



ACTION PLANS FOR RECOVERING ALPINE PASTURES AND ALPINE FOOD PRODUCTS AS AN ALTERNATIVE TO WINTER TOURISM

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ALPA

„Rogla“ ski resort

- Slovenian ski resorts are extremely sensitive to climate change due to their low altitudes.
- “Rogla” is a ski resort only 1517 m high, where tourism was limited to traditional ski activities.
- In last decades, with many green winters and little snow many attempts for new tourism possibilities/activities emerge.
- Although on “Rogla” some summer activities like biking and hiking start to develop also due to many existing lodgings capacities, new innovative actions where discussed to attract more tourists.



„Rogla“ in winter time

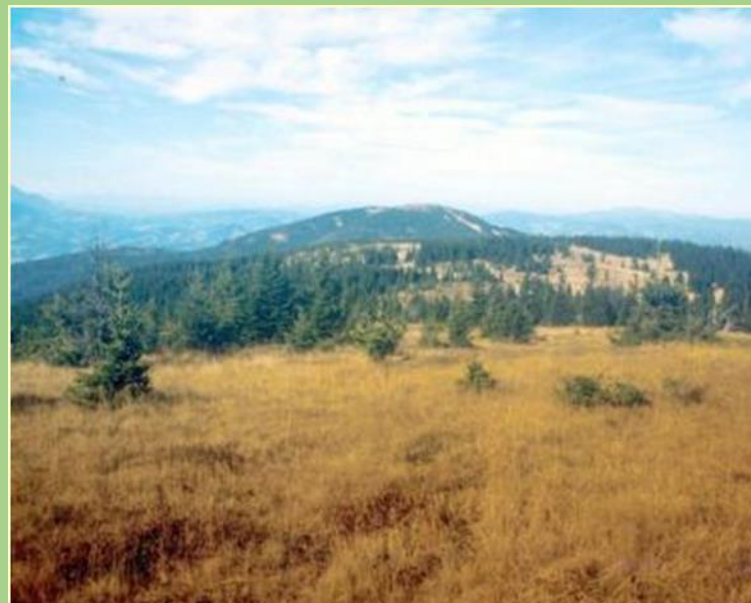


Alpine pastures on Rogla

ALPA project (case study „Rogla“)



- ALPA project (EU Territorial cooperation – Operational program Slovenia-Austria 2007-2013).
- Aim: **Sustainable management of Alpine pastures on protected areas.** One of case studies: „Rogla“.
- ALPA project proposed many innovative actions and development opportunities for case studies.
- **„Rogla“ Action plan: Recover of Alpine pastures with offer of quality alpine food**



ALPA project :
<http://www.projektalpa.si/>

Alpine pastures in the past and today

Action plan activities

Action plan for quality food from alpine pastures

On the area of the case study, many farmers are active on alpine pastures. With those farmers 20 different development plans for their alpine products (crop products, food products, services...) were elaborated. At the same time, but independent of ALPA project a collective brand "Tastes of Rogla" was created. "Tastes of Rogla" products are already offered on local market, in local restaurants, hotels and wellness centres. For retaining the quality of the brand, a special working group was established. They are very active in communication of the "Tastes of Rogla" and are responsible for expansion of the brand.



Action plan for linking alpine pastures, alpine pastures food products and tourism

Tourist packages already offering guided tours on protected alpine pastures and alpine wetlands with the visits on nearby farms where "Tastes of Rogla" products are grown. In summer time, each weekend in June and July different events are performed, many of them already use the brand "Tastes of Rogla". In this period between 2.000 -4.000 visitors are recorded. Special educational workshops for future destination guides are expected. The guiders will be able to implement different specific themes tours and will communicate the brand "Tastes of Rogla". For tourism expand in the region also Quality Centre "Tastes of Rogla" was established and due to their activities also neighbouring mountain municipalities are interested for collaboration.



Workshops for stakeholders on Rogla mountain area

Action plan results

- **Increase of tourist and tourist offer** in summer time. Due to different Action plan activities already more summer tourists on Rogla area are recognized.
- **Maintaining alpine pastures with active in situ conservation** and increasing of different alpine farm activities (food production, use of brand “Tastes of Rogla”, soft and nature protected farm tourism...).
- **Increase of farmers income.** Because of good networking of alpine farmers, their common vision and successful supporting services, the farmers response is very positive. No integrated analysis of their income was done so far.

Acton plans/ development plans for alpine food products are second order output of ALPA project and therefore significant added value to the project!