



Četrtek / Thursday, 9. november 2023 / Kranj

Mestni turizem je v zadnjem desetletju doživel velik razmah. Mesta so postala dostopnejša zaradi boljših prometnih povezav in lažjega dostopa do informacij, zato se je število obiskovalcev v mestih močno povečalo. Poleg prepoznavnih mestnih destinacij z znanimi kulturno-zgodovinskimi spomeniki so turisti začeli obiskovati tudi manjša, turistično manj razvita mesta, ki so v zadnjih letih razvila zanimivo lokalno turistično ponudbo.

A kako zagotoviti, da razvoj turizma v mestih ne bo imel negativnih posledic na življenje lokalne skupnosti, kot so dvig življenjskih stroškov, pretirana gneča ali gentifikacija? Kako vključiti prebivalce, zagotoviti pozitiven vpliv na lokalno ekonomijo in obenem ohranjati naravne in kulturne vrednote?

Nekatera evropska mesta so že našla odgovore na ta vprašanja. Spoznajte, kako portugalsko mesto Braga lokalnim prebivalcem omogoča, da se uživajo v vlogi turista v svojem domačem kraju. Kako v italijanski Sieni izobražujejo kulturne delavce o podnebnih spremembah in vplivih njihovega dela na okolje, kar vodi v organizacijo bolj trajnostnih dogodkov. Kako družbeno odgovoren hotel v Gdanskju prepleta zgodbe socialne vključenosti in gostinstva. Spoznajte tudi domače zanimive prakse trajnostnega mestnega turizma v Kranju, Idriji in Mariboru.

Konferenca je namenjena predstavnikom občin in zavodov za turizem ter drugim nacionalnim in lokalnim akterjem s področja turizma, ki bi želeli zvedeti več o značilnostih turizma v mestih in iščete navdih za implementacijo lastnih trajnostnih praks s tega področja.

Urban tourism has boomed in the last decade. As cities have become more accessible due to better transport connections and access to information, the number of city visitors has increased. However, not only cities with well-known cultural and historical monuments are popular. Recently, smaller, less developed destinations have designed interesting tourist offer and have seen a rise in visitor numbers.






But how to ensure that the development of tourism will not have negative consequences on the local urban community, such as rising living costs, excessive crowding, or gentrification? How to involve citizens, ensure positive effects on local economy and at the same time preserve natural and cultural values?

Some European cities have already found answers to these questions. Learn how Braga, Portugal enables locals to take on the role of a tourist in their hometown. How Siena, Italy educates cultural workers about climate change and the impact of their work on the environment, which leads to the organization of more sustainable events. How a socially responsible hotel in Gdansk, Poland interweaves the stories of social inclusion and hospitality. Also learn about local interesting practices of sustainable urban tourism in Kranj, Idrija and Maribor.

The conference is aimed at representatives of municipalities and local tourism organisations, as well as other national and local tourism stakeholders, who would like to learn more about the characteristics of tourism in cities and are looking for inspiration to implement their own sustainable practices in this field.

# PROGRAM / AGENDA

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9.00	 <b>PRIJAVA / REGISTRATION</b>
9.30	 <b>POZDRAV / WELCOME</b> <ul style="list-style-type: none"><li>• <i>Ministrstvo za naravne vire in prostor / Ministry of Natural Resources and Spatial Planning</i></li><li>• <i>Mestna občina Kranj / City Municipality of Kranj</i></li></ul>
	<b>Trajnostni turizem, Partnerstvo Urbane agende za EU / Sustainable tourism, Partnership of Urban agenda for the EU</b> <ul style="list-style-type: none"><li>• <i>Dejan Ristić, Turizem Ljubljana / Ljubljana Tourism</i></li></ul>
	<b>Mestni turizem v malih in srednje velikih mestih / Urban tourism in small and medium-sized towns</b> <ul style="list-style-type: none"><li>• <i>Naja Marot, Biotehniška fakulteta Univerze v Ljubljani / Biotechnical Faculty, University of Ljubljana</i></li></ul>
10.20	 <b>ODMOR ZA KAVO / COFFEE BREAK</b>
10.50	<b>Gradnja mostov med prebivalci in obiskovalci mest / Building bridges between city residents and visitors</b> <p>Vključevanje prebivalcev v razvoj turizma / Involving residents in tourism development</p> <ul style="list-style-type: none"><li>• <i>Luis Ferreira, Turizem Braga, Portugalska / Tourist Office of Braga, Portugal</i></li></ul> <p>Trajnostni turizem in podnebju prijazni kulturni dogodki v Sieni / Sustainable tourism and cultural events in Siena</p> <ul style="list-style-type: none"><li>• <i>Iuri Bruni &amp; Marcello Sacco, Občina Siena, Italija / Municipality of Siena, Italy</i></li></ul> <p>Družbeno odgovorni hotel So Stay v Gdansk / Socially Responsible Hotel So Stay in Gdansk</p> <ul style="list-style-type: none"><li>• <i>Małgorzata Gojło-Kaligowska &amp; Ewa Patyk, fundacija za socialne inovacije Fundacja Innowacji Społecznej, Gdansk, Poljska / Foundation for Social Innovation Fundacja Innowacji Społecznej, Gdansk, Poland</i></li></ul>
	 <b>OKROGLA MIZA S TUJIMI GOSTI / ROUND TABLE DISCUSSION WITH EUROPEAN GUESTS</b>
12.30	 <b>KOSILO / LUNCH</b>

13.15	<p><b>Kulturni in kulinarčni turizem / Cultural and culinary tourism</b></p> <p><b>Festival sprehodov v Mariboru / Festival of walks in Maribor</b></p> <ul style="list-style-type: none"> <li>• <i>Maja Pegan &amp; Katja Beck Kos, društvo Hiša!, Maribor / Association Hiša!, Maribor</i></li> </ul> <p><b>Kulturna dediščina kot turistični produkt malega mesta / Cultural heritage as a small town tourism product</b></p> <ul style="list-style-type: none"> <li>• <i>Matevž Straus, Arctur in ID20, Idrija / Arctur in ID20, Idrija</i></li> </ul> <p><b>Dolga miza in trajnostna turistična ponudba Kranja / Kranj Long Table and sustainable tourism offer of Kranj</b></p> <ul style="list-style-type: none"> <li>• <i>Kristina Bogataj, Zavod za turizem in kulturo Kranj / Institute for Tourism and Culture Kranj</i></li> </ul>
	<p> <b>OKROGLA MIZA Z DOMAČIMI GOSTI / ROUND TABLE DISCUSSION WITH SLOVENIAN GUESTS</b></p>
14.30	<p><b>Ogled dobrih praks trajnostnega mestnega turizma v Kranju / Tour of good practices in sustainable urban tourism in Kranj</b></p>

**VEČ INFORMACIJ:** <https://ipop.si/mestni-turizem/>  
**MORE INFORMATION:** <https://ipop.si/en/urban-tourism/>  
**PRIJAVA / REGISTRATION:** <https://forms.gle/5LxusB1wVBPXyNSAA>



Dogodek je brezplačen in bo potekal v slovenskem in angleškem jeziku s simultanim tolmačenjem.

Dogodek upošteva načela organizacije trajnostnih dogodkov. Na dogodku si bomo prizadevali proizvesti čim manj odpadkov, ponudili vam bomo podnebju prijaznejšo pogostitev, udeležence pa spodbujamo k trajnostnemu načinu prihoda na konferenco.

Attendance is free. The conference will take place in Slovenian and English with simultaneous interpretation.

The event follows the principles of sustainable event organisation. We will strive to produce as little waste as possible, we will offer a more climate-friendly catering service and we encourage participants to come to the conference in a sustainable way.

*Konferenco organizirajo Ministrstva za naravne vire in prostor, IPoP – Inštitut za politike prostora in Skupnost občin Slovenije v okviru projekta Podpora izvajanju prostorske in urbane politike. Dogodek poteka v soorganizaciji Mestne občine Kranj in ob podpori programa URBACT ter Evropske pobude za mesta (EUI). / Conference is organised by the Ministry for natural resources and spatial planning, IPoP – Institute for Spatial Policies and Association of Municipalities and towns of Slovenia as part of the project Supporting the implementation of spatial and urban policy. The event is co-organised by the City Municipality of Kranj and with support of URBACT and European Urban Initiative.*