

**Dolina
Soče**

SOČA VALLEY
SLOVENIA

**SOČA VALLEY
DESTINATION**

**SUSTAINABILITY
REPORT**

2020 - 2022

Turizem Dolina Soče

February 2023

As a result of the pursuit of sustainable tourism development, Soča Valley received the Slovenia Green Destination Gold label in 2020 and became one of the elite Slovenian destinations that promote and meet sustainable tourism objectives and a very friendly tourist destination in terms of its relation to the visitors and local population. Since the receipt of the gold label, the concern for the protection and preservation of the environment has become one of the indispensable activities of tourism industry in the Soča Valley whose strategic goals are aimed at further development of sustainable tourism. The emphasis on environmentally friendly activities resulted in a number of developments which are strategically important for sustainable development.

RECEIPIENTS OF THE SLOVENIA GREEN LABEL

There are nine tourist accommodation providers in the Soča Valley that received the Slovenia Green Accommodation Label due to their sustainable development guidelines: Chalet Astra Montana, Hotel Alp, Nebesa Chalets, Nature View House, Domačija Škvor, Kamp Korita, Kamp Koren Kobarid, Eco Penzion Kobala and Hotel Dvorec.



Chalet Astra Montana



Nebesa Chalets

Triglav National Park, a part of which lies in the Soča Valley, received the Slovenia Green Park label in 2017.



Photo: Dan Briski; Triglav National Park

Sustainable mobility and climate change

SUSTAINABLE MOBILITY

During peak tourist season, Javni zavod za turizem Dolina Soče organizes Hop-on Hop-off shuttle bus transportation to the most visited tourist destinations, thereby ensuring environmental protection, visitor safety and a friendly living environment. The 20 seat minibus drives daily from the P2 parking lot on the outskirts of Tolmin to the entry point of the Tolmin Gorges. **18,098 passengers** were transported to the Tolmin Gorges in **2021** and **18,744 passengers** in **2022**. Visitors are encouraged to use the new trail leading from the free parking lot to the Tolmin Gorges.

During peak tourist season, you can also use the 20 seat minibus to reach the parking lot in front of the Memorial Church of the Holy Spirit in Javorca. There are five daily shuttle bus lines running from the bus station in Tolmin. **6,109 passengers** were transported to Javorca in **2021** and **5,187 passengers** in **2022**.



Hop On – Hop Off in Javorca

Shuttle bus timetable is regularly published on our website, bus stops and in the Soča Valley Public Transport leaflet.

In 2021 and 2022, the Hop-on Hop-off shuttle bus was also running in the municipalities of **Kobarid and Bovec**. There were shuttle bus lines running from Kobarid via Vrsno to the Kuhinja Mountain pasture, to Jevšček, Mt. Kolovrat, Robič, Podbela, Robidišče, Drežnica, Jezerca and Čedad (Cividale; only in 2021). Hop-on Hop-off shuttle bus lines were running from Bovec to the Mangart mountain pass, Kluže, Kal - Koritnica, Lepena, Čezsoča, Boka Waterfall and Virje Waterfall.

Timetable of all shuttle bus lines was published on various websites and in the Soča Valley Public Transport leaflet.

With the arrangement between the municipalities of Bovec and Kranjska Gora, there was a bus line Nova Gorica-Bovec-Vršič-Kranjska Gora-Ljubljana running in **2021 and 2022**. This bus line ran between **June 1 and September 30** and its timetable was published on the websites of the Municipality of Bovec, Soča Valley, Triglav National Park, Nomago, Arriva, and in various leaflets.

In **2022**, visitors were also able to use the bus line Ljubljana-Kranjska Gora-Trbiž (Tarvisio)-Rabelj (Cave del Predil)-Bovec. This bus line ran between **June 26 and August 31** and its timetable was published on various websites.

NOMAGO  a DB company

AVTObUSNI PREVOZ PREKO PRELAZA VRŠIČ
(NOVA GORICA) - BOVEC - VRŠIČ - KRANJSKA GORA - (LJUBLJANA)

ODHODI / DEPARTURES PRIHODI / ARRIVALS

VEZE IZ NOVE GORICE VEZE ZA NOVO GORICO

| VEZE IZ NOVE GORICE | | | | | | VEZE ZA NOVO GORICO | | | | | | |
|---------------------|----|---|-------|-------|--|---------------------|-----|-------|-------|-------|--|--|
| V1 | V3 | 4 | 5 | 6 | | V | NEP | V1 | | | | |
| 5:20 | | | 13:35 | 15:30 | | | | 15:25 | 19:20 | 21:28 | | |
| 6:15 | | | 14:30 | 16:30 | | | | 14:30 | 18:25 | 20:35 | | |
| 7:44 | | | 15:29 | 17:19 | | | | 13:15 | 17:20 | 19:45 | | |
| * | * | * | * | * | | * | * | * | * | * | | |

| 1 | 2 | 3 | 4 | 5 | 6 | | 7 | 8 | 9 | 10 | 11 | 12 | |
|------|-------|-------|-------|-------|-------|-----|----------------------|--------|-------|-------|-------|-------|-------|
| SNEP | V1 | V3 | V2 | V3 | V2 | km | POSTAJE | SNEP | V2 | V3 | V2 | V3 | V1 |
| 5:30 | 7:30 | 9:30 | 11:30 | 15:30 | 17:30 | 0 | BOVEC | 9:10 | 11:10 | 13:10 | 17:10 | 19:10 | 20:10 |
| 5:34 | 7:34 | 9:34 | 11:34 | 15:34 | 17:34 | 2 | PREDEL K | 9:06 | 11:06 | 13:06 | 17:06 | 19:06 | 20:06 |
| 5:36 | 7:36 | 9:36 | 11:36 | 15:36 | 17:36 | 3 | KAL KORITNICA | 9:04 | 11:04 | 13:04 | 17:04 | 19:04 | 20:04 |
| 5:45 | 7:45 | 9:45 | 11:45 | 15:45 | 17:45 | 9 | LEPENA K | 8:55 | 10:55 | 12:55 | 16:55 | 18:55 | 19:55 |
| 5:48 | 7:48 | 9:48 | 11:48 | 15:48 | 17:48 | 11 | SOČA | 8:52 | 10:52 | 12:52 | 16:52 | 18:52 | 19:52 |
| 5:51 | 7:51 | 9:51 | 11:51 | 15:51 | 17:51 | 13 | VAS NA SKALI | 8:49 | 10:49 | 12:49 | 16:49 | 18:49 | 19:49 |
| 6:00 | 8:00 | 10:00 | 12:00 | 16:00 | 18:00 | 19 | TRENTA kamp Triglav | 8:40 | 10:40 | 12:40 | 16:40 | 18:40 | 19:40 |
| 6:02 | 8:02 | 10:02 | 12:02 | 16:02 | 18:02 | 20 | TRENTA info središče | 8:38 | 10:38 | 12:38 | 16:38 | 18:38 | 19:38 |
| 6:06 | 8:06 | 10:06 | 12:06 | 16:06 | 18:06 | 22 | TRENTA KAMP | 8:34 | 10:34 | 12:34 | 16:34 | 18:34 | 19:34 |
| 6:08 | 8:08 | 10:08 | 12:08 | 16:08 | 18:08 | 23 | BOTANIČNI VRT | 8:32 | 10:32 | 12:32 | 16:32 | 18:32 | 19:32 |
| 6:10 | 8:10 | 10:10 | 12:10 | 16:10 | 18:10 | 24 | IZVIR SOČE K | 8:30 | 10:30 | 12:30 | 16:30 | 18:30 | 19:30 |
| 6:40 | 8:40 | 10:40 | 12:40 | 16:40 | 18:40 | 33 | VRŠIČ | 8:05 | 10:05 | 12:05 | 16:05 | 18:05 | 19:05 |
| 6:42 | 8:42 | 10:42 | 12:42 | 16:42 | 18:42 | 34 | ERJAVČEVA KOČA | 7:53 | 9:53 | 11:53 | 15:53 | 17:53 | 18:53 |
| 6:45 | 8:45 | 10:45 | 12:45 | 16:45 | 18:45 | 35 | TONKINA KOČA | 7:50 | 9:50 | 11:50 | 15:50 | 17:50 | 18:50 |
| 6:49 | 8:49 | 10:49 | 12:49 | 16:49 | 18:49 | 37 | KOČA NA GOZDU | 7:46 | 9:46 | 11:46 | 15:46 | 17:46 | 18:46 |
| 6:51 | 8:51 | 10:51 | 12:51 | 16:51 | 18:51 | 38 | RUSKA KAPELICA | 7:44 | 9:44 | 11:44 | 15:44 | 17:44 | 18:44 |
| 6:52 | 8:52 | 10:52 | 12:52 | 16:52 | 18:52 | 39 | MIHOV DOM | 7:43 | 9:43 | 11:43 | 15:43 | 17:43 | 18:43 |
| 6:58 | 8:58 | 10:58 | 12:58 | 16:58 | 18:58 | 42 | ŠUMICA | 7:37 | 9:37 | 11:37 | 15:37 | 17:37 | 18:37 |
| 7:01 | 9:01 | 11:01 | 13:01 | 17:01 | 19:01 | 44 | JASNA | 7:34 | 9:34 | 11:34 | 15:34 | 17:34 | 18:34 |
| 7:03 | 9:03 | 11:03 | 13:03 | 17:03 | 19:03 | 45 | HOTEL BW | 7:32 | 9:32 | 11:32 | 15:32 | 17:32 | 18:32 |
| 7:05 | 9:05 | 11:05 | 13:05 | 17:05 | 19:05 | 46 | KRANJSKA GORA | 7:30 | 9:30 | 11:30 | 15:30 | 17:30 | 18:30 |
| * | * | * | * | * | * | 46 | KRANJSKA GORA | * | * | * | * | * | * |
| 7:20 | 9:40 | 11:20 | 13:20 | 17:20 | 19:20 | 46 | KRANJSKA GORA | 7:28 S | 9:28 | 11:28 | 15:28 | 16:54 | 18:28 |
| 9:17 | 11:34 | 13:17 | 15:13 | 19:17 | 21:15 | 137 | LJUBLJANA | 5:30 S | 7:30 | 9:30 | 13:30 | 15:00 | 16:30 |

PRIHODI / ARRIVALS ODHODI / DEPARTURES

*Opomba/remarks - * prestop v Kranjski Gori / Bovecu, bus change in Kranjska Gora / Bovec; S-ob sobotah/Saturdays*

LEGENDA:

V - vozi vsak dan

V1 - vozi vsak dan od 1.7. do 31.8.

V2 - vozi vsak dan od 25.6. do 31.8.

V3 - vozi vsak dan od 1.6. do 30.9.

SNEP - vozi ob sobotah, nedeljah in praznikih od 1.7. do 31.8.

LEGENDA:

V - ogni giorno

V1 - ogni giorno da 1.7. - 31.8.

V2 - ogni giorno da 25.6. do 31.8.

V3 - ogni giorno da 1.6. - 30.9.

SNEP - solo di sabato, domenica e giorni festivi da 1.7. - 31.8.

SNEP - solo di sabato, domenica e giorni festivi

Promotion of local products

SOČA VALLEY FINEST COLLECTIVE BRAND



Desiring to raise public awareness about the importance of local craft and food products, services and experiences with the lowest carbon footprint possible, Soča Valley Tourist Board implemented the Ribasador project in order to develop the Soča Finest collective brand, which is a part of the Slovenian collective brand network. Last year, approximately 70 providers, which participated in training and workshops, received a certificate that will help them demonstrate their quality within the framework of the promotion.

In the "House of Gastronomy" category, the certificate was awarded to **Hiša Franko**.



Hiša Franko



Hiša Franko

In the "House of Flavours" category, the certificate was awarded to **Planika Dairy**.



Planika Dairy



Planika Dairy

Local products are being promoted and sold at various culinary events and festivals (Kobariški sejem, Jestival, Frikafest, Festival soške postrvi, Čomparska noč) and all Tourist Information Centres (Bovec, Kobarid, Tolmin).



Local products at Frikafest

Promotion of sustainability in tourism

EDUCATION OF TOURISM SERVICES PROVIDERS IN THE FIELD OF SUSTAINABILITY AND SUSTAINABLE OPERATION

In the last three years, numerous education programmes were organized for providers of tourism services where focus was placed on provision of information for more sustainable operation. Providers were and still are being educated about the reduction of water consumption, reduction of waste generation and waste management, reduction of energy consumption and about energy consumption monitoring.

- **Green & Safe standards**, Nea Culpa: Neja Petek and Matic Kriker (Dec 16, 2020);
- **Implementation of Green & Safe standards**, Nea Culpa: Neja Petek and Matic Kriker (Jan 18, 2021);
- **Communication, marketing, sales**, Nea Culpa: Neja Petek and Špela Gantar (Feb 17, 2021);
- **From classic offer to innovative 5-star experiences**, Nea Culpa: Neja Petek, Petra Goneli (Mar 17, 2021);
- **SOČA EVERGREEN: Joint green commitment towards nature and local population when promoting and supplying tourism services**, Nea Culpa: Neja Petek and Špela Gantar (Apr 21, 2021);
- **Sustainable operation of tourism services providers and the Green Scheme of Slovenian Tourism**, Tina H. Zakonjšek (Apr 21, 2021);
- **Soča Valley - Sustainable destination**, lecture about sustainable tourism with the presentation of environmental and sustainable labels for new tourism services providers in the Soča Valley (May 25, 2021);

- **Essential aspects of the employment contract, salary and employment equality**, Nina Scortegagna Kavčnik (May 5, 2022);
- **Adherence to national legislation in the field of safety at work for tourism companies and adherence to NIJZ instructions in the field of the provision of business security, Covid-19 pandemics**, Katarina Železnik Logar (May 12, 2022);
- **Sustainable operation and communication with guests**, Tina H. Zakonjšek (May 18, 2022);
- **How much water will pass before we realize its importance**, Ekologi brez meja (Nov 10, 2022);
- **Waste-Free Tourism**, lecture + workshop, Ekologi brez meja (Nov 21, 2022);
- **How will climate change affect tourism and how can sustainable mobility reduce its impact**, Umanotera, Renata Karba and Gaja Breclj (Dec 1, 2022);
- **Energy efficiency measures and renewable energy sources for the reduction of emissions and costs**: Focus, društvo za sonaraven razvoj, Jure Vetršek and Tomislav Tkalec (Dec 8, 2022);
- **Communication with guests about taking care for our environment**, Tomaž Mihelič (Dec 15, 2022).

Management of tourist visits

EVENTS

Various events, such as Jestival, Frikafest and Hiking Festival, are organized during the autumn months in order to prolong the tourist season.

JESTIVAL was organized in Kobarid on **October 2, 2021** and **October 1, 2022**. In the week between September 24 and October 3, 2021 certain inns and restaurants offered a special Jestival menu inviting local and foreign visitors.



Jestival, Kobarid

FRIKAFEST was organized in Tolmin on **October 7 and 8, 2022**.



Frikafest, Tolmin

Management of tourist visits

THEMED HIKING TRAILS

There were various hiking trails routed along the Soča Valley in order to prolong the tourist season. Numerous trails were arranged and marked in the last three years:

- **Čez Gabrce** (Municipality of Tolmin): circular, family hiking trail along the Soča River (2021);
- **Po Bučenic** (Municipality of Tolmin): circular trail to three sightseeing points overlooking Tolmin and its vicinity, Prapetno and Most na Soči and its vicinity (2021);
- **Narnija** (Municipality of Bovec): circular trail along the Soča River (2021);
- **Globoški potok** (Municipality of Bovec): family-friendly circular trail (2021);
- **Grofova voda** (Municipality of Tolmin): circular trail to the Sopotnica Waterfalls and the Grofova voda Spring (2022);
- **Sušec** (Municipality of Bovec): somewhat demanding medium-distance circular trail along the Sušec Stream (2022);
- **Boka-Lipuc** (Municipality of Bovec): family-friendly long-distance circular trail (2022);
- **Zadlaščica** (Municipality of Tolmin): semi-circular trail into the valley of the Zadlaščica River (2023).



Outlook point along the Po Bučenic Trail; Photo: Žiga Koren



Narnija Trail area; Photo: Jošt Gantar

Preservation of nature

EDUCATIONAL TRAIL ALONG THE TOLMINKA RIVER, Tolmin

We aim to direct our visitors to less visited and appropriately arranged areas. For this purpose, the Municipality of Tolmin arranged an educational trail along the Tolminka River and equipped it with information boards containing educational fishing information and with various equipment allowing visitors to spend quality leisure time in nature. This trail was arranged for locals and visitors and represents a unique outdoor classroom primarily intended to present and raise the awareness about the importance of the Soča trout and the tradition of aquaculture and fishery in the Tolmin area. It is also a tourism product serving as an arranged recreational area and an area where social contacts can be maintained and established.



Tolminka River Educational trail



Tolminka River Educational trail

ARRANGEMENT OF THE TRAIL TO MT. KOZLOV ROB, Tolmin

Through the Merlin project, the Municipality of Tolmin arranged two hiking trails to Mt. Kozlov rob in 2020 - Gozdna pot to the south and Grajska pot to the north. Recently, the existing trim trail along the foothills of Mt. Kozlov rob was equipped with new fitness equipment and wooden recreational equipment with the description of exercises. Because it lies next to the urban area, Mt. Kozlov rob represents a quickly accessible area where locals and visitors are motivated and encouraged to live a healthy life.



Wooden exercise device



Metal exercise device



Metal exercise device

UPGRADE OF THE «NA SVOJI ZEMLJI» THEMED TRAIL, Grahovo ob Bači

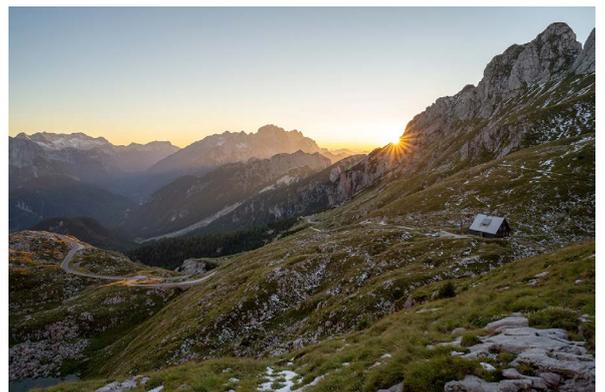
In 2012, KTT društvo Baška dediščina connected seven movie shooting locations in Grahovo ob Bači and Koritnica in the Baška grapa Valley with the "Na svoji zemlji" themed trail and took care for the conservation of heritage. In cooperation with the Municipality of Tolmin, the society upgraded the themed trail last year with new signs, information boards and promotional material, and procured technical support for interpretation and promotion of the themed trail.



Na svoji zemlji Trail; Photo: Društvo BDB

EDUCATIONAL TRAIL TO THE MANGART MOUNTAIN PASS

In 2022, the Triglav National Park Public Institution, in cooperation with stakeholders and experts in the field of trail management, started renovating erosion hotspots which emerged as the result of the high numbers of visitors and consequently arranged a new educational-hiking trail for efficient direction of visitors, arrangement of the access towards the sightseeing ridge and preservation of animal and plant species (especially *Lagopus mutus*, which lives on the Mangart Mountain pass). The trail towards the mountain pass takes the visitors past the mountain hut. There are 15 information boards providing many interesting facts about this natural wonder. The trail is expected to be officially opened in the beginning of summer 2023.



Mangart Saddle; Photo: Klemen Mišič

NEW TRAIL TO THE KORITNICA RIVER AT THE KLUŽE FORTRESS

New metal stairs that gradually descend towards the Koritnica River were installed just in front of the Kluže Fortress. Hikers are thereby directed away from the dangerous and narrow section of the main road Bovec-Kluže Fortress. There is a new trail arranged below the metal stairs leading to the new bridge across the river. From there, the trail continues through the newly constructed 400-metre-long underground corridor below the Kluže Fortress to the sightseeing platform on the other side which gives an added value to the visit. A parking lot and a new traffic regime at the Kluže Fortress will be arranged in the following years. The new trail with the underground corridor will be officially opened this spring.



New footbridge beneath the Kluže Fortress; Photo: Nejc Šerbec

Waste and waste processing

In order to support the green destination in the action plan from 2020, Komunala Tolmin started solving the problem regarding waste collection within the framework of the Comprehensive spatial and environmental planning.

COLLECTION OF WASTE ELECTRONIC EQUIPMENT

In 2020, Komunala Tolmin, in cooperation with ZEOS, participated in a waste electronic equipment collection campaign and installed eight e-cycle containers in all three municipalities.

TEXTILE PACKAGING COLLECTION ARRANGEMENT

In 2021, Komunala Tolmin arranged textile waste collection points in Tolmin, Kobarid and Bovec, which represents an additional step towards sustainable development. EU Member States must arrange separate waste collection until 2025, because this is a necessary approach which will promote innovation in the field of recycling.



SEPARATE COLLECTION OF WASTE EDIBLE OIL

In 2022, nine waste oil collection containers were installed in all three municipalities. In April of the previous school year, a waste edible oil collection campaign was organized in primary schools in Kamno, Volče and Tolmin. For this purpose, waste oil collection containers were installed in front of these primary schools in order to encourage children and their parents to collect the waste correctly.



Primary School, Tolmin

TWO RE-USE CORNERS

In 2022, Komunala Tolmin, in cooperation with ZEOS, installed two re-use corners where the residents can deliver still working electronic devices which ZEOS later collects, checks, repairs and sells for reuse. These Re-use corners are installed in waste collection centres Volče and Bovec.



Assembly Centre, Volče