

TESTING / PILOT IMPLEMENTATION OF REGIONAL WH BEECH FOREST MARKETING STRATEGIES

D.T1.3.9

Final Version
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1. Description of the Deliverable

The deliverable D.T1.3.9 consists of a report on testing and pilot implementation of Regional WH Beech Forest marketing strategies. Regional WH marketing strategies, which were developed in Deliverable D.T1.3.8, are here tested and implemented. This deliverable is a continuation of Deliverable D.T1.3.8, where two marketing concepts (one for each Slovenian component part - Krokár, Snežnik) were presented. In this Deliverable, some activities presented in marketing concepts were implemented. These concepts promote WH beech forests regarding their contribution to regional added value.

The Deliverable D.T1.3.9 is developed from the work we started on the BEECH POWER project in 2019, mainly on Work Package 1 and Work Package 2, with workshops on conflict resolution and situational analysis and identification of conflicts between stakeholders (D.T2.1.1 and D.T1.2.1). With stakeholder identification and participatory processes with the included results from the workshops, we developed a Regional Strategy for Slovenian component parts - Krokár and Snežnik (D.T1.2.1). Marketing concepts (D.T1.3.8) were the basis for the current Deliverable and were developed on the basis of other project-related activities presented in the table below.

Type of project result	Code	Title
Deliverable	D.T1.1.2	Participatory situation analyses (Germany, Slovenia, Croatia)
Deliverable	D.T1.2.1	Participatory strategy development (Germany, Slovenia, Croatia)
Deliverable	D.T1.3.8	Marketing concepts (for Slovenia one for Krokár and one for Snežnik)
Deliverable	D.T2.1.1	2 workshops (in Poloniny NP, Slovakia and either Snežnik or Krokár, Slovenia) - Participatory vulnerability and risk assessments in buffer zones around protected areas
Deliverable	D.T2.1.2	Guidelines for stakeholder involvement and a related communication strategy
Deliverable	D.T2.1.3	Strategy for conflict management
Deliverable	D.T2.3.1	Joint assessment of current forest management situation
Deliverable	D.T3.2.1	4 regional studies on needs, potential, and requirements for good management by relevant stakeholders
Output	O.T1.2	Strategy for the creation of additional participatory processes in the surroundings of PAs
Output	O.T1.3	Testing of pilot model for local World Heritage working groups
Output	O.T2.1	Strategy for the active involvement of stakeholders in WH beech forests

Table 1: BEECH POWER project deliverables and outputs, related to the present deliverable



In the following chapters, we present activities which were implemented and tested inside BEECH POWER project in collaboration with other stakeholders.

2. Introduction

Forest reserve Virgin forest Krokar and Forest reserve Snežnik are Slovenian component parts, which were in 2017 inscribed on UNESCO WH list as an extension of “Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe”. This is a big commendation to Slovenian forestry, but also a potential thread. The attractiveness of UNESCO brand attracts more visitors and different stakeholders see this as an opportunity to develop their own products and activities. This increased pressure also poses a big thread to the Outstanding Universal Value (OUV) and ecosystem integrity of component parts. All stakeholders have to be aware of their potential pressure and impact they have on the environment and need to define and develop their activities accordingly.

Forest reserve Virgin forest Krokar, its buffer zone forest reserve Borovec and forest reserve Snežnik and its buffer zone are an important recreational and touristic locations, which even gained on recognition due to inscription on UNESCO WH list. Different tourism and recreational activities pose different threats and not all activities are appropriate to be conducted inside these areas.

Different strategies and concepts for visitor management, conflict resolution, active participatory approaches, tourism development, sustainable regional development and similar are needed in order to have effective management of the area and protect the OUV and ecosystem integrity on all levels. It is important that all documents are prepared on an expert level and have strategically planned and formed vision, goals, activities and other important chapters, and can be properly understood, compared or adopted by different stakeholders.

In the previous activities on BEECH POWER project (mentioned in chapter 1), we conducted several activities which helped us to better analyse and understand the situation in and around the forest reserves. If we know the area from different aspects, we can prepare a better strategy, include complex variables, and better predict the scenarios, results and consequences in short and long term. In this document, we will present some activities, which were implemented inside both component parts in the latest period.

2.1. Forest Reserve Virgin forest Krokar

Forest Reserve Virgin forest Krokar is a remnant of an intact forest, with no evidence of human management. It is located in municipality Kočevje in southern part of Slovenia. It is 74.49 ha in size, surrounded by the buffer zone forest reserve Borovec with 47.90 ha. It is recognized as a UNESCO World Heritage Site because it is considered to be one of the few still preserved beech forest areas that survived the last ice age and

contributed to the repopulation of beech throughout Europe. The reserve covers altitudes between 840 and 1170 m. The influence of the junction of several biogeographical regions (Dinaric, pre-Dinaric, sub-Pannonian and sub-Mediterranean) can be seen here. Due to this, alpine flora as well as thermophilic and sclerophilic plants can be found inside the reserve. Due to the large amount of deadwood, it also contains animal species that are not present in multi-purpose forests.

Forest Reserve Virgin forest Krokár is protected by the Decree on Protective Forests and Forests with Special Purpose, has a very strict protection regime and is therefore completely closed for visits. The only exception is for research and educational activities - with approval from Ministry of Agriculture, Forestry and Food in order to conduct your research inside this area. Those who wish to see Forest Reserve Virgin forest Krokár can do this from Borovška nature trail, which is located inside buffer zone forest reserve Borovec and partially runs along the outer edge of Krokár. Inside buffer zone forest reserve Borovec the visitors must stay on marked trails and must not pick forest fruit, wood material, damage flora or hunt animals.

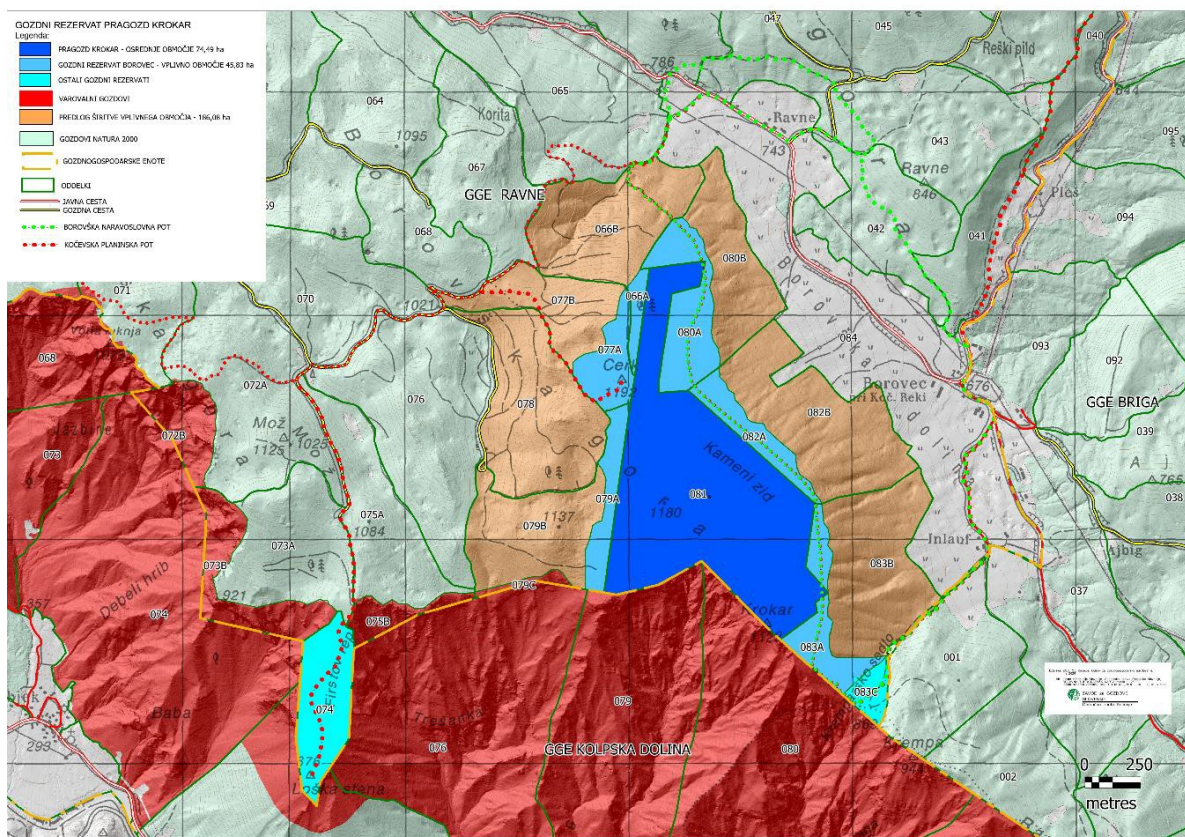


Figure 1: Component part Krokár with its buffer zone and the proposed extension and other protected forests in the surroundings. Krokár in deep blue, buffer zone Borovec surrounding Krokár in light blue, proposed extension of the buffer zone in orange.

The buffer zone of Virgin forest Krokár is the forest reserve Borovec, which includes mainly fir-beech and beech forests, which are typical for this area. The forest reserve Borovec (WH buffer zone) is protected by the Decree on Protective Forests and Forests with Special Purpose, as a forest reserve with a milder protection regime. Forest reserves (forests with special purpose) are forests with emphasised research



function. These forests are important for research, study, and monitoring of natural forest development, biodiversity and conservation natural and cultural heritage.

There is no hunting, timber harvesting or any other kind of extractive activities going on in the buffer zone. Visiting on marked trails is allowed and takes place. Some amount of visitor activities also takes place outside of paths (skiing, snowboarding in winter, hiking, camping, camp fires), however, those instances are rare. Forestry inspection has in the last months strengthened the control over offenses inside component part, which is also one of the contributions of BEECH POWER project to the area. Better visitor management is nevertheless still needed.

2.2. Component part Snežnik

Forest Reserve Snežnik is the largest forest reserve in Slovenia. The whole area has been protected as a forest reserve and recognized as a UNESCO World Heritage Site because here we can still observe beech forests on their upper-forest tree-line. Forest Reserve Snežnik covers 720.24 ha and its buffer zone covers an area of 128.80 ha. The reserve is located on the mountainous part of the karst plateau with the peak Snežnik (1796 m asl). The reserve covers altitudes between 1200 and 1796 m. The area has been reformed by glaciers during the last ice age and their geomorphological features are still visible. The beech forests are dominated in the alpine and subalpine areas, which form the upper forest tree-line. Above this line, we can find dwarf pine and subalpine meadows with exceptional plant diversity. Beech, adopted to this demanding environment, takes on special shapes that are rarely seen elsewhere. In the alpine beech forest, due to the large amounts of snow and long periods of it, the trees are characterized by saber-like shapes. In the higher subalpine zone, the shape of the trees changes even more due to the harsh weather conditions, so that they rarely exceed the height of 6 m and the trunk diameter of 30 cm. In this forest, due to large amounts of snow and strong winds, beeches grow in "bush forms".

Forest reserve Snežnik was protected as a forest reserve with milder regime until December 2020. In December 2020, with the change in Decree on protective forests and special purpose forests, the southern part of the forest reserve was introduced into a stricter regime. Forest reserve Snežnik is therefore divided into 2 parts:

- Northern part is open for visits and has milder regime: Mountain top Snežnik (1796 m asl) is located in this part and this is a hot destination for many visitors. Visitors must obey the rules (stay on marked trails, not pick any forest fruits and hunt animals) and their activities have to be conducted in appliance with the rules.
- Southern part has no public paths - it is more strictly protected and closed for visitors. The only exceptions to enter this area are:
 - Research and education - for which you need to get the approval from responsible ministry - Ministry for Agriculture, Forestry and Food.
 - The tasks of the public forestry service, the public nature conservation service and the supervisory tasks of hunting and forestry.



The milder protection regime prohibits all economic, recreational, research and other activities, which could in any way change the existing natural conditions and affect undisturbed natural development in the future. Milder regime, however, allows the visiting of a forest reserve on forest educational trails, while being accompanied with the forest owner or employee of the public forestry service. The use of public paths within the reserve is also allowed. The activities of public forestry service, public nature conservation service, control activities of hunting and forestry, are also allowed.

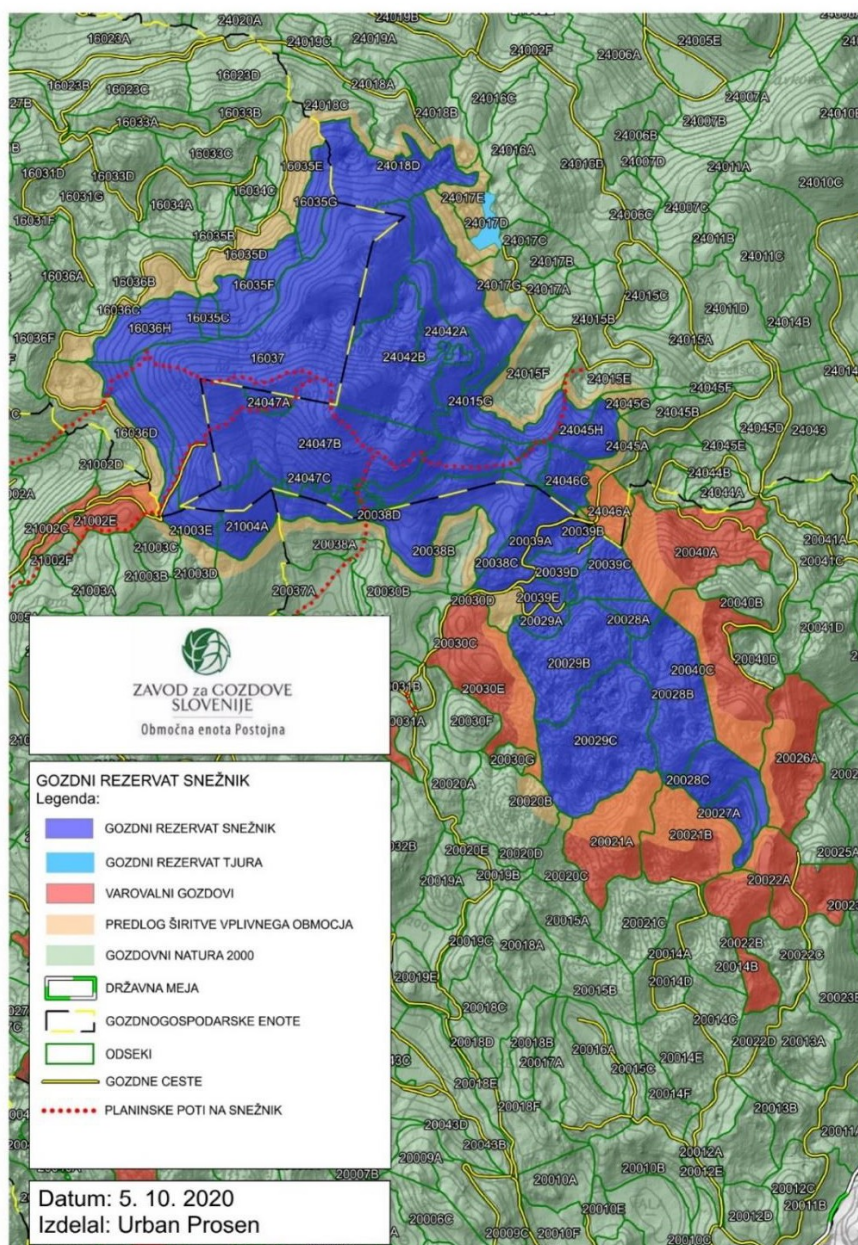


Figure 2: The component part Snežnik, its buffer zone and proposed extension, as well as other protected forests in the surroundings. Snežnik in deep blue, buffer zone in yellow, proposed extension in orange.



3. Objectives

In BEECH POWER project, we also prepared marketing concepts for component part Krokár and component part Snežník, where we included combined knowledge and input from stakeholders regarding the development of the area. To define these objectives and activities we need to have in mind that tourism, recreation and other activities are allowed in buffer zone Forest reserve Borovec (component part Krokár) and in northern part of Forest reserve Snežník where the visitors must obey the rules. These are to stay on marked legal trails and not pick forest fruit, wood material, damage flora or hunt animals. The objectives and activities have to be defined to comply with behavioural rules in the area.

After we defined the objectives and activities in marketing concepts, we also tested and did a pilot implementation of some objectives and activities.

3.1. Component part Virgin forest Krokár and buffer zone Borovec

In marketing concept for component part Krokár (D.T1.3.8) we defined three objectives which have in total ten activities. These ten activities have in total seven additional steps on how to complete them. In our testing and pilot implementation, we focused on **Objective 1: Provide meaningful visitor experience outside the forest reserve.**

Here we focused on (copied from Deliverable D.T1.3.8 - Krokár):

- Activity 1.1: Provide guided tours for visitors along Borovška and Cerk Nature Educational Trails presenting the story of beech expansion from this area all across Europe.
 - Arrange the Cerk Nature Educational Trail with all necessary visitor infrastructure and with obtained permits.
- Activity 1.4: Supplement the existing Borovška Nature Trail with updated interpretational infrastructure (e.g. boards) with focus on WH status and regulations in place

3.2. Component part Snežník

In marketing concept for component part Snežník we defined two objectives which have in total seven activities. These activities have ten additional steps to complete them. In our testing and pilot implementation, we focused on **Objective 1: Provide meaningful visitor experience outside the forest reserve.**



Here we focused on (copied from Deliverable D.T1.3.8 - Snežnik):

- Activity 1.1: Provide guided tours for interested visitors along Mašun Forest Trail with topics including also WH forests and the story of beech and its adaptation to extreme conditions.
 - The Mašun Forest Trail is currently under renovation and will together with the renovated Mašun Forest House present the specificities of the area and large carnivores that are present.
 - The existing and renovated infrastructure should be supplemented with information for visitors who come to the area because they are interested in WH status.
 - The path is short and accessible to all types of walkers.

4. Implemented activities and results

4.1. Component part Virgin forest Krokar

The biggest issues in component part Forest reserve Virgin forest Krokar and its buffer zone Forest reserve Borovec are connected with visitor management, with emphasis on education and implementation of behaviour rules and redirecting the visitors on legal marked trails. Summit Krokar is one of the most visited locations in this area, but since it is located inside Virgin forest Krokar, reaching summit is prohibited. Despite warning plaques, there are quite some visitors (regular - locals - and first time tourists). With activities in BEECH POWER project, we wish to redirect visitors on other locations (e.g. Mt. Cerk and Virgin Forest Trail Krokar) where they can also enjoy panoramic views and similar scenery. Emphasis is also on education of visitors about UNESCO WH, protection regime, rules of behaviour and beech forests through additional informational infrastructure. By providing visitors a better experience of Borovška Nature Trail, which is partially located on the outside edges of component part and offers great insight into Virgin forest Krokar, we wish to redirect the visitors to stay on the legal marked trail and not to stray away from it.

4.1.1. Cerk Nature Educational Trail

Cerk Nature Educational Trail (Marketing Concept Krokar; Objective 1: Activity 1.1) was established with the assistance of public service of Slovenia Forest Service, Slovenian State Forests Ltd. (SiDG) and Ministry of Environment and Spatial Planning. Due to simplification of the name, we renamed this trail from Cerk Nature Educational Trail into Virgin Forest Trail Krokar. Virgin Forest Trail Krokar is established partly inside buffer zone Borovec and reaches the edge of component part itself. Selected viewpoints offer visitors magnificent views of the virgin forest.



The arrangement of this trail addresses the need for direction of visitors who want to experience the primeval forest, away from the actual World Heritage component part, to preserve its integrity. Since the inscription of component part Krokar on the UNESCO World Heritage List in 2017, an increase in visitor interest has been noted, with a large proportion of visitors unaware of the regulations in place and the boundaries of the area, resulting in unintentional trespassing in the WH component part, which is under strict protection at the national level.

The proposition for the trail itself was sent in advance to IUCN from whom we received a positive answer. According to IUCN, this trail is a model example of how a nature trail can be incorporated into nature with a minimum impact on the environment. Such a careful approach to buffer zone management (no tree removal and no major earthworks) is advised to be used by all State Parties.



Figure 3: Draft versions of three informational boards located at the start of Virgin Forest Trail Krokar.

The ground works on the trail started in autumn 2020 and will be finished in spring 2021. Minimum amount for ground works was conducted on the walking path and the trail was equipped with trail markings. At the starting point, a parking lot was designated and it will be equipped with three A1 format informational boards which will be funded by BEECH POWER project. One info-board includes information regarding beech forests, second regarding Virgin forest Krokar and third about Virgin Forest Trail Krokar (Cerk Nature Educational Trail). The emphasis was on education of visitors about the importance of beech, virgin forests and behavioural rules in the area.

These informational boards were planned to be finalised by March 2021 but there was over one month of delay with acquirement of English-Slovene version of UNESCO logo of Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe, which Slovenian UNESCO office did not have and had to wait



on it from Paris. After this was received, the final version of informational boards still have to be confirmed by Ministry of Environment and Spatial Planning and Institute of the Republic of Slovenia for Nature Conservation.

With this new trail and information, we wish to offer visitors much needed information regarding the area. Visitors can observe Virgin forest Krokár from two viewpoints; while on the summit of Mt. Cerk (1192 m asl) they can enjoy “endless” views over the forests.

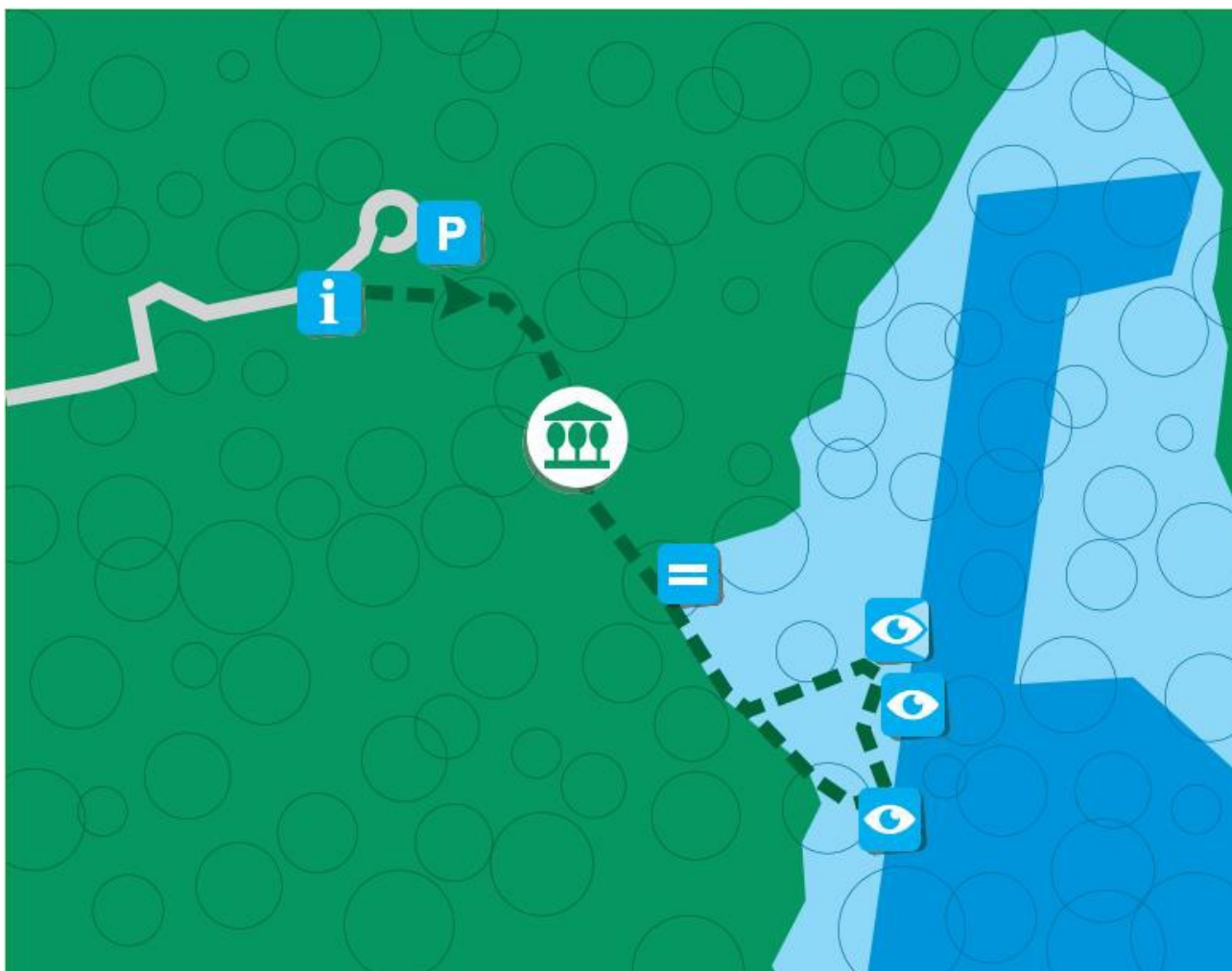


Figure 4: Trail course with viewpoints on edge of the virgin forest Krokár (marked in blue). Light blue is buffer zone Borovec, green are multi-purpose Natura 2000 forests.

The circular Virgin Forest Trail Krokár is roughly 2 kilometres long, with 150 altitudinal metres of a relatively steep ascent. With a moderate pace, and equipped with suitable hiking footwear, we can walk the trail in one hour. It takes us slightly longer if we stop at different points of interest. The trail takes us through the Borovec forest reserve to the edge of the virgin forest Krokár, where we can, respectfully and without entering the virgin forest, admire the results of thousands of years of undisturbed natural processes.



4.1.2. Supplement the existing Borovška Nature Trail with updated interpretational infrastructure

The Borovec Nature Trail (Marketing Concept Krokar; Objective 1: Activity 1.1, Activity 1.4) is a forest educational trail that presents to the visitor the secrets of Virgin forest Krokar, daffodils growing on the slope of Krempa (in May) and other characteristics of the area around Borovec near Kočevska Reka. The length of the trail is about 8 km, the altitude difference is 300 m. It is a circular path that requires 3 to 4 hours of walking. Along the way, there are several informational boards. Trail is marked with a special sign in the shape of a daffodil.

Periodical regular maintenance of this trail is necessary. To make it more accessible and direct more people along it (thus avoiding illegal trails), renovations of the trail took place in autumn 2020. We constructed simple wooden steps on the steepest and slippery part of the trail, removed fallen trees from the trail (placing them next to the trail) and hardened the trail where visible erosion has taken place. We also erected plaques on entry points to the reserve, informing visitors of the rules of conduct. Slovenian State Forests Ltd. (SiGD) provided financing, while a subcontractor conducted maintenance works. Slovenian Forest Service and BEECH POWER project were present as consultants - we identified the necessary infrastructure improvements by a field review of the area, marked where the trail renovations are most necessary, where wooden steps are needed, and where warning plaques have to stand. The project team prepared the content for warning plaques and designed them with help from a colleague in the Slovenia Forest Service. BEECH POWER project was also responsible for funding the renewal of trail marking on this trail.

Slovenia Forest Service and other experts often notice in the forests that many visitors stray away from marked paths and wander inside component part Krokar, which is closed for visitors. During different stakeholder activities, we tried to define what the reasons for this are. We agreed that there are three main reasons:

- a) People would like to experience Virgin forest Krokar and its “wilderness.” When observing it from buffer zone and Borovška nature trail, many of them do not see any difference between the component part and buffer zone. Many visitors are not aware that Slovenian forests have close-to-nature management system, which means that all forests (protective and non-protective ones) have quite similar structure. Buffer zone Borovec (where there has been no forestry activities in past 30 years) is therefore visually very similar (especially for non-experts) to Virgin forest Krokar. People are not aware of this and think they are still inside buffer zone when they stray off-road and therefore they enter further and further into the component part area in pursuit of this wilderness, which they do not find.
- b) People who are not aware of the rules, follow recommendations, instructions from other visitors who are also not aware of it. Therefore they stray off-road (or disobey other rules) and discover on their own. Some of them are not even aware that they are entering into Virgin forest Krokar since it is similar to other areas.
- c) Some people (in minority) are aware of the rules, but simply do not care, break them and enter the area they should not. Most of these are hikers summiting the peak of Krokar for its views.



Due to these reasons, we decided to produce and place warning plaques in the buffer zone (to warn the visitors not to enter further where Virgin forest Krokar is) and before entering in the buffer zone (to warn visitors about protective regime in the area). The plaques were strategically placed on locations where people usually enter in the buffer zone Borovec or Virgin forest Krokar.

There are two types of plaques:

- Some mark that visitors are entering into Forest Reserve Borovec where there is a milder protection regime - walking outside marked trails is not allowed.
- Others mark the border of Forest reserve Virgin Forest Krokar where entry is not allowed.



Figure 5: Warning plaques marking Forest reserve Borovec and Forest reserve Virgin forest Krokar with special protective regimes.

For now, six of these warning plaques were placed in the area and cover the spots which we defined as critical areas where people disobey the rules. These boards were designed by public service of Slovenia Forest Service (unified design with all similar boards already stationed) and Slovenian State Forests Ltd. (SiDG), who was responsible for funding. A subcontractor installed them in the area under the supervision of a project team member. The consent of Ministry of Environment and Spatial Planning was also needed.



If we identify more locations, where we need to set up warning plaques, we will set them up in the future.

Beside this, the borders of Forest reserve Virgin forest Krokár were also marked on trees with markings. The standard SFS marks which identify borders of forest reserves are two linear blue lines.



Figure 6: Markings which mark forest reserve borders.

4.2. Component part Snežník

Forest reserve Snežník and its buffer zone are in total over 800 ha big and therefore, the challenges of visitor management have to be solved with different strategies than in Krokár's case. The number of roads that lead into forest reserve, entry points and hiking trails is higher and not all can be equipped with warning plaques, informational boards and monitored properly to insure the compliance of rules. The strategy of visitor management has to be directed into attracting the visitors to specific entry points, where they can be educated and familiarised with the protection regime, rules of behaviour, UNESCO World Heritage and beech forests.



4.2.1. Mašun Forest Trail

Mašun is a popular hiking destination in the heart of the vast Snežnik forests. Nearby, weaving its way through the most beautiful parts of the forest, is the Mašun Forest Education Trail (Marketing Concept Snežnik; Objective 1: Activity 1.1). Part of the Mašun Education Trail follows the Trail of Princess Anna to Anna's Rock, where you can enjoy a magnificent view of the northern slopes of Mt. Snežnik (1796 m asl). Underneath Anna's Rock there is a genuine bear's lair, which you can see walking along the education trail. Anna's Rock also offers visitors a nice view of Mt. Snežnik, where they can observe beech's forest line. The trail is 1.7 km long and takes around 45 min to complete. It features 7 information boards and the entire trail is marked with circles with red and white stripes.

This forest trail was completely renovated and updated in Interreg project Carnivora Dinarica (Slovenia Forest Service is also a project partner), with special emphasis on all three species of large carnivores - the wolf (*Canis lupus*), the brown bear (*Ursus arctos*), and the Eurasian lynx (*Lynx lynx*). Slovenia Forest Service and BEECH POWER activities also aligned with this project and theme and our BEECH POWER topics (like beech and Snežnik's forests) were also included and presented on Mašun Forest Trail. Next to the trail, there is also Mašun Forest house. The former foresters' house is now a modern, well equipped educational and information centre, designed for various presentations of forests, forestry, wildlife and hunting on Snežnik and also in a wider area.



Figure 7: Mašun Forest Trail in red, with points of interest marked with numbers.



Although the emphasis on this trail is on large carnivores, the contents of beech forests, forest functions, preservation of forests and importance of biodiversity are partially presented on informational boards on the trail itself and also inside forest house Mašun. The trail is designed in a way that topics including WH forests and the story of beech and its adaptation to extreme conditions is incorporated in it and visitors can familiarise themselves with these topics as well.

Guided tours (optionally also by an expert from Slovenia Forest Service) can also be organised and an expert forester (representative of SFS) is a great addition to all visitors who would like to deepen their knowledge about the area and forests. Expert forester for SFS can also be included in the programme of guided tours by other stakeholders (e.g. Touristic Information centre Ilirska Bistrica, TIC Lož, Regional development agency Green karst).

This trail is a model example of how different projects link between each other and how nature-connected thematic can be connected with each other and presented as one. This has an added value for the visitors who can learn and experience Forest reserve Snežnik and its characteristics in one route.



Figure 8: Information boards regarding biodiversity of Snežnik's forests.

Mašun Forest House and its nearby forest trail is a great starting point for visitors to familiarise themselves with characteristics of the area and get educated regarding it. The topics and knowledge are presented to visitors in an effective and simplified manner.

Mašun area is being organised as one of the entry points for forest reserve Snežnik. While for some of the visitors this can also be a final destination where they learn a lot about the area in general, for others it



can serve as a starting point to familiarise themselves with forest reserve Snežnik before actually entering it.

If more visitors are attracted to this entry point (which offers an added value for them), where they can learn about the area, and redirected from others where there is no information about the area, then these visitors will more likely follow the rules of the area and will not have a negative effect on OUV and ecosystem integrity.



Figure 9: Informational boards on Mašun Forest Trail regarding beech forests and Snežnik

To have adequate visitor management it is important that entry to the forest reserve is concentrated on designated entry points where visitors can be educated and informed about protection regime, UNESCO WH, beech forests and local ecosystem in general. This can simplify the work for tourism workers and gives a proper introduction to individual visitors.



5. Conclusion

Visitor management is one of the most important future tasks and current issues for Slovenian component parts - Forest reserve Snežnik and Forest reserve Virgin forest Krokar. With the implementation of new Decree on natural reserves (currently in the process of creation) it is expected that all management issues regarding both component parts, will be solved. Both areas will be able to strategically develop activities in order to offer visitors to enjoy and experience the area and stakeholders to perform their activities, while the protection of OUV and ecosystem integrity will be the ultimate goal.

The interest of visiting both component parts increased a lot in past years (since the inscription in UNESCO WH in 2017). One reason for this is promotion which brings UNESCO brand and other is COVID19 state measures (in 2020 and 2021) which “forced” Slovenian residents to travel more on national and less on international level. Increased visit also brings increased pressure for the ecosystem and local environment. If we wish to keep protecting the OUV and ecosystem integrity it is important that we know what the limits are, not to go beyond them and implement strategies and activities in order to protect the component part.

In both components parts, the biggest issues are connected with visitor management - directing the visitors, education and compliance with behaviour rules.

Component part Virgin forest Krokar is quite a small forest reserve (74.49 ha) and is closed for visits and public. Here it is possible for a future manager to have a good overview of most of the visitors. Virgin forest can be observed from buffer zone Borovec. Here are two nature trails - Borovška nature Trail and Virgin Forest Trail Krokar that pass through buffer zone (partially on the border with component part) from where the visitors can observe the component part. All activities regarding visitor management are therefore concentrated inside buffer zone in these two trails from where the component part can be presented. Undertaken activities were directed into steering activities from component part itself (where visit is not possible) into the buffer zone and educating the visitors about the area. This was done by setting up the Virgin Forest Trail Krokar which leads the visitor to Mt. Cerklje from where they have good overview over the component part. This Trail is equipped with three informational boards, which present the area, trail and beech forests to the visitors. Second part of activities was connected with supplementing the existing Borovška Nature Trail with updated infrastructure and maintenance of existing one.

Component part Snežnik is 10-times bigger than Krokar. Due to its size, it is impossible to control all the entry points, rather the visitors should be redirected into selected entry points. One of these entry points is Mašun, where Mašun Forest Trail and Mašun Forest House were renovated. Here visitors can learn about large carnivores, beech forests and component part Snežnik. Some of them do not even need to enter the component part to experience UNESCO beech forests, as this can be done from outside the area. For those who still wish to continue the way towards component part and (in most cases) summit of Snežnik, Mašun is a great option to get familiar with the area, protection regime and rules of behaviour.

In BEECH POWER project we developed marketing concepts (D.T1.3.8), which can be used as a guideline and strategic document by official manager of the area (when the decree will be implemented and manager



selected) to address the most important activities inside the component part and its buffer zones. In BEECH POWER project we also implemented some pilot activities in order to test the adequacy of concepts, implementation of activity and cooperation with stakeholders.

BEECH POWER project is with its activity also active on local levels where we encourage stakeholders to take a more active role in their contribution to the protection of component part and its OUV. Many stakeholders are currently more passive than they are expected to be in the future when the management issues will be solved.

D.T1.3.9: Testing / Implementation of Regional WH Beech Forest Marketing Strategies

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