

# GREEN SCHEME OF SLOVENIAN TOURISM

## REPORT ON SUSTAINABLE INDICATORS

### IN THE TOURIST DESTINATION

*In 2020, the municipality of Kranj joined the Green Scheme of Slovenian Tourism (ZSST) with the intention of making use of its internationally recognized tool for the development of green destinations in order to establish a sustainable tourism model that evaluates natural, social and cultural potentials and combines them into a unique programme of the destination Kranj.*

As part of the certification process for obtaining the SLOVENIA GREEN DESTINATION label, an essential part of the Green Scheme, we collected data on the current situation and replied to around 100 standardized questions. More than 60 indicators were examined and included in the final report that highlights the key characteristics of the destination, which are briefly summarized below. In the next step, a system for measuring indicators will be set up with the purpose of monitoring the situation and systematically improving it in the long term by implementing suitable measures.

#### Geographical data, nature

Kranj is the capital of the Slovenian Alps, where one always stands with one foot in the city and the other one in nature.

#### Municipality of Kranj



The highest mountain is Storžič, 2132 m.



In the north, the municipality reaches the western part of the Kamnik-Savinja Alps and in its western part spreads to the alpine foothills of Jelovica.



The surface of the municipality is 150.9 km<sup>2</sup>.



It has 58,527 inhabitants with an average age of 37.38 years.





## Map of Kranj with surroundings



A particular advantage of the destination is its location, as it is only 7 km away from the international airport Fraport Slovenia, 30 km from the capital of Ljubljana and 20 km from the pearl of Slovenian tourism, Bled.

Natural areas (terrestrial ecosystems) include non-intensive agricultural areas, forests, wetlands, low vegetation and unvegetated land. These areas together make up 98% of the destination and of these the Natura 2000 area comprises 19.36%. Larger Natura 2000 areas are mainly located in the northern and south-western part of the destination while smaller ones are also in the central part. In the northern part, they cover the mountainous part of the destination and in the south-western part the hilly forest areas along the Sava and towards Škofja Loka. 29.16% of the land area is protected (Natura 2000 + nature parks).

Visitors also have many opportunities to observe the fauna and flora, as a rich biodiversity is characteristic of the destination. Such observation areas are mainly the Trboje Lake with the Zarica Gorge, the Kokra Gorge, the Sava River near Naklo and the forest around the

Brdo Castle. In these areas, forests, floodplains on river banks and floodplain forests predominate, some of which are also included into NATURA 2000 areas.

As far as land use is concerned, the spatial planning document of the municipality of Kranj defines 87% of the areas as non-building land (agricultural areas, forests and bodies of water). Among the most sensitive areas are forests, the Kokra River, and hiking and biking trails. Hiking trails are maintained by local associations and individual local communities, which regularly monitor the situation on site, report on it and propose appropriate actions. This also applies to hunting associations active in the municipality. For the most burdened places and those exposed to high numbers of visitors, special measures are planned to prevent negative effects of tourism on nature.





## Culture and tradition

The town of Kranj is one of the oldest inhabited areas in Slovenia and is more than 6000 years old (the centre of Kranj was inhabited already in the Neolithic). Archaeological research has confirmed that in the early Middle Ages, Kranj was the largest settlement in what is now Slovenia. A result of thousands of years of settlement and historical migrations through Kranj is its rich cultural heritage.

**The destination has a rich movable, immovable and intangible cultural heritage. A detailed inventory of cultural heritage is included in the Analysis of the State of Cultural Heritage.**



**481** historic protected buildings (churches, villas, farmsteads),



**202** listed sites and buildings (chapels, monuments, military cemeteries),



**13** protected settlements,



**8** other facilities and devices (wells, tunnels, bridges, transformer stations),



**4** monuments of national importance,



**6** museums.



Kranj is the biggest town in the destination and it has one of the most beautiful old towns in Slovenia. The medieval foundations of the city centre were built in a characteristic pyramid shape, accentuated by the bell towers of the churches. Another characteristic feature is the north-south axis, suggested by the visual connection between the parish church bell tower and the top of the Storžič Mountain. Due to the undoubtedly planned placement of height dominants in urban space, Kranj is one of the most compositionally thought-out urban organisms in Slovenia and Central Europe.

Kranj is positioning itself also as the most culturally vibrant centre in the region, as it has always been known for Dr. France Prešeren and the name of the poet shapes the life of the city. A special feature of the city are the numerous events that are taking place throughout the year and attract visitors from Slovenia and abroad.







## Tourism

Active holidays are, along with cultural tourism, one of the main pillars of tourism in this destination. The tourist information centre is recommending many well-marked cycling and hiking trails and sights to visitors and locals. In addition to the old town of Kranj, the surrounding hills (Jamnik, Šmarjetna gora, Jošt), the Brdo estate, Trboje lake and Kokra gorge are often recognized and visited by tourists.



There are **21** accommodation establishments in the destination (rooms, apartments, hotels, private accommodation providers)



with a total of **1114** beds.



The Camp Trnovc is also located in the destination, with **50 to 60** places for caravans or tents, as well as accommodation in a wooden house for 2 people.



We are very proud of the Hotel Actum, which is the first accommodation facility in this destination that acquired the Green Accommodation label.

Due to the very favourable climate, geostrategic location and a wide range of programmes, the destination has excellent conditions for developing year-round tourism. 80% of the visits are already spread over 9 months, an extremely good percentage compared to the average in Slovenia and we would like to even improve it in the future.

In the municipality of Kranj there are several tourism associations that take care of tradition and organize numerous events together with the municipality and the Tourism

and Culture Board Kranj. One of the biggest such events is the Prešeren Fair, taking place every year on 8 February.

Visitors have many opportunities to observe the fauna and flora here, as an exceptional biodiversity is characteristic for the destination, forests and green spaces are predominant and the Brdo estate in a NATURA 2000 area offers secured tours for observing the wildlife.

Getting to Kranj is easy. As a travel destination, it promotes environmentally friendly, carbon-free transport within the region and between neighbouring destinations, as it has the largest electrified bicycle rental system in the country (28 electrified stations connected to other stations in the Gorenjska.bike system). The destination is also extremely safe. There have never been any detected cases of illegal hunting or the sale of protected animals.

In the visitor survey, a high level of satisfaction with the current variety and quality of the offer in the destination was found, as 96% of the guests were very satisfied with the programmes in the destination. Visitors are most fascinated by the fact that the city is surrounded by beautiful views of the mountains, by the charm of the old town with its pleasant atmosphere and friendly people, cafés and dynamic architecture, and by the gorge of the Kokra River. Among the sights that were highlighted by visitors were Pungert, the Layer House and stories about the poet Prešeren.

We are aware of the green capital that this municipality has. It is our wish to preserve this valuable heritage for future generations through sustainable development and by following the guidelines of the Green Scheme of Slovenian tourism.

We will regularly monitor some key indicators within the Green Scheme and publish them on the website of the destination Kranj.

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