

Municipality of Postojna

CONTEXT & CHALLENGE

Located in the heart of Slovenia, the Municipality of Postojna has a breathtaking blend of natural wonders and historical treasures. The iconic Postojna Cave and the majestic Predjama Castle stand as testaments to its rich cultural heritage, drawing visitors from around the globe.

Beyond these renowned landmarks, Postojna's unspoiled landscapes and a vibrant culinary scene, earned it the recognition of a leading green destination. These assets attract travellers seeking authentic experiences and outdoor adventures in a serene environment. The rising popularity of slow and authentic tourism presents exciting opportunities, especially in niche markets like immersive bike packing experiences.

Postojna also faces significant challenges. There are fragmented efforts and lack of engagement among stakeholders, leading to fragmented tourism development and missed opportunities for collaboration in the destination's growth.

Moreover, insufficient accommodation and infrastructure further complicate the management of tourist influxes, potentially negatively affecting visitor experiences.

ACTIONS

Considering the current context and challenges identified, the Municipality of Postojna, developed the following actions:

1. Coordination & Collaboration:

- Map out stakeholders to increase cooperation and networking among them for the development of the destination.
- Create and organise monthly working sessions with local groups.
- Organise fairs and attractive on-sight events not only to increase local engagement but also to promote networking opportunities amongst stakeholders.

Replicability potential: High (it does not require significant resources)

2. Infrastructure development:

- Identify the most pressing infrastructure needs and plan the necessary interventions to improve mobility and accessibility.
- Create a transportation strategy and promote mobility.
- Implement a zero-waste policy for the whole municipality and region.
- Find new land for campsites and accommodations.

Replicability potential: Low (it requires significant technical and financial resources)

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EXPECTED IMPACTS & LESSONS LEARNED

With the implementation of the actions mentioned above, the Municipality of Postojna is expected to address challenges identified and wield positive impacts for the tourism ecosystem. Other organisations, particularly those with similar level (local) and mandate (operational) in the tourism ecosystem dealing with similar challenges, can also leverage valuable lessons:

Strengthen Governance and Coordination

- Mapping stakeholders and increasing cooperation fosters networking and collaborative efforts, leading to the development of integrated and cohesive strategies for the destination and the efficient use of resources.
- Monthly engagement with local groups contributes to a deeper sense of community, ensuring that local perspectives and needs are considered in tourism development plans.
- Organising fairs and on-site events will boost local engagement, attract visitors, and showcase the destination's offerings, thereby driving tourism and local economic growth.

Improve Resilience and Crisis Preparedness:

- Addressing pressing infrastructure needs and modernising cleaning and plumbing systems ensures that facilities are resilient and better prepared to resist to events that disrupt infrastructure (e.g. storms).
- Developing a transportation strategy and promoting long-term mobility plans improves connectivity, reduce congestion, and support sustainable transportation initiatives, making the destination more attractive and accessible.
- Implementing a zero-waste policy contributes to significantly reduce environmental impact, positioning the destination as a leader in sustainability and attracting eco-conscious travellers.
- Identifying and defining the use of new land for campsites and accommodations enables the destinations to host more tourists, meeting accommodation offering shortages and addressing growing demand.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

For more detailed information on project's results and outputs, please visit the project webpage [Crisis Management and Governance in Tourism - European Commission](#).