

NR.	SECTION	DESCRIPTION
0	Photographs 	
1.	Title of the practice	“Soft mobility in Bohinj area” (P9)
2.	Precise theme/issue tackled by the practice	The main reason for developing this GP was the issue of preservation of protected areas and to promote/ improve sustainable green mobility and green tourism in Bohinj area.
3.	Objectives of the practice	The general objective was to promote, develop and improve the sustainable transport solutions for the micro touristic region Bohinj and to connect green mobility solutions with green tourism in protected area.
4.	Location	- Bohinj local community.
5.	Detailed description of the practice	<p><u>Origin:</u></p> <p>Green card was developed in year 2000 through initial idea offered to tourist providers in the area by Local tourist board. Green card promotes sustainable green transport solutions and offer different discounts to visitors.</p> <p>Green weekend: the director of sustainability-focused Bohinj ECO Park Hotel, Mr Anže Čokl, has come to an idea of a unique cleaning campaign in Bohinj in which participants can enjoy in free accommodation in nearby hotels and apartments and use sustainable transport. In order to preserve green tourist destination Bohinj, the hotel has also received additional support from other accommodation providers and Tourism Bohinj, tourism promotion organisation. The idea came to life in 2010 and is successfully implemented yearly.</p> <p>Flower festival: the main aim of the Wild Flower Festival is “To build a sustainable future for people and nature”. The festival provides a range of events, trips that show how rich the alpine wild flowers are and the variety of habitats in Bohinj (e.g. meadows, hills, mountains, lakes and rivers). One of the primary purposes of the festival is to extend the tourist season into an otherwise quiet period while also providing a range of events and activities for both local people and visitors. These events aim to raise awareness of the wide range of environmental and cultural assets in the area and promote a feeling of pride in the alpine farming heritage and the high quality of our environment. The activities of the festival are connected to topics; wild flowers in arts, home and science.</p> <p><u>Timescale:</u></p> <p>Green card 2000 onwards, green weekend 2010 onwards, flower festival 2007</p>

onwards.

Bodies involved/implementation:

- Tourism Bohinj (public institute founded by Bohinj Municipality for tourism development).
- Providers (private and public): train, Bus Company, museums, restaurants, accommodation providers (hotels, apartments etc.), sport centres, natural sights, etc.

Process and detailed content of the practice:

Bohinj Guest Card offer:

- 50% discount for electric bicycles rental.
- 10% discount - bus tickets from Bohinj to Gorenjska region and to Ljubljana – Capital city (Alpetour Bus Company) and visa verse.
- Up to 50% discount – boat tickets (lake).
- Up to 20% discount – rent of bicycles.
- Discounts on admissions to natural and cultural attractions, sport activities, food, drinks, cable car tickets in Gorenjska and Ljubljana.
- Free parking and reserved parking places.

Green Weekend in Bohinj offer:

One weekend in Bohinj in spring with activities connected to cleaning campaign of protected area. Each participant that take part in cleaning campaign in Bohinj;

- Can come to Bohinj with public transport (bus, train discounts)
- Receive work tools, lunch and drinks.
- Is able to spend free nights in hotels and apartments (upon prior arrangement), if they arrive to Bohinj by public transport.

“Regarding the success of the original idea of Green Weekend Mr Anže Čokl said: “Green Weekend is a superb example of a successful connection between tourist services providers on a local and wider destination level. The protection of the environment has a tradition in Slovenian history, since we have an invaluable, collective motivation and concern for sustainable development. Whoever says that Slovenians do not know how to stick together, should come to Bohinj on 21 April”.

Klemen Langus, the director of Tourism Bohinj organisation, added: “The initiative of Bohinj Eco Park hotel has been accepted and supported with open arms. Bohinj as a tourist destination is taking small but certain steps to realise the postulates of sustainable development and sets an admirable example on the international level of tourism development.”

Flower festival offer:

- Different workshops, educational events, green trips connected to biodiversity in protected area (Natura 2000).

	<p><u>Legal framework:</u> For events, no legislation, following the legislation regarding events.</p> <p><u>Financial framework:</u> Supported by Local tourist organisation (supported by local community and companies).</p>	
6.	Evaluation	
	<p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> • Volume of users: <ul style="list-style-type: none"> - Bohinj Guest Card: cca. 2530/year (955 family + 1575 individual guests). - Green Weekend: cca. 110 guests (per weekend). - Flower festival 7000 visitors in 2013. <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • Well-targeted programs with good results. • Low cost initiative, growing number of users and providers included in the network. • Growing understanding of big importance of biodiversity, green mobility and green products as the key precondition for development of green tourism offer • Environmental impacts: higher awareness on the use of public transport and nature friendly mobility. • Social-Economic impacts: <ul style="list-style-type: none"> - Recognition of Bohinj as sustainable/green destination. - Number of tourists is rising – 13% increase from 2010 – 2011 therefore also income of tourist providers in Bohinj is rising and new employment opportunities for local population took place. <p><u>Difficulties encountered:</u> Programs demands good cooperation, coordination of stakeholders and “proactive” approach of all stakeholders. It depends on local “devoted” stakeholders and experts who “are devoted” and “strongly believe” in success of the practice.</p>	
7.	Lessons learnt from the practice	It is a well-targeted programme that brings good results (low costs, efficient, no of users and providers in the network is growing. The good results are reached due to local ownership (content and financial vise) of the practice (public and private sector). The practice was developed and put in force in time when such services were not available on the market.
8.	Contact information	Local tourist board Bohinj Triglavaska cesta 30, Bohinjska Bistrica

		Contact person: Klemen Langus Web page: www.bohinj.si
9.	Other possible interesting information	Flower festival: http://www.bohinj.si/alpskocvetje/eng/