

## ANNEX 2 – Reviewer Report Template (output 3.5.3)

**NB: All PPs participating in this action as Transnational Reviewers will have to fill in this Reviewer Report Template and send it back to the Host Region and to PP6 by the end of November 2013.** Therefore, PP6 will eventually dispose of 11 filled in Reviewer Report Templates. On the basis of this templates and following the project schedule (application form), PP6 will then prepare 5 Review Reports with recommendations on policies and practices suggested by the 11 PPs acting as Reviewers (thus PP6 will prepare 1 Review Report for every Team that have performed a Transnational Review activity).

All Transnational Review Teams will have to choose their own Team Coordinator. The 5 Coordinators will then assist/supervise their own Team in the preparation of their Reviewer Report Templates. Finally, every Team Coordinator will be in charge of ensuring that all PPs members of its Team will respect the submission deadline fixed on November the 30<sup>th</sup>, 2013).

### General Information about the Review Team

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Date of Review	9.-11.10.2013
Date of delivery of final report	29.11.2013

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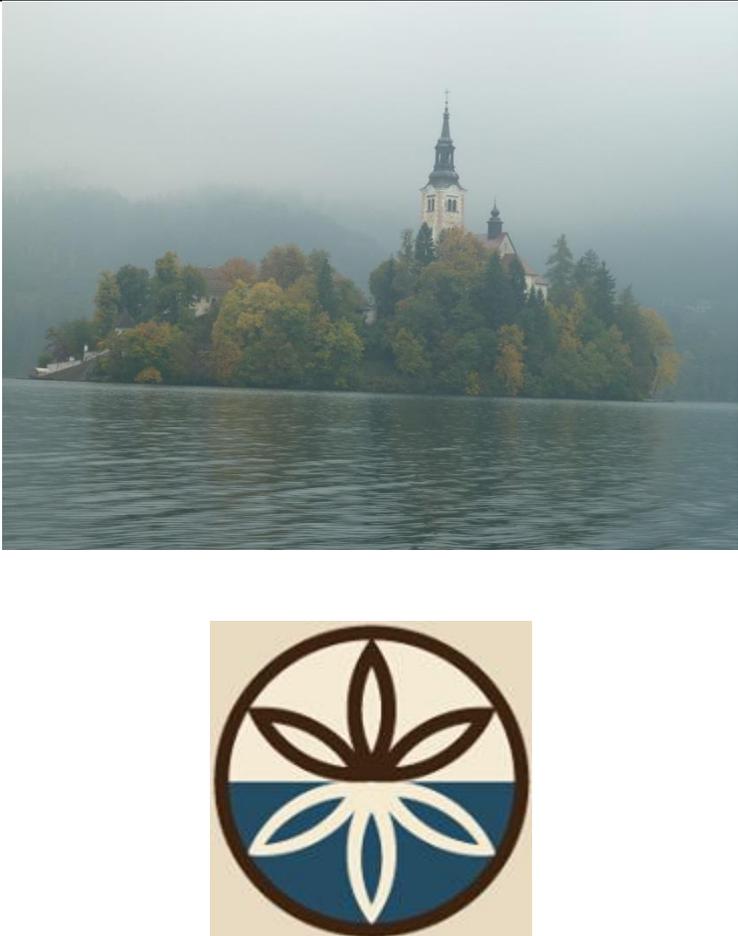
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Location:	Podbrezje (Fortified Church)
Contact:	Church caretaker Janko Jeglic <a href="mailto:matijovc@siol.net">matijovc@siol.net</a>
What we saw?	Stations of the Cross, Church, Altars, Frescos,...
Plans for future:	Integration of tourism with sacral heritage
Picture:	

Location:	Brezje (Basilica of St. Mary Help of Christians)
Contact:	Father Robert Bahčič <a href="mailto:robert.bahcic@rkc.si">robert.bahcic@rkc.si</a>
What we saw?	Museum of Christmas crib, Basilica, Altars, Frescos, Gift shop,...
Plans for future:	Arrangement of outdoor space for Masses and prayers
Picture:	

Location:	Bled (Church of the Mother of God on the Lake)
Contact:	Priest Janez Ferkolj <a href="mailto:janez.ferkolj@rkc.si">janez.ferkolj@rkc.si</a>
What we saw?	Southern Stone Steps, Bell Tower with a View, The Wishing Bell, Altars, Frescos, Shop Potičnica,...
Plans for future:	Arrangement of surroundings and renewal of the buildings on island

Picture:	
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Location:	Sveti Duh (Ursuline convent)
Contact:	Sister Judita Mihelčič <a href="mailto:judita.mihelcic@rkc.si">judita.mihelcic@rkc.si</a>
What we saw?	Halls, Chat rooms, Chapels, Rooms,...
Plans for future:	Development of new programs for people and groups, collaboration on different projects with other countries
Picture:	

Location:	Adergas (Church of the Annunciation)
Contact:	Priest Slavko Kalan <a href="mailto:slavko.kalan@rkc.si">slavko.kalan@rkc.si</a>
What we saw?	Church, Altars, Frescos,...
Plans for future:	promotion, collaboration with local people, development of new

	services,...	
Picture:		

## Section A: Socio-Economic Background

### a) Key Findings

Gorenjska is a Slovenian region with very diverse cultural landscape, which is made of amazing natural landscapes (dominated by Alps) and cultural heritage resources (small historic towns with traditional spatial planning and buildings). They are accompanied by tourist infrastructure (hotels, gastronomy, spa&wellness) and recreation (possibility of doing various sport activities). Because of this tourism is becoming a dominating sector of national economy of Slovenia with increasing importance, which is visited by many foreign tourists (mainly from Italy, Austria and Germany). The development of tourism sector is accompanied by well build and all the time developed infrastructure (hotels and gastronomy). A great importance is given to traditional products, mechanisms of their promotion and distribution. What is furthermore remarkable is the positive commitment of the churches and parishes to local tourism; the best practice example is the church of Bled island, that is very well prepared (spiritually and economically spoken) and open for tourists from all over the world.

### b) Recommendations

– the richness of small centers of cultural heritage leads us to development of better system which would like them (e.g. guides, folders presenting local attractions connected with visible communication routes), which would help to reach an effect of synergy, both in the promotional dimension and also from cultural perspective. A good way for building

such a system/network are obviously cultural routes, which link single attractions in bigger structures with broader scope.

– there is a necessity for better signposting of cultural attractions that would be placed on the roads, and also for broader information for tourists (e.g. tables with maps of micro regions which would show also neighbor objects/places).

– we were impressed by the ability to create modern tourist products (e.g. Bled); however it seems that the potential of those places could be used better. Those places could become ‘anchors’ on the maps of local heritage and then they could be used as a main promotion tools of the whole region indicating at the same time unique character of other small towns and objects settled around.

- The promotional material in various languages is sometimes missing due to lack of funds, so collaboration with local tourist agencies and/ or ministry of tourism is recommended and also better appearance on the internet- this could be managed by the THETRIS project partners concerning the main sights of the church-route.

## Section B: Routes and Accessibility

### c) Key Findings

Through the region there are passing many well build and preserved roads. The character of this infrastructure is determined by the mountains dominating the landscape. The objects included in THETRIS route are settled quite close to each other and they are easily reachable. The hosts of the objects are always ready to host tourists, they are friendly and easy-going, also most of the objects have prepared presentation about their local heritage in form of interesting exhibitions (it was noted that a big importance is given to the past, presentation of old iconography and photos).

The objects visited during peer review are presenting high historical and artistic value. They are presenting a big diversity when it comes to settlement, surroundings and accompanying infrastructure – though all of them present at the same time high level of accessibility and are prepared for hosting tourists.

When it comes to professionalism in management of modern tourism products we have no doubts that Bled is a best practice: with its unique church of St. Martin on the island (Blejski Otok). This historic object is surrounded with tourism infrastructure which was made to serve tourists coming to the island. It is a perfect example on how to create a brand in tourism, that is built consequently with an aware choice of components creating the complementary offer. An opposite character has a Sanctuary in Brezje. The traditional pilgrimage center for obvious reasons is mainly a center for religious cult. But it has also some tourism offer, which guarantees a basic comfort for tourists (gastronomy, lavatories), exposition which shows gifts given to the Sanctuary (it lacks only with historical exposition) and shopping points (souvenirs and devotional articles).

The church in Podbrezje is of unique character. It is linked with the local apple farm. Such solution can be with no doubts treated as a 'good practice' for cultural heritage objects in small villages in other regions in Europe. In this way not only the safety of the object is ensured and its full accessibility, but also the level of services available for tourists was increased (the owner of the farm runs an agro tourism activity and sells its own regional products).

It is worth underlying that tourists coming to Gorenjska have a chance to participate in various forms of presentation of local cultural heritage: in the region there are many small centers with valuable monuments; however the tourism flow of course concentrates in bigger places, such as:

- Radovljica – the historical town, which history goes back to middle ages, with a castle, traditional buildings and many museums (e.g. a unique Museum of Beekeeping) and galleries
- Skofja Loka – the historical town with very well preserved spatial arrangement and traditional buildings, castle and Capuchins monastery. With the monastery there is connected very big and well known event: Skofja Loka Passion Play.
- Kranj – a quite big city, comparing with other cities in Slovenia, with historical buildings and rich offer of museums and galleries presenting local cultural heritage and with rich cultural offer. There is a theatre in the city and there are organized many cultural events, especially in summer time.

#### d) Recommendations

There was noticed lack of promotional materials on the same quality level, prepared in similar graphic style that would present all the objects.

Although many places impressed us with their link to traditions and past, it seems that it would be good to prepare some visually attractive exhibitions presenting the past of the monuments.

The visual information system for tourists needs to be improved, that would make the objects more accessible for tourists. Often there is no barrierfree access for wheelchair-drivers etc.

## Section C: Heritage & Conservation

#### a) Key Findings

Gorenjska impresses with the richness of its cultural heritage. In the region there are institutions concentrated on preservation and conservation of cultural heritage, but as it

was found out during the visit in the local center in Kranj, there is a huge lack of finances for this sector in Slovenia. It is an ambivalent situation: on the one hand historical heritage should be protected and certified, on the other hand the owners of the cultural heritage fear the costs that are related with the professional conservation and protection of the buildings.

On some objects we could see a characteristic white-blue sign indicating that those objects are of historical value, and under it an information board about the past of the object, but it is not a coherent system. The level of preservation of the objects depends of the localization: the objects settled in most important tourist places (Bled) or visited by pilgrims (Brezje) are in very good shape. But the objects placed in more isolated locations are out of constant protection and care, but they receive only ad hoc help (which is caused by the above mentioned Slovenian financial system for monuments).

#### b) Recommendations

Creation of route linking selected objects should facilitate application for EU funding dedicated to development of infrastructure and conservation of cultural heritage offered as a tourism attraction.

There should be more importance placed on elaboration of professional information folders (available in English) presenting history of monuments placed outside of main tourist trails. About the immaterial cultural heritage we did not find a lot of written information, but we were told about old traditions, so it would be nice to focus more on the awareness-raising about this topic as well.

### Section D: Identity and Local Commitment

#### a) Key Findings

People living in Gorenjska are very friendly and easy-going; they present a clear attitude towards respect and link to local cultural heritage (tangible and intangible). We could also observe many local initiatives connected with presentation, creative reception (galleries) of local heritage, priceless in this dimension is also very broad and rich offer of various regional products.

#### b) Recommendations

Priceless from the point of view of tourists would be to prepare information folders presenting not only local cultural heritage but also indicating places where they could try them. Maybe useful would be also a certification system for the places with the highest value (authenticity). This could be another motivation factor for the local people in order to develop business ideas related to the cultural heritage, which is an important part of a sustainable valorization strategy

after the lifetime of the THETRIS-project.

