

WP4 Briefing – Web-based Resource Centre (Beta Version)

Dear WP4 team, please find our contribution to the following agreed tasks for the Web-based Resource Centre:

1. Good practices
2. Services
3. Results
4. External resources

Best,

Manca, Nina, Naja, David

Required content from partners

1. Good practices

To extract the rich knowledge in practice we will build an inventory of existing knowledge and local examples from the case study areas. In order to build the inventory of 'Good practices' we request from partners descriptions of good practices with details and information of projects in a unified and consistent format. **As discussed, the template for good practices along with an example is sent out together with present summary.**

In the table 1 we have listed all the good practices for the case study Ljubljana. The table is followed by the detailed description of each of the good practices according to the template you have sent us.

Table 1: List of good practices as identified by University of Ljubljana, SI.

Project	Shaping the case study area in the past (yes/no)	Cultural tourism implication (direct/in-direct)	Evidence (projects listed in the policies, programmes, financier)	Explanation
Culture Walk Ljubljana	yes	direct	Public-private partnership	Promotion campaign of the cultural attractions within the walking range in the Ljubljana city centre.
ForHeritage: Excellence for Integrated Heritage Management in Central Europe	yes	direct	European Regional Development Fund – Interreg Central Europe	Preservation and better management of cultural heritage as a way to attract tourists and developing new cultural products.

STAR Cities: Sustainable Tourism for Attractivity of Riverside Cities	no	direct	European Regional Development Fund, Interreg Europe	Activities for increasing the role of the river Ljubljanica in tourism and improving the relationship of tourists with the river Ljubljanica to promote a sustainable growth of tourism in Ljubljana.
Gallery Cukrarna	no	direct	Cohesion Fund, European Regional Development Fund (Integrated Territorial Investments)	Revitalization of degraded urban space and reconstruction of the building offers new areas to host events and exhibition from cultural and educational field and with this enables Ljubljana to extend its city centre.
V-KULTUR: Evaluating the offer of cultural tourism in Ljubljana	no	direct	European Social Fund, Ministry of Education, Science and Sport, part of the Student Innovative Projects for the Benefit of Society programme	Evaluation of the cultural offer in Ljubljana, specifically oriented towards the disadvantaged groups of visitors such as elderly, younger population and families with pre-school children.
MESTUR: Analysis and management of the spatial and social impacts of urban tourism in Ljubljana and Maribor	no	direct	Slovenia Research Agency (ARRS)	Analysis of social and spatial impacts of urban tourism in two selected cities in Slovenia.
Forget Heritage: Collaborative models for managing abandoned historic sites	yes	direct	European Regional Development Fund – Interreg Central Europe	Cooperation among participants enabled to identify management models of historical sites and provide recommendations for enhancing the potential of cultural heritage, thus influencing cultural and creative industries.
One ticket for eleven museums or galleries	no	direct	Private project	Promotional campaign in the COVID-19 era to increase visitations of cultural institutions by domestic tourists.
Ljubljana-style Breakfast	no	indirect	Horizon2020	One of the output results of the ROBUST project: shortening food production chains, increasing consumption of locally produced food in the Ljubljana Region and integrating produce in traditional breakfasts of many hotels in Ljubljana as its own brand and tourism product.

Culture Walk Ljubljana (orig. in Slovene: “Korak do kulture”)

Keywords: promotion, cultural institution, city walk, Ljubljana, Google maps, city poster

The aim of the project: Culture walk Ljubljana is a national and local poster campaign placed on various locations (mostly in Ljubljana) to invite and guide passers-by to visit the cultural offer in Ljubljana. Due to the proximity of institutions, the campaign encourages walking in the city. The poster contains a map with illustrations of cultural buildings and a QR code that opens the online map with locations on the Google maps application. In addition to the locations, the map also contains the current program of the located institutions and the provisional time you need to walk to an individual cultural institution.

Partners: TAM-TAM (non-profit institution for the promotion and encouragement of creativity in the field of poster art), Ljubljana Tourism, City Municipality of Ljubljana, more than 15 cultural institutions in Ljubljana

Project implementation time: Twice a year since 2018, currently there are 6 editions of the posters.

Project websites:

1.

https://www.google.com/maps/d/u/0/viewer?hl=en&hl=en&ll=46.055557309675336%2C14.502925779955817&z=15&fbclid=IwAR3eeHfXpr1RKL-CjyZ7DQ69g8h19zdAVQXz7CGjHQQxw11NpMd_KCuvpgU&mid=10WUhtFO4dJmdebi2bFoyrkm_F22piobG

2. https://tam-tam.si/wp-content/uploads/2018/07/korakdokulture_LJ_plakat_jul18_hi-res.jpg



ForHeritage project: Excellence in heritage management in Central Europe

Keywords: cultural heritage, management, participation, implementation

The aim of the project: increasing the impact of previously funded projects about cultural heritage with promoting integrated heritage management engaging communities

Partners: Westpomerania Voivodeship; RRA LUR, Slovenia; City of Rijeka, Croatia; City of Cuneo, Italy

Project implementation date: 03/2020 - 02/2022

Budget: 867.000,00 €

Granted by: European Regional Development Fund

Program: Interreg CENTRAL EUROPE Programme

Description: The ForHeritage project connects and includes not only cross-border cooperation, it also promotes active involvement of different social perspectives from citizens, NGOs, business partners and community groups on state level of project partners and their input into preservation of cultural heritage.

The main objective of the project is to increase the impact of results from previously funded European projects in the field of cultural heritage management. In the 2014–2020 period, a number of projects have been implemented in the cultural heritage sector, however their results are known mainly to institutions taking part in the project. The final result is a step-by-step instructions and an applicable set of tools for better management of cultural heritage in regards to three perspectives of integrated cultural heritage management:

- Social perspective actively involves community groups, citizens NGOs and business partners
- Economic and financial perspective, where different sources of funding apart from public are raised
- Knowledge perspective, considering the importance of capacities of all stakeholders in efficient heritage management

The project used different approaches to review and adjust results from previous projects. ForHeritage project tested its approach on selected pilot sites with the aim of implementing integrative approach to heritage management, including local and regional stakeholders. This approach was, through participative process, transferred to wider territories and adapted on to a local and regional context. In parallel to this process, workshops with different levels of cultural heritage sector and cultural industries were organised to equip participants with tools for effective management of cultural heritage.

<https://www.interreg-central.eu/Content.Node/ForHeritage.html>

Interreg CENTRAL EUROPE ForHeritage
Excellence for integrated heritage management in central Europe

WHAT WE DO
The ForHeritage project promotes integrated heritage management engaging communities, mobilizing funding and developing capacities for enhanced protection and management of cultural heritage assets in central Europe

WHO WE ARE
Partners from four central European countries join their forces to improve integrated heritage management.

Poland
Westpomerania Voivodeship – Lead Partner
www.wzsp.pl
Foundation for Landscape Protection
www.krajbrat.eu.pl

Slovenia
Regional Development Agency of the Ljubljana Urban Region
www.rda.si
Institute for Economic Research
www.ier.si

Croatia
City of Rijeka
www.rijeka.hr
Institute for Development and International Relations
www.irdr.hr

Italy
City of Cuneo
www.comune.cuneo.it
Fisipomeranica – Regional financial agency
www.fisipomeranica.it

External project support and financial management:
ProjectOff Ltd.
www.projectoff.com

Who funds us
Our project is funded by the Interreg CENTRAL EUROPE Programme that encourages cooperation on shared challenges in central Europe.

With 246 million Euro of funding from the European Regional Development Fund, the programme supports institutions to work together beyond borders to improve cities and regions in Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia.

DISCOVER MORE ABOUT ForHeritage
www.interreg-central.eu/forheritage

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TAKING COOPERATION FORWARD

Who funds us
4 countries
8 pilot sites
18 pilot sites
867 million budget

Who funds us
RRA LUR
FUNDACIJA
IRMO

STAR Cities: Sustainable Tourism for Attractivity of Riverside Cities

Keywords: riverside, natural and cultural heritage, sustainable tourism, Ljubljana Marshes

The aim of the project: better development and delivery of regional and local governments policies

Partners: Val-de-Marne Tourism Board, France; Lazio Region, Italy; Municipality IX EUR of Rome, Italy; Free and Hanseatic City of Hamburg, Germany; Kaunas – European Capital of Culture 2022, Lithuania; Regional Development Agency of the Ljubljana regiona, Slovenia; NECSTouR – Network of European Regions for Sustainable and Competitive Tourism, Belgium

Project implementation date: 06/2018 - 05/2023

Budget: 1.154.909,00 €

Granted by: European Regional Development Fund

Program: Interreg EUROPE Programme

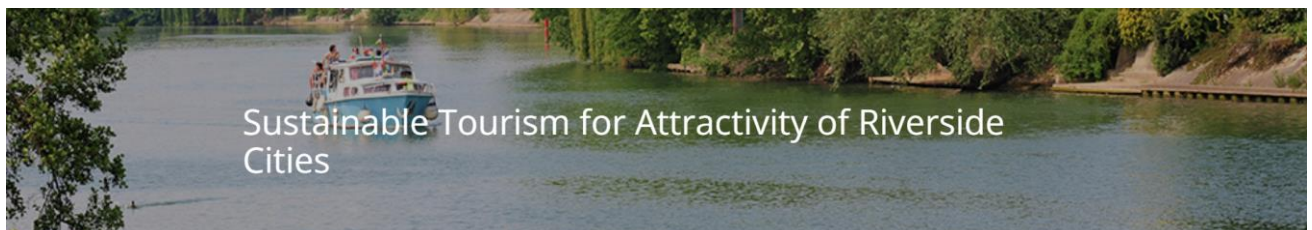
Context: STAR Cities project follows the main objective of Interreg Europe programme which is focused on protection, promotion and development of natural heritage, biodiversity and ecosystems.

Description: Riversides of many of European cities or suburban areas offer exceptional natural and cultural heritage. Cities have developed strong relations to the rivers, mostly relying on leisure or sports. This natural feature of predominantly capital cities is often included in tourism offer, which is focused more on cultural heritage, architecture or culture in general. Riversides are not so often recognized as tourist spots and tourism policies excludes them as well. STAR Cities project offers an opportunity to help develop and better implement tourism policy on sustainable tourism, including not only cultural heritage, but also riverside environment.

STAR Cities project connects seven partners from five European cities with the aim of improving regional policies and better understanding of tourism ecosystem along rivers in selected cities. Some partners are also members of Riverside Cities European network which plans to also apply for the Cultural Route of the Council of Europe certification to ensure recognition of the role of rivers in the cities. The project aims to develop and rethink recreational activities along rivers in an urban environment.

In the example of Ljubljana, the aim of the project is also to better connect city centre (cultural heritage) and the outskirts of Ljubljana (natural heritage of the Ljubljana Marshes) with river Ljubljanica.

<http://www.interregeurope.eu/starcities/>



Gallery Cukrarna

Keywords: urban renewal, cultural monument, cultural tourism, contemporary art, exhibition gallery

The aim of the project: renewal and revitalization of the abandoned historical building and its area as a way of spreading Ljubljana's city centre

Partners: Gallery Ljubljana is part of the public institution of the Museum and Galleries of Ljubljana (MGML), which the founder is the City of Ljubljana (MOL).

Project implementation date: October 2021

Budget: 23.221.842,00 €

Granted by: European Regional Development Fund

Program: Integrated Territorial Investments

Context: Project is directly impacting cultural offer of Ljubljana, as it offers new spaces for the development of culture and art

Description: Project of revitalization of the former sugar factory Cukrarna offers new space for production and presentation of contemporary art. The project along revitalization of the building has a much bigger impact on the city itself. Integrated territorial investments are also focused on eliminating degradation of urban space and revitalization and development of wider city centre.

Along spatial and economic aspect, this project has also contributed to the improvement of social aspect, as with its new design and content, not only became dynamic and safer space, but also attracts different dimensions of domestic and foreign visitors, along residents.

<https://www.ljubljana.si/en/news/cukrarna-a-new-space-of-contemporary-art-in-ljubljana/>

<https://cukrarna.art/en/>



V-KULTUR: Vrednotenje ponudbe kulturnega turizma v Ljubljani (ENG: Evaluating the offer of cultural tourism in Ljubljana)

Keywords: cultural tourism, disadvantaged groups, cultural visitor

The aim of the project: evaluating cultural offer in Ljubljana, in most part specifically oriented towards the disadvantaged groups of visitors such as elderly, younger population and young families

Partners: School of economics and business, Ljubljana; Ljubljana Tourism, Ljubljana

Project implementation date: 03/2019 – 08/2019

Budget: 16.491,00 € (total)

Granted by: European Social Funds, Ministry of Education, Science and Sport

Program: Študentski inovativni projekt za družbeno korist 2016-2020 (ENG: Student Innovative Projects for the Benefit of Society)

Context: Overview of cultural offer in Ljubljana by using diverse methodology (interviews, surveys, etc.) with the aim of developing of a set of guidelines for improvement of cultural offer.

Description: Urban tourism, especially its branch of cultural tourism is prevailing in constantly developing sector of tourism in general. Cultural tourism is not attractive only for tourists, but also local residents, as it improves and raises their quality of life. Special focus of the project, along evaluation of cultural offer in Ljubljana, were disadvantages groups such as elderly, younger people and young families and also disabled and unemployed. Project team used several different research approaches, such as surveys with local residents and residents from wider area, surveys with domestic and foreign visitors in museums and galleries, interviews with stakeholders from selected cultural and tourism institutions and visits of this institutions. These approaches did not only help to define what cultural offer in Ljubljana is, but also determined positive and negative aspects of offer.

Project contributed to implementation of Strategic guidelines for Cultural Tourism in Ljubljana in the 2017-2020 period, a strategy prepared by Tourism Ljubljana. Cooperation between mentors, students and professional associates resulted in creating guidelines for the future management of cultural tourism, visitors cultural experience and experience of disadvantaged groups.

<http://arhiv.bf.uni-lj.si/oddelek-za-krajinsko-arhitekturo/oddelek/raziskovalno-in-strokovno-delo/projekti/sipk-v-kultur/>



UNDO

ŠPK V KULTURI: VREDNOTENJE PONUKE KULTURNEGA POKLIKA V LJUBLJANI

KULTURA JE ZA VSE

mladi mlade senior
mladi družine senior

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MESTUR: Analysis and management of the spatial and social impacts of urban tourism in Ljubljana and Maribor

Keywords: urban tourism, spatial impact, social impacts, management

The aim of the project: analysing social and especially spatial impacts of urban tourism in two selected cities in Slovenia

Partners: Faculty of Economics, University of Ljubljana; Faculty of Social Sciences, University of Ljubljana; Faculty of Philosophy, University of Maribor

Project implementation date: 07/2019 – 06/2022

Budget: 150.000,00 €

Granted by: Slovenia Research Agency

Program: Basic research project from Slovenian Research Agency

Context: researching urban tourism as a relatively new researched topic and its impacts on cities

Description: Basic research project focuses on researching social and spatial impacts of urban tourism in selected cities Ljubljana and Maribor. It is a Slovenian project that connects experts from various fields such as economy, social sciences, geography, spatial planning and landscape architecture. The main objective is addressed through two main research questions:

1. What are the spatial and social effects of urban tourism in cities?
2. What solutions do spatial planning and tourism management offer to mitigate the effects of urban tourism in cities, and what could the two fields offer in the future.

Along the basic overview of current urban tourism in selected cities, its future is also researched. Both questions are and will be further addressed through a combination of qualitative and quantitative methods, including an analysis of tourism statistics, a survey on the spatial behaviour and decision-making of tourists, workshops with representatives of public institutions and professions, and cartographic analysis.

The project is organized in four work packages and first three packages serve as a basis for developing model for sustainable management of urban tourism.

<http://arhiv.bf.uni-lj.si/oddelek-za-krajinsko-arhitekturo/oddelek/raziskovalno-in-strokovno-delo/projekti/mestur/delovni-paketi/>



Forget Heritage: Innovative, replicable and sustainable Private Public Cooperation management models of the abandoned historical sites by setting up Cultural and Creative Industries

Keywords: urban tourism, spatial impact, social impacts, management

The aim of the project: analysing social and especially spatial impacts of urban tourism in two selected cities in Slovenia

Partners: Municipality of Geona, Italy; Regional Development Agency of the Ljubljana Urban Region, Slovenia; Institute for Economic Research, Slovenia; City of Nuremberg, Germany; City of Bydgoszcz, Poland; Cultural Innovative Competence Centre Association, Hungary; City of Rijeka, Croatia; Statutory City of Ústi nad Labem, Czech Republic; Lombardy Region, Italy; City of Warsaw, Poland

Project implementation date: 06/2016 – 11/2019

Budget: 2.433.651,00 € (total)

Granted by: European Regional Development Fund

Program: Interreg CENTRAL EUROPE, Forget Heritage

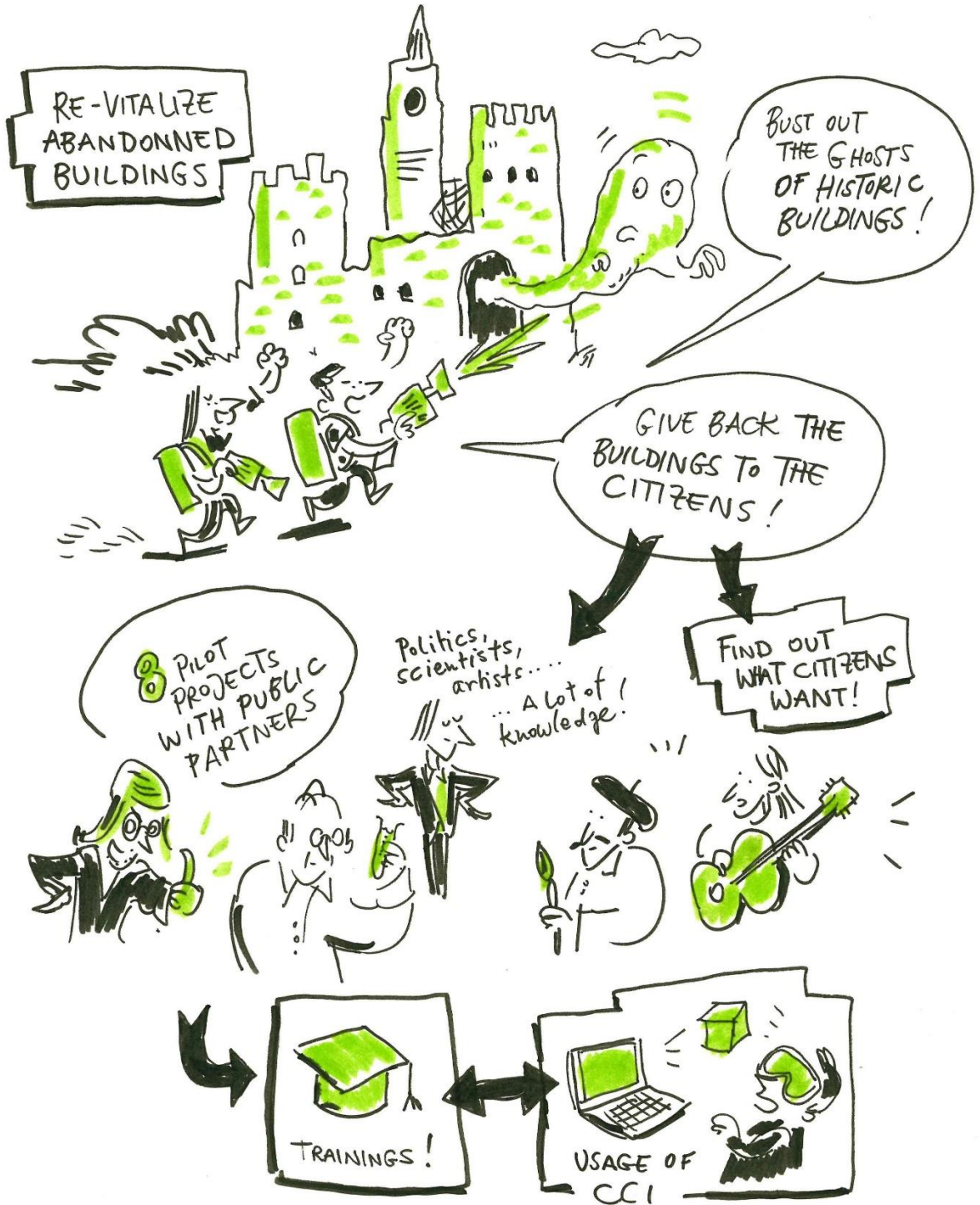
Description: The main objective of Forget Heritage project was to promote cooperation between central European cities and identify management models of the abandoned historical sites and valorising them through cultural and creative industries.

Most cities are defined by abandoned historical sites and buildings that shaped their image and the history of local communities. Their meaning and memory are being forgotten and cities not only lose an important branding factor but also gain neglected urban voids.

Project focuses on enhancing hidden potentials of abandoned cultural heritage by shaping recommendations and identifying innovative sustainable private-public cooperation management models. By enhancing their legacy and memory, they also influence on the citizens and creative industry representatives who gain network opportunities.

<https://www.interreg-central.eu/Content.Node/Forget-heritage.html>

Forget Heritage



20yearsCE

S. LOERSCHER
VISUAL FACILITATORS

One ticket for eleven museums and galleries: a joint summer action of museums and galleries of Ljubljana

Keywords: museums and galleries, joint activities, domestic tourists, promotion campaign

***The aim of the project:** The main aim of the project is to attract domestic visitors to visit at least one or more museums or galleries in Ljubljana by offering a more affordable price of only ticket.

***Partners:** International Centre of Graphic Arts, City Museum of Ljubljana, MG+MSUM: Museum of Modern Art and Museum of Contemporary Art, National Museum of Contemporary History of Slovenia, Architectural Museum Ljubljana, National Gallery of Slovenia, National Museum of Slovenia, Slovenian Museum of Natural History, Slovene Ethnographic Museum, Slovenian Theatre Institute – the Theatre Museum, Slovenian School Museum in Ljubljana

***Project implementation time:** 1. July – 30. August 2020

Description: Due to COVID-19 in 2020 many of the cultural institutions were closed and so was tourism practically non-existent. In summer months public cultural institutions decided to promote cultural offer to domestic tourists as tourism sector slowly began to recover with decimated numbers of foreign visitors. Since domestic visitors are likely to spend less on tourism offer the institutions decided to offer a more affordable price to visit eleven museums or galleries under one ticket price. This way the promotional price could secure future visits from domestic tourists and local residents.

Others:

<https://mgml.si/sl/mestni-muzej/razstave/522/1-vstopnica-za-11-muzejev-in-galerij/>



Ljubljana breakfast, part of the project ROBUST: Rural-Urban Outlooks: Unlocking Synergies (Horizon 2020)

Keywords: culinary, local produce, traditional breakfast, local food suppliers

***The aim of the project:** The project addresses policies, management systems and practices which contribute to smart, sustainable and inclusive growth on local and regional administrative levels. The aim of the project is to create a model of cooperation and management that can be transferred to different contexts. As part of the project, the Regional Development Agency deals with the topic of sustainable food systems according to the system of short chains in the Ljubljana urban region. One of the outputs of the project is “Ljubljana breakfast” which aims to shorten the journey from growers to the table.

***Partners:** RDA Ljubljana Urban Region, Ljubljana Tourism

***Project implementation time:** 1. June 2017 – 21. November 2021

Project website: <https://rural-urban.eu/>

Description: Ljubljana breakfast is an output of the bigger research project with the acronym ROBUST. The breakfast is offered by a variety of different hotels and restaurants and includes only seasonal and local fresh produce of the Ljubljana region. Ljubljana breakfast is often times prepared according to traditional Slovenian recipes, includes its own promotional brand and a list of local food suppliers.

<https://www.visitljubljana.com/sl/turizem-ljubljana/turizem-dela-ljubljano/zelene-nabavne-verige/>

2. Services

The content for 'Services' relates to Work package 2: Policy, strategies, practices and planning. Based on the collection of policies and on the results of the Stakeholder Roundtables the main aim of this section is to provide content to help address the discovered problems e.g. self-paced courses, manuals about project management, community involvement etc. **Currently we are collecting topics as possible themes for content.**

What we recommend for 'services' is the expertise that can be listed on the Web-based RC as it is on our university: <https://ppz.uni-lj.si/en/expertise-ul/>

What our team can offer is the expertise on the topic of:

- Landscape design, Landscape planning, Environmental planning, Landscape evaluation, conservation of nature, environmental conservation, history of landscape architecture, theory of landscape design, landscape morphology, landscape heritage, Slovenian landscapes

Other idea for the 'services' is to create a manual or a booklet with a concept of "Lessons learned by the SPOT partnership" – bullet-point recommendations on various research topics of the SPOT partnership – very simple, practical and written for a wider range of application and uses. For example we, the UL team, could emphasise on a research results of a place-based tourism in urban destinations – case study Ljubljana. What is it, what are the examples, who to include in conversations ... Urban Spotters (SPOT UTP) could also provide some "insights" of cultural tourism in urban context etc.

This booklet could include recommendations of the partnership: chapters such as - introduction; chapters of each case study; urban context by urban spotters etc.

3. Results

We are continuously collecting content for 'Results' in the form of publications, conference abstracts with a suggested list of keywords. As discussed, the list of keywords is under revision, the linkages are not functioning well and the list needs refinement and to be put in alphabetical order. For the refinement of this section, we are providing an Excel sheet with all the currently available publications. As of now publications are uploaded with keywords extracted from the publications. **For a cohesive list please add your newest publications with suggested keywords and refine the existing keywords for your publications.**

Considering keywords in the 'result' section we were thinking of limiting the span of keywords to make the search more manageable. The keywords should not be adjusted to the articles published on the website, but to the aims, objectives and the core idea of the project. The keywords should be the ones, listed in the columns "geographical scope", "theme of cultural tourism" and "types of cultural tourism". Otherwise, we recommend the search engine to have additional filters (geographical scope, type of CT, case study, type of output) allowing for a more targeted search:

Geographical scope	Theme of cultural tourism	Type of cultural tourism	Country / case study	Type of output
Urban area	Pilgrimage and religion	Experience-based tourism	Ljubljana	Article

Suburban area	Museums and galleries	Attraction-based tourism	Nitra	Research report
Rural area	Thematic routes	Place-based tourism	Barcelona	Monograph/book
City	Townscapes		etc	Booklet/brochure
	Gastronomy			Podcast/interview
	Folklore and local traditions			Video
	Cultural Heritage			Website
	Music and dance			etc
	Architecture			
	Literature			
	Theatre and film			
	Cultural tourism and COVID-19			
	Tourism management			
	Tourism impacts			
	Tourism promotion			
	Tourism products			
	Tourism infrastructure			
	Tourism statistics			

We are also adding a publication to be listed under the 'Results' of the Web-based RC, available to download for free (in Slovenian) on our website: https://www.bf.uni-lj.si/mma/SPOT_bros_ura_povzetek_anket2020_UL.pdf/2021081912185534/?m=1629368335

The publication above would therefore have/could be listed under the following keywords: urban area, city, tourism impacts, tourism statistics, cultural tourism and COVID-19, Ljubljana, brochure

4. External resources

To update the section 'External sources' we will compile a list of policy instruments relevant for the development of cultural tourism policy and practice from international organisations. **We ask all of the partners to provide links to national policy documents from the case study countries in their language or in English** e.g. National Tourism Development Strategy 2030 for Hungary: https://mtu.gov.hu/documents/prod/NTS2030_Turizmus2.0-Strategia.pdf

National level	Sectors	Link	Link	Link
	Ministry for Economic Development and Technology (Slovenian Tourist Board)	https://www.slovenia.info/uploads/dokumenti/kljuni_dokumenti/strategija_turizem_koncno_9.10.2017.pdf	https://www.slovenia.info/uploads/dokumenti/kljuni_dokumenti/strategija_turizma_kljucni	https://www.slovenia.info/uploads/dokumenti/turisticni_produkcijski_onkult_2018-2020_web.pdf

			poudarki_koncno.pdf	
	Ministry of Culture	https://www.gov.si/assets/ministrstva/MK/DEDISCINA/STRAT_KD_2019.pdf		
Regional level	Regional Development Agency of Ljubljana Urban Region (RRA LUR)	https://rralur.si/wp-content/uploads/2021/02/1.-osnutek-RRP-LUR-2021-2027--29.12.2020.pdf		
Local level	The City Municipality of Ljubljana	Link	Link	Link
	Ljubljana Tourism	https://www.visitljubljana.com/assets/Uploads/Povzetek-strategije-razvoja-Turizma-Ljubljana-2021-2027.pdf	https://www.visitljubljana.com/assets/Dokumenti-PDF/Informacije-javnega-znacaja/SSKT-Celoten-dokument.pdf	
	Department for Culture	https://www.ljubljana.si/sl/moja-ljubljana/kultura-v-ljubljani/strategija-razvoja-kulture/		