



# SUSTAINABILITY REPORT OF THE DESTINATION CERKNO

2019-2020





# WALKING THE *green path*

The destination Cerknò has been steadily following the path of sustainable development ever since we were awarded the Slovenia Green Destination label in 2016, when we committed to sustainable action in various areas.

Over the last two years, a number of steps have been taken towards greener operations. Recognising the importance of the strategic development of a tourist destination, a Sustainable Tourism Development Strategy in the Municipality of Cerknò 2021–2025 was prepared in 2020. We also place great emphasis on raising awareness among different stakeholders, both those working in the tourism sector and the local community.



**TRAINING  
COURSES AND  
EVENTS**



**CONNECTING  
WITH THE  
LOCAL  
COMMUNITY**



**CARE FOR  
STRATEGIC  
DEVELOPMENT**



**SUSTAINABLE  
MOBILITY**



**CULTURAL  
HERITAGE  
PRESERVATION**

# CARE FOR STRATEGIC DEVELOPMENT

## SUSTAINABLE TOURISM DEVELOPMENT STRATEGY IN THE MUNICIPALITY OF CERKNO 2021-2025

At the end of 2020, a Sustainable Tourism Development Strategy for the Municipality of Cerkno was prepared for the period 2021–2025. This is the first document of its kind, which represents a major contribution for the destination and a key guideline for its further strategic sustainable development. The strategy covers measures at the level of distillation management, within which operational objectives and measures are clearly defined. In addition, there is a strong focus on the development of tourism products and the promotion of the Cerkljansko region as a sustainable destination.

### VISION 2025

**"In 2025, Cerkno will welcome tourists in all seasons. We will not only be known as a family winter destination, but will attract visitors all year round with unforgettable experiences of cultural heritage from the era of the world wars, musical events celebrating the world's oldest musical instrument, relaxation in a peaceful rural setting and a well-equipped infrastructure for active outdoor adventures."**



## CODE OF ETHICS FOR TOURIST GUIDES

The Code of Ethics was created with the awareness that legal acts cannot cover all aspects of tourism management and that in order to achieve a balanced sustainable development of the destination it is necessary to go a step further. It consists of 14 key principles and calls on all tourist guides in the Cerkno destination to follow them. Tourist guides are often the first contact between visitors and local people and, as a result, make a significant contribution to the perception of the Cerkljansko region as a welcoming, ethical and sustainable destination. It was prepared and presented as part of the operation Path of Peace (Pot miru) – Heritage of the First World War, within which a set of basic training courses for local tourist guides was carried out. You can take a look at it [HERE](#).



# TRAINING COURSES AND EVENTS



## CERKNO FOR GREEN TOURISM

The main theme of the event was the Innovation in Tourism. The participants of the event learned all about the contests for promoting innovation in Slovenian tourism (Snovalec and Sejalec). Additionally, they were presented with basic guidelines for innovative thinking, and through examples of good practice they learned how trends in the tourism industry and tourist lifestyles can be incorporated into the design of tourist experiences. The event ended with networking over green snacks.

## CLIMATE CHANGE AND ITS IMPACT ON TOURISM

At the event, participants learned about the expected impacts of climate change on our destinations, how climate change will shape tourism and how we can adapt to it, and what tourism destinations can do to **mitigate their own impact on climate change**.

## JAZZ MARKET

The **Sustainable Market** during the Cerkno Jazz Festival offered a wide range of local products and produce.



## GREEN DAY

The **Sustainability Event** included the following activities:

- stands of local and visiting suppliers of produce and products;
- socialising over green snacks and refreshments with homemade ice cream;
- cleaning campaign Clean up Cerkljansko 2019 (Očistimo Cerkljansko 2019);
- a lecture with expert content and small tips for healthy produce in your home fruit and vegetable garden.



## TOURISM DURING AND AFTER THE COVID-19 EPIDEMIC

The lecture focused on the **new reality in tourism and highlighted sustainability as a big part of the new reality**. One of the guidelines for the relaunch is therefore the development of segmented and sustainable products focusing on nature, the countryside and culture. The lecture also highlighted **the problem of non-reusable plastics**, which is on the rise again, precisely because of the corona crisis.

## IMPLEMENTATION OF TWO WORKSHOPS AS PART OF THE PREPARATION OF THE SUSTAINABLE TOURISM DEVELOPMENT STRATEGY IN THE MUNICIPALITY OF CERKNO 2021–2025



# CONNECTING WITH THE LOCAL COMMUNITY

## “ALONG THE PATHS OF LOCAL OFFERS”

As part of the “Let’s meet at the Market No. 4” operation, a Tourist map “Along the paths of local offers” was produced at the end of 2020, highlighting and describing all eight marked walking trails and the local offer in the destination. The aim and purpose of this type of map is to connect the different participants in the area, in this case the local offer and hiking, and to increase the recognisability and sale of local products. Twenty local producers have signed up to take part.



## VIDEO PROMOTION OF THE DESTINATION

In the last two years, three sustainability-oriented videos promoting the destination have been produced as part of different projects.

### Cerkno culinary delights

[CLICK TO WATCH THE VIDEO](#)



### Cerkno - Keep in touch with nature

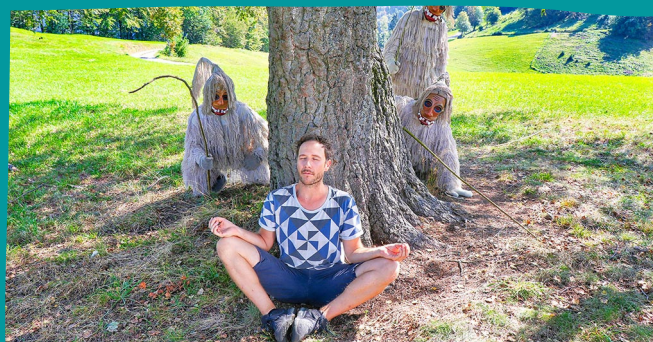
[CLICK TO WATCH THE VIDEO](#)



### Klemen Slakonja in the Valley of Peace (Dolina miru)

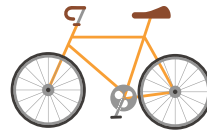
[CLICK TO WATCH THE VIDEO](#)

Given that the destination is largely presented by the people, it made sense to include different stakeholders from the local environment in the videos. Through the promotional material, the viewer can get to know some of the destination’s culinary providers and various local associations, while at the same time admiring the beauty of the nature of Cerkljansko.



# PROMOTING SUSTAINABLE MOBILITY

## E-NOSTAVNO NA KOLO (SIMPLY USE AN E- BIKE)



As part of the “E-nostavno na kolo” operation, the Municipality of Cerklje, in cooperation with LTO Laugar Cerklje, has set up a **system of guided bike tours with e-bikes**. By joining the operation, Cerkljansko became part of the wider Gorenjska Cycling Network.

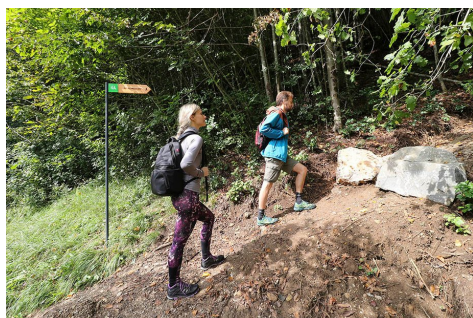
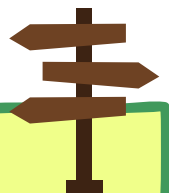
There are **nine electric mountain bikes** MTBs SCOTT Aspect ERide 40 and **one electric tandem bike for the blind and visually impaired**.

Next to the Cerklje Multipurpose Centre, there is a space dedicated to a bicycle rest area, which includes a service pillar and a bicycle stand.

Guided cycling tours with electric mountain bikes make the otherwise strenuous uphill portions of the trail a real pleasure. The bikes will make it noticeably easier to ride on steep and less well-paved paths. They are suitable for all types of cyclists, both recreational and those who ride every day, as the battery's power is individually adjustable.



## MARKING OF WALKING TRAILS



In order to promote hiking as a form of sustainable mobility, eight walking trails have been marked in the terrain in the last two years. The trails are also suitable for Nordic walking and offer hiking pleasure in all seasons. For each of the trails, a detailed description is provided, including trail description, accessibility, walking time and altitude difference. For a better idea, the descriptions are accompanied by photos from the terrain.



# CULTURAL HERITAGE PRESERVATION

## DIGITISATION - INNOVATIVE PRESERVATION OF CULTURAL HERITAGE

As part of a public tender for the transformation of the tourist offer of leading tourist destinations, a 3D scan was carried out, which represents the basis for the subsequent digitisation of three immovable cultural heritage units. In this way, digitally enriched experiences of selected immovable cultural heritage units will be accessible to a wider audience.

The following units of immovable cultural heritage have been scanned:

**The Divje Babe  
Cave I**



**Homestead of the  
Writer France Bevk**



**The Church of St. John  
the Baptist in Šebrelje**



**Placement of four  
information  
boards to mark  
two immovable  
cultural heritage  
units.**



# Be a part of our Green story

## NATURE AND LANDSCAPE

- **Instead of driving by car you can explore the Cerkno region by bike or by foot.**
- **Stick to the designated walkways as they always lead you to the destination.**
- **Instead of trampling grass or picking flowers you can express your affection towards your loved ones in a different way.** Wild flowering meadows are pastures for indigenous Slovenian bees, as Slovenia has the largest bee population in the world.



## ENVIRONMENT AND CLIMATE

- **Feel the Cerkno region as a green outdoor home.** Together we can make sure that our home stays clean and tidy. Collect your waste separately and take it to the cities with municipal waste services. If you are hiking hills and mountains, please take your waste to the valley.
- **Water is clean and safe to drink.** We recommend to buy a refill bottle, because you can pour clean drinking water everywhere.
- **In case of non-working devices or dead batteries you might have during your journey, please discard them in a special container.**
- **Let the environment and nature catch their signals.** Whenever possible, unplug all electronic and other devices.



## CULTURE AND TRADITION

- **Buy local food and support local producers** - support artisans by buying their products, and artists by showing your interest in art or buying their artwork.
- **Savor the richness of local regional cuisine.** Choose typical dishes with local ingredients and recipes.
- **Visit Cerkno Museum, Homestead of Slovenian writer France Bevk, Franja Partisan Hospital, Divje Babe Archaeological site** and help to preserve the culture and art of the Cerkno region.
- **Visit traditional events such as Cerkljanska Laufarija and Jazz Cerkno Festival** and events that will bring you closer to the Cerkno habits and customs.

