

FINAL REPORT ON THE ACTIVITIES OF ZSST FROM 2019 TO 2021

Miren, February 2022

1. INTRODUCTION

The Municipality of Miren-Kostanjevica (hereinafter OMK) has identified 4 strategic development priorities in its overarching document, *Vision and Strategy for Sustainable Development 2017-2025*, which was created in collaboration with the local community and with clearly defined wishes of the citizens:

1. Revitalizing business opportunities in the economy and agriculture
2. Protection of water and nature
3. Strengthening social ties among people
4. Developing tourism and agriculture

The approach to the development of the fourth pillar was marked by the creation of the document *Action Plan for Sustainable Development and Tourism Organization in the Municipality of Miren-Kostanjevica 2017-2025* and the establishment of the Public Institute for Tourism of the Municipality of Miren-Kostanjevica, which took on the responsibility for realizing the ambitious goals and launching the new tourist destination, Miren Kras.

1.2 DESTINATION MIREN KRAS

1.2.1 LOGO AND SLOGAN



SANJAVA STRAN SLOVENIJE

THE SERENE SIDE OF SLOVENIA

1.2.2 VISION, MISSION, AND VALUES of the Miren Kras Destination

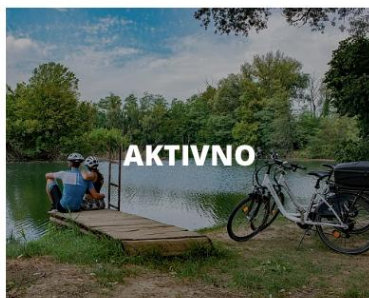
Vision: Miren Kras is a sustainable, safe, and year-round attractive destination for a relaxing multi-day stay for guests who, in addition to peace and pristine nature, are interested in outdoor activities, rich cultural and historical heritage, and top-notch cuisine.

Mission: In close partnership with all stakeholders, we develop a sustainable and safe tourism destination, Miren Kras, with a range of excellent tourist services and innovative 5* experiences for environmentally responsible guests who happily return.



Values: Peace, warmth, authenticity, kindness, primality, relaxation, tradition, homeliness, creativity, passion, boutique quality, safety, environmental responsibility, care for health.

1.2.3 THREE PILLARS OF THE OFFER AND THE MAIN ATTRACTION - PEACE MONUMENT



Za ljubitelje zelenih poti in sončnih odkrivanj med kraškimi hribi in reko Vipavo



Za ljubitelje zgodovine, umetnosti in kreativnosti v osrčju Vipavske doline in Krasa



Za oboževalce pristne lokalne kulinarike, zdravih špargljev ter kraškega in vipavskega pršuta

ACTIVE: for fans of green paths and sunny discoveries between carst hills and river Vipava

CULTURAL: For history, art and creativity buffs in the heart of the Vipava Valley and Karst

TASTY: For genuine local culinary buffs, who are enraptured by the healing asparagus, prosciutto from Karst and Vipava.

Pomnik miru in razgledni stolp Cerje

Na Cerju, središču Miren Krasa, se družimo ob najlepših življenjskih in poslovnih dogodkih.



MONUMENT OF PEACE AND OBSERVATION TOWER

Let's get together to celebrate life and business events on Cerje, the centre of Miren Kras.

VISIT THE MONUMENT OF PEACE

WEDDINGS

BUSSINESS EVENTS

1.2.4 DESTINATION CONNECTIONS



2. ENTRY INTO ZSST

2.1 National Program and Certification Scheme

With the aim of developing a sustainable tourism model that, through responsible environmental practices and the rich natural, cultural, and historical heritage, will generate long-term benefits for both residents and visitors, the Municipality of Miren-Kostanjevica joined the Green Scheme of Slovenian Tourism (hereinafter ZSST) at the end of February 2018.

2.2 MIREN KRAS IN THE ZSST CERTIFICATION PROCESS

After joining ZSST, the Mayor of OMK, Mauricij Humar, appointed a Green Coordinator by decision, established a Green Team with her, and signed the Green Policy.

The Green Team then gathered, processed, and organized the data and extensive documentation required by the evaluation process, and conducted the first survey of three levels of stakeholders who co-create the reality of the municipality and the Miren Kras destination: residents, the tourism sector, and visitors.

2.3 EVALUATION REPORT AND RECEIVING THE GOLDEN LAUREL

In February 2019, the municipality received notification of the completion of the evaluation and the receipt of the Slovenia Green Destination GOLD Award for Miren Kras. The official ceremony took place on May 22, 2019, in Rogaška Slatina.

On this occasion, Mayor Mauricij Humar signed the *Water Commitment*, pledging to preserve and promote clean water and encourage residents and visitors to drink tap water.



ZA 100% ZELENO SLOVENIJO

VODNA ZAVEZA

Zelene destinacije in zeleni ponudniki Slovenije se zavezujejo, da spoštujemo vodo na naš način.

Svojim obiskovalcem in gostom kot prvo izbiro ponujamo čisto pitno vodo. Pijemo jo iz skrbno izbranih kozarcev in steklenic iz trajnostnih materialov. Kadar je mogoče, vzpostavljamo njene zaključene tokokroge. Uporabljamo jo varčno in z mislijo na njeno življenjsko moč. Širimo zavedanje o njeni izjemnosti. Skupaj s svojimi gosti in partnerji jo ohranjamo kot poseben zaklad Slovenije.

#ifeelsLOVEnia
#myway

3. GREEN DNA OF THE DREAMY SIDES OF SLOVENIA

The Green DNA of a destination is the record of its character; if a destination clearly, strategically, and creatively defines it, it can develop a strong brand. A strong brand is the foundation for successful destination management.

The character of a destination is its identity: what the destination is and what it has, along with its natural environment, cultural heritage, landmarks, features, its uniqueness, outstanding individuals, and the climate and energy it creates around itself.

The image of a destination is the picture of the destination that the public forms in their minds: visitors, opinion leaders, people in business, and other destinations.



4. ACTION PLAN FOR MEASURES 2019-2021

In the first evaluation, Miren Kras received an overall average score of 8.6.

We performed excellently in the areas of Destination Management, Nature and Landscape, and Culture and Tradition. We received lower scores in the areas of

Environment and Climate, and Socio-Economic Situation (social climate and the operation of tourism businesses). These areas required the most attention and measures moving forward.

Evaluation Areas	Score 2018	Goal 2022
Destination Management	9,5	9,5
Nature and Landscape	9,3	9,3
Culture and Tradition	9,8	9,8
Environment and Climate	7,6	8,6
Socio-Economic Situation	6,9	8,5
Average	8,6	9,2

4.1.1 SUMMARY OF THE ACTION PLAN FOR MEASURES 2019-2021

Number of included criteria = 85

Number of measures = 107 (72 via DMMO/TMK + 35 via OMK)

- Planned financial resources for investments in sustainable development = €3,633,281.80
- Of this, €168,500 is allocated for the operation of DMMO/TMK
- Planned work hours for the year = 880 work hours for ZK and ZE activities and employees at DMMO/TMK

5. IMPLEMENTATION OF PLANNED MEASURES 2019-2021

5.1 SUSTAINABLE YEAR 2019

The entry into ZSST and obtaining the Slovenia Green Destination Gold label brought significant, even international attention to the newly established destination Miren Kras, increased stakeholder loyalty, and further momentum for sustainable development.

In 2019, we received several national and international awards and recognitions (Kultura-Natura for preserving historical and cultural heritage, Tourist Patrol for the Peace Monument as the most beautiful viewpoint in Slovenia according to foreign guests), received the first Green Key environmental label in the region (Kogoj Accommodation), and with the project *"Together for a Green Future"* (5 municipalities, initiated by OMK, renting 5 e-cars equipped with the same message/invitation for the public to follow the guidelines for a carbon-neutral society), we were ranked among the TOP 100 most sustainable destinations in the world.

We signed the *Water Commitment*, formed a new green team, created the Green DNA, and completed the activities for the Action Plan up to 2021. Notable projects include the opening of the CERJANKA shop, offering distinctly local souvenirs, the impactful *TREE*

FOR CERJE campaign, and the planting of the *Avenue of Gratitude*, with the website www.drevozacerje.si.

The Municipality of Miren-Kostanjevica was the first in Slovenia to adopt a decree on plastic-free events. We introduced a green mascot (promotion at events and educating the youngest) and organized the first large plastic-free event, supported by the keynote speaker – President Borut Pahor. We also enhanced the largest annual event, the *Asparagus Festival*, with a sustainable touch and inter-destination collaboration (combining asparagus with Radovljica chocolate) and supported the UNESCO high school tradition, where at the annual meeting, a linden tree is planted in front of the monument.

Each year, the mayor gifts a *MEDOVITO* tree to newborns, we established a survey to regularly monitor the satisfaction of visitors to the Peace Monument, signed a letter of support for the *KAŠTELIR* project (preserving the legacy of hillforts), joined the ZSST Consortium, continued with the Annual Meeting and workshops for stakeholders, participated in the analysis of strategic tourism flows in the Kras region, and held several presentations of the good practices of Miren Kras across Slovenia (Izola, Žalec, Poljanska Valley), while consistently promoting them

5.2 SUSTAINABLE YEAR 2020

The year was marked by the Covid-19 pandemic, which fundamentally reshaped the priorities for implementing the planned ZSST activities and required the introduction of new measures, later summarized in the Crisis Plan. The primary focus in 2020 became health, which we positioned as one of the key values of the destination and highlighted on the new, distinctly sustainable website www.mirenkras.si, where ZSST also received special attention.

In early April, we sent a letter to the tourism industry with advice on coping with the Covid-19 pandemic. This was followed by the implementation of the GREEN&SAFE standards, ZOOM training sessions, and assistance for stakeholders in implementing proper procedures for hosting guests. The Peace Monument received the KUS Safe Site certification for hosting events, and TMK received the Safe Event Organizer certificate. A shift in focus to Slovenian guests encouraged cooperation between stakeholders and destinations, as well as new projects: the *Moja Slovenija* campaign by the Slovenian Tourist Board was followed by the *Dreamy Traveler* campaign (rewarding guests with a minimum two-night stay in Miren Kras) and the regional *TIME for YOU* action, which marked a historical milestone in connecting Brda, the Vipava Valley, and Kras.

We redirected resources into the DIGITALIZATION of the offer (Virtual 3D walk through the Peace Monument, 360-degree views from Cerje, new video clips and invitations from Moja Slovenija) and improved communication with stakeholders via ZOOM meetings

and newsletters. During the months of relaxed health measures from the National Institute for Public Health (NIJZ), we organized consultations on environmental topics.

We launched the second e-bike rental station – E-BIKE POINT Miren Kras, and together with stakeholders (hoteliers, guides, associations, product providers), we created new year-round *green EXPERIENCES* (offering 27 paid and free experiences in three categories: ACTIVE, CULTURAL, TASTY). At the Peace Monument, we introduced monitoring of water and energy consumption and green initiatives, and in the institute, we began using recycled paper. On the website, we posted a module to CALCULATE CARBON FOOTPRINT and invited stakeholders to use it.

We organized online ZOOM training, added a binding note on sustainability to public calls and tenders, continued with tree planting campaigns at Cerje, co-financed through donations via www.drevozacerje.si (raising €18,000), introduced a voluntary contribution box *For a Green Future*, and published a recipe book *ASPARAGUS-BELUSHI* for dishes made from wild and cultivated asparagus, especially white asparagus, one of the destination's flagship products.

A new *TREK.INN* circular trail, equipped with wooden landmarks at several locations, was launched to promote movement and healthy living among residents. We joined the *Community of Slovenian Museums*, which promotes cultural heritage in national campaigns, and held the first events at the Peace Monument under the brand *Forward into the Past*.

The municipality received the *Plastic-Free* certificate, became a *Disability and Volunteer-Friendly Municipality*, and with the good practice *Tree for Cerje*, was once again ranked among the TOP 100 most sustainable destinations in the world, this time with the additional *BEST OF EUROPE 2020* award.

We continued to consistently promote the sustainability vision across all communication channels, joined *Green Slovenia*, regularly posted contributions in the *EOL* magazine, consistently used sustainability labels (in the new *PROMO BROCHURE*, on *INFO BOARDS* and *MAPS*, in emails, and on letters), and continued promoting good practices through presentations.

We introduced *MATRICES* of selected economic and sustainability indicators at the tourism level, joined *OUTDOOR Slovenia*, and submitted a project application for the *Equestrian Trail* and the digitization of Oskar Kogoj's design portfolio.

In the first wave of Covid-19, the municipality, in cooperation with Civil Protection, organized the production of paper masks for citizens, and in collaboration with Women's Associations, sewed fabric masks for elementary school students. In December, in cooperation with the Chamber of Crafts Nova Gorica, we launched the

LOCALLY AND HEARTFELT! campaign to promote the purchase of New Year's gifts from local artisans and farmers.

5.3 SUSTAINABLE YEAR 2021

The year 2021 also carried the flag of the pandemic. The cancellation of large traditional events was replaced by new development projects and consistent encouragement for stakeholders to digitalize their offerings (new Facebook pages, Instagram profiles) and adopt sustainable practices, especially certification for environmental labels – we received a second *Green Key* for accommodation/ *Green Accommodation* label. The Peace Monument became the first Green Key certified conference center and the fourth landmark in Slovenia to receive the *Green Attraction* label.

We prepared and publicly released *Practical Guidelines for Reducing Carbon Footprint* and organized Zoom workshops for citizens and the tourism industry on environmental and climate protection. Due to Covid infections, the implementation of some activities was postponed to January 2022.

In April, a national event was held at Cerje on International Forest Day. On *Earth Day*, *Miren Primary School* planted a linden tree in the Avenue of Gratitude, and during the *Tour of Slovenia*, children from *Miren Kindergarten* planted their oak tree. Over 20 associations and companies from all over Slovenia have planted *their tree* at Cerje, and new saplings are contributed by groups visiting the monument with *TA Autentica*. The burn site has become an *Educational FIELD* for students and forestry school pupils. For numerous activities related to forest restoration at Cerje, which contribute to restoring the lungs of the planet and reducing greenhouse gases, we received a special award – a donation of €4,200 from the global company *MARS* for the purchase of new trees. The total amount of donations for the *Tree for Cerje* project, including contributions through the *Together for a Green Future* donation box, exceeded €24,000 by the end of 2021.

We supported new events during the off-season: the *Tour of Slovenia*, during which we launched an initiative for a sustainable approach at the regional level (sustainable decorations, cheering in old green shirts...), the spring and autumn *International Dog Beauty Contest CACIB*, the international sports event *UTVV*, and through the opening of the *Man and Horse* exhibition at two locations, we connected with *Lipica*, aiming to encourage visitors to explore the Karst region. We introduced a new concert brand *Miti and Muze*, which is planned to be held traditionally. At the *Peace Monument*, we opened an exhibition in collaboration with the local *Ceramicists' Society*.

We connected three main information centers along the Slovenian section of the international *Peace Trail from the Alps to the Adriatic* — the *Peace Monument*, *Sabotin*, and the *Kobarid Museum* — with a ticket that provides a 20% discount for the second and third visits.

We renewed the directional and informational signs along the Karst section of the *Peace Trail from the Alps to the Adriatic*. Through the *Visitkras II* project, we received the *Stone Path* cycling route in three stages and connected to the international *St. Martin Hiking Transversal*. All these efforts aimed to promote active vacationing in nature, sustainable mobility, and the reduction of greenhouse gas emissions.

To provide moral support to local restaurants, we launched the successful *STORIES from the POT... without an end!* campaign in the spring, which focuses on strengthening the local supply chain and promoting asparagus. In the autumn, we invited the five largest restaurants to sign the *Commitment to Sustainable Gastronomy* and fulfill promises under the shared *Krasna Kuhinja* brand.

At *Cerje*, in collaboration with the *Forest Institute of Slovenia*, we organized expert events on environmental protection (preparing guidelines for removing invasive alien species such as ragweed and boxelder).

We upgraded the *Peace Monument's* exterior design with wheelchair-friendly access and an elevator. The municipality passed a *Traffic Regulation* decree (regulating traffic in natural environments and reducing harmful impacts), introduced regular water quality monitoring in the *Vipava River* during the summer months (with public notifications of the results), and provided financial incentives for removing asbestos products from the environment.

With the project *Asparagus from Local Farms – Contribution to Health and Territory*, we were again ranked among the TOP 100 most sustainable destinations in the world at the *GDD* for the third consecutive year.

The municipality established a *Thematic Path* along the Vipava River and an entrance point in Miren in the Natura 2000 area and set up a larger information board for environmental protection, pollution prevention, and respectful behavior in the environment.

In 2021, the municipality ensured that all households received a printed *Eco-Islands* brochure.

In collaboration with *OMK*, we upgraded a workshop for youth with content on sustainable tourism. We launched the campaign *“Let's Light the Lights in Our Hearts”* and invited the broader public (with a TV segment) to exchange plastic candles for natural-material decorations to honor the *Day of the Dead*. We received excellent feedback from the *Senior Citizens' Center*, *Miren Primary School*, and *Miren Kindergarten*, who supported the initiative by painting stones with messages.

In December, we signed the *Slovenian Tourism Without Plastic* pledge at the destination level and invited stakeholders to join in. We also supported the *Forest Protection Code*.

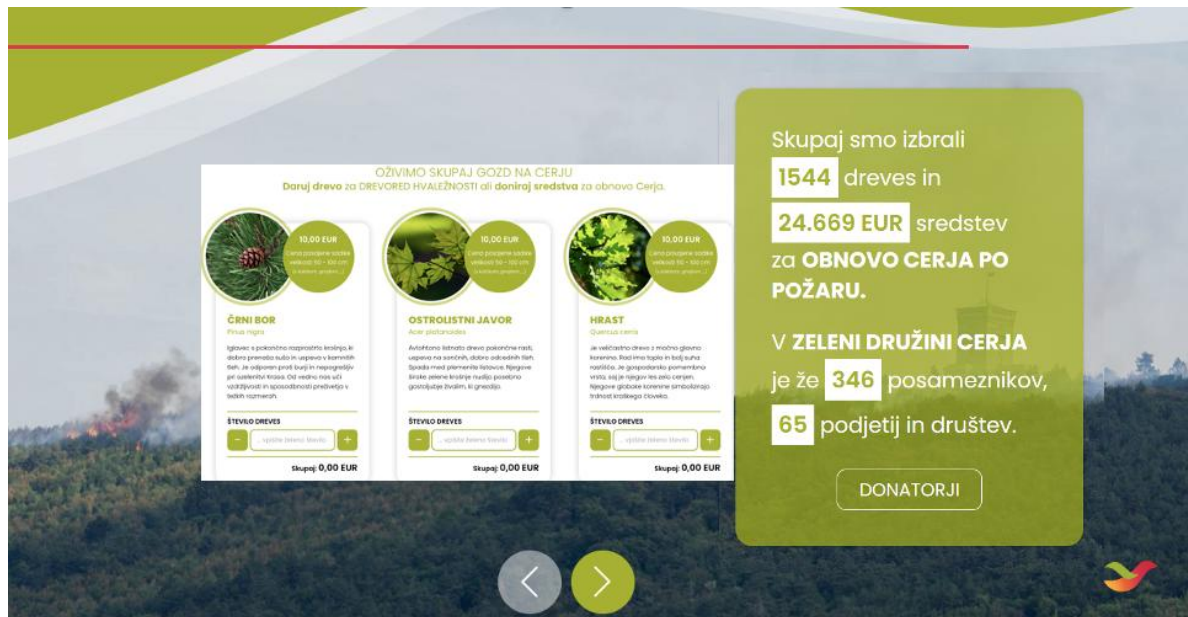
Due to the special circumstances of the pandemic and staffing challenges, we were unable to implement some of the activities from the Action Plan (AN) and have moved them to a future period. These activities include: Analysis of Pollution in the Municipality, Forest Management Plan, Establishment of an E-Green Office, and the project to build the *Suhograd Karst Wall* along the *Avenue of Gratitude*, which we plan to carry out in collaboration with the *Faculty of Architecture, Ljubljana*.

The results of the second satisfaction survey of citizens, visitors, and the tourism industry regarding the development of sustainable tourism in the Miren Kras destination, conducted at the end of 2021, show that we have the trust and support of stakeholders, who recognize the progress and positive impact of tourism on the environment, which means we are on the right track for continued sustainable development.

6. TREE FOR CERJE

Among the many distinctly sustainable projects that TMK carries out in collaboration with the tourism industry, local community, professionals, and the wider public, the long-term reforestation project of the Cerje burn site, which resulted from the devastating fire in 2019, stands out. In addition to the *Avenue of Gratitude* and over 12,000 new trees in the hinterland, and international recognitions received (in 2021, the project was ranked among the top 6 best sustainable practices in the world in the *EARTH* category at the GDD, and at the end of 2021, a donation of €4,200 was received from the global company MARS), special attention should be given to the voluntary contributions from local and foreign donors, which exceeded €24,000 in direct donations for the restoration of the "lungs of the planet" and the reduction of greenhouse gases.

Tree for Cerje (www.drevozacerje.si), through consistent communication about thematic events (reforestation actions, corporate donations, professional meetings, educational field for forestry schools...), regularly raises public awareness of current environmental challenges and invites proactive engagement in nature conservation.



(Together we have collected 1544 trees and 24.669 EUR funds for post-fire rehabilitation. Green family of Cerje contains 346 individuals, 65 companies and associations.)

7. AWARDS AND RECOGNITIONS 2019-2021

The Miren Kras destination and the Municipality of Miren-Kostanjevica have received numerous recognitions for their efforts in improving the quality of life for citizens, preserving heritage, and protecting the environment:

7.1 Municipality of Miren-Kostanjevica:

- Disability-friendly municipality
- Volunteer-friendly municipality
- Reading-friendly municipality
- Plastic-free municipality
- Recipient of the GOLDEN STONE certificate

- ### 7.2 Miren Kras Destination:
- International Kultura Natura 2019 award for the Peace Monument for preserving and promoting Slovenia's cultural heritage
 - Tourist Patrol 2019 award for the Peace Monument as the most beautiful viewpoint in Slovenia, according to foreign guests
 - Slovenia Green Destination Gold label
 - Best of Europe 2020
 - 3x International Green Key certification: Kogoj Accommodation, Peace Monument, Leban Accommodation
 - 2x Slovenia Green Accommodation label
 - Slovenia Green Attraction label

- Green&Safe and Safe Travelers labels
- 3x International GDD Award - Top 100 most sustainable destinations in the world: 2019, 2020, and 2021
- TMK Event Safe Organizer label
- Peace Monument – Safe Venue for Events label



8. SUSTAINABILITY AND ECONOMIC PERFORMANCE INDICATORS

As part of the action plan measures, the Green Team, in collaboration with representatives from responsible companies for each area, developed two expanded tables of measurable economic and sustainability indicators with achieved and target values, in addition to the basic indicators required by the Slovenia Green Scheme for Tourism (ZSST). The results will guide the content of the annual work plans of TMK and OMK in the field of sustainable development.

TRAJNOSTNI KAZALNIKI DESTINACIJE MIREN KRAS

Občina Miren-Kostanjevica

PODROČJE	DOSEŽENO 2020	CILJ 2021	DOSEŽENO 2021	INDEKS 21/20	UKREP	CILJ 2022
TRDI ODPADKI						
% trdih odpadkov zbranih za predelavo	56	59	61	108,9	Cilj presežen, a nadaljujemo s spodbudami, saj smo pod SLO povprečjem (leto 2020 = 72,2%)	65
Število kompostnikov	246	260	272	110,6	Cilj presežen, nadaljujemo s spodbudami občanom	285
Količina zbranega jedilnega olja v litrih	1.090	1.300	1.835	141,2	Cilje presežen, nadaljujemo s spodbudami	2.000
UČINKOVITA RABA ENERGIJE V JAVNIH OBJEKTIH						
Število energetsko obnovljenih javnih objektov		1	1	100	OŠ MIREN 1. faza, nadaljujemo	1
Število energetskih izkaznic v javnih objektih	4	5	5	125,0		5
Energetsko knjigovodstvo v javnih objektih- poraba električna	306 Mwk	300Mwk	422,7 Mwk	138,1	COVID - ZAPRTJE v 2020	422,7 Mwk
Energetsko knjigovodstvo v javnih objektih- toplota	405,8 Mwk	400Mwk	591,3 Mwk	145,7	COVID - ZAPRTJE v 2020	591,3 MWK
% OVE v daljinskem ogrevanju na bio maso	100%	100%	100%			100%
TRAJNOSTNA MOBILNOST / zmanjševanje fosilnih goriv						
Število e-avtomobilov	1	1	2	200	Cilj dosežen, nadaljujemo	2
Število e-polnilnic	2	0	2	100	Sledimo potrebam	2
Število e-bike lokacij (možnost najema (e)-koles)	1	1	2	200	Cilj dosežen, nadaljujemo	3
VODA						
Število priključkov na javno kanalizacijo	786	800	821		Cilj presežen, nadaljujemo s spodbudami	830
Število malih čistilnih naprav	52	60	67		Cilj presežen, nadaljujemo s spodbudami	70
% gospodinjstev v sistemu čiščenja odpadnih voda	48%	49%	51%		Cilj presežen, nadaljujemo s spodbudami	52%
ŠTEVILO izobraževanj z okoljsko tematiko (Golea, TMK, OMK)	3	3	3	100	Cilj dosežen tudi med covidom, nadaljujemo	3

* OKOLJSKA TEMATIKA: trajnostna mobilnost, učinkovita raba energije, ogljični odtis, zniževanje odvisnosti od fosilnih goriv, podnebne spremembe

VREDNOST PRODAJE SPOMNIKOV V CERJANKI	4428,2	5000	5252,44	118,61	Večji obisk, boljša prodaja	Ponudba prodajnih hitov, akcije	6000
POVPREČNA VREDNOST RAČUNA	6,63	6,5	6,03	90,95	Količinsko višja prodaja izdelkov nižje vrednosti	Optimizacija ponudbe izdelkov, promocija ob praznikih- paketi, e-trgovina	6,7
OBISK POMNIKA MIRU - vrednost prodanih VSTOPNIC	14433	16000	17208	119,23	Ugoden trend obiska indiv. gostov, več skupin		19500
POVPREČNA VREDNOST VSTOPNICE	3,82	3,9	3,29	86,13	Vpliv akcij Čas za vas in POT MIRU	Dvig cene vstopnic s 1.1.2022.	4
TURISTIČNA TAKSA v EUR	6724	7300	6950,62	103,37	Ni še vseh nakazil, trend sledi številu nočitev.	Brez posebnih ukrepov	8500
VREDNOST DONACIJ za trajnostni razvoj - DREVO ZA CERJE	17800	22000	24350	136,80	Večje donacije podjetij	Promocija, zeleno doživetje!	26000
GROBA OCENA NETO PRIHODKOV DESTINACIJE IZ NASLOVA NOČITEV (4x6)*11	523928	594000	670976	128,07	Na rezultat 2021 vpliv bonov!	Bolj pestra ponudba, višja kakovost, višje cene, več doživetij	749500

* Povprečna poraba gosta na dan vključuje transport, hrano, nočitev, vstopnine, vođenja, spominke

* Število zaposlenih in študentov v DMMO-TMK, nastanitvah, pri gostincih, na turističnih kmetijah

EKONOMSKI KAZALNIKI DESTINACIJE MIREN KRAS

Občina Miren-Kostanjevica

PODROČJE	DOSEŽENO 2020	CILJ 2021	DOSEŽENO 2021	INDEKS 21/20	OPOMBA	UKREP	CILJ 2022
*ŠT. REDNO ZAPOSLENIH V TURIZMU	65,25	65,25	63,25	96,93	Upošteva COVID dober rezultat!	Pogoji za odpiranje novih nastanitev in gostinske ponudbe, promocija	65
*ŠT. OBČASNO ZAPOSLENIH ŠTUDENTOV V TURIZMU	33	20	21	105			20
ŠTEVILO PRIHODOV GOSTOV	2038	2200	2399	117,71	Upošteva COVID rezultat odličan!	Promocija, novi produkti	2600
ŠTEVILO NOČITEV	6014	6600	7064	117,46	Upošteva COVID rezultat odličan!	Povezovanje ponudbe v regiji	7800
POVPREČNA DOBA BIVANJA	3	3	2,9	96,67	Večji delež SLO gostov, krajša doba bivanja	Ponudba širše regije, kartica ugodnosti, doživetja, usposabljanja ponudnikov za boljše svetovanje, digitalizacija	3
*POVPREČNA PORABA GOSTA / dan	86	90	94	109,30	Ugoden trend porabe (BONI-gratis nočitve)	Višja kakovost, boljša ponudba	95

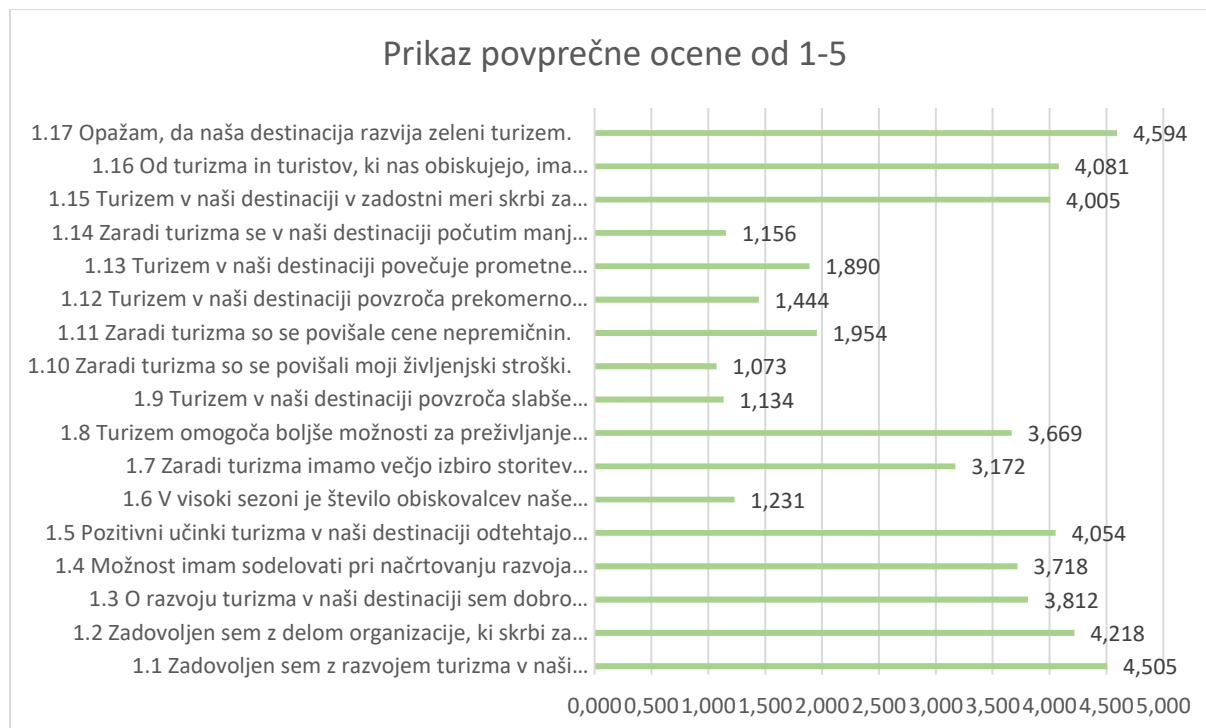
9. RESULTS OF SURVEYS CONDUCTED IN THE PERIOD 2019 - 2022

The impact and evaluation of activities planned and implemented in recent years by OMK and TMK in the field of sustainable development are periodically assessed through surveys of three stakeholder groups: I. RESIDENTS of the municipality or destination II. TOURISM INDUSTRY and III. VISITORS

The first surveys were conducted at the end of 2018, and the results were taken into account when planning activities and measures for the period 2019-2021. In early 2019,

we introduced regular monitoring of visitor satisfaction at the Peace Monument on Cerje, and a new round of surveys for all three stakeholder groups was conducted in March 2022.

9.1 INTERPRETATION of the survey results for RESIDENTS



(Average rating display: the highest rate gained a statement: "I notice that our destination is developing green tourism." – 4,594)

ACTIONS: In the future, the DMMO will strive for even more intense involvement of the local community in development (meetings, events, education, live workshops), as well as better informing residents about development (consistent communication through NL, the Moja Občina portal, social media, and the media). We will also continue to develop products and services aimed not only at visitors but also at residents, such as the TREK.INN walking trail with props, the Educational Trail along the Vipava River, exhibitions, and cultural events.

9.2 INTERPRETATION of the survey results for the TOURISM ECONOMY

The general assessment indicates that the tourism economy (hereinafter TG) in the Miren Kras destination understands the importance of sustainable development and is implementing numerous activities to achieve sustainability goals, efficient resource use, and nature conservation.

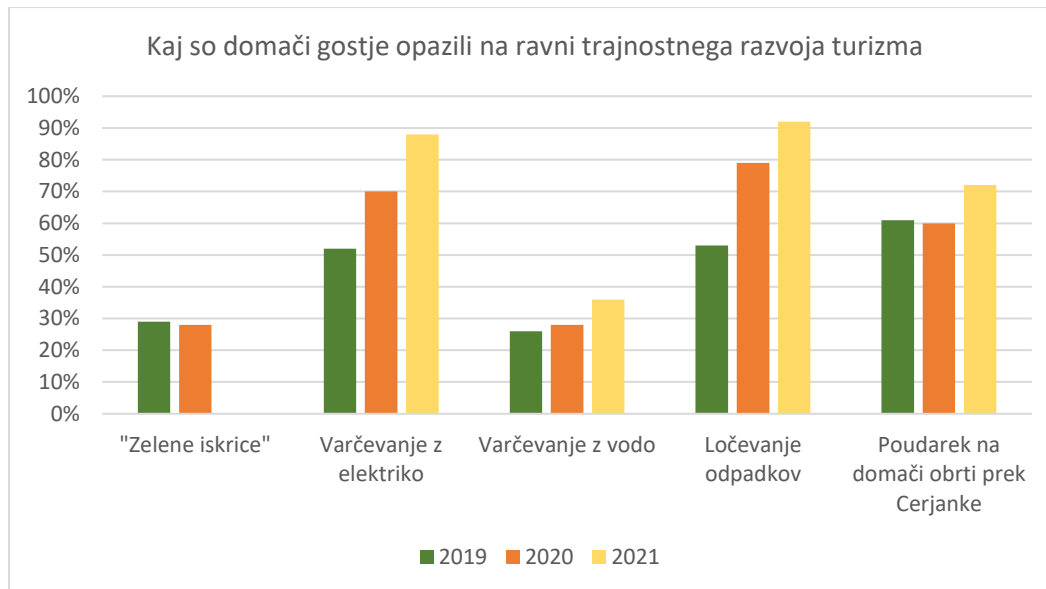
The best results are recorded in the areas of waste separation, measures to reduce food waste, water consumption, and waste volume, the establishment of local supply chains, and awareness of the impact of climate change.

Acceptable results are observed in the areas of measures to reduce energy consumption, regular monitoring of water usage, recycling of wastewater, consumption of environmentally friendly products, drinking tap water, and activities to promote local biodiversity.

The greatest opportunities for more sustainable business practices are seen in the areas of encouraging guests to adopt sustainable mobility, improving cooperation with the DMMO, providing incentives for environmental certification and informing about financial incentives for obtaining environmental labels, regular employee training, encouraging guests to adopt sustainable behaviors (resource conservation), preparing strategic documents and action plans at the provider level, regularly monitoring and publicly communicating sustainability results and best practices, and creating policies for employee advancement, salaries, and disciplinary measures.

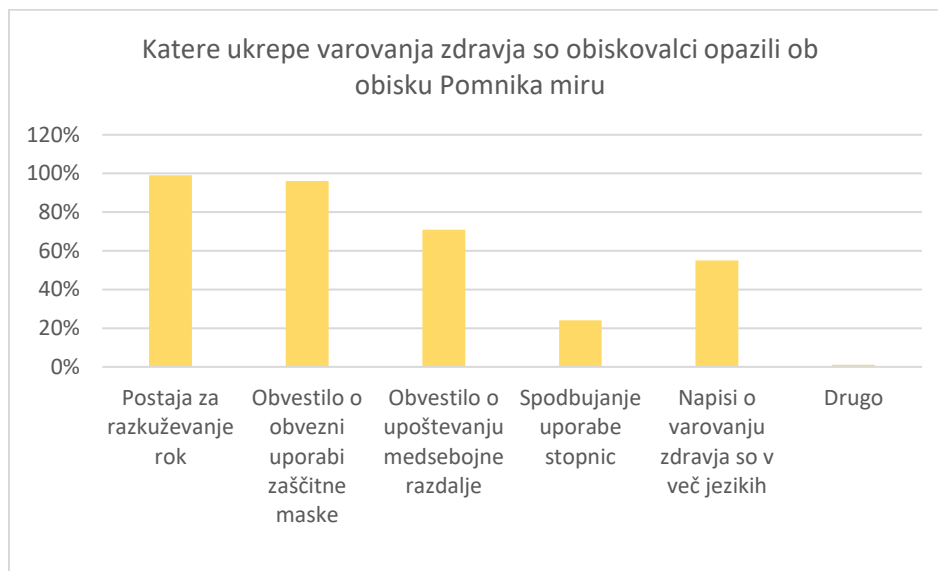
ACTIONS: More professional thematic training and live workshops with examples of best practices, developing a network of sustainable mobility services (e-bikes, e-charging stations), encouraging energy renovations and the use of renewable resources, strengthening local supply chains, promoting regular monitoring of resource consumption and participation in climate change mitigation schemes, regularly communicating progress and achievements in the destination, promoting new certified representatives of the tourism economy, promoting financial incentives for investments in carbon-neutral business practices, and investing in energy-efficient and environmentally friendly companies.

9.3 INTERPRETATION of key results from the survey of VISITORS:



(What did domestic guests noticed on a level of sustainable turism developing?)

"Green sparks" Electricity savings Water savings Waste separation Point on Cerjanka's home crafts)



(Which health protection measures did visitors noticed at Monument of Peace visit?)

Hand's disinfection unit – 100%, Protection mask use notice – 90%, Notice on Observing the Safe Distance – 70%, Encouragement of stair usage – 22%, Notices about Health Protection in Multiple Languages – 50%)

9.3 MEASURES

In 2021, the municipality approved a new plan for the exterior of the monument, including an elevator to the highest platform, which will be implemented in 2022. The plan includes playgrounds for children, charging stations for electric cars and e-bikes, and horse docking stations. A public-private partnership invitation is being prepared for a larger restaurant with a conference center at the Monument. The municipality is working on the preparation of an external signage plan, which includes several informational and directional signs. We will further promote e-mobility, hiking, and cycling, aiming to reduce CO2 and greenhouse gas emissions.

Considering the results of the 2018 surveys, we upgraded our gastronomic offering. Under the Krasna Kuhnja brand, we now offer seasonal menus and boutique 5* green experiences. At the same time, we encourage movement between providers and attractions in and between destinations, aiming to keep guests with us longer and further increase daily spending.

10. PLANS FOR THE FUTURE

At TMK, we will continue to strive to fulfill our mission and respect the values outlined in our strategic documents, which reflect the identity of the destination.

We will also work for even better cooperation and communication among tourism partners within the municipality and between destinations, as well as with other stakeholders who indirectly or directly contribute to tourism and the unique tourism story of our beautiful Slovenia.

Only together, with dedication to sustainable development and responsible actions toward society and the environment, will we preserve the precious capital of green nature and excellent living conditions for future generations.

Mag. Ariana B. Suhadolnik,
Green Coordinator