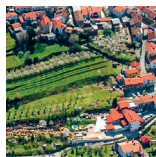




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Brda Tourist Destination Development

Municipality of Brda, Institute for Tourism, Culture, Youth and Sport



The Municipality of Brda covers two thirds of the entire terraced landscape that stretches in western Slovenia between the River Soča, Mounts Sabotin and Korada and the Friulian plain. The pursuit of the best wine-growing and fruit-growing produce resulted in terrace-building on the hillsides. This long history and tradition are preserved to this day, and are promoted by the responsible spatial planning policy of the municipality. This policy fosters the quality of the terraced landscape as well as the traditional and predominantly manual agricultural work, integrating the old with the new.

The exceptional landscape with its olive trees, vineyards and fruit trees (cherry trees in particular) represents an asset for sustainable tourism based on the discovery of traditional cultivation methods, forms of inter-generational co-operation on farms and the valorisation of local products. The character of the landscape is presented in the context of the products offered for sale (wine, olives, fruit), which helps to enhance them.

The restoration and maintenance of Brda's terraced agricultural landscape, combined with the conservation of local varieties and the promotion of traditional products, demonstrates the importance of preserving the identity of a landscape full of history. The restoration of the cultural heritage and the development of agri-tourism have positively contributed to supporting the economic activity of the commune in a sustainable development perspective. The participatory approach in the decision-making process has contributed to the success of the project. The population, as well as visitors, can now appreciate the landscape and its quality products.

Recognised for its great value, the Project is part of the Landscape Award Alliance of the Committee of Ministers of the Council of Europe, as a source of inspiration.