOCIAL  
Europe

Quality employment, education, social inclusion and equal access to health care

Europe  
CLOSER  
TO CITIZENS

Support to locally guided strategies, sustainable urban development, rural development

01

02

03

04

05

SMART  
JABR

Innovation, digitalisation, competitiveness, targeting for increasing value

GREENER  
(low-carbon)  
JABR

Sustainable development, mobility, green projects, zero waste (ZSST, no plastic)

CONNECTED  
JABR

ISMS (Integrated Sustainable Mobility Strategy) – mobility, connection of the Bohinj Railway Route to international corridors

QUALITY JABR

Investing in people, quality, social inclusion through tourism

COMMUNITY

Intersectoral comprehensive development of the JABR territorial area CLLD/ITI (Integrated Territorial Investments)

JABR

# FOCUS AREAS OF OPERATION = development model

HOW?

- Smart
- Green
- Connected
- Quality
- Community



CONNECTION TO 5  
OBJECTIVES

EU COHESION POLICIES 2021–  
2027

1-SMART, 2-GREEN/LOW-CARBON,  
3-CONNECTED, 4-SOCIAL  
5-CLOSER TO CITIZENS



INTERSECTORAL  
TOPICS (agriculture,  
transport, spatial  
management ...)



4

## DEVELOPMENT

1

Move from developing products to creating sustainable experiences and comprehensive care for the destination

WHAT: Joint projects are carried out at the JABR level:

- all refer to the region
- all partners are interested in them
- they can be more effectively and economically introduced at the JABR level
- KEY IMPORTANCE: INTERSECTORAL COOPERATION

## MARKETING

2

Move from promotion to digitalisation and responsible marketing

WHAT: Development of joint regional products for greater competitiveness outside the main season and joint performance in target markets

## MANAGEMENT

3

Move from cooperation to planning and coordinated acting

WHAT: Joint management projects and strategic management at JABR level

## IDENTITY

Move from branding to comprehensive quality management, spatial identity and brand

WHAT: Concern for preserving and communicating the richness of diversity of spatial identities and JABR



# DIGITALISATION FOCUSES

(Without digitalisation of experiences, companies, wider areas of public services)

## JULIAN ALPS DIGITAL DESTINATION

**COLLECTIVE BRAND PLATFORM** PREMIUM PRODUCTS, SERVICES  
AND EXPERIENCES

BASE + ONLINE SALES + LOGISTICS  
SUPPLIER AND SALES CHAINS  
(FARMER/CRAFTSMAN - HOTEL/TOURIST)

**DIGITALISATION AND INTEGRATION OF DATA TO SUPPORT TIC,  
MARKETING AND DEVELOPMENT  
VIRTUAL ASSISTANT**

**TOURIST ENTERPRISES OPERATION DIGITALISATION**  
(HOTELS, PENSIONS, AGENCIES ...)

**VISIT MONITORING AND GUIDANCE DIGITALISATION**  
AT AND BETWEEN BURDENED POINTS

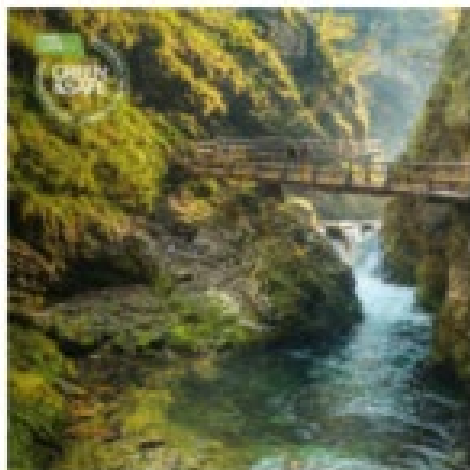
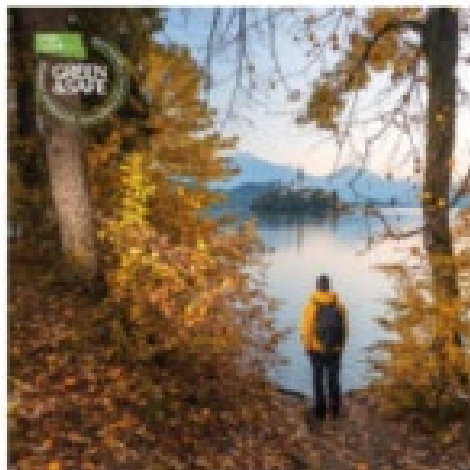
**SUSTAINABLE DIGITAL TRANSPORT**  
CAR PARKS – SHUTTLES + PUBLIC TRANSPORT + PUBLIC TRANSPORT INFRASTRUCTURE + BIKE + E-BIKE +  
ROUTE PLANNING

**INTEGRAL AND HYBRID JULIAN ALPS GUEST AND RESIDENT CARD**  
TRAVEL + INFO + BONUSES + PURCHASES

JULIAN ALPS DIGITAL HUB

JULIAN ALPS SMART COMMUNITIES





JULIANA TRAIL

#### TECHNICAL INFORMATION:

Total length: 270 km

Total difference in altitude: 10,000 m ascent and 10,000 m descent

Total number of stages: 16

Average stage length: 17.5 km (4-5 hrs)





— Juliana Bike    ● Julijske Alpe    ● Triglavski narodni park

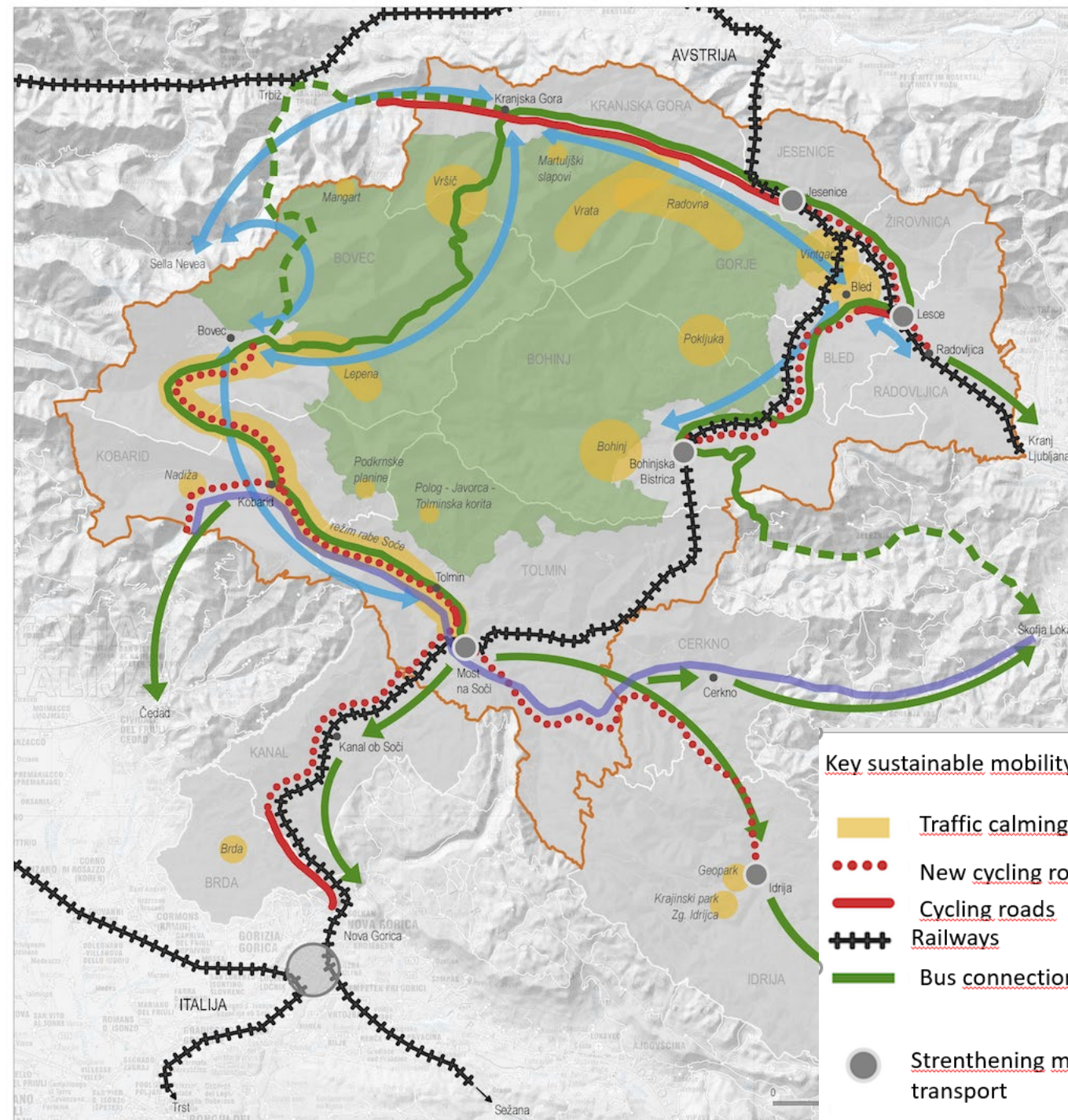


JULIANA BIKE





# KEY CHALLENGES FOR SUSTAINABLE MOBILITY IN THE JULIAN ALPS REGION



## Key sustainable mobility challenges in Julian Alps Region

- Traffic calming
- New cycling roads
- Cycling roads
- Railways
- Bus connections

- Strengthening mobility hubs and integration of public transport

- Triglav national park
- Biosphere Region Julian Alps



# JULIAN ALPS (COMMUNITY)

as a strong partner

in realising developmental moves and strengthening the intersectoral approach to tourism in JABR and Slovenian tourism

Transboundary Parks...following nature's design



**EUROPARC**  
Sustainable Tourism  
in Protected Areas