

Tourism as a Driver for Cultural Heritage Restoration

Case Studies: Podsreda Castle, Podčetrtek Castle, Olimje Monastery
Boštjan Misja, September 2025

Sustainable destination management and regenerative tourism

Webinar | 24 September 2025



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Location and Introduction

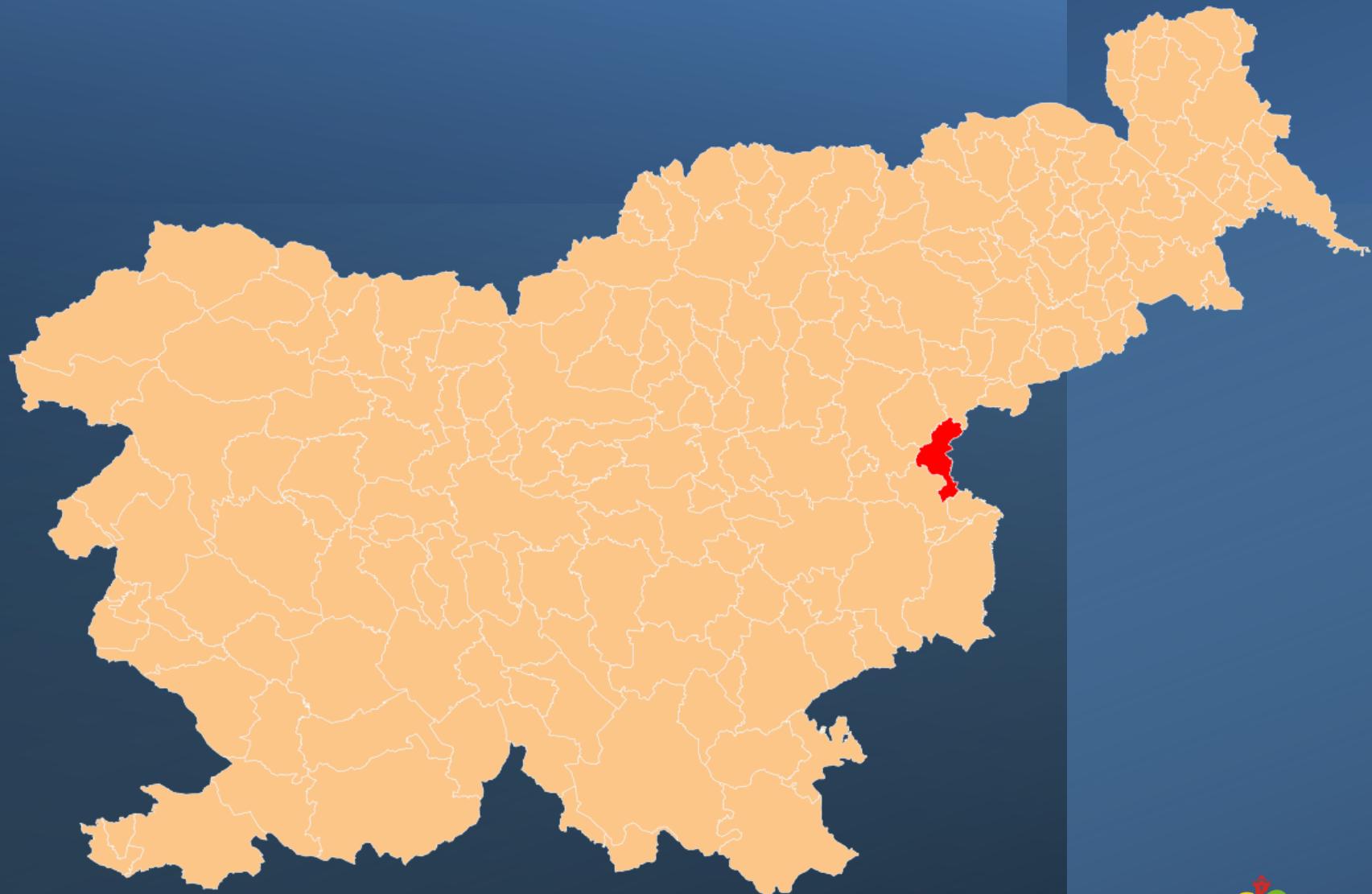
Municipality of
Podčetrtek – Obsotelje
and Kozjansko region

Tourism based on
natural resources,
kultural heritage an spa
tourism - Terme Olimia

Cultural heritage:
castles, monastery, old
pharmacy, churches



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Cultural Heritage in the Destination

- Podsreda Castle
- Podčetrtek Castle
- Olimje Monastery
- Connection between heritage and tourism



Podsreda Castle – Basic Information



OWNER: MUNICIPALITY OF
KOZJE / MANAGER
KOZJANSKO PARK



MEDIEVAL CASTLE,
IMPORTANT MONUMENT



RENOVATED THROUGH
MULTIPLE PROJECTS WITH
EU CO-FUNDING



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KOZJANSKO PARK

- Regional park protected since 1981 (expanded in 2001)

- Area: ~206 km²

- One of the oldest and largest protected areas in Slovenia

- Encompasses the Obsotelje-Kozjansko hills and Bohor slopes

- Over 1,200 plant species (including orchids, old apple varieties)

- Kozjansko orchards with tall-trunk heritage trees

- Podsreda Castle, traditional farms, chapels

- Soft, sustainable tourism (cycling, hiking)

- Educational programs, local production

- Annual event: Kozjansko Apple Festival



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Protection of nature and cultural heritage

Podsreda Castle – Projects and Funding



PROJECT: 'PODSREDA
CASTLE – CULTURAL
HERITAGE AND TOURISM'



TOTAL VALUE:
~€1,516,468.39 (VAT
INCLUDED)



MINISTRY OF CULTURE:
~€976,818.32, REST BY
MUNICIPALITY OF KOZJE



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Podsreda Castle – Activities and Results

- Renovation of Romanesque chapel, luxury apartments, tower, wellness
- Digital experience
- New tourist services and experiences



Podčetrtek Castle – Overview



LOCATION: CENTER OF
PODČETRTEK



HISTORIC BUILDING FROM
13TH CENTURY,
RENOVATED 2024–2025



OWNERSHIP:
MUNICIPALITY OF
PODČETRTEK (SINCE 2021)



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BEFORE 2021 – IN RUIN

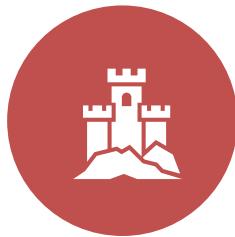


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2025



Podčetrtek Castle – Projects and Funds



PROJECT: 'CASTLE
VIEW EXPERIENCES'



TOTAL VALUE:
€2,582,022.08



FUNDING:
€1,614,246.14



PHASE TWO:
€1,219,726.61



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Podčetrtek Castle – Contents and Accessibility



Cultural venue, library,
digital museum



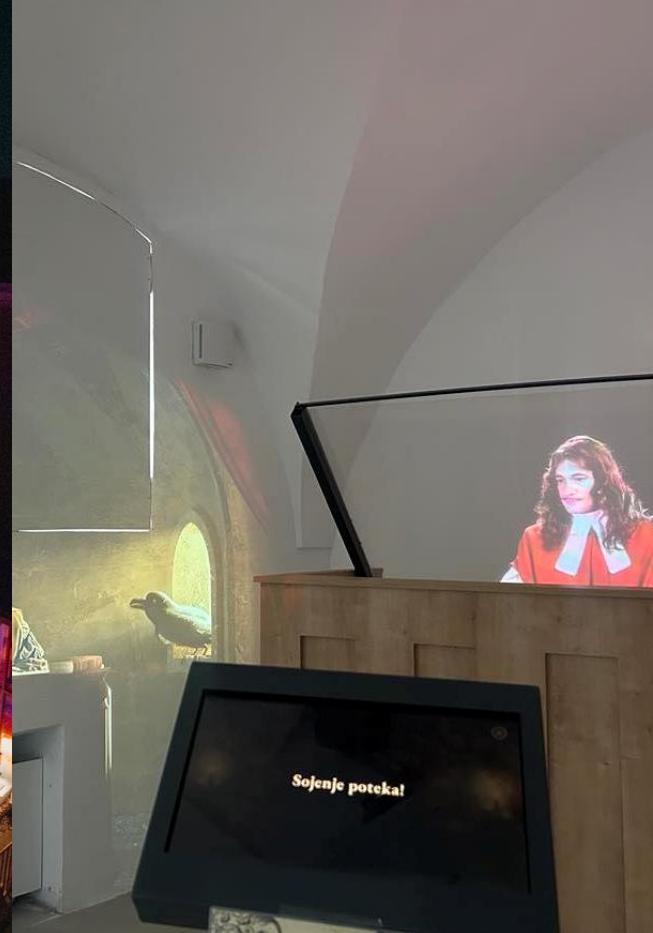
Castle terrace with
panoramic view, café,
weddings



Accessibility: physical
(elevators) and digital
(interactive displays)



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New life in the community

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Olimje Monastery – Description



BAROQUE CHURCH,
OLDEST PHARMACY IN
SLOVENIA



HISTORY: PAULINE MONKS,
LATER MINORITES



IMPORTANT PILGRIMAGE,
CULTURAL, AND TOURIST
SITE



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Olimje Monastery – Tourism and Importance

Pharmacy as main attraction

Visitors: pilgrims, families, school groups

Interesting case of cultural tourism with religious element



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Comparison of Three Examples



PODSREDA: LUXURY
EXPERIENCES +
APARTMENTS



PODČETRTEK: LIBRARY,
MUSEUM, TERRACE,
DIGITALIZATION



OLIMJE: RELIGIOUS
TOURISM, CULTURAL
PEACE, AUTHENTICITY

Conclusions



Tourism enables
restoration and
preservation of heritage



Content must be adapted
to each location



Support from state,
municipalities and
communities is key



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Thank You

Questions?



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