

Umetnost za turizem

Simona Kostanjšek Brglez



PREDSTAVITEV PROJEKTA, NJегоVIH REZULTATOV IN SMERNICE
ZA OBLIKOVANJE TURISTIČNIH PRODUKTOV

Art for Tourism

PRESENTATION OF THE PROJECT, ITS RESULTS AND
GUIDELINES FOR TOURIST PRODUCT DESIGN

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smernice za oblikovanje turističnih produktov

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O avtorici

Simona Kostanjšek Brglez, raziskovalka na Umetnostnozgodovinskem inštitutu ZRC SAZU, je diplomirala na Oddelku za likovno umetnost Pedagoške fakultete univerze v Mariboru, z nalogo Topografski popis cerkva v župniji Slovenska Bistrica. Leta 2011 se je kot mlada raziskovalka - asistentka zaposlila na Umetnostnozgodovinskem inštitutu Franceta Steleta ZRC SAZU ter se vpisala na podiplomski študij. Leta 2018 je na Podiplomski šoli ZRC SAZU uspešno zagovarjala disertacijo z naslovom Antična mitologija v likovni umetnosti 20. in 21. stoletja na Slovenskem in pridobila naziv doktorica znanosti.

Njeno raziskovalno delo je usmerjeno v proučevanje profane ikonografije, moderne in sodobne likovne umetnosti v Sloveniji ter sakralne umetnosti na Štajerskem, pri čemer se osredotoča zlasti na baročno kiparstvo. V okviru aplikativnega raziskovalnega projekta *Umetnost za turizem*. Umetnostnozgodovinske vsebine kot podlaga razvoju trajnostnega turizma Vzhodne Slovenije zadnja leta sistematično raziskuje premično in nepremično umetnostno dediščino predvsem na območju upravne enote Slovenska Bistrica.

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O PROJEKTU UMETNOST ZA TURIZEM

Namen aplikativnega raziskovalnega projekta *Umetnost za turizem*. *Umetnostnozgodovinske vsebine kot podlaga razvoju trajnostnega turizma Vzhodne Slovenije* je bil sistematično raziskati in proučiti umetnostno dediščino dela kohezijske regije Vzhodna Slovenija in s tem zagotoviti podatke za pripravo umetnostnozgodovinske topografije in za razvoj trajnostnih turističnih produktov, vsebinsko utemeljenih na kulturni dediščini.

Umetnostna dediščina tega področja namreč doslej še ni bila celovito znanstveno obdelana in ovrednotena, kar je eden od bistvenih razlogov, da veliko umetnostnih spomenikov ni bilo vključenih v turistično ponudbo. Izziv in priložnost sta bila prepoznana tudi v razpršeni in nepovezani turistični ponudbi. V okviru projekta so bile zato opravljene poglobljene raziskave kulturne dediščine, rezultati raziskav, ki so bili sproti predstavljeni na spletu, v tiskovinah, na predavanjih, pa so bili pretvorjeni v štiri nove celovite produkte (itinerarije), zanimive za turiste. Projekt je okrepil kulturno identiteto regije in prispeval k ohranitvi njene kulturne raznolikosti, povečal prepoznavnost območja kot destinacije trajnostnega in kulturnega turizma, prispeval k večji kakovosti in raznolikosti turistične ponudbe regije in k večji dolgoročni konkurenčnosti Vzhodne Slovenije, z razvojem IKT-podprtih turističnih produktov povečal dostopnost do dediščine, s promocijo spletnih vsebin in preko izobraževanja omogočil večjo socialno vključenost

različnih skupin, z vzpostavitvijo sodelovanja z lokalnimi deležniki premostil institucionalno razdrobljenost okolja in z upoštevanjem izhodišč zelenega turizma preprečil degradacijo kulturne krajine. Model vključevanja znanstveno pridobljenih podatkov in vsebin v turistične produkte, ki je bil razvit v projektu, pa bo z določenimi prilagoditvami uporaben tudi v drugih regijah in širše na ozemlju Slovenije.





Projekt je povezal področji znanosti (ZRC SAZU, Umetnostnozgodovinski inštitut Franceta Steleta, enota Maribor) in gospodarstva (turizem; Sajko turizem, družba za turizem d. o. o.; v nadaljevanju Sajko turizem).

Raziskovalna organizacija in gospodarski subjekt sta se z namenom diseminacije novih vsebin in razširjanja znanja povezala z izobraževalnimi institucijami ter z drugimi regionalnimi in lokalnimi upravnimi in strokovnimi ustanovami ter posamezniki. Izvedena so bila vsebinska predavanja za širšo publiko in turistične vodnike, na katerih so slednji pridobili nova in potrebna znanja za vodene ogleda.

K dvigu kakovosti storitev in razširjanju znanja je pripomoglo tudi terensko delo, kjer se je raziskovalka srečevala z lokalnimi deležniki, ki se zavedajo pomena trajnosti, varstva okolja in poznajo specifične lokalnega prostora ter lahko tako pripomorejo k učinkovitemu razvoju turističnih storitev in situ. Primarnega pomena pri vsem tem

pa je bilo tesno sodelovanje med raziskovalno institucijo in turističnim gospodarstvom, torej povezovanje znanstvenih rezultatov s strokovnim znanjem in izkušnjami s področja turizma.

V projektu so bile uporabljene znanstvene metode, predvsem s področja umetnostne zgodovine, ki so bile povezane s strokovnimi znanji gospodarskega subjekta s področja trajnostnega turizma, promocije in trženja.



Cilji projekta so bili sistematična znanstvena obdelava umetnostne dediščine dela Vzhodne Slovenije. Pretvorba rezultatov v prakso, torej oblikovanje strategije prenosa znanstvenih vsebin v trajnostne kulturno-turistične produkte, in tretjič, podatke o kulturni dediščini povezati v nove turistične produkte kot osrednji rezultat projekta.

Drugo poslanstvo projekta je bilo poskrbeti za ozaveščanje strokovne in laične javnosti o širšem pomenu umetnostnih spomenikov in njihovem ustreznem varovanju.

Ob pričakovanih rezultatih projekta je zabeleženih več presežkov, med njimi predavanja, vodstva, objave, označitev spomenikov in drugo. Številni tiskani članki in spletne objave, vključno z izvedeno razstavo, predstavljajo zelo dobro osnovo za pripravo umetnostne

topografije Upravne enote Slovenska Bistrica, za namen katere so bile opravljene tudi meritve in izrisani tlorisi vseh cerkva, obeh samostanov in večjih kapel na njenem območju.

Na izvajanje projektnih aktivnosti je vplivala tudi epidemija oziroma pandemija koronavirusne bolezni covid-19, ki je prizadela tudi gospodarstvo, še zlasti turistični sektor.

V pomladnih mesecih 2020 je epidemija slovenski turizem povsem ohromila, saj je bil prihod tujih turistov omejen, v poletnih mesecih pa so ob maloštevilnih tujih turističnih storitvah v Sloveniji koristili domači turisti. Zaradi novih razmer, po katerih se turizem še vedno ni vrnil na prejšnje stanje, se je tudi turistična agencija Sajko turizem iz t. i. outgoing in incoming ponudbe osredotočila na slovenske turiste in domače destinacije.



Pri tem je lahko gostom, ko se je stanje toliko normaliziralo, da so bila potovanja znotraj države spet mogoča, ponudila tudi itinerarije, ki so nastali v okviru projekta.

V povezavi z novimi razmerami so se pokazali potenciali za razvoj trajnostnega turizma, prav tako je aktualno stanje spodbudilo oblikovanje novih turističnih produktov v lokalnih okoljih.

Projekt, ki je bil tudi medijsko dobro podprt, je del Vzhodne Slovenije – Slovensko Bistrico in širše slovenjebistriško območje – postavil na zemljevid turistično zanimivih destinacij z izjemno bogato zgodovino in kulturno dediščino.

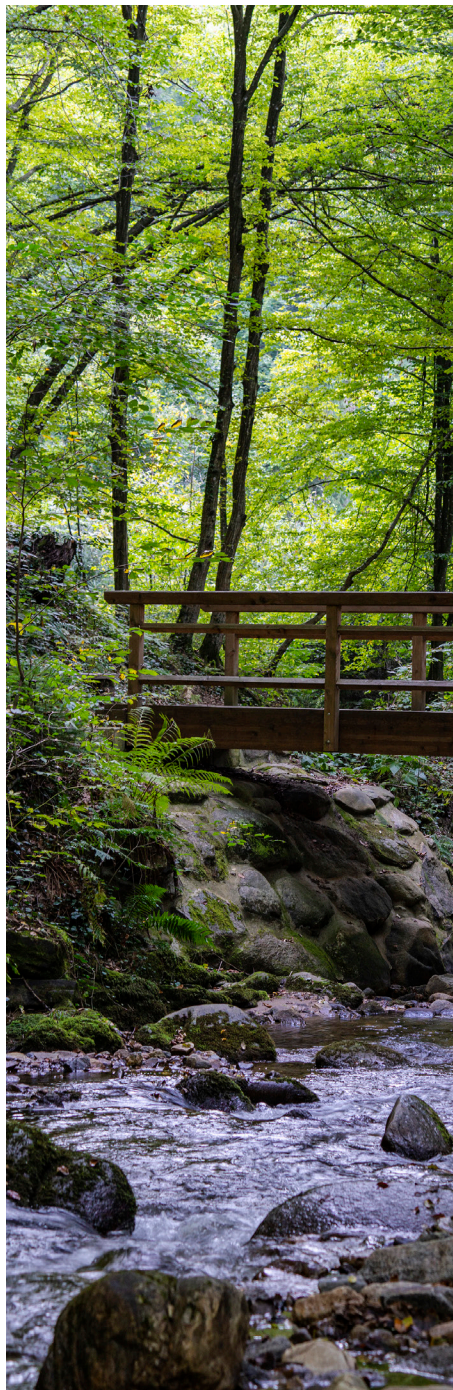
V okviru projekta je bila vzpostavljena spletna stran, na kateri so objavljeni rezultati projekta in njegove aktivnosti (www.umetnost-za-turizem.si).

Pomen projektnega območja

Izbrano projektno območje je zgodovinsko izjemno pomembno, ne le na regionalnem nivoju, ampak na nivoju celotne Slovenije in širšeevropsko. Številni ohranjeni spomeniki dokazujejo, da je bilo območje pomembno že v antiki (ravno v soteski Bistriški Vintgar med drugim leži tudi znameniti Rimski kamnolom, v katerem so lomili kamen, t. i. pohorski marmor, iz katerega so izklesani nekateri najbolj znani spomeniki, kot je Orfejev spomenik na Ptujju), intenzivno pa se je začelo razvijati v srednjem veku in še zlasti v novem veku.

S plemiškimi rodbinami, katerih prisotnost se pomembno zrcali v profani in sakralni arhitekturi ter drugih umetnostnih spomenikih na območju, se prostor umešča v širši evropski kontekst. Med temi velja izpostaviti predvsem Vettre, Attemse, Herbersteine, Brandise in Pongratze. V povezavi z naštetimi rodbinami in drugimi družinami ter posamezniki se umetnostni spomeniki na območju v širši evropski kontekst vpenjajo tudi preko ustvarjalnosti baročnih umetnikov, kot so Johann Martin Schmidt, Franz Ignaz Flurer, Philipp Carl Laubmann, Philipp Jakob Straub in drugi, katerih dela so danes v sakralnih in profanih stavbah na projektne območju ter v javnih zbirkah.

Tudi iz 19. in 20. stoletja je zavidljivo število umetnostnih spomenikov. Za območje je bila pomembna še zlasti vzpostavitev Južne železnice 1857, ki je vplivala na intenziven gospodarski razvoj, s tem pa tudi na urbanizem in arhitekturo dobe.





Poleg tega je projektno območje pomembno tudi z vidika naravne dediščine oziroma naravnih vrednot in potencialov za razvoj turizma, kot so tematske kulturne poti, vrtnoarhitekturna dediščina, pohodniške poti, kolesarske poti, podeželje – kulturna krajina (naravne znamenitosti, kulinarika idr.). Gre tudi za območje slovenskega podeželja, ki ohranja pristnost in avtentičnost ter mnoge običaje, navade in praznovanja, ki so lahko izjemna turistična izkušnja oziroma doživetje.

Na projektne območju je evidentiranih približno 240 naravnih vrednot (regijski parki, krajinski parki, naravni rezervati, naravni spomeniki, spomeniki oblikovane narave, ekološko pomembna območja in območja Natura 2000). Posebno vrednost imajo tudi zgodbe in legende, povezane s posameznimi objekti in kraji, nekatere zapisane, druge pa se ustno prenašajo iz roda v rod.

Prav interpretacija umetnostne dediščine in njena povezava ne le z naravnimi znamenitostmi, ampak tudi z ljudskim izročilom, etnološkimi značilnostmi, lokalnim okoljem in obstoječo turistično ponudbo je podlaga, na kateri je mogoče graditi in krepiti trajnostni in kulturni turizem.

Dolgoročni učinki projekta po njegovem zaključku

Stremimo k temu, da s promocijo in izvedbo oblikovanih turističnih produktov na izbranem območju doprinesemo k povečanju števila različnih skupin turistov oziroma obiskovalcev, od kulturnih turistov, romarskih turistov, ekoturistov do lokalnih prebivalcev, prebivalcev drugih slovenskih regij, poslovnih partnerjev podjetij na območju in zlasti turistov, ki prihajajo iz tujine (incoming), oziroma da se podaljša dolžina njihovega bivanja v regiji.

Posledično želimo tako z raziskavami dediščine, ki so bile opravljene, in z oblikovanimi turističnimi produkti povečati kakovost turistične ponudbe regije, okrepiti njeno kulturno identiteto, preprečiti degradacijo kulturne krajine in prispevati k razvoju lokalnega gospodarstva, k varstvu dediščine in h kakovosti življenja lokalnih prebivalcev.

Naša vizija je, da bodo znanje, pristopi in rezultati projekta koristni ne le za sodelujoči gospodarski subjekt, ampak da bodo splošno prenosljivi na druge turistične agencije, tako na območju regije kot na območju celotne Slovenije, prav tako pa želimo, da bodo pristopi po zaključku projekta uporabni za vse akterje, ki so na kakršenkoli način povezani s trajnostnim razvojem in kulturnim turizmom.

Poleg tega so bili s projektom postavljeni tudi dobri temelji za nadaljnje raziskave kulturne dediščine na območju izvajanja projekta.







PREDSTAVITEV ŠTIRIH ITINERARIJEV

Glavni rezultat projekta so štirje inovativni turistični produkti, ki temeljijo na interpretaciji kulturne dediščine in vključujejo naravne znamenitosti ter druge potenciale in upoštevajo načela trajnostnega razvoja, ki je osnovan na človekovih vrednotah, okolju, zgodovini in kulturi.

Raziskovalna organizacija in gospodarski subjekt sta se pri svojem opredeljevanju naslanjala na primere dobrih praks v tujini in drugih delih Slovenije. Umetnostni spomeniki so se tako poglobljeno preučili in bili povezani tudi z zgodbami, pri čemer so najmočnejši potencial plemiške družine in pomembni umetniki. Pri raziskovanju in oblikovanju produktov je bila vzpostavljena povezava z lokalnim okoljem (komuniciranje z lokalnim prebivalstvom – iskanje in pridobivanje zgodb ter pripovedk, povezanih s spomeniki in območji; z institucijami, društvi, župnijami, lokalnimi mediji, lokalnimi podjetji in drugimi deležniki). Predhodno je bilo namreč ugotovljeno, da veliko težavo predstavljajo predvsem nerazvita turistična infrastruktura, razdrobljenost ponudbe – vključno s pomanjkanjem povezav med kulturnimi in naravnimi znamenitostmi območja, pomanjkanje celovitih informacij tako na spletu kot na terenu, nesodelovanje med ključnimi ustanovami, kot so ponudniki turističnih storitev, občinski organi, javni zavodi, lokalno prebivalstvo, društva, lokalni mediji.

Itinerariji so oblikovani tako, da omogočajo časovna in vsebinska prilagajanja ter jih je mogoče kombinirati z drugimi aktivnostmi.

Itinerariji so bili umeščeni v turistično ponudbo agencije Sajko turizem in se tržijo preko tiskanih katalogov, letakov, spletne strani in drugih tržnih poti agencije, s čimer je bil dosežen pomemben cilj projekta.

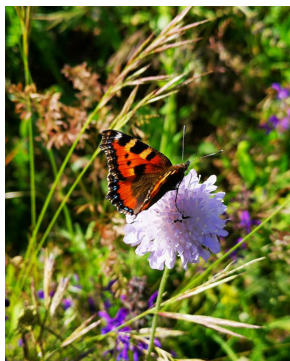
Jernejeva pot in Slovenska Bistrica



Dobrih dvanajst kilometrov dolga pešpot je z umetnostnozgodovinskimi vsebinami nadgradila obstoječo romarsko pot sv. Jerneja in povezuje pet cerkva v župniji Slovenska Bistrica, na njej pa stojijo tudi drugi pomembni umetnostni spomeniki. Celodnevni izlet se prične z jutranjo kavo ali čajem v enem izmed lokalov v starem mestnem jedru. Sledi ogled mestne cerkve Marije sedmih žalosti in nato sprehod mimo glavnih mestnih znamenitosti na Trgu svobode, Kolodvorski ulici, na Gradišču in na Trgu Alfonza Šarha, ki je na drugem bregu reke Bistrice. Po ogledu župnijske cerkve sv. Jerneja je na vrsti vzpon na Jožefov hrib do baročne lepote – cerkve sv. Jožefa, nato pa pot vodi preko Devine in Šentovca do zaselka Ritoznoj, kjer vrh vinogradov kraljuje cerkev sv. Marjete, ki se ponaša s kakovostnimi freskami. V tem

vinogradniškem okolišu je organizirana malica in degustacija lokalnih vin, vključno z Ritoznojčanom. Po okrepčilu sledi hoja proti Kovači vasi do kapele sv. Roka in naprej do kapele sv. Ane. Preko Zgornje Bistrice vodi pot skozi gozd in naselje, ki je nastalo na nekdanjem grajskem posestvu, skozi grajski park z znamenitim gabrovim drevoredom do gradu v severozahodnem vogalu starega mestnega jedra Slovenske Bistrice. Po ogledu gradu z reprezentančnim stopniščem in imenitno slavnostno dvorano se izlet v poznih popoldanskih urah zaključi.

Pot poteka deloma po pločniku (v središču mesta) in ob manj prometnih lokalnih cestah, večinski del pa po gozdnih in travniških poteh. Glede na težavnost je srednje lahka. Glede na to, da rdečo nit predstavlja sakralna dediščina, so v povezavi z umetniškimi



deli izpostavljene svetniške legende, pa tudi nekatere druge, kot je na primer legenda o nastanku kapele sv. Ane, ki je povezana z družino Attems.

Jernejevo pot spremlja turistični vodnik z vrisano traso, opisi in fotografijami 36 znamenitosti, praktičnimi informacijami in pomembnejšimi kontakti.

Pot je zamišljena kot pešpot, vendar jo je mogoče z manjšimi prilagoditvami trase prevoziti tudi s kolesom, prav tako jo je možno prevoziti z avtomobilom, kombijem in manjšim avtobusom, zato je primerna tudi za skupine z ljudmi, ki težje hodijo. Predviden čas izleta je 8 ur.



Po poti plemstva na Slovenjebistriškem



Na enodnevnem izletu je pozornost namenjena plemiškim družinam, ki so na tem območju pustile svoj pečat, pa tudi redovom (kartuzijanom, dominikankam in minoritom), ki so prav tako zaznamovali podobo tega prostora.

Po zboru v Slovenski Bistrici sledi vožnja do Oplotnice in ogled oplotniške graščine ali Žičkega dvorca, ki so ga dali zgraditi kartuzijani, v 19. stoletju pa je prešel v roke pomembne rodbine Windischgrätz. V Oplotnici je na voljo nekaj prostega časa za samostojno odkrivanje koticov, kavo ali malico ter za ogled manjšega parka s periščem na Oplotniščici. Sledi vožnja do Pragerskega, kjer stoji dvorec Pragerhof, s katerim je med drugim povezana družina Prager, po kateri sta kraj in dvorec dobila ime, njegovi lastniki pa so bili v naslednjih stoletjih tudi Dietrichsteini, Breitenfeldi – nanje opozarja še ohranjeni vodnjak, ter družini Attems in Formacher. V središču naselja sledi ogled objektov, ki so povezani z železniško oziroma industrijsko dediščino. Kraj je namreč izjemno pomembno železniško vozlišče, zaradi bogatega nahajališča glin pa je bila tam leta 1900 osnovana opekarna. Sledijo vožnja do Spodnje Polskave in sprehod skozi vas ter ogled cerkve sv. Štefana, nato pa postanek pri renesančnem spodnjepolskavskem dvorcu Frajštajn, ki so ga imele v lasti številne družine, od Dietrichsteinov do Brandisov, dobro stoletje pa je bil v lasti studeniških dominikank. Nato vožnja do Zgornje Polskave in ogled cerkve sv. Trojice, pokopališča s spominskim zidom za padle v soški fronti ter grobom pisatelja Antona Ingoliča. Od tam sledi sprehod po poljski cesti do središča Zgornje Polskave, kjer stoji dvorec, ki je imenitni baročni videz dobil za časa Dietrichsteinov. Po kosilu sledi ogled Slovenske Bistrice, vključno z gradom, s katerim so bile tesno povezane družine Vetter von der



Lilie, Wildenstein in Attems. Po ogledu gradu sprehod po mestnem jedru in spoznavanje spomenikov, ki so povezani z družinama Pongratz in Formacher ter drugimi pomembnejšimi rodbinami, ki so v mestu pustile močan pečat. Izlet se zaključi v poznih popoldanskih urah.

Na izletu obiskovalci podrobno spoznajo plemiške družine in z njimi povezane spomenike na poti in drugod, seznanijo se z drugimi zgodbami, povezanimi s tem območjem, in z odlomki iz Ingoličevih besedil, ki se tesno navezujejo na obiskane kraje in objekte. Izlet je zamišljen kot kombinacija vožnje s kombijem ali manjšim avtobusom in hoje. V celoti je pot mogoče prevoziti tudi s kolesi, če gre za skupino fizično zmogljivejših oziroma športno aktivnih obiskovalcev. Predviden čas izleta (kombinacija kombija ali avtobusa in kolesa) je 8 ur.



Utrip srednjeveških trgov



Enodnevni izlet je namenjen spoznavanju некоč izjemno pomembnih srednjeveških trgov, od katerih je eden postal mesto, drugi pa so danes le manjša naselja. Zgodovina teh trgov je tesno povezana z najvidnejšimi rodbinami na Slovenskem in v širšem evropskem prostoru, pomembno vlogo pa so imele tudi dominikanke.

Po jutranjem zboru v Slovenski Bistrici sledi vožnja do Makol ter ogled trga s cerkvijo sv. Andreja in manjši vzpon do cerkvice sv. Lenarta nad trgov. Predstavljena bo zgodba o Tahiju, nekdanjem lastniku bližnjega gradu (starega, zdaj razvaljenega gradu Štatenberg), čigar grozodejstva so bila eden glavnih vzrokov za veliki kmečki upor leta 1573. Sledi ogled baročnega dvorca, ki dominira na manjši vzpetini v istoimenskem zaselku na drugem bregu reke Dravinje. Spoznavanje znamenitosti se nadaljuje v Studenicah, ki ležijo pod strmim severnim pobočjem gore Boč. Sprehod po nekdanj zelo uspešnem srednjeveškem trgu, katerega razvoj je bil tesno povezan s samostanom dominikank, in ogled samostanskega kompleksa s cerkvijo sv. Treh Kraljev. S Studenicami so povezane številne legende, zlasti zanimiva je tista o čudežni vodi, ki jo bomo ob Toplem potoku tudi slišali. Po vzponu na ruševine gradu, od koder je lep pogled na trg s samostanom in cerkev sv. Lucije na drugem bregu Dravinje, sledi krajši sprehod po naravoslovni učni poti, ki poteka okrog samostanskega kompleksa. Tretji trg je Lemberg, kjer je stal grad, ki je bil v lasti Celjskih grofov. Po kosilu in krajšem samostojnem raziskovanju so organizirani ogled rotovža, v katerem je urejen muzej, ogled cerkve sv. Miklavža na trgu in ogled edinega ostanka



nekdanjega gradu nad trgov – grajske kapele, zdaj cerkvice, posvečene sv. Pankraciju, kamor se je mogoče povzpeti le peš. Nato vožnja preko Zgornjih Poljčan, kjer nad trgov dominira v osnovi še romanska cerkev sv. Križa, do Slovenske Bistrice, edinega od obiskanih srednjeveških trgov, ki se je razvil v mesto. Po ogledu Gradišča – majhnega trga, ki predstavlja zametke mesta, sledi sprehod ob delu mestnega obzidja do nekdanjega obrambnega stolpa. Zaključek programa je v poznih popoldanskih urah. Udeleženci na izletu spoznajo zgodbo o Toplem potoku, legendo o sv. Pankraciju in drugih svetnikih, ki jih je častilo viteško plemstvo, pri tem se seznanijo tudi s Celjskimi grofi in drugimi plemiškimi družinami.

Izlet je zamišljen kot kombinacija vožnje s kombijem ali manjšim avtobusom in hoje. Predviden čas izleta je 9 ur.



Kulturni in naravni biseri Pohorja, Haloz in Dravinjske doline

Aktivno doživetje za ljubitelje umetnosti, zgodovine, tradicije, bajk, rekreacije in kulinarike je zasnovano kot tridnevno popotovanje po tem delu slovenskega podeželja, ki ohranja pristnost in avtentičnost ter mnoge običaje in navade.

Prvi dan je po jutranjem prihodu v Slovensko Bistrico organizirana kava ali čaj v mestnem jedru in vodeni ogled mesta z župnijsko cerkvijo sv. Jerneja. Sledi vožnja na Pohorje do Ančnikovega gradišča – kulturnozgodovinskega spomenika z ostanki poznoantične

in zgodnj srednjeveške utrdbe. Po ogledu kosilo v lokalnem gostišču. Nato vožnja preko Treh kraljev na Osankarico, od koder sledi sprehod do Črnega jezera – naravne znamenitosti v osrčju pohorskih gozdov. Vožnja po lokalni cesti preko Kota in Koblja, kjer so ohranjene ruševine dveh srednjeveških gradov, do Oplotnice, naselja na jugovzhodnem obrobju Pohorja. Krajši sprehod skozi park do dvorca – nekdanjega objekta žičkih kartuzijanov, ki je sedanji videz dobil v 17. stoletju. Obiskovalci bodo slišali legendo o nastanku Oplotnice in prisluhnili pripovednim delom, temelječim na pohorskem ljudskem izročilu, ki jih je napisal mladinski pisatelj Jože Tomažič. Iz Oplotnice vožnja na Prihovo in obisk znamenite romarske cerkve. Nastanitev v Slovenski Bistrici ali okolici, večerja in nočitev.



Drugi dan po zajtrku odhod v središče Slovenske Bistrice, kjer sledita sprehod skozi grajski park in ogled gradu z muzejskimi zbirkami. Avtobusna vožnja do Zgornjih Poljčan in od tam ob vznožju Boča peš mimo enega redkih tukajšnjih ohranjenih kozolcev – toplarjev, in ptičje opazovalnice do Studenic.

Sprehod po trgu in ogled samostanskega kompleksa s cerkvijo sv. Treh Kraljev. Kosilo v lokalnem gostišču ali na kmečkem turizmu v okolici. Sledi ogled Križeče vasi – vasi etnološke in kulturne dediščine z ogljekuho, mlinom na veter, mečko izbo in drugimi zanimivostmi. Nato vožnja v Modraže za obisk ekološke kmetije, kjer sledi sprejem v narodni noši in nato ogled čebelnjaka z degustacijo medu, ogled škotskega goveda in drugih živali, stare vinske kleti, spoznavanje tradicionalnih mask in kmečkih opravil ter sprehod po posestvu. Vrnitev v Slovensko Bistrico v hotel. Večerja in nočitev.

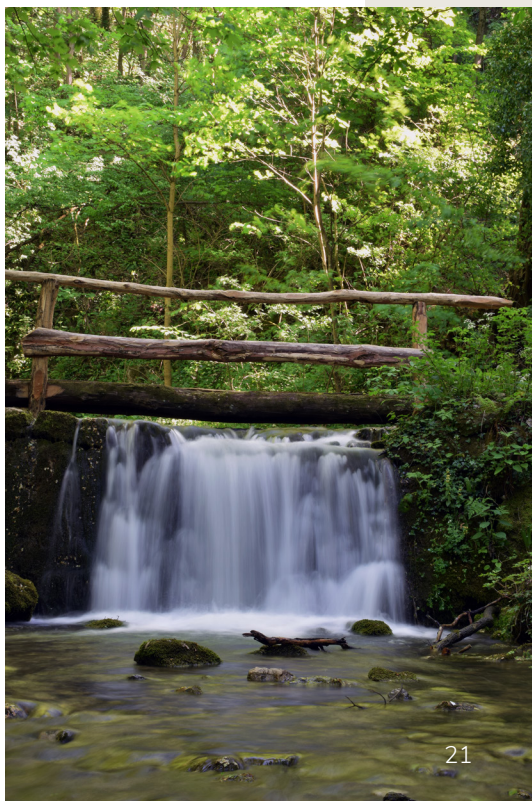


Tretji dan po zajtrku vožnja do Spodnje Polskave za postanek pri rojstni hiši pisatelja Antona Ingoliča in obisk cerkve sv. Štefana. Sledi vožnja preko Črešnjevca in naprej po dolini potoka Ložnica do dvorca Štatenberg. Ogled dvorca z okolico, nato po želji sprehod do ribnikov pod dvorcem. Sledi obisk Bernardekove bajte, kjer je mogoče začutiti utrip življenja tukajšnjih kmetov nekoč, in kosilo iz kotla. Po okrepčilu vožnja v Makole in ogled cerkve sv. Andreja. Sledi vožnja do bližnjega rudnika Šega za ogled vhoda v rudnik in krajši sprehod do vhoda v jamo Belojačo – eno najdaljših kraških jam v Halozah, kjer je pravi kraj za poslušanje zanimivih legend. Ogledi se zaključijo z degustacijo vin pri enem izmed lokalnih vinogradnikov. V kasnejših popoldanskih urah vrnitev v Slovensko Bistrico in zaključek programa.



Itinerarij je oblikovan tako, da udeleženci v treh dneh spoznajo bogato naravno in kulturno dediščino, običaje in navade na tem območju, življenje tukajšnjih ljudi v preteklosti, kratka, da docela začutijo utrip tega prostora.

Izlet je zamišljen kot kombinacija vožnje s kombijem ali manjšim avtobusom in hoje, prav tako je možno hojo delno nadomestiti ali dopolniti s kolesarjenjem. Predviden čas izleta je 8–10 ur dnevno.



PILOTNO IZVEDENA ITINERARIJA

V vseh fazah, ki so: vsebinska opredelitev itinerarija, umestitev v lokalno okolje – vzpostavitev povezav z lokalnimi deležniki, dogovor o odpiranju objektov, informiranje na mestu samem, promocija, trženje, demonstracijska izvedba na terenu, podpora na spletu, izvedba ankete za udeležence pilotne izvedbe in analiza ankete ter analiza in ovrednotenje produkta, sta bila izvedena itinerarija Jernejeva pot in Slovenska Bistrica ter Po poti plemstva na Slovenjebistriškem.

Cilj anketnih vprašalnikov je bil pridobiti povratne informacije o vtisih in izkušnjah obiskovalcev z namenom, da se posamezni itinerarij po potrebi izboljša, dopolni, skrajša – da se izpopolni na način, da bo prihodnjim skupinam nudil maksimalno zadovoljstvo, prav tako pa odgovori služijo kot orientacija pri oblikovanju in morebitnem prilagajanju ostalih itinerarijev.



Itinerarij **Jernejeva pot in Slovenska Bistrica** je bil v okviru turistične agencije Sajko prvič izveden jeseni 2020, že pred izdajo turističnega vodnika in označitvijo poti z markacijami, nato smo ga izvedli ponovno. Odzivi obiskovalcev ob koncu izleta in že med njim so bili zelo pozitivni, kar se je pokazalo tudi pri analizi anket. Večkrat je bilo poudarjeno, da je program zelo dobro zastavljen in da je bil izvrstno izpeljan, ob tem so bili obiskovalci navdušeni nad bogato kulturno in naravno dediščino območja ter nad znanjem vodnika.

Prav vsi bi izlet, ki se jim zdi primerno dolg in težaven, priporočili drugim, količina prejetih informacij o znamenitostih se je obiskovalcem zdela ravno pravšnja. Vsi so se strinjali, da bi z izleta v lastni organizaciji kljub informativnim tablam pri cerkvah odnesli veliko manj.

Udeleženci so podali različne zaključne misli; večina je zapisala pohvalne in zahvalne besede ter spodbudo za naprej; prav tako, da bodo pot priporočili prijateljem. Predlagali so, da bi bilo pot dobro malo bolje markirati oziroma opremiti s smerokazi, podobne tematske poti pa bi si želeli tudi za druge kraje po Sloveniji. Kot predlog za izboljšanje so tri osebe navedle, da bi si želele možnost pridobitve informacij o dodatni lokalni turistični ponudbi, prenočiščih, ena pa je predlagala, da bi bilo dobro, če bi v pot bilo vključene več narave, več interaktivnih točk na poti (table z informacijami, igrami), legend, zgodb in mitov.

Podani predlogi za izboljšavo so nam služili kot smernice za nadaljnje izvedbe pohodov in smo jih v skladu z zmožnostmi turistične agencije skušali upoštevati.



Itinerarij **Po poti plemstva na Slovenjebistriškem** je bil izveden spomladi 2021. Analiza ankete je pokazala, da je zasnovan zelo dobro.

V povezavi z oglaševanjem novega itinerarija je najuspešnejši medij splet, zato je smiselno tudi v nadaljnje (velja tudi za druge itinerarije) za promocijo uporabljati različne spletne kanale.

Opisi enot itinerarija in njihova interpretacija je po mnenju udeležencev zelo dobra; vsi namreč menijo, da sta vsebina in količina posredovanih informacij o kulturni dediščini, naravni dediščini in plemiških družinah ravno pravi, zelo so pohvalili znanje vodnika.

Vsi udeleženci bi izlet priporočili tudi drugim, saj menijo, da je vsebinsko bogat, zelo poučen, pa tudi zaradi čudovitih lokacij. Zelo so jih pritegnile tudi zgodbe in legende, ki so jih slišali. Nobenega od obiskanih spomenikov ni treba izključiti iz programa, saj so na udeležence vtis naredili prav vsi.

Anketiranci so delili enotno mnenje, da bi se udeležili podobnega izleta v isti ali drugi regiji. Predlogov za izboljšanje udeleženci niso imeli, saj se jim zdi v zasnovani obliki smiselno zaključena celota.

Glede na anketo je itinerarij zasnovan zelo dobro in izboljšave niso potrebne.





JERNEJEVA POT KOT PRIMER DOBRE PRAKSE UMESTITITVE PRODUKTA V LOKALNO OKOLJE

Jernejeva pot je z umetnostnozgodovinskimi vsebinami nadgrajena romarska pot sv. Jerneja. Krožna pešpot povezuje pet cerkva v župniji Slovenska Bistrica: župnijsko cerkev sv. Jerneja in podružnične cerkve sv. Jožefa, sv. Marjete, sv. Roka ter sv. Marije sedem žalosti. Za namen nadgradnje romarske poti je bilo vseh pet cerkva na novo proučenih. Pripravljena so bila strokovna besedila za informacijske table, ki so bile avgusta 2019 postavljene pri vseh omenjenih cerkvah. Besedila s kratkim opisom poti in zgodovine ter arhitekturne, kiparske in slikarske dediščine dopolnjujejo bogat fotografski material in QR-kode,

preko katerih se dostopa do dodatnega slikovnega gradiva ter angleških in nemških prevodov besedila.

Pri zasnovi in izvedbi je projekt v prvi fazi, ko so se pripravljale table, na lokalni ravni združil Župnijo sv. Jerneja Slovenska Bistrica, turistično agencijo Sajko turizem, podjetji iz Slovenske Bistrice Anoksidal d. o. o. in Impol 2000 d. d., ki so Jernejevo pot tudi materialno in finančno podprli.

Na ravni župnije sta imela pomembno vlogo župnik Jani Družovec in domačin Milan Borko, ki je zasnoval prvotno traso, župnija je poskrbela tudi za namestitve tabel.



Pred postavitvijo tabel sta raziskovalka Simona Kostanjšek Brglez, UIFS ZRC SAZU in župnik Jani Družovec pridobila potrebne podatke in na Zavod za varstvo kulturne dediščine, OE Maribor za vsak posamezen objekt oddala Vlogo za izdajo kulturnovarstvenega soglasja za postavitev table. Z odgovorno konservatorko so bila nato na terenu določena mesta za table, pridobljena so bila soglasja.

Po obogateni romarski poti se je približno 50 udeležencev prvič podalo 24. avgusta 2019. Raziskovalka Simona Kostanjšek Brglez in direktor turistične agencije Sajko turizem Milan Sajko sta pot podrobno analizirala, identificirala pomanjkljivosti, prav tako pa sta izvedla in analizirala krajši izlet po mestnem jedru Slovenske Bistrice. V nadaljevanju sta oba izleta združila in povezala v en itinerarij.

Ko so bile cerkve opremljene z informacijskimi tablami, preko katerih se lahko tudi naključni obiskovalec seznanil z osnovnimi informacijami, smo želeli pot primerno označiti. Obrnili smo se na Planinsko zvezo Slovenije, kjer so nam pojasnili, da je pot smotrno označiti z markacijami. Z uradnim markacistom pri PZS smo se marca 2020 udeležili trasiranja poti; določena in fotografirana so bila mesta za markacije, celotna trasa je bila posneta z GPS (z namenom izdelave zemljevida poti).

Meseca junija 2020 je bila v več etapah 12-kilometrski pot označena z uveljavljenimi markacijami za namenske poti, med katere sodijo tudi učne, kulturne in romarske poti – rumen krog z belo piko.





V naslednji fazi je bila pot nadgrajena s turističnim vodnikom v obliki zloženske. Publikacija je opremljena z zemljevidom Jernejeve poti in z opisom ter fotografijami znamenitosti na poti na eni strani ter z zemljevidom mestnega jedra Slovenske Bistrice in označenimi najpomembnejšimi znamenitostmi v mestu na drugi strani. Ob tem so podane še praktične informacije in priporočila za obisk Jernejeve poti ter pomembnejši kontakti. Brošura je bila izdana marca 2021 in je dostopna v slovenskem, nemškem in angleškem jeziku. Brezplačni izvodi so na voljo v poslovalnici Turistične agencije Sajko, v poslovalnici Turistično-informacijskega centra, na Zavodu za kulturo Slovenska Bistrica (grad) in v župnijski pisarni.

Spomladi 2021 so bile markacije dopolnjene še z znakom Jernejeve poti. Oblikovan je bil prepoznavni znak, ki se je natisnil tudi na zloženske. Znak v obliki temno rdečega ščita z belo izrisano knjigo in mečem aludira na sv. Jerneja, zavetnika župnijske cerkve, po katerem je pot poimenovana, saj sta knjiga in nož njegova atributa.

Na osnovi predlogov udeležencev pilotne izvedbe itinerarija je bila pot v naslednji fazi opremljena še z usmerjevalnimi tablami. Usmerjevalne table z napisom Jernejeva pot in znakom poti so bile nameščene na razpotja. Od lastnikov zemljišč so bila pridobljena soglasja za namestitvev. Januarja 2022 je bilo po vnovičnem pregledu trase nameščenih nekaj dodatnih tabel.

Z namenom promocije in predstavitve Jernejeve poti smo se povezali s Turistično-informacijskim centrom Slovenska Bistrica, ki pot promovira na svoji spletni strani in na Facebook ter Instagram profilu, prav tako z Občino Slovenska Bistrica, ki občanom pot predstavlja preko občinskega glasila Informator, o poti, vključno s trasiranjem, markiranjem in izvedbami vodenih izletov, pa poročajo tudi lokalni mediji Bistriške novice, Bistričan, Tednik Panorama, pa tudi nacionalni mediji, kot je RTV SLO – Radio prvi. Pot je, vključno z interaktivnim zemljevidom, predstavljena tudi na spletni strani Zgodovinskega društva dr. Jožeta Koropca Slovenska Bistrica.

Redna promocija poteka tudi preko spletne strani, Facebook in Instagram profila turistične agencije Sajko turizem, spletne strani, Facebook in Instagram profila projekta Umetnost za turizem, preko spletne strani in Facebook profila Umetnostnozgodovinskega inštituta Franceta Steleta ZRC SAZU.

Pot je bila v decembru 2021 opremljena še s tablami na nekaj spomenikih profane kulturne dediščine, ki stojijo na poti in so predstavljeni tudi v turistični publikaciji. V sodelovanju z Zgodovinskim društvom dr. Jožeta Koropca Slovenska Bistrica je bilo dvanajst spomenikov opremljenih z okroglimi tablami z znakom Haaške konvencije, imenom spomenika v nacionalnem registru nepremične kulturne dediščine in QR-kodo, preko katerih so dostopni opisi v slovenskem in angleškem jeziku ter slikovno gradivo. Kakor za table pri cerkvah se je tudi pri teh vključil Zavod za varstvo kulturne dediščine, OE Maribor.

V načrtu je še usklajena predstavitvena akcija Jernejeve poti in turističnega vodnika v lokalnem okolju, kjer bodo domačini seznanjeni s potjo. Cilj je, da jih navdušimo, da se poti udeležijo in da obenem postanejo njeni promotorji v širšem slovenskem prostoru. Smiselne so tudi predstavitve na lokalnih šolah. Namen je namreč, da je produkt vpet v vsakdanje življenje lokalnih prebivalcev.

Itinerarij Jernejeva pot in Slovenska Bistrica v celoti ustreza vsemu tistemu, kar je razumljeno pod terminom trajnostni turizem. Pri oblikovanju so bili upoštevani vsi štirje stebri razvoja (gospodarski, okoljski, družbenokulturni, podnebni), prav tako smo se navezali na dobre prakse

iz Slovenije in tujine. Oblikovan je bil tako, da naravnemu in družbenemu okolju ne prinaša negativnih učinkov in maksimizira pozitivne. Ker je celotna pot načrtovana kot pešpot, s tem itinerarijem pomagamo tudi pri ohranjanju naravne dediščine. Z vključevanjem lokalnih prebivalcev (ponudnikov) je itinerarij naravnan tako, da spodbujamo spoštovanje žive kulturne dediščine in tradicionalnih vrednot, prav tako pa lokalnim prebivalcem z njim nudimo možnost zaslужka. Poleg tega pa je itinerarij zastavljen tako, da obiskovalcem nudi zadovoljstvo in zagotavlja izkušnje, ki bodo povečale njihovo ozaveščenost o trajnostnih vprašanjih, naravni in kulturni dediščini.



SMERNICE ZA OBLIKOVANJE ITINERARIJEV

Pri oblikovanju kakovostnih, inovativnih in vsebinsko bogatih trajnostno kulturno-turističnih produktov je smiselno aktivno sodelovanje raziskovalne institucije in akterjev v turizmu. S tesnim povezovanjem in izmenjavo znanj je mogoče prispevati k razumevanju in poznavanju dediščine in k njenemu umeščanju v turistično ponudbo. Plod sodelovanja pri projektu *Umetnost za turizem* je tudi priprava smernic za oblikovanje itinerarijev.



● Analiza stanja turizma na območju

Zlasti v okolju, kjer turizem ni zelo razvit ali je turistična ponudba zelo razpršena, je treba opraviti analizo stanja. Na območju izvajanja projekta je bilo zaznano pomanjkanje privlačnih turističnih produktov, nerazvita turistična infrastruktura, pomanjkanje informacij, nezadostno vključevanje naravne in kulturne dediščine, neizvajanje turističnih vodenj in drugo.

● Identifikacija spomenikov kulturne in naravne dediščine

Vsako območje ima poleg zelo znanih spomenikov kulturne in naravne dediščine tudi take, ki na prvi pogled niso zanimivi. Zato je smiselno na terenu, ter s pomočjo literature, slikovnih in pisnih virov, poiskati tudi druge, ki niso prepoznani kot turistično privlačni in jih interpretirati na način, da lahko postanejo predmet turistične ponudbe. Na ta način se nabor turističnih znamenitosti na nekem območju bistveno poveča.

● Poglobljena raziskava

Vsako enoto, ki se jo namerava vključiti v turistični program, je treba poglobljeno raziskati. Pri tem pridejo v poštev različne metode in pristopi: kabinetno raziskovalno delo na podlagi metode kritične analize literature in sekundarnih virov; terensko delo, ki zajema topografske raziskave (evidentiranje, fotodokumentiranje, vrednotenje); kritična analiza primarnih virov v javnih in zasebnih arhivih; deskriptivna, ikonografska in formalna analiza; komparativna metoda idr. Na osnovi takšnih raziskav lahko pridobimo pomembne podatke o lastnikih, naročnikih, umetnikih in druge zanimive informacije. Ključno je, da je dediščina dobro raziskana, saj lahko šele taka postane predmet turistične ponudbe.

Umeščanje posameznih spomenikov v širši kontekst

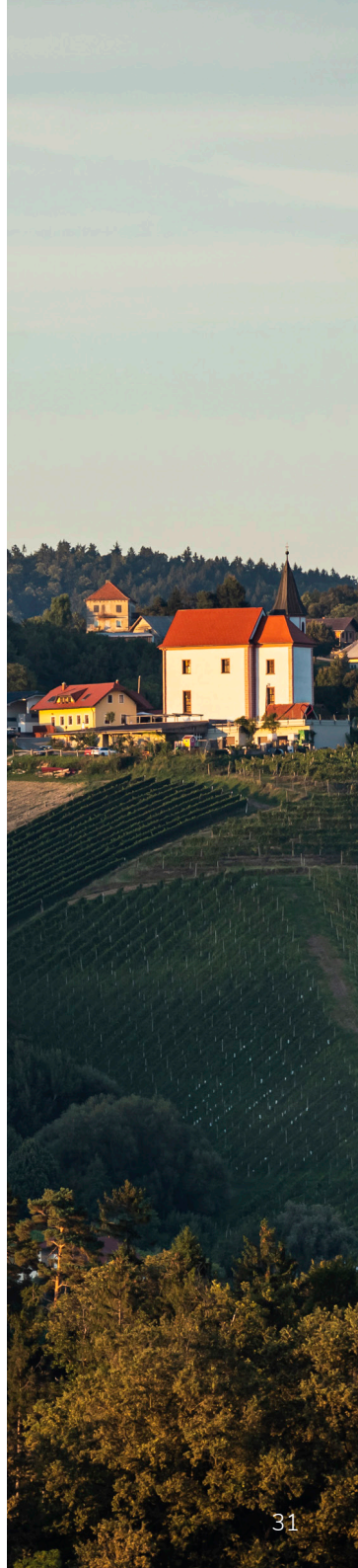
Produkt ima dodano vrednost, ko so znamenitosti umeščene v širši slovenski in evropski kontekst. Na ta način lahko obiskovalec prepozna dejanski pomen spomenika, njegova povezava z drugimi kraji in različnimi osebnostmi pa ga pritegne veliko bolj kot faktografski podatki.

Prenos dobrih praks iz Slovenije in tujine

Turistične agencije v tujini ponujajo obiskovalcem vrsto produktov, ki vključujejo tako naravne kot kulturne znamenitosti določenega območja, ki so med seboj vsebinsko povezane, kar obiskovalcem zagotavlja celostno doživetje. Model povezovanja znamenitosti in njihovo interpretacijo uporabljajo tudi nekateri deležniki v turizmu v različnih regijah v Sloveniji. Primere dobrih praks je smiselno podrobno preučiti in znanja uporabiti pri snovanju turističnih produktov.

Identifikacija obstoječih potencialov, poti, tradicionalnih dogodkov

Ob kulturnih in naravnih znamenitostih je za oblikovanje celostnih doživetij treba analizirati stanje in identificirati različne obstoječe potenciale (na širšem slovenjebistriškem območju je od športnih aktivnosti razvito pohodništvo, smučanje in tek na smučeh, kolesarstvo; od obstoječih atraktivnih poti so privlačne Močeradova pot v Slovenski Bistrici, Pot mlinov in žag ob Bistrici, Samostanska učna pot v Studenicah, Naravoslovno-zgodovinska učna pot sv. Lenarta v Makolah, Učna pot na Boč, Dravinjska učna pot, Učna pot o rudarstvu v Klečah, Ekosistemska učna pot Sv. Trije Kralji, dve mednarodni romarski poti: Jakobova pot Slovenija in Pot svetega Martina idr.; od tradicionalnih prireditev pa Starobistriški večeri, Podobe bistriških domačij, kramarski sejem na cvetni petek v Slovenski Bistrici, Poletje v Laporju, Lucijin sejem, gregorjevanje in prikaz žganja apna v Studenicah, Andrejev sejem v Makolah idr.). Vsako območje ima potenciale, ki jih je mogoče upoštevati pri oblikovanju itinerarijev in njihovi izvedbi.





● **Povezovanje z lokalnimi društvi in različnimi strokovnjaki**

Pri identifikaciji obstoječih potencialov so lahko v veliko pomoč lokalna društva (zgodovinska društva, turistična društva, folklorna društva, društva kmečkih žena in druga), prav tako strokovnjaki z različnih področij, ki poznajo bodisi lokalno zgodovino, kulturno dediščino, naravne znamenitosti bodisi običaje in navade. Društva in posamezniki lahko pripomorejo k učinkovitemu razvoju turističnih storitev in situ, saj poznajo specifične lokalnega prostora. Bistveno lahko doprinesejo k oblikovanju turističnih produktov in njihovi atraktivnosti.

● **Identifikacija lokalnih ponudnikov (gostinstvo, prenočišča, spominki)**

Tudi turistično manj razvita območja imajo ponudnike lokalnih dobrot, od zaključene gostinske ponudbe do ponudbe posameznih prehranskih izdelkov, vin in drugega. Prav tako se najdejo ustvarjalci, ki izdelujejo spominke iz prepoznavnih lokalnih materialov, kot sta na Bistriškem npr. pohorski marmor in aluminij, ali spominkov, ki so vsebinsko vezani na določen kraj. Lokalni ponudniki lahko bistveno prispevajo k celovitemu doživetju obiskovalcev, zato je potrebno spodbujanje sodelovanja med temi in med akterji, zaposlenimi v turizmu.

● **Srečevanje z lokalnimi prebivalci**

Pogovori z domačini, zlasti s starejšimi prebivalci na terenu, so zelo dobrodošli, saj se je med njimi ohranila marsikatera zgodba ali legenda, povezana s kakšno od kulturnih ali naravnih znamenitosti. Te zgodbe je vredno zapisati in jih vključiti v predstavitev oziroma vodenja.

● **Povezava potencialov v itinerarije**

Izbrane identificirane potencialne je treba povezati v celovite programe, ki bodo za turiste zanimivi in jim bodo ponudili celostno doživetje, poleg tega pa je zaželeno okrog njih urediti primerno turistično infrastrukturo (izdelava zemljevidov, brošur, tabel z opisi objektov, kaŕipotov in drugo).

Krepitev kompetentnosti kadra

Treba je zagotoviti še dvig kompetentnosti kadra, za kar predlagamo redna izobraževanja za vodnike in možnost delitve izkušenj. Zaželene so delavnice, na katerih se udeleženci seznanijo z dobrimi praksami v turizmu. Dobrodošla so vsebinska predavanja o posameznih znamenitostih in najnovejših podatkih, predstavitev na terenu. Tako se okrepi strokovnost kadra in posledično njegova konkurenčnost. V anketah, ki so jih izpolnili udeleženci pilotnih izvedb itinerarijev Jernejeva pot in Slovenska Bistrica ter Po poti plemstva na Slovenjebistriškem, so ti posebej pohvalili znanje vodnika, zato ocenjujemo, da je krepitev kompetentnosti vodnikov ključnega pomena.

Evalvacija produktov

Ko je itinerarij oblikovan, je smiselno pri prvi in pri kateri od naslednjih izvedb pripraviti ankete. S pomočjo odgovorov se lahko nato produkt izboljša, nadgradi, odpravijo se lahko morebitne pomanjkljivosti.

Povezovanje z institucijami

Za oblikovanje in širjenje prepoznavnosti turistične ponudbe ter podporo turističnim produktom in posameznim znamenitostim, pa tudi za dvig prepoznavnosti, je zaželena povezava z občinami, zavodi, turistično-informacijskimi centri, šolami in drugimi institucijami. Smiselne so predstavitve produktov, ciljev in namenov, izmenjava izkušenj, idej.

Sodelovanje z lokalnimi mediji

Za promocijo trajnostnih in kulturnih turističnih produktov je smiselno aktivno sodelovanje z lokalnimi mediji, kamor sodi sprotno obveščanje medijev o načrtovanih in izvedenih aktivnostih, pošiljanje fotografij, pisanje krajsih prispevkov, intervjuji idr.

Osveščanje lokalnega prebivalstva

Pomembno vlogo v turizmu imajo lokalni prebivalci. Cilj bi zato moral biti, da jim približamo kulturno dediščino in druge znamenitosti, saj lahko tako postanejo tudi njeni promotorji. Prebivalce lahko o dediščini in produktih seznanjamo z javnimi predavanji, vodstvi, s tiskanim promocijskim materialom in s pomočjo spleta, zlasti družbenih omrežij, kot sta Facebook in Instagram.

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Kdor pozna dediščino, jo ceni. Umetnostna zgodovinarica povezuje svoje raziskovanje preteklosti z aktualnim dogajanjem v Slovenski Bistrici, Večer, priloga Štajer'c, 17. 6. 2021. Novinar Tomaž Ajd je intervjuval Simonu Kostanjšek Brglez.

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Slovenska Bistrica – Mestne promenade, dokumentarna serija, 15. 12. 2021, TV SLO 1. Andrej Doblehar je gostil Simonu Kostanjšek Brglez, ki je predstavila sakralno dediščino v Slovenski Bistrici.

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Art for Tourism

Presentation of the Project, Its Results and
Guidelines for Tourist Product Design

About the Author

Simona Kostanjšek Brglez, researcher at the France Stele Institute of Art History ZRC SAZU, achieved her bachelor's degree at the Department of Fine Arts at the Faculty of Education, University of Maribor. In 2011 she became young researcher at the UIFS ZRC SAZU and enrolled in postgraduate school ZRS SAZU. In 2018 she defended her thesis titled Greek and Roman mythology in Slovenian art in the 20th and 21st century and obtained PhD.

Her research is centred on the profane iconography, modern and contemporary fine art in Slovenia and sacral art in Styria with focus on baroque sculpture. The author participates at conferences and symposiums and publishes her researches in various publications. Problems of preserving cultural heritage and inappropriate interferences with works of art are exposed in her papers and publishing. As part of the applicable research project *Art for Tourism. Art-Historical Contents as the Foundation of the Sustainable Tourism Development in Eastern Slovenia* she has spent the last years researching the movable and immovable cultural heritage, mostly in Slovenska Bistrica.

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ABOUT THE PROJECT 'ART FOR TOURISM'

The aim of applicable research project *Art for Tourism. Art-Historical Contents as the Foundation of Sustainable Tourism Development in Eastern Slovenia* was a systematic exploration and close examination of art heritage in the cohesive region of Eastern Slovenia. Its result was the provision of data needed for the preparation of art-historical topography, with the intention of the sustainable tourism product development based on the local cultural heritage. It should be emphasised that, to this day, the art heritage of this region has not been the subject of integral and complete scientific research. Consequently, that is also one of the principal reasons why many of its cultural monuments have not yet been included into tourism schemes. Therefore, the insufficiency and dispersion of tourist opportunities presented a significant challenge which may also be defined as the framework of the project. In turn, its main activities included a thorough research of region's cultural heritage. The results were subsequently elaborated online, but also in the form of printed publications and lectures where they were interconnected into four new integral products (itineraries) that could be of interest for potential tourists. In addition, the project has significantly strengthened the regional cultural identity and substantially contributed to the preservation of its cultural diversity, importantly increased general knowledge and recognition of its sustainable cultural and tourist attractions. Further, it made a significant contribution to greater

quality and diversity of tourist sights and activities in Eastern Slovenia. The parallel initiative for development of IT-supported tourist products meaningfully enhanced the accessibility to its cultural heritage. Successful promotion of online contents together with the adequate training enabled the beginning of cooperation with local stakeholders and established much needed connections between the dispersed regional



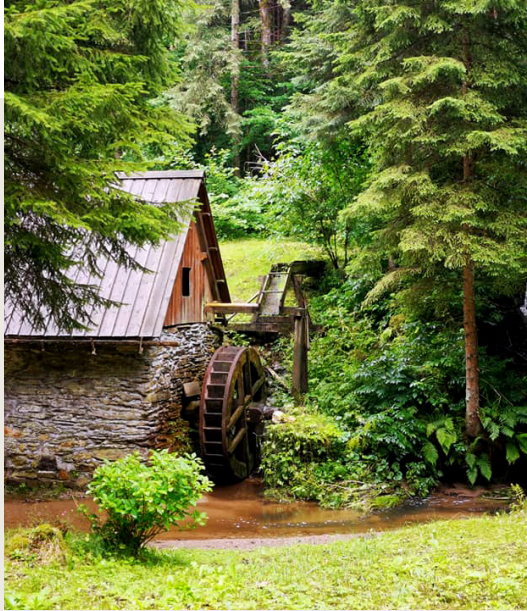


institutions, particularly by the inclusion of ecological (green) tourism dimension. Simultaneously, such strategic outline of the project decisively helped to prevent the imminent degradation of the cultural landscape. The adapted model inclusion of scientific data and contents into planned tourist products can and will be applied also in other regions of Slovenia, of course, with necessary adjustments. Our project established an important connection between the areas of science (Research Centre of the Slovenian Academy of Sciences and Arts, Branch Office of France Stele Institute of Art History in Maribor) and tourism economy (Sajko Travel Agency Ltd.).

The mentioned research organisation and tourist business company thus combined with other educational institutions and other regional and local lines of administration together with professional institutes and individuals. We organised some concise in-depth lectures intended for broader audience and tourist guides

where they could obtain new and updated knowledge and information for their intended guiding tours. Field work and excursions were certainly among the methods that essentially contributed to the quality of service and knowledge. The project researcher met with several local stakeholders who are well aware of the importance embedded in sustainability, protection and/or preservation of environment in relation to the specifics of the local area. That way, they can fundamentally support the effective development of tourist services capacities at the very site of the planned activity. Of course, the intense cooperation between the research and economic institution was one of the principal features that helped to connect the prospective scientific results with the professional experience in the field of tourism.

Besides, the predominant art-historical methods used within the project were logically combined with professional methods of sustainable tourism, promotion and marketing.



The main objectives of project were as follows: systematic scientific processing and evaluation of art-historical heritage within the defined area of Eastern Slovenia Region; the results were subsequently transformed into practice which consisted of shaping the appropriate strategy in relation to transfer of the scientific contents into sustainable cultural tourist products. Thereafter, the obtained data on the regional cultural heritage was synthesised into brand new tourist items as the main result of the project. In line with its aspirations, the project implemented a series of dissemination activities aimed at professionals and the general public about the importance of cultural monuments and their proper protection. The expected results of the project also had plenty of unforeseen surpluses, like lectures, guided tours, publications, marking of monuments etc. Numerous newspaper

and journal articles, online publications, including a successful exhibition definitely represent an excellent starting point for the preparation of the art topography of the Administrative Unit of Slovenska Bistrica with already concluded necessary measurements and completed ground plans of all churches, both monasteries and important chapels within its area.

Of course, the performance of project activities was highly influenced by the outbreak of Covid-19 pandemics that caused serious economic damage, particularly the tourist sector. In the springtime of 2020, the Slovene tourism was forced to almost complete standstill due to strict limitations imposed by the pandemic outbreak. However, in the summer the tourist capacities were mostly occupied by domestic population, since the influx of foreign guests was still close to

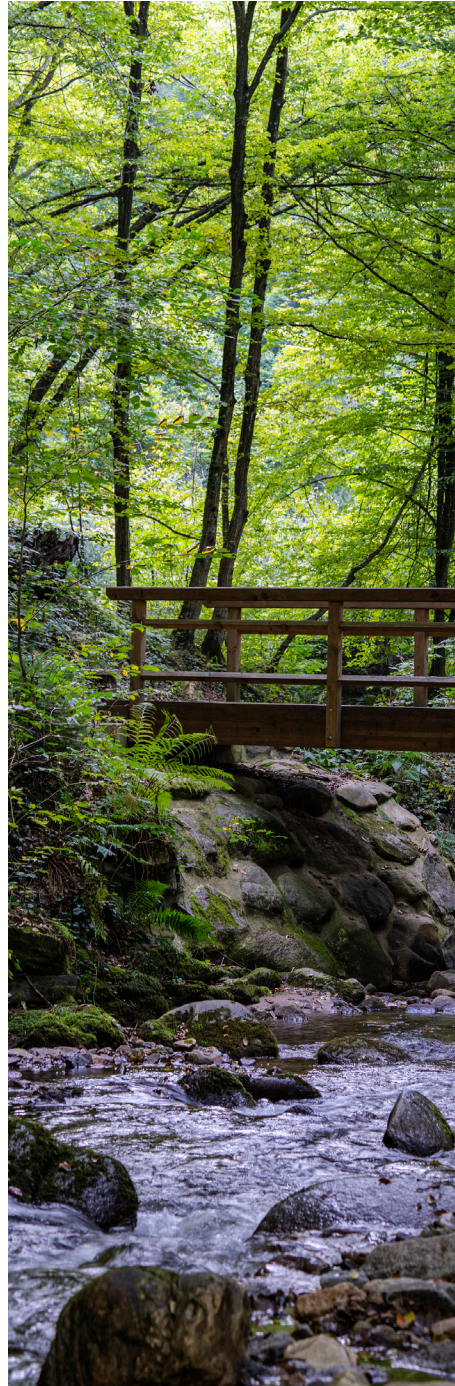


negligible. Because of the changed circumstances, the tourist agencies were bound to alter their marketing strategies. Consequentially, the Sajko Travel Agency Ltd. similarly redirected its focus from the so called ingoing and outcoming destinations to Slovene tourists and inland tours and services. With the gradual normalisation of affairs that allowed for free internal traffic, the company was able to enlist the new itineraries that emerged within the project. Hence, the combination of new circumstances spawned yet undiscovered potential for the sustainable tourism development that gave initiative to the formation of new tourist products from local areas. The project had also succeeded in gaining very good media coverage. As a consequence, part of Eastern Slovenia region with Slovenska Bistrica and its broader surroundings were put on the map of tourist attractions with abundant historical and cultural heritage.

Next, the website has also been designed within the project framework, which features the online project results and activities (www.umetnost-za-turizem.si).

The Importance of Project Region

The selected project area bears an extreme historical importance, not only at the regional level, but also with regard to Slovenia and Europe as a whole. Numerous preserved historical monuments point to the fact that the area had considerable significance as early as in the age of antiquity (in the ravine of Bistriški Vintgar we can find the ancient Roman quarry where they dug the so called Pohorje marble which provided the material for some of the most famous antiquity treasures in the area, such as the Orpheus' monument in Ptuj). However, the intense extraction of the precious stone began in the Middle Ages, and then particularly in the New Age, with the arrival of several noble families that essentially contributed to gradual efflorescence of the profane and sacral architecture, next to the other outstanding art monuments in the area which notably define its place in the broader European context. Among the families of the local landed nobility, we should certainly mention the Veters, Attems, Herbersteins, Brandises and Pongratzes. In connection with the mentioned nobility and other families and individuals, the area is also quite renowned for exquisite creativity of its baroque artists, such as Johann Martin Schmidt, Franz Ignaz Flurer, Philipp Carl Laubmann, Philipp Jakob Straub and others who, similarly, gained undeniable European attention. Their artwork can still be admired in many profane and sacral buildings within the project area and some publicly accessible collections. Nevertheless, the 19th and 20th century had also adorned the area with many more novel art monuments. At that time, the development of the entire region was essentially reshaped by the establishment and subsequent completion





of the Southern Railway that provided an enormous incentive to its economy, followed by the increased urbanisation that profoundly altered the architecture of the previous two centuries.

In addition, the area entails substantial value from the viewpoint of natural heritage and its values that also exhibit a great potential for the further expansion of tourism in the sense of thematically oriented cultural paths with many examples of elaborate gardening and architectural heritage, neatly intertwined with several hiking and biking paths, interesting cultural landscape (natural sights, delicious local cuisine etc.). The project area is undoubtedly famous for its care and preservation of countryside, faithful to its original authenticity, based on the opulence of its customs, traditions and celebrations that can offer more than exceptional tourist experience and adventures. The project area boasts with as many as nearly 240 natural monuments (regional and landscape parks, natural reserves and monuments, artificially designed natural monuments, ecologically significant places and areas of Natura 2000). The stories and legends connected to some objects and places give the area special, mystic charm – some of them are preserved in written sources whereas others are still transmitted orally through generations. And it is precisely the described combination of art heritage, its interpretation, connection with natural treasures, local folklore, ethnological features, local environment and existing tourist services that form the solid foundation for future planning, building and strengthening of sustainable and cultural tourism.

Expected Long-Term Project Effects After Its Conclusion

Of course, our main objective is to substantially increase the number of various tourist groups in the chosen area, including random visitors, culture-interested visitors, pilgrimage tourists, eco-tourists, local inhabitants, people from other Slovene regions, business partners of the companies in the region, and especially (incoming) travellers or tourists from abroad with the intention of prolonged stay in the region. As a consequence, our research is focused on cultural and natural heritage and the possible ways of production related to new tourist items. Hence, we wish to increase and improve the quality of tourism supply and demand, strengthen the cultural identity of the region, prevent the degradation of cultural landscape and thus make a significant contribution to the development of local economy. This way, we can make a real difference in relation to the protection of heritage and aspirations concerning the better quality of life for the local population. It is our prevailing interest and vision that knowledge, methods and results of the project prove useful not only for its participants but to be able to get transferred to other tourist agencies in the region and Slovenia as a whole. Besides, we wish to adjust our methods in order to attain their suitability for all interested agents who are in any way devoted to sustainable development and cultural tourism. We also envisage continuation of in-depth research regarding the cultural heritage in the framework of project application due to the quality of sources enabling further exploration.







PRESENTATION OF FOUR ITINERARIES

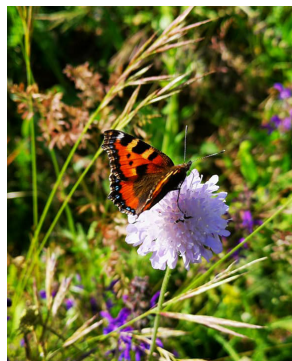
The main result of the project can be summarised in four innovative tourist products based on the interpretation of cultural heritage including natural treasures and other potentials. They are functionally connected with the principles of sustainable development that are embedded in ethical values, environment, history and culture. In the course of project activities, the included research and business organisation defined their aims also according to the examples of good practice from abroad and other parts of Slovenia. In turn, the art monuments were thoroughly studied and then connected with various stories. Their greatest source and potential came from local nobility families and renown artists. During the research and formation of the products we established a stable connection with the local environment (communication with local inhabitants aimed at search and collecting of stories and tales, connected with the monuments and specific areas; nonetheless, we also exchanged substantial information with the relevant institutions, associations, parishes, local media and other stakeholders). It should be noted that, prior to the start of project activities, we were able to identify some major problems and obstacles in form of underdeveloped tourist infrastructure, fragmentation of tourist supply, lack of viable connections between cultural and natural landmarks of the area, scarcity of integral online or practical fieldwork information, insufficient cooperation between the key organisations, such as main tourist suppliers, municipal organisations, public institutions, local residents, their associations and media. The itineraries are designed in a way that provides sufficient possibilities for the needed time or content adjustments, with the opportunity for combination with other activities. They were also duly included into the existing tourist offer of the Sajko Travel Agency Ltd. and are part of marketing activities via printed catalogues, leaflets, online page and other marketing methods. One of the important objectives of the project was therefore achieved as planned.

Bartholomew's Route and Slovenska Bistrica



More than twelve kilometres long pathway represents an art-historically continuation of St. Bartholomew's pilgrimage route that connects five churches in the parish of Slovenska Bistrica with several other important art monuments. A one-day trip usually begins with a cup of morning coffee or tea in one of the familiar places within the old town centre. After the common 'ritual' is concluded, it is followed by a visit of the town Church of St. Mary of the Seven Sorrows and the walk past the main town sights on the Square of Liberty (Trg svobode), Kolodvorska ulica/street, and Alfonz Šarh Square (Trg Alfonza Šarha) on the other bank of Bistrica River. Next, the tour is continued by sightseeing of St. Bartholomew parish church followed by a short ascent on Joseph's Hill (Jožefov hrib) that leads to a beautiful baroque church of St. Joseph. Our path then

takes us over Devina and Šentovec to the small village of Ritoznoj. At the top of vineyard slopes we can see the proud Church of St. Margaret with marvellous frescoes. In the village, the visitors can stop to get a meal and try some quality wine types, including 'ritoznjčan'. Once the break is finished, the visitors continue their trip to Kovača vas with the Chapel of St. Roch and onwards to the Chapel of St. Anne. Another footpath across Zgornja Bistrica leads through the woods and settlement that emerged on the former castle estate, past the castle park with the famous beech tree promenade all the way to the castle in the North-West corner of the old town centre of Slovenska Bistrica. The trip is finished in the late afternoon with a short tour around the castle with a lovely festive hall and an impressive staircase. The tour itself partly includes some strolling



on pavements in the town centre and less busy local roads, but mostly it runs through the woods and meadow paths. Its level of difficulty could be estimated as medium-easy. Taking into account its outline is focused on sacral heritage, the encountered artworks are frequently connected with saints' legends, as well as some other stories, for instance the legend on the origin of St. Anne's Chapel which is closely intertwined with the Attems family. Bartholomew's Route is outlined by a tourist guide booklet with a concise description of the tour and 36 landmark photos together with important practical information and useful contacts. The route was originally considered as footpath, yet, with some minor adjustments it is also suitable for bikes and other vehicles. Thereafter, it can also be recommended to people with walking disabilities. The estimated duration of the trip is approximately 8 hours.



Tracing the Nobility in the Region of Slovenska Bistrica



Our next itinerary consists of one-day trip that focuses on historical landmarks left behind by the local landed nobility and several monastic orders (Carthusian monks, Dominican nuns and Minorite monks) that decidedly influenced the cultural and architectural image of the landscape. The participants' meeting in Slovenska Bistrica is followed by the drive to Oplotnica and subsequent visit to Oplotnica Manor or Žiče Mansion that was built by the Carthusian order. In the 19th century it was taken over by the noble family of Windischgrätz. Oplotnica is more than suitable for taking a short break for individual strolls, enjoying a cup of coffee, having lunch, and going for a walk through a small park with a washing place near the Oplotniščica River. Then, we can set off to Pragersko with the Pragerhof Manor as former site of the Prager family that gave the place and court its name. However, with the course of time the building changed its owners. Firstly, it came in the hands of Dietrichsteins, then Breitenfelds, who contributed the well-preserved fountain, and finally to Attems and Formachers. The centre offers some interesting objects that are part of industrial and railway heritage. Pragersko is an important railway crossing or changing point. Due to rich deposits of clay, the local landowners founded a brickyard in 1900. Our way continues to Spodnja Polskava with a walk through the village and sighting of St. Stephen's Church where we can stop at the Frajštajn manor which was in possession of various noble landlords, from Dietrichsteins to Brandises. For a good century, the manor was also property of Dominican nuns. The drive to Zgornja Polskava takes us to the Church of Holy



Trinity, and interesting graveyard site with memorial wall with the names of the soldiers who died at the Isonzo front. Here, we must also mention the grave of writer Anton Ingolič. If we then continue our expedition following the footpath to the centre of Zgornja Polskava, we soon arrive at the exquisite baroque mansion that owes its refined exterior to the noble family of Dietrichstein. After the lunch the charming tour reveals a more detailed image of Slovenska Bistrica with its castle and rich history connected with the lineages of Vetter von der Lilie, Wildenstein and Attems. In turn, the town centre boasts with monuments left by Pongratzes, Formachers and other rich families that shaped its image with undeniable historical charm. The excursion concludes in the late afternoon hours. In sum, the trip provides a detailed insight into the lives of the local nobility, their monuments encountered en route and elsewhere, uncovers interesting tales from the area and broader region, refined with the passages from Anton Ingolič's stories that are closely interwoven with the local scenery. The trip is originally construed as a combination of travelling either with the van or smaller bus, and walking. Of course, it can also be fully performed by bike, depending on the physical condition or the interests of participants. Anyway, with the combination of vehicles and short walks, its estimated duration is approximately 8 hours.



Life in the Middle Age Market Towns



The third one-day itinerary is intended especially for the visitors who are interested in the historical and, more specifically, Middle Age aspects of life in market towns. Over the course of time, one of them actually evolved into town whereas other places remained at the level of smaller settlements. The history of the market towns mentioned is closely related to the major nobility families in the Slovene lands, and in the broader European area. However, the Dominican sisters also had an important role.

After all participants are assembled in Slovenska Bistrica, the trip continues by the drive to Makole and sighting of St. Andrew's Church, followed by a gentle slope and the small Church of St. Leonard, just above the town square. There, it seems to be the right place for telling the story about Ferenc Tahi, a Hungarian nobleman and former owner of the nearby (yet now ruined) Štatenberg castle, whose abhorrent treatment of peasants and serfs gave rise to the (Great) Slovene-Croatian Peasant Revolt in 1573. Afterwards, we can take a look at the smaller baroque mansion that dominates the hill at the other side of the Dravinja River. The sightseeing then takes us towards Studenice, lying under the steep ridge of Boč Mountain. A stroll across once very successful Middle Age market town which, for the most part, owed its development to its Dominican Nunnery inevitably turns our attention to the impressive monastery complex with the Church of the Holy Three Kings. The Studenice complex is also the source of many legends, among them the legend about miraculous water that we should disclose right next to the Topli potok (i. e. 'Warm Brook'). If we ascend to the ruins of the



castle, we can enjoy the most beautiful view over the old market settlement with its lovely monastery and Church of St. Lucia on the other bank of the Dravinja River, and then take a short walk to the nature learning path around the monastery complex. The third market town was Lemberg where once stood a proud castle owned by the Counts of Celje. After lunch and a short break meant for individual exploration the participants enter the organised tour of the town hall with a neatly arranged museum, then go and see the Church of St. Nicholas on the square and trace the only preserved remnant of the high castle – the castle chapel that is now turned into a small Church of St. Pancras of Rome, and can only be accessed on foot. After the Lemberg the sightseeing tour continues across Zgornje Poljčane dominated by the Romanesque Church of St. Cross back to Slovenska Bistrica, the only of the prosperous Middle Age settlements that actually developed to town. The sightseeing programme is concluded in the late afternoon hours with participants enchanted by mysterious legends of the Warm Brook, St. Pancras of Rome and the other saints worshipped by all ranks of nobility, including the famous Counts of Celje and other noble families.



The trip consists of driving with a van or smaller bus and walking. The estimated duration of the trip is 9 hours.



Cultural and Natural Treasures of Pohorje, Haloze and Dravinjska dolina

Our last itinerary was designed especially for enthusiasts who are thrilled to indulge in the (local) art, history, tradition, tales, recreation and culinary experience. It is outlined as a three-day journey around this part of Slovenian countryside that still fully preserves its originality, authenticity and many local customs and traditions. After the arrival in Slovenska Bistrica, the first day of our expedition starts with a cup of nice coffee or tea in the town centre and guided tour that begins with sighting of the St. Bartholomew Parish Church, and then moves on to the slopes of Pohorje to Ančnikovo gradišče (Ančnik's ancient fort site) that is considered as cultural and historical monuments with the remains of an ancient fort dating back into the late Antiquity and early Middle Age. Then, the participants have time to enjoy some lunch at the local restaurant. Next, our tour leads us across the Holy Three Kings village to Osankarica, from whence we take a walk to the Black Lake – a natural treasure hidden in the midst of the Pohorje forest. Following local road past the Kot and Kebelj with the ruins of two Middle Age castles, we stop in Oplotnica, the settlement at the South-East edges of Pohorje, where we walk to the Žiže Carthusian Manor. There, the participants have the opportunity to listen to the tales based on the local oral tradition that were written by the author of youth literature Jože Tomažič. The magic of the absorbed imagery takes us further to Prihova. There, we pay a visit to a well-known pilgrimage church. At the end of the day, we can settle down in Slovenska Bistrica or its surroundings, have some dinner and stay overnight. In the morning, we depart for the centre of Slovenska Bistrica immediately after breakfast, with a walk through the castle park and sighting of the castle itself with its museum collections. From there, we take a ride with the bus to Zgornje Poljčane, then walking and following the foot of Boč Mountain to one of the few preserved traditional haystacks (i. e. kozolec – toplar) and bird-watch site, finally arriving to Studenice, where we partake in the nice atmosphere of the square with its beautiful monastery complex including the Church of the Holy Three Kings. We can afterwards have some lunch at the restaurant, or try some delicacies of local tourist farms offering their home-made food to travellers. Our next stop is Križeča vas with its significant ethnological and cultural heritage consisting of charcoal pit furnace, windmill, traditional peasant living room and other interesting details from the times past. Further on, in Modraže we visit an eco-farm where we are warmly welcomed by the locals dressed in national costumes that show us the way to the bee house. Of course, there we are tempted to try some delicious local honey. Yet, our list of sights is far from complete: on our way through the village, we also take a look at stables with (Scottish) Highland cattle and other animals, old wine cellar, try on some local carnival masks, and get to know some traditional types of farm work, and take a walk across the estate. At the end of the second day we return to Slovenska Bistrica for some supper at the hotel where we also spend the night. On the third day after breakfast we take a bus drive to Spodnja Polskava

and stop at the birthplace/home of the writer Anton Ingolič. Afterwards, we visit St. Stephen's Church, and drive across Črešnjevce, descending into Ložnica Brook Valley to Štatenberg Mansion where we stop for a guided tour that includes its surroundings and, if desired, a walk to the castle ponds under the building. Our curiosity, and possibly some healthy lack of food, lead us to Bernardek Cottage. There, we can really get a sense of traditional, but already gone, ways of local peasants' living, and enjoy some rich meal from the cauldron. Fit as a fiddle, after a hearty lunch there are no limits to continuing our exploration and feeding our curiosity in the nearby Makole and the Church of St. Andrew with the following drive to Šega mining site with its entrance. Short strolling gets us to the Belojača Cave, one of the longest karstic caves in the Haloze region that also offers a very interesting background for listening to some local legends and tales. The sightseeing is conveniently concluded by the tasting of the local wine sorts offered by one of many wine producers in the region. In the late afternoon, we return to Slovenska Bistrica to finish our abundant three-day journey around the area.

The last itinerary is designed and intended for those who wish to fully appreciate the richness of natural and cultural heritage of the region, its customs and ways of life, its life in the past, and subsequently get to feel the genuine vibration of life in the area. The tour is construed as a combination of driving in a van or smaller bus and walking. By all means, walking can be (inter)changed by cycling. The approximate duration of the tour is 3 days, 8 – 10 hours daily.



REALISATION OF TWO PILOT ITINERARIES

Two of the four listed itineraries in the project, i. e. Jernejeva pot (Bartholomew's Route) and Slovenska Bistrica and Tracing the Nobility in the Region of Slovenska Bistrica have already been realised according to all the required stages: content definition of the given itinerary, its inclusion and placement into the local area – establishing of the relevant connections with local stakeholders, agreement concerning the access to important objects, distributing the information on the spot, promotion, marketing, demonstration of their field work performance, IT and online support, obtaining the questionnaire results from the pilot performance participants, questionnaire analysis, as well as analysis and evaluation of the product(s).

The aim of distributed questionnaires was the gathering of the relevant feedback information on impressions



and experience perceived by the visitors. Of course, the intention was the possible improvement, complement, abridgement etc. In short, the project is supposed to be completed in the way that enables all the future participant groups to achieve maximal satisfaction. In addition, the answers can be used as a sort of orientation and help with the future design and adjustment of other itineraries.

The first realisation of the itinerary **Jernejeva pot (Bartholomew's Route) and Slovenska Bistrica** happened in the autumn of 2020, which was even before the publication of the tourist guide book and marcation of the route; consequently, its realisation was repeated. The visitors' reactions after and even during the trip were extremely positive, which was also reflected by the results of questionnaire analysis. For several times, it was emphasised that the outline of the programme had been excellent, as well as its performance. The visitors were absolutely delighted by the richness of the region's cultural and natural heritage, and impressed by the profound knowledge of their guide. All participants assured they would gladly recommend the trip to others, for its length and difficulty had been perceived as quite appropriate, as well as the quantity of received information. They all agreed with the assumption that, in case they had organised the trip by themselves, the quantity of information together with the quality of experience would have been significantly diminished, notwithstanding the information they could have obtained by various information boards. However, they offered variable concluding remarks. Most of them just wrote their positive thoughts and expressed their gratitude with best wishes for our future project. But, for instance, they suggested the route could have been even better defined and marked with the suitable direction signs. Further, they pointed out the same



practice could have also been applied to other locations in Slovenia. Three participants stated they would have liked to get the opportunity to access even more information on the additional local tourist supply and facilities. One of them wished the route had included more nature, more interactive points (such as boards with the information, games etc.), and greater quantity of local tales, stories and myths. Understandably, all suggestions were taken into account to serve as future guidelines for trip performance. Nonetheless, they had to be somewhat adapted to the possibilities of the included travel agency.

The itinerary **Tracing the Nobility in the Region of Slovenska Bistrica** was originally performed in the spring of 2021. The analysis of questionnaire results indicated a very good concept of the trip. Regarding the dissemination of new itinerary, the internet proved to be the most successful medium. Thus, it also seems the most reasonable choice for promotion of all other itineraries, providing the ever increasing variety of tools regarding its (successful) expansion. The individual descriptions of itinerary units and their interpretation were, according to participants' opinions, very satisfactory. They all confirmed that the content and quantity of the given information regarding the cultural and natural heritage, as well as the nobility had been just appropriate. They were also astonished by the depth of knowledge presented by the tourist guide. All of them would also happily recommend the trip to others. In their opinion it is very rich with contents, and therefore extremely informative. Next to that, it offers a journey with many wonderful locations. The participants were totally enchanted by the stories and legends they had been told. Consequently, they would not exclude any location or monument from the programme, as everyone was impressed by its design and beauty. In addition, they unanimously expressed their readiness to join the next similar trip across this, or any other region. For the reasons mentioned, they had no suggestions for improvement, because they had perceived the programme contents as sensibly and integrally coherent whole. Hence, regarding the questionnaire results, the outline of proposed itinerary is simply very good with no improvements needed.





BARTHOLOMEW'S ROUTE AS AN EXAMPLE OF GOOD PRACTICE OF PLACING THE PRODUCT IN THE LOCAL ENVIRONMENT

Jernejeva pot (Bartholomew's Route) represents an art-historical upgrade of the pilgrimage route of St. Bartholomew. A circular footpath connects five churches in the parish of Slovenska Bistrica: The Parish Church of St. Bartholomew and the branch churches of St. Joseph, St. Margaret, St. Rock (Rocco, Roch) and St. Mary of Seven Sorrows. For the purposes of pilgrimage route extension, all five churches were studied anew and supplemented with new information that has been used for the preparation of professional texts for information boards that were placed in front of all churches in August 2019. The short

texts consist of short description of the path, history and architectural, sculptural and painting heritage, are complemented by rich collection of photographic material and QR-codes that provide access to the additional pictorial material, as well as English and German translations of the texts.

At its first stage of preparation that included the setting of information boards, the project connected the Parish of St. Bartholomew in Slovenska Bistrica, the Sajko Travel Agency Ltd. and two companies from Slovenska Bistrica: Anoksidal Ltd. and Impol 2000 plc. that provided material and financial



support for the project.

At the parish level, the project was supported by the vicar Jani Družovec and local stakeholder Milan Borko who also made the plan of the initial route, whereas the parish took care of setting up the information boards.

Before that, the project researcher Simona Kostanjšek Brglez from France Stele Institute of Art History (Research Centre of the Slovenian Academy of Sciences and Arts) and the parish vicar Jani Družovec collected all the relevant information and submitted the application to the Institute for the Protection of Cultural Heritage (Maribor Unit), in order to obtain cultural protection consent regarding the placement of information boards. Their sites were subsequently agreed with the conservator in chief who gave the final approval. First trip along the upgraded pilgrimage way was organised for approx. 50 participants on 24th August 2019. The project researcher Simona Kostanjšek Brglez and the director of the Sajko Travel Agency Ltd. Milan Sajko analysed the route in detail, identified its shortcomings, and then performed and analysed a short trip across the town centre of Slovenska Bistrica. Afterwards they decided to combine both of them into one itinerary.

When the churches were adequately equipped with the information boards that offer some basic data to all potential visitors we also wanted to mark the route, so we asked for some help at the Alpine Association of Slovenia where they advised us to use suitable markings. In March 2020, we joined the official





marcationist of the Alpine Association of Slovenia for the definite marcation of the route. The sites of marcatons were precisely determined, photographed and then outlined by the GPS in order to draw the map of the route. In June 2020, more than twelve-kilometre route was equipped with the established marcatons for important destinations which include learning, cultural and pilgrimage ways and routes with their distinctive sign – yellow circle with a white dot. At the next stage, the route was supplemented by a short tourist guide folder. The publication contains the map of Bartholomew's route with photos and descriptions of important landmarks and sights on one side, as well as a map of Slovenska Bistrica town centre revealing its most important monuments worth seeing on the other, with the addition of some practical information, contacts and recommendations for visiting. The brochure was issued in March 2021, with three language options: Slovene, English and German. Free copies can be obtained at the office of Sajko Travel Agency Ltd., at the office of the Tourist Information Centre, at the Intitute for Culture Slovenska Bistrica (castle) and at the parish office. In the spring of 2021, the marcatons were complemented with the sign of Bartholomew's Route. The logo was then printed also on the brochures, in the form of the dark red shield with the outlined white book and sword which allude to St. Bartholomew, as the book and knife are considered as his attributes. On the basis of the first participants' suggestions, the route was additionally equipped with signposts. The signposts with the inscription 'Jernejeva pot' (Bartholomew's Route) and its logo were placed at the crossroads, after the landowners had given their consent for their setting. Upon the next review of the route in January 2022, its direction was equipped with some extra signposts and markings. In order to boost the promotion and presentation of the Bartholomew's route, we made contacts with the Tourist Information Centre Slovenska Bistrica that advertises the route at their website, Facebook and Instagram profile. Next, we connected with the Municipality of Slovenska Bistrica that has informed its residents about the route via municipal newspaper Informator, with the important notifications regarding the outline, marcation and timeline of organised trips that are also covered

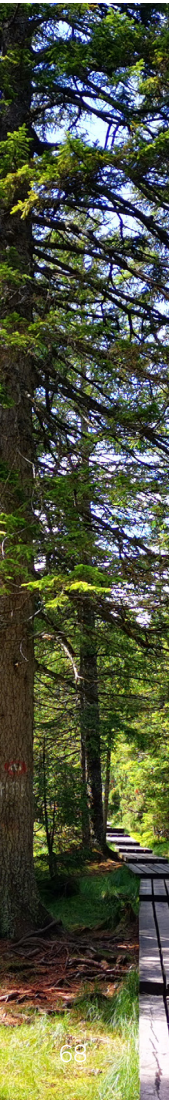
by the local media, such as Bistriške novice, Bistričan and Tednik Panorama. The route was as well presented by the national media RTV SLO – Radio Prvi. The interactive map of the route can also be found at the website of the Dr. Jožef Koropec Historical Society of Slovenska Bistrica. Regular promotion has been underway via website plus Facebook and Instagram profile of the Sajko Travel Agency Ltd., via website, Facebook and Instagram profile of the project Art in for Tourism, together with the website and Facebook profile of the France Stele Institute of Art History (Research Centre of the Slovenian Academy of Sciences and Arts). In December 2021, the route was complemented by the information boards placed at some monuments of the profane cultural heritage which can be found along the route and are also presented in the tourist publication. In the cooperation with the Dr. Jožef Koropec Historical Society in Slovenska Bistrica, twelve monuments were equipped by the round boards with the sign of The Hague Convention, the name of each individual monument in the national registry of real estate cultural heritage, as well as the QR-Code, by which one can access to their description in Slovene and English language, with added pictorial material. The Unit of the Institute for Protection of Cultural Heritage in Maribor was also included at this stage. Our plan also includes coordinated presentation activity of the Bartolomew's Route and its tourist guide in the local area, thereby informing also the local residents about the extent and the contents of the project. Our aim is to trigger their enthusiasm and motivation, to visit the route by themselves, so that, in time, they could become its most ardent

supporters within the broader territory of Slovenia. We also consider giving some presentations at the local schools with the intention to firmly include the awareness of the project in the everyday life of the local inhabitants. Thus, the itinerary Jernejeva pot (Bartholomew's Route) and Slovenska Bistrica is in complete accordance with everything that is understood under the concept of modern sustainable tourism. During its planning and formation, all four pillars of development have been thoroughly observed (i. e. economic, environmental, socio-cultural and climate). Similarly, we have taken into account other examples of good practice from Slovenia and abroad. The project has been designed in a way that does not entail any negative effects, whereas it maximises the positive one. Since the entire length of the way has been foreseen as a pathway, this aspect also contributes to the preservation of natural heritage. With the inclusion of local residents and stakeholders, we strive to encourage respect toward live cultural heritage and traditional values, as well as offer some additional channels of income. The itinerary is designed to guarantee all its potential visitors that they can and will partake in exciting experience and satisfaction that will definitely strengthen their awareness of questions regarding sustainability, as well as natural and cultural heritage.



GUIDELINES FOR ITINERARY PLANNING

Having considered the design of quality and innovative tourist products that are rich in contents, cultural heritage and sustainability, it definitely makes every sense to encourage active cooperation between research institution and significant agents in the tourism sector. With their intense connections and exchange of knowledge we can decisively contribute to understanding and learning about the existing heritage, and working in favour of its inclusion into tourist supply. Another result of the project 'Art for Tourism' is therefore also the definition and preparation of guidelines for itinerary planning.



● **Analysis of the existing state of tourism in the area**

Particularly in the environment with considerable lack of tourism development, or a great dispersion of the existing tourist supply, we need to perform a detailed analysis of relevant facilities. Consequently, in our project area we managed to identify relevant absence of the attractive tourist products, with underdeveloped tourist infrastructure, lack of important information, insufficient inclusion of natural and cultural heritage, absence of tourist guides etc.

● **Identification of cultural and natural heritage monuments**

Apart from known monuments of cultural and natural heritage, every area conceals treasures that, perhaps at first sight, are not very obvious. That's why it makes sense to make additional concise terrain research and look for them with help of available literature, pictorial and written sources and provide them with the interpretation that makes them become a part of new, refreshing, and attractive tourist supply. This way, we can substantially increase the range and variety of tourist landmarks and interesting sites within a certain area or region.

● **In-depth research**

Every unit or item intended for the inclusion into tourist programme, needs to be thoroughly researched. In that case, we can use different methods and approaches, including: cabinet work with critical analysis of literature and secondary sources; field work that consists of topographic research (classification, photographic documentation, evaluation); critical analysis of primary sources accessible either in public or private archives and/or collections; descriptive, iconographic and formal analysis; comparative method etc. On the basis of such research we can obtain some interesting data on the owners, commissioned artists and other information. The accurate research of heritage is certainly vital because otherwise it cannot become a part of quality tourist supply and service.

Putting the individual monuments into a broader context

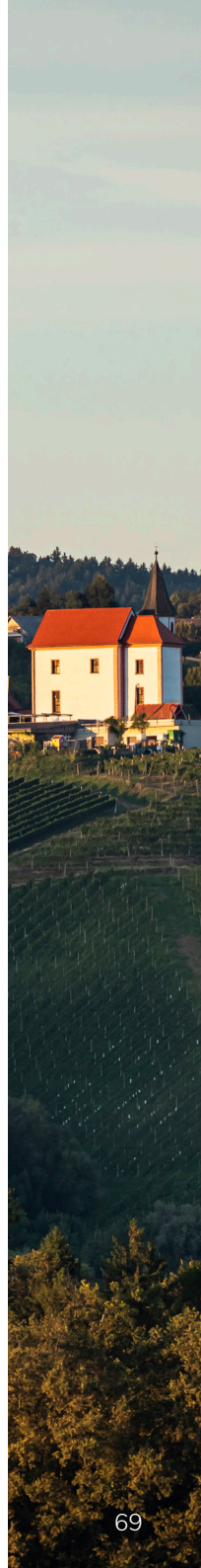
A product obtains its added value only, when the landmarks are appropriately situated within the broader Slovenian and European context. This way, the visitors can properly identify the actual meaning of the monument, its connection with other places and personalities can attract much greater attention as mere statement and listing of dry facts.

Transfer of good practice examples from Slovenia and abroad

Travel agencies abroad offer to its visitors a variety of products that include natural, as well as cultural landmarks and sights of particular area which are, however, interconnected by their contents. Such interconnection represents a certain guarantee of integral, deep experience of wholeness to its visitors. Nonetheless, there are some tourism stakeholders across the regions of Slovenia who already use the model described. That's why it is perfectly sensible to study such cases of good practice in detail and use the knowledge received in relation to the design of new tourist products.

Identification of the existing potentials, routes, traditional events and venues

If we want to shape an integral experience besides showing the cultural and natural sights and landmarks, we, at first need to conduct a thorough analysis current circumstances so that we are able to identify different existing, as well as possible potentials (for instance, the developed and extended sport activities in the broader Slovenska Bistrica region involve hiking, skiing, cross-country skiing and cycling; existing tourist and learning pathways and routes include the Salamander path in Slovenska Bistrica, Mill and Saw Mill path along the Bistrica River, Nature and history learning path of St. Leonard in Makole, Learning way to Boč, the Dravinja River learning path, Learning path about the mining tradition in Kleče, Ecosystem learning path of Holy Three Kings, as well as two international pilgrimage routes: St. James' Route in Slovenia and Route of St. Martin; then there are Monastery learning pathway in Studenice, Andrew's fair in Makole). Each place hides its potentials which could and should be observed at the design of (new) itineraries and its realisation. Traditional venues include Old Bistrica Evenings, The Images of Bistrica Momeland, Palm Friday Trade Fair in Slovenska Bistrica, Summer in Laporje, Lucia's Fair, Feast of St. Gregory, a demonstration quicklime making in Studenice, and more.





● **Connecting with local associations and experts**

As to the identification of existing potentials, the local associations can offer considerable help (historical, tourist, folklore associations, farming housewives' associations and other), as well as professionals from different fields of interest, which can extend from local history, cultural heritage, natural landmarks, or local customs and habits. The associations and interested individuals can contribute to the effective development of tourist services on the spot, as they are familiar with the local specifics of the area. They can be a vital asset concerning the design of future tourist products and attractions.

● **Identification (restaurants, bed-and-breakfast facilities, souvenirs)**

Even less developed tourist areas have their suppliers of local cuisine specialities that ranges from integral restaurant offer to the supply of special food products, wine sorts etc. We can also find local craftsmen who design souvenirs from locally specific materials, such as Pohorje marble, aluminium, or various place-and-content related souvenirs. Local suppliers can make an essential contribution to the visitors' integral experience. For this reason, the encouragement to cooperation between the innovative individuals and local tourist agents is necessary.

● **Meeting the local residents**

Talks with the local residents, especially older ones, are very welcome, for they are the living source of almost forgotten tales and legends related to some natural or cultural landmarks. Such stories always represent a cultural asset worth to be written down, hence preserved and then possibly included into presentations or guided tours.

● **Connection of potentials into itineraries**

The chosen identified potentials need to be connected into integral programmes that could be interesting for tourists and could offer them an experience of wholeness. Furthermore, there is always a room for an upgrade or establishment of new tourist facilities and infrastructure (printing of new maps and brochures, setting up new information boards with object descriptions, making signposts and other things).

● **Strengthening of human resources' competences**

The human resources' competences definitely need to be improved. Thereby, we suggest the introduction of regular education and training for local tourist guides with the possibility of gaining or sharing some appropriate experience.

That could also be achieved by the organisation of workshops where participants could learn more about the good practices within the tourism. The education could further be complemented by lectures related to cultural, historical and natural contents concerning landmarks, the most recent findings and field presentations. This way, we could strengthen the professional competences of our human resources, as well as their competitiveness. Considering the results of questionnaires obtained by the visitors after the pilot realisation of the itineraries 'Bartholomew's Route and Slovenska Bistrica' and 'Tracing the Nobility in the Region of Slovenska Bistrica' the knowledge and training of the tourist guide were especially emphasised and awarded with praise. So, we conclude that the strengthening of the tourist guides' competences is of crucial importance.

Product evaluation

As soon as we design a new itinerary, it is also sensible to prepare some questionnaires for its first and one or some next realisations. With the help of answers, we can subsequently improve and upgrade the products, as well as eliminate its potential deficiencies.

Connecting with the relevant institutions

In order to design and extend the promotion of tourist supply with the additional support of its products and individual landmarks, together with the intention of increasing their visibility and recognition, it is highly desirable to connect with municipalities, institutes, tourist information centres, schools and other institutions.

Thereafter, it is reasonable to make some presentations involving new products, aims and intentions, and to exchange some ideas and experience.

Cooperation with the local media

For the promotion of sustainable and cultural tourist products it can be very productive to consider active cooperation with the local media which includes regular update of provided information related to planned and performed activities, sending photographs, writing short articles, making relevant interviews, and so on.

Raising the awareness of the local population

Certainly, local residents always have an important role in all ongoing activities. Therefore, we should permanently strive to raise and enrich their awareness regarding the local cultural heritage and other landmarks. This way, they can become successful supporters of their home region. We can inform the local inhabitants with the organisation of public lectures on natural and cultural heritage and other landmarks, by printed promotional material, via internet social media like Facebook or Instagram, and by guided tours.

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Turistično gospodarstvo mora sodelovati s strokovnjaki na področju umetnostne zgodovine. Upon the reception of the Award 'The most Estimated Personality' by Bistriške novice in 2021, Barbara Furman made an interview with its recipient, Simona Kostanjšek Brglez, Bistriške novice, February 2022, pages 12–14.



Umetnost za turizem. Predstavitev projekta, njegovih rezultatov in smernice za oblikovanje turističnih produktov
Art for Tourism. Presentation of the Project, Its Results and Guidelines for Tourist Product Design

Besedilo / Text: Simona Kostanjšek Brglez

Uredila / Edited by: Barbara Vodopivec

Fotografije / Photographs: Simona Kostanjšek Brglez, Amadeja Mlakar, Igor Unuk

Jezikovni pregled / Proof reading by: Manuela Dajnko

Prevod / Translated by: Milan Franc, Društvo DISORA

Izdajatelj / Publisher: Umetnostnozgodovinski inštitut Franceta Steleta ZRC SAZU

Zanj / Publisher Representative: Mija Oter Gorenčič

Založba / Publishing House: ZRC SAZU, Založba ZRC

Zanjo / Publishing House Representative: Oto Luthar

Glavni urednik založbe / Editor in Chief: Aleš Pogačnik

Tisk / Print: Cicero, Begunje, d. o. o.

Naklada / Print run: 150

Prva izdaja, prvi natis. / First edition, first print run.

Ljubljana 2022

Publikacija ni namenjena prodaji. / The publication is not intended for sale.

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International License apply to the freely available online version of the first e-edition:

<https://doi.org/10.3986/9789610506270>

CIP - Kataložni zapis o publikaciji

Narodna in univerzitetna knjižnica, Ljubljana

338.48:339.138

KOSTANJŠEK Brglez, Simona

Umetnost za turizem : predstavitev projekta, njegovih rezultatov in smernice za oblikovanje turističnih produktov = Art for tourism : presentation of the project, its results and guidelines for tourist product design / Simona Kostanjšek Brglez ; [fotografije Simona Kostanjšek Brglez, Amadeja Mlakar, Igor Unuk ; prevod Milan Franc, Društvo Disora]. - 1. izd., 1. natis. - 1st ed., 1st print run. - Ljubljana : ZRC SAZU, Založba ZRC, 2022

ISBN 978-961-05-0626-3

COBISS.SI-ID 100743427

ISBN 978-961-05-0627-0 (PDF)

COBISS.SI-ID 100627715

Publikacija je nastala v okviru projekta *Umetnost za turizem. Umetnostnozgodovinske vsebine kot podlaga razvoju trajnostnega turizma Vzhodne Slovenije*, ki ga sofinancirata Ministrstvo za izobraževanje, znanost in šport RS in Evropski sklad za regionalni razvoj, in v okviru programske skupine Umetnost na Slovenskem v stičišču kultur (P6-0061), ki ga iz državnega proračuna sofinancira Javna agencija za raziskovalno dejavnost Republike Slovenije.

Publication is the result of the project *Art for Tourism. Art-Historical Contents as the Foundation of the Sustainable Tourism Development in Eastern Slovenia* that is co-financed by the Ministry of Education, Science and Sport of the Republic of Slovenia and the European Regional Development Fund. This publication was also made for the research program Umetnost na Slovenskem v stičišču kultur (P6-0061) (Art in Slovenia at a Cultural Crossroads (P6-0061)), which is co-financed from the state budget by the Slovenian Research Agency of the Republic of Slovenia.



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”

Kdor pozna kulturno
dediščino, jo ceni.

One who is acquainted with
cultural heritage appreciates it.

Simona Kostanjšek Brglez

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