

Tourists routes of mining attractions

Thematic path GVERK



SUMMARY

Pre-investment study, output no. 4.3.6.



Name:	REGIONALNI CENTER ZA RAZVOJ d.o.o.
Address:	Podvine 36, SI-1410 Zagorje ob Savi
Phone:	+386 (0)3 56 60 524
e-mail:	info@rcr-zasavje.si
web site:	www.rcr-zasavje.si
date and place:	December 2010, Zagorje ob Savi

Table of Contents

Abstract.....	3
1. Starting point.....	4
2. Objective of investigation.....	5
3. GVERK – approach to an innovative tourist product	5
3.1 Analysis of current situation	5
3.2 Implementation of GVERK thematic path	7
3.3 Marketing plan of GVERK thematic path.....	8
3.4 Financial evaluation of thematic PATH GVERK	10
4. Key findings and results.....	11
5. Evaluation and conclusions	11
7. Annexes.....	13
7.1 Actors of thematic path GVERK.....	13
7.2 Financial income for particular actor in years 2015, 2016, 2017.....	14
7.3 GVERK thematic path timetable for year 2013	16
7.4 Short description of 9 locations of GVERK thematic ROUTE	17
REFERENCES	19

Abstract

Pre investment study of thematic path GVERK presents the first attempt to establish a cultural thematic path in the Zasavje region while the summer school, which was elaborated within the framework of the project Resource, presented the starting point for the preparation of this study. Within the first phase we have analyzed the strategic documents for development of tourism in Slovenia and in the Zasavje region. We have pointed out the important key factors of cultural tourism and thematic paths for the Zasavje region.

Subsequently we have analyzed 9 potential locations of thematic path and suggested suitable solutions for the improvement of their current state. Especially we focused on the improvement of the attractiveness, professional management of specific locations and marketing communications.

In continuation we elaborated a graphic concept, a novelty in Slovenian area, of the thematic path GVERK. Additionally we have defined the thematic paths stakeholders. Market activities had been defined according to the specific target groups and new trends of e-marketing. We have also elaborated the financial construction of the thematic path, which includes the potential cost for the elaboration of such path and also the potential incomes.

The time plan for the realization of the thematic path GVERK has been assessed on the year 2015, mainly because it is essential to realize educational courses for individual actors in order for them to successfully work in the field of tourism.

1. Starting point

The Zasavje region is, according to its territory and its population, the smallest region in Slovenia. It includes three municipalities: Hrastnik, Trbovlje and Zagorje ob Savi. Long coal mining and heavy industry tradition brought a lot of good but also quite a few bad marks to the region. The coal mining processes played an important part in its history and helped to form the region as it is today.

In relation to other products, tourism can present one of the key factors in the future development of the region. To reach this goal, a lot of work, knowledge, energy and money still must be invested. However, tourism can be one of the factors which will help preserve the mining heritage within the region. Despite numerous potentials (nature, sport, etc.) tourism is still undeveloped. At first we want to improve the current tourist offer and change the negative image of the region. We want to place the Zasavje region on the Slovenia tourist map and also on the tourist maps of Europe with ambition to foster the creation of new jobs in tourism.

In 2009, the Central Europe project Resource started. The project supports its participating regions in identifying and utilizing their post-mining potentials. With this study, we contribute to the investigation considering cultural potentials. The study is built upon the summer school results, which was held in 2009, where students from Hungary, Germany and Slovenia jointly developed ideas for attractive mining tourism in Zasavje region. Project Resource focuses on two main points of view:

- Identification of natural and cultural potentials and
- Improvement of attractiveness and image of the Zasavje region.

Within the summer school 24 students from Hungary, Germany and Slovenia presented solutions for former mining areas in Zasavje, including Europark, Villa de Seppi, degraded areas of Trbovlje – Hrastnik Mine (RTH), Kisovec Museum, sports in Zasavje and thematic path GVERK¹.

¹ GVERK is an old expression for the mine used by the miners and derives from German language.

2. Objective of investigation

The main objective of the pre investment study is the elaboration of the plan how to establish the thematic path GVERK in the Zasavje region, which will follow the Slovenian and world guidelines of cultural tourism. We want to establish new cultural – tourist products in the Zasavje region. Thematic path GVERK presents a bound cultural – tourist offer.

The second objective is to determine the incomes and so the meaningfulness of the thematic path. We do not predict any additional work places that would be directly connected to the thematic path GVERK, but on the other hand the thematic path would improve the quality of the current work places.

The third objective is to improve the current image of the Zasavje region among its population as well as among the tourists. Sympathetically with this the Zasavje region will be placed on the Slovenian and world tourist maps as a tourist destination, while the destination will above all be based on quality (cultural – tourist, country, events and sports) products.

3. GVERK – approach to an innovative tourist product

3.1 ANALYSIS OF CURRENT SITUATION

Within preparation of the pre-investment study we have focused on the analysis of available history and cultural literature of Zasavje region.

Based on the available and gathered data 9 different locations had been pointed out:

- Kisovec museum,
- Cultural hall Zagorje,
- Evropark,
- Zasavje museum Trbovlje,
- Ethnological path Trbovlje,
- Cultural hall Trbovlje,
- Hrastnik museum,
- Cultural hall Hrastnik,
- Mountain lodge Kal.

In the analysis of the current situation we have studied the following documents:

- Strategy of Slovenian tourism marketing 2007-2013 (Hosting Consulting Ltd.)
- Development plan and guidelines of Slovenian tourism 2007-2011 (authors: Maja Uran and Rok Ovsenik)
- Strategy of development and marketing of cultural tourism in Slovenia (Multi-disciplinary institute Maribor)
- Operational program of tourism development in Zasavje region till 2013 (Regional development centre Ltd.)
- Regional development plan for Zasavje region 2007-2013 (Regional development centre Ltd.)

Additionally we have analysed each location included in GVERK thematic path. The analysis showed that thematic path GVERK is in accordance with the strategic and development tourism documents of Slovenia and also in accordance with the directions of cultural tourism in Slovenia, which were presented in 2009.

Afterwards we have analyzed the document Signposting and maintaining the thematic paths in Slovenia. We have found out that there are quite a few thematic paths in Slovenia but they are mostly static and unattractive. The reason for this is mainly the fact that thematic paths are presented as maps of connected offer. They are not oriented as a marketing venture for attracting potential tourists and so they do not fulfill their primary intention. In order to solve this problem the paths attractiveness should be pointed out by including photographs, video clips and interesting stories into them. Thematic paths present potential starting points for formulation of new tourist products in connection with tourist agencies, health resorts, hotels and others. That is why thematic path GVERK is very flexible and it can be easily adjusted to the market and its demands.

We are certain that thematic path GVERK will be innovative enough and also attractive, interesting for the potential visitors. The potential competitors to the thematic path GVERK are: Caves by the Sava river, Belščica path, Begunjščica path and Šentlanska valleys above the city of Tržič. The most known is Slovene geologic path, the first one created within the Iron Path project. It is true that all the above stated paths present a potential competition to the thematic path GVERK but on the other hand the thematic path GVERK will include other different events and will so present a unique tourist product. Thematic path GVERK will be innovative, unique and flexible. Its graphic concept is adjustable and can adapt new trends of market – communication activities. With the usage of gradation between data systems the thematic path GVERK will be graphically suited for all users. Based on the analysis of Slovenian thematic paths we have ascertained that they are in numerous cases static and unattractive. That is the case why thematic path GVERK is designed in a way of its own constant upgrading with events, shows, exhibitions, shorter and longer tours and excursions. That is why thematic path GVERK presents a novelty in Slovenia and so represents an innovative approach for elaboration of thematic paths in the future.

GVERK thematic path is in accordance with the Regional Development Plan for the Zasavje region 2007-2013 and Operational program for the Zasavje region till the 2013 under the key directions: cultural and events tourism.

Local population, museums, local touristic associations, cultural centers and others have been actively included in the development process of the thematic path GVERK. Different data has been provided from different documents, terrain investigations, workshops and interviews. Important source of data was also the project Natura 2000 – tourism attractiveness of the Zasavje region.

3.2 IMPLEMENTATION OF GVERK THEMATIC PATH

After the analysis, improvements for different location have been proposed:

Kisovec Museum

- more flexible opening time,
- professional guidance
- more direction signs.

Cultural hall Zagorje

- more direction signs,
- transparent and effective marketing of cultural events,
- thematic exhibitions related to the mining in the Zasavje region,

Evropark

- master plan for the area,
- upgraded training of Nordic walking,
- ownership and management of the park,

Zasavje museum

- marketing activities of existing events and exhibitions,
- direct marketing for specific target groups,
- the use of e-marketing methods.

Ethnological path

- offer of traditional Zasavje cuisine,
- inclusion of Perkmandelc (cave dwarf)
- souvenir shop.

Hrastnik museum

- more direction signs,
- improved interactivity,
- e-marketing on their internet sites related to Zasavje touristic offer.

Cultural hall Hrastnik

- extension of events with the mining and industrial thematic (additional offer of exhibitions, galleries and events concerning industry: Glass factory Hrastnik, LaFarge, company SVEA, company EVJ Elektroprom etc)
- more direction signs,
- extension of exhibitions related to mining and industrial impact in the environment.

Mountain lodge Kal

- event related to the mining tradition,
- inclusion of Zasavje cousin in gastronomical offer,
- transparent marketing,
- internet site.

The concept of GVERK implementation included identification of key actors which are included in annexes. The implementation part will be the responsibility of Regional Development centre which has specific knowledge for this kind of work (knowledge from the field of tourism, business development, graphic design, marketing and fundraising from different sources). Beside key actor other stakeholders, catering companies, tourist agencies, tourism associations, municipalities, etc will be included into the development of thematic path GVERK. We have particularly defined the tourist agencies as enforcers of specific tourist programs.

As it was identified some key actors have to be provided with thematic educations from the fields of thematic paths development, cultural tourism management, tourism products marketing, etc. Additional individual counseling for tourism will be assured within "Everything runs into three beautiful valleys" project².

GVERK thematic path will have its own graphic design where all 9 locations will be marked with interesting stories and photos.

3.3 MARKETING PLAN OF GVERK THEMATIC PATH

For the thematic path GVERK a marketing plan has been elaborated where target groups have been identified. We have identified that cultural tourists will present the most important category of tourists.

² Everything runs into three beautiful valleys project: The second project of tourism development in Zasavje region and includes 6 general activities: establishing professional tourism organization, marketing, destination branding, creating new tourist products, educations and consultings, researches.

Target groups have been divided into different categories:

- couples with no children,
- retired persons,
- families,
- students,
- schools,
- guests from the nearest hotels,
- groups via tourist agencies,
- individuals.

Sub-programs of thematic path GVERK - concept:

- events,
- tourist products that will be thematically connected with tourist products from other regions and destinations.
- linked programs between rural and urban areas,
- educational programs,
- thematic programs related to the season and different festivals,
- sight-seeing tours for specific guests,
- inclusion into other sight-seeing programs of Slovenia,
- other.

We have also identified a trans regional product with Laško municipality related to their mining exhibit. Tourist products will be designed according to the thematic specifications of both regions. For example: in the Rečica village in Laško municipality a small outdoor mining museum operates and with it we will combine a common thematic tourist product that will be based on the mining heritage of both areas (municipality Laško, which is located between municipality Hrastnik and municipality Celje in Slovenia and Zasavje region). Municipality Laško and Zasavje region will cooperate with mining heritage products.

We can also cooperate with sports tourism product in Europark, where tourist can use sports activities (nordic walking, archery).

Considering the market communications of the thematic path GVERK the following marketing models had been identified:

- direct marketing,
- e-marketing,
- mobile marketing,
- fairs marketing,
- marketing within conferences,
- internet marketing in Slovenia and abroad,
- marketing in hostels and spas
- marketing through tourist agencies,
- marketing in press publications.

Detailed marketing concept for specific target groups will be developed within the current tourism project in Zasavje region.

3.4 FINANCIAL EVALUATION OF THEMATIC PATH GVERK

Financial construction predicts the costs for implementation of the thematic path GVERK:

Activity	In EURO
5 info board	2.000
9 smaller info board	3.000
Graphic design, preparation of marketing strategy	20.000
Education - 5 workshops	5.000
Marketing and promotion	10.000
Expertises	3.000
TOTAL	43.000

Explanation:

5 info boards: production of 5 informational boards on the Zasavje region entry points where all the landmarks of the thematic path GVERK will be presented with a help of a map

9 smaller info boards: informational boards which will stand by every landmark

Graphic design, preparation of marketing strategy: preparation of the thematic path graphic design, elaborated by Regional development centre, market strategy will be elaborated within the project "Everything runs into three beautiful valleys"

Education – 5 workshops: organization of five workshops, based upon their realization the current stakeholders will learn how to properly work in the field of tourism

Marketing and promotion: promotion and marketing of the thematic path as a common cultural – touristic product

Expertise: involvement of external experts with an objective to assure a quality touristic offer

Calculation of income has been predicted according to analysis of current ticket price of similar touristic products in the region (annex).

Detailed marketing and communication with related timetable of the investment is also shown in table (annexes).

The investment will be finished in 12 months and will start in 2014.

4. Key findings and results

Based on the detailed analysis and prepared pre-investment study the following results and findings had been pointed out:

- thematic paths in Slovenia are static and unattractive. The new graphic design for GVERK is innovative in promotional and marketing ways,
- GVERK thematic path cannot be implemented before 2015 because basic tourist products must be prepared in advance (souvenirs, gastronomic offer etc.),
- GVERK thematic path is profitable together with the right marketing concept,
- GVERK thematic path is in accordance with the directions of tourism development in Zasavje region and Slovenia,
- all 9 locations offer very interesting stories to the visitors,
- all 9 locations should be upgraded in order for them to function as tourist product.

5. Evaluation and conclusions

The key three starting objectives were achieved. We have established a plan for thematic path elaboration which will start within the year 2014 and will be finally established in the year 2015. Based on the pre investment study and based on the analysis and development plan we determinate, that thematic path will be attractive for potential visitors and with it we will manage quality results in the field of cultural tourism in Zasavje region.

As we have already predicted, thematic path GVERK will not provide us with new work places, but on the other hand the quality of existing work places will be enhanced, mainly the ones in public houses and cultural institutions. Also the current and potential tourist petty officers will have greater work opportunities.

Cultural – tourist products will also contribute to the image of the region. The region will become more attractive and appealing for potential visitors. Because our target group is represented by cultural tourists, it is essential to provide quality products and all that additionally contributes to the image of the region.

6. Transnational approach

Within the summer school 2009 students from Slovenia, Germany and Hungary exchanged their ideas and knowledge from different professional fields and proposed development ideas for specific locations in the Zasavje region. Multisectoral approach presents the best solution for different new tourist products and that is way this innovative model is unique even in Europe. Among the partners of the Resource project we can find a very interesting thematic path "Verein Steirische Eisenstrasse" in Austria and some other paths whose contents are being applied on to the iron industry, mining and other industries.

Based on the graphic design of the thematic path GVERK all other partners will be able to see how the attractiveness of thematic paths in their regions can be successfully improved. They will also learn about thematic and directed educations specific for individual products and programs. Very important are also individual consultations in the area of tourism, which represent an important novelty in Slovenia.

Thematic path GVERK also shows how to successfully bind industrial heritage with tourist offer and so presents a case of good practice.

Individual consulting present a specific adaptation of knowledge and expertise for different tourist providers in Zasavje region. The good practice approaches developed within the GVERK thematic path activities will be exchangeable with other areas and regions in Slovenia and EU.

7. Annexes

7.1 ACTORS OF THEMATIC PATH GVERK

GVERK thematic path locations and Key actors	Actors
Kisovec Museum	Zagorje municipality
<u>Key actor:</u> EVJ Elektroprom	Zasavje museum Trbovlje
	Guesthouse Vidrgar
	Guesthouse Kum
Cultural hall Zagorje ob Savi	Zagorje municipality
<u>Key actor:</u> Cultural hall Zagorje ob Savi	Guesthouse Vidrgar
	Guesthouse Kum
Evropark	Zagorje municipality
<u>Key actors:</u> Touristic association Ruardi, Archery club Valvasor, Aeroclub Zagorje	Guesthouse Vidrgar
	Guesthouse Kum
	Cultral hall Zagorje ob Savi
Zasavje museum Trbovlje	Municipality Trbovlje
<u>Key actor:</u> Zasavje museum Trbovlje	Tourism association Trbovlje
	Guesthouse Martin
	Youth centre Trbovlje
	Technical association Trbovlje
Cultural hall Trbovlje	Municipality Trbovlje
<u>Key actor:</u> Cultural hall Trbovlje	Guesthouse Martin
	Youth centre Trbovlje
	Tourism association Trbovlje
Ethnology path	Municipality Trbovlje
<u>Key actor:</u> Zasavje museum Trbovlje	Guesthouse Martin
	Youth centre Trbovlje
	Tourism association Trbovlje

Hrastnik museum	Hrastnik municipality
Key actor: Cultural and recreational centre Hrastnik, Zasavje museum Trbovlje	Guesthouse "Zasavski gurman"
	Tourism association Hrastnik
Cultural hall Hrastnik	Hrastnik municipality
Key actor: Cultural and recreational centre Hrastnik	Public institution Vitkar
	Guesthouse "Zasavski gurman"
Mountain lodge Kal	Hrastnik municipality
Key actor: Bocko s.p.	Tourism association Hrastnik

7.2 FINANCIAL INCOME FOR PARTICULAR ACTOR IN YEARS 2015, 2016, 2017

Predicted income for guesthouses in years 2015, 2016, 2017

Guesthouses	Price per person (in €)	2015 (in €)	2016 (in €)	2017 (in €)	% (2015/2017) (in €)
Guesthouse Vidrgar	15	45.000	52.500	63.000	40%
Guesthouse Kum	15	45.000	52.500	63.000	40%
Guesthouse "Zasavski Gurman"	15	45.000	52.500	63.000	40%
Guesthouse Martin	15	45.000	52.500	63.000	40%
TOTAL (average) incomes	60	180.000	210.000	252.000	40%

Predicted income and guests/users in 2015 for Key actors

Key actors	Number of users	Price	Total (€)
Zasavje museum Trbovlje	10.000	1,5	15.000
Ethnological path	7.000	1,5	10.500
Kisovec museum	2.000	0,8	1.600
Hrastnik museum	2.000	1	2.000
Cultural hall Zagorje ob Savi	4.000	5	20.000
Cultural hall Trbovlje	4.000	5	20.000
Cultural hall Hrastnik	3.000	5	15.000
Mountain lodge Kal	1.000	10	10.000
Evropark - nordic walking	800	25	20.000

TOTAL (average) incomes	33.800	54,8	114.100
--------------------------------	---------------	-------------	----------------

Predicted income in 2016 for Key actors

Key actors	Number of users	Price	Total (€)
Zasavje museum Trbovlje	11.000	1,5	16.500
Ethnological path	8.500	1,5	12.750
Kisovec museum	2.500	0,8	2.000
Hrastnik museum	2.500	1	2.500
Cultural hall Zagorje ob Savi	4.500	5	22.500
Cultural hall Trbovlje	4.500	5	22.500
Cultural hall Hrastnik	3.500	5	17.500
Mountain lodge Kal	1.200	10	12.000
Evropark - nordic walking	1.100	25	27.500
TOTAL (average) incomes	39.300	54,8	135.750

Predicted income in 2017 for Key actors

Key actors	Number of users	Price	Total (€)
Zasavje museum Trbovlje	12.500	1,5	18.750
Ethnological path	10.000	1,5	15.000
Kisovec museum	3.400	0,8	2.720
Hrastnik museum	3.400	1	3.400
Cultural hall Zagorje ob Savi	5.200	5	26.000
Cultural hall Trbovlje	5.200	5	26.000
Cultural hall Hrastnik	4.400	5	22.000
Mountain lodge Kal	1.500	10	15.000
Evropark - nordic walking	1.400	25	35.000
TOTAL (average) incomes	39.300	54,8	163.870

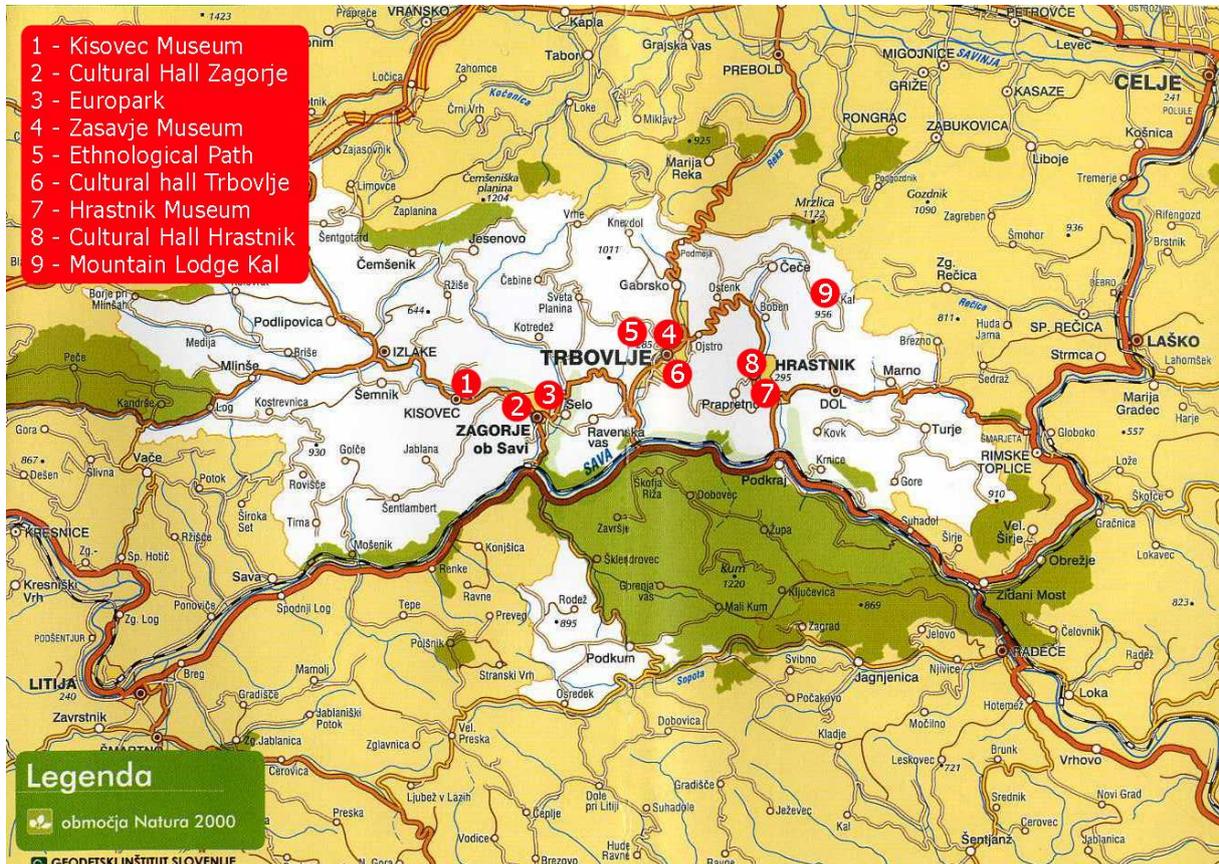
Explanation of the incomes increase: because of generating a new touristic destination Zasavje and because of more extensive meaning of cultural tourism in the global tourism we have predicted an increase of incomes in the years 2015, 2016 and 2017. Above all we are convinced that with an effective promotion and intensive marketing we will achieve the results specified in the tables. Certainly the incomes can change, mainly because of the current uncertain economic situation in Slovenia and in the world. But on the other hand we are certain that our predictions are

realistic on one side and ambitious on the other, so that the 2017 results can be achieved or even surpassed.

7.3 GVERK THEMATIC PATH TIMETABLE FOR YEAR 2013

Activity	JAN, FEB	MAR, APR	MAY, JUN	JUL,AVG	SEP,OCT	NOV,DEC
Text for 9 boards						
Final version of text						
Graphic design concept						
Implementation of graphic design						
Plan of education						
Agreement with actors of thematic path						
Education of thematic path						
Education of cultural tourism						
Education of mining heritage and tourism						
Education of marketing of thematic paths and cultural heritage						
Final workshop						
Articles of thematic path						
Direction boards						
Purchase of direction boards						
Workshop with actors						
Internet portal with graphic design						
GVERK thematic path implementation						
Individual counselling						

7.4 SHORT DESCRIPTION OF 9 LOCATIONS OF GVERK THEMATIC ROUTE



Map of Thematic Route GVERK

Kisovec museum

The museum was established in 1995 in an abandoned mining engine room. The exhibition with photo and documentation material and different accessories shows the history of mining and traditional mining life in municipality Zagorje ob Savi.

Cultural hall Zagorje ob Savi

Build in 1960. The cultural hall has a big concert hall with 468 seats. Cultural hall Zagorje ob Savi conducts numerous movies and theater events, some of them are closely related to mining heritage of Zasavje region.

Evropark

The Evropark lies on an abandoned mining deposit accumulation. Later it has been transformed into a recreational park and officially opened in 2004. Total area of Evropark measures 28 hectares, of which only 6 hectares are used today. Today some different activities are being realized within the Evropark: Nordic walking, archery, recreational paths, the activities of Aero club Zagorje.

Zasavje museum Trbovlje

Zasavje museum Trbovlje presents the modern history of the Zasavje region and has opened in 1990. The museum presents permanent and frequent exhibitions. The most important is the exhibition "Srečno...črne doline". The exhibition includes ten main topics which represent a red line of development of all three municipalities in the last 200 years.

Cultural hall Trbovlje

Cultural hall Trbovlje is one of the most attractive buildings in the region. Modern equipped movie hall offers 356 seats while theatre hall offers 434 seats. The most important project of preservation of mining and industrial heritage is a project Trbovlje new media town. The project helps revive the mining and industrial heritage with the help of modern informational communicational technologies. (source: <http://www.tnm.si/>).

Ethnological path

Ethnological path introduces mining settlements as a cultural heritage. The circular path connects different mining settlement in municipality Trbovlje.

Hrastnik museum

In the Hrastnik museum the past of Hrastnik is presented by 13 different thematic parts. One of the most important exhibitions is the puppet exhibition.

Cultural hall Hrastnik

Cultural hall Hrastnik has a theatre hall with 244 seats. For the purposes of photo exhibitions there is an additional smaller hall. One of the most important events is the annual open air festival "Rdeči revirji", which includes mining and industrial heritage of the region.

Mountain lodge Kal

The modern lodge was built in 1985 and is located on the top of mountain Kal (956 m). The lodge offers 100 seats and additional 40 on the outside terrace. It can offer 24 beds. The restaurant offers traditional mining cuisine.

REFERENCES:

- [1] Hosting Consulting Ltd. Strategy of slovenian tourism marketing 2007-2011. Ljubljana: Slovenian tourist organization, 2007.
- [2] Ovsenik, Rok in Uran, Maja. Development plan and guidelines of slovenian tourism 2007-2011. Ljubljana: Ministry of economy, Directorate of Tourism, 2007.
- [3] Multi-disciplinary institute Maribor. Strategy of development and marketing of cultural tourism in Slovenia. Ljubljana: Slovenian tourist organization, 2009.
- [4] Regional development center Ltd. Operational program of tourism development in Zasavje region till 2013. Zagorje ob Savi: Regional development center, 2009.
- [5] Regional development center Ltd.; Regional development plan for Zasavje region 2007-2013. Zagorje ob Savi: Regional development center, 2007.