



European competition for Towns and Villages  
Podčetrtek, 27. 06. 2013

**PODČETRTEK**  
**SLOVENIA**  
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MUNICI

## European competition for Towns and Villages



The inhabitants of municipality Podčetrtek and others, who are one way or another connected with the town and its surrounding, are aware of the importance of tidy environment, welfare, pleasant and also healthy life in such a town. This fact is also important for one or several-day's visitors, tourists, who spread the good word among their friends and acquaintances.

With their work, their activities and initiatives locals, with the support of the municipality, make the town Podčetrtek with its near and far surrounding, nice and inviting already at first impression. This can easily be noticed already by the implementation of clear and simple informational system on the place, where it is needed. On the most important places, town has additional labelling and explanations and also direction indicators between some most important places in the town and surrounding.

Town Podčetrtek is a centre which is well connected (roads and other infrastructure) with all its villages, since that is the basic condition for further equal development of all parts of town, not just centre. Excellent connection to all significant places or sights of the whole municipality Podčetrtek is provided. The visit of important spots or each attraction in the town is enabled through circular traffic, the fact that disables visiting what has already been seen. Both roundabouts on the main road at the same time provide description of the town and it's surrounding, slow down the traffic through the town and guide the visitors to different parts of the municipality Podčetrtek.

It is of great importance that the visitor of the town and surrounding can experience it and get what he expected even without any guide. The wish and policy of the locals is to study all initiatives and information, acquired by visitors, and try to implement those proposals and suggestions in the development of the municipality.

Former "backwardness" in the development of this area and its remote position from the centre turned to be an advantage in the last years, as fewer interventions have been done in the town and consequently fewer mistakes were made. Today is the time when we can work more professionally and socially responsible! We can therefore claim, former backwardness is now also a privilege!

*Our motto at the interventions in the environment of this part of Slovenia is: simple and in the harmony with the environment – our identity must be transformed into continuity!*



# 1. PLANNED / DEVELOPMENT APPROACH



Each of planned interventions into space is possible only if it is in accordance with applicable spatial plans, which are constantly supplemented and approved at state level. Last spatial plan was accepted in 2008 and it is applicable for the whole municipality Podčetrtek. Such a plan clearly determines eligible use of certain territory with spatial plan of the described area. It also clearly determines what and how something can be done in the frames of certain territory.

Detailed spatial documents can be made in frames of certain fields; these documents specify purpose and method of the use of the area in question. Each of described documents has estimated levels (phases) of implementation, concerning to local needs.

With their initiatives the local inhabitants are included in the process of preparing the documents; their initiatives are a basis for the beginning of the spatial documents changes and help to bring the procedure to the final acceptance of the document. Spatial documents must be prepared by suitable experts, who have a suitable national licence to perform for such work. The obligation of each draftsman is that he studies all initiatives, given by inhabitants during informative presentations, and to take them

into account, whenever possible. Same procedure goes also for initiatives and suggestions, given from municipality representatives, local communities, public institutions, enterprises, clubs and different groups and associations. After final preparation of all documents, dealing with intervention into environment, the document must be presented to public for additional initiatives and suggestions. All documents must at all presentations be shown in total volume.

For each specific interference into space an additional allowance must be acquired. The procedure and volume of necessary documents for the implementation of certain intervention in the environment depends on location, size and nature of work, planned to be done on certain area. Without described documents the intervention into environment is not allowed and is in contradiction with legal system.

*Respect and preserving of environment is one of the basic rules at all planned interventions into space, meaning we have to reduce negative influence on micro and macro environment.*

## 2. ENVIRONMENT/ Built environment



In the past decades some mistakes have been done in this part of Slovenia, but they are all of smaller extent and can be simply repaired in the following periods. There is quite a big amount of local and traditional elements, buildings from the past periods in the town and it's surrounding which deserve considerable attention from our side. The interest for original restoration and thus conservation comes as well from the side of owners and also local community. In the case of private ownership purposeful grants can be acquired. We have to be aware they are all a part of our history and we have to leave to our descendants as much of what is typically ours.

The most important element of the built environment is without doubt the Olimia Minorite Monastery, which was probably built around 1015; within the monastery, which nowadays is a monument of local significance, is one of the oldest pharmacies in Europe. Also the centre of Podčetrtek has a special image, with houses on both sides of a stream, coming from castle hill. A castle, located on a hill, still waits for it's renovation since the denationalisation procedure is

not finished yet. Town also has several other interesting buildings (in the year 2012 the whole renovation of old school was done; the school has a status of tangible cultural heritage) and churches (the church of the Virgin Mary on Pesek, church of Saint Ema,...) which respectively show the culture and work of past times. It has to be emphasised that the town has 130 buildings which have a status of monument; this can be a great value and also present high financial commitment.

The wish of all building owners is to regularly maintain their properties and on this way contribute to nice appearance of the town; this fact is very important since the municipality Podčetrtek counts among distinctly tourist Slovenian municipalities.

Beside maintenance of buildings in Podčetrtek a great interest for proper greening and flower planting beside buildings is present. *The town itself organises a competition in tidiness; every year they evaluate the buildings and surrounding areas.* The review of tidiness is organised in the frames of Tourist association Podčetrtek, who then also

## 2. ENVIRONMENT/ Built environment



declares results on a public event. Tourist association also organises together with municipality free distribution of flowers (all plants grown in local environment) for each family on whole territory of the municipality. This kind of the flower distribution also enables the planning of the whole flower image of the municipality and is changed every year.

*It is very important for Podčetrtek that in the year 2012 the complete restoration of the old part was finished and together with that the renovation of the whole infrastructure, meaning also all driving and walking paths.* The programme of renovation also included new street furnishing, street lights, emphasising economising with electricity and preventing light pollution of the sky. Besides arrangement of lighting, in this part of the town other street furnishing was planned (benches, informational panels, litterbins, bicycle stands,...). In the strict centre of the town, in a small newly designed park, a new element with drinking water was designed.

It is an important fact that as well in the centre of Podčetrtek and also in smaller parts of the municipality there are no problems with graffiti or vandalism. In the relation to tagging municipality Podčetrtek has a special ordinance on bill posting and has specified areas, methods and periods of allowed tagging and bill posting.



## 2. ENVIRONMENT/Litter



**W**ish and thus orientation of all residents of municipality Podčetrtek is to live in utmost friendly environment, to which everybody has to have respect and be aware, that environment and this world is not given only to our generation.

*Everybody, who lives or works in town or it's surrounding pay great attention to daily waste, which is suitably separated and with it prepared to be re-used again.* With the beginning of separate waste collection we can notice a steep decline in the amount of waste. All bio waste remain at home, in composting, for other waste municipality Podčetrtek has organised system of waste separating already at source. Afterwards the authorised concession holder collects the garbage after schedule. All garbage is taken to collection centre in Rogaška Slatina.

Great attention is devoted to waste separation in the frames of regular education in elementary school; children in kindergarten already a lot of knowledge of waste and proper handling with it through game and entertainment.

Beside interval collection of certain types of waste, municipality also organises spring and autumn general cleaning which is also opportunity for gathering bigger pieces of

waste and special waste. Every inhabitant also has a possibility of leaving garbage in special collection centre. The municipality doesn't have any industry or industrial plants, that is why there is no industrial waste.

All the public areas are equipped with litterbins, which are checked and emptied regularly by concessionary. Municipal inspector supervises the agreed waste collection and takes appropriate actions when needed.

Our inhabitants are more and more aware of the importance of reducing all waste, recycling and re-using (REDUCE – RECYCLE - RE-USE).

## 2. ENVIRONMENT/Water

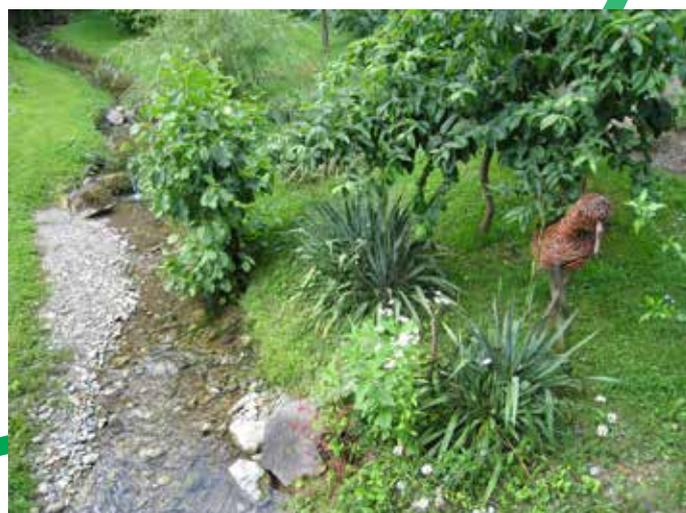
*Entire municipality has a highly structured public water supply with quality drinking water, which can be used for drinking always and at every moment, without any additional measures.*

Beside well organised public water supply every year more and more households have arranged system of rain water collection; they are aware of the importance of suitable use of drinking water and diminution for purposes, where it is not necessary. Rain water is collected for watering the gardens; some individuals already have a system of using rain water for sanitary purposes. Some public institutions also started to use rain water and with it reducing the use of drinking water where it is not necessary.

All sanitary waste water is cleaned in small individual cleaning systems before left into surface drains; this is preformed in places, where it is still possible and where connection to the system of public sewage is not rational. Municipality already has a built public sewage system for collection waste sanitary water, which is connected to central wastewater treatment plant.

The municipality supports the introduction of wetlands, as this is the optimal solution for scattered settlements. Wetlands are environmentally friendly and visually friendly solution.

Water and attitude towards it is a constant topic in kindergarten and also in elementary school, as well also in different associations. It is clear, that water is basis for life, which is why we give a great emphasis on quality drinking water and suitable treatment of sanitary water.



## 2. ENVIRONMENT/Chemical products

Our inhabitants are aware of hazardous use of chemical products, as well as gardening or in wider agricultural production (working in fields or vineyards); that is why the usage of chemical products was limited to urgent cases or usage of products which are still acceptable to environment. Everybody who has allowance to buy chemical products must by law be professionally trained to use them; permanent education is also condition for the purchase of protective equipment – chemical products.

*For protection of vegetables and plants more and more inhabitants use home made products, which were known and frequently used in the past. With the preparation of these home made products it is also possible to economise, a very important fact in present times.*

The usage of environmentally hostile products is also not allowed to control invasive plants. Weeds are removed manually or with the usage of fire.

With the support of the mayor, the municipality pays a great attention to suitable replacement of existing roofing, because there are quite a lot of buildings where we can notice roofing which is environmentally unfriendly (asbestos roofing). Collecting and reusing rain water from such roof surfaces is not allowed and also hazardous for our health.



## 2. ENVIRONMENT/Sustainable energy



The need to use different sorts of energy is increasing every day; the increased interest of local residents, municipality representatives and also management from this area to reduce the cost for energy is clearly seen. The first and most logical choice is elimination of energy profligacy of existing buildings and thus minimising energetic dependence of each building.

We also have to take into account the proper and sufficient thermal insulation layer enclosing each building, because only with the proper performance and quality more than half of the heat energy can be saved.

The described thermal insulation layer is more economical in summer, because the impact of heat into spaces is extremely smaller and has for consequence more friendly stay in hot period and less energy for cooling. Permanent co financing for energy efficiency renovations of buildings is available on state level; this has for consequence the diminution of energy usage.

*It is also very important that already at the project documentation of certain building we include "energy statement" which shows the quality of building in the sense of dependence of different sorts of energy.* This information is also important in determining the price of a single building or its surface.

Beside described passive solutions for energy saving it is possible to notice that a lot of buildings have systems for hot sanitary water. An increasing number of roof surfaces serve as place for the installation of photovoltaic elements to generate "green" electricity (this system is also subsidized by the state level). The town also has more and more households who use warm energy from "underground". The use of biomass is more and more present in the town; we are also considering building a central boiler that will use an abundance of biomass in our own environment.

We have to emphasize that installation of solar collectors in this environment is very difficult and problematic (in some exposed parts completely unacceptable), as part of the municipality Podčetrtek is also part of KOZJANSKI PARK – Regional Park. The installation of solar collectors is mostly problematic on roof surfaces of buildings which have status of cultural monument and in the open agricultural landscape.

### 3. LANDSCAPE



*Podčetrtek is a smaller rural village under the dominating castle hill with fortress on it. The central part of Podčetrtek is a settlement with one distinctive street, developed on both sides of the continuously flow stream, which is one of the attractive elements of the central part of the old Podčetrtek. The town is together with its smaller settlements placed into Kozjansko landscape, between hills of Kozjansko and is a part of regional park Kozjanski Park. The area, where Podčetrtek is located together with its villages and settlements, is a landscape of several faces, which come before us as a gallery pictures, one after another, and show the art of nature and human creation during the history.*

The entire landscape of this part of Slovenia is “green”, every hill is an utterly independent poetry of nature creation. Two different natural units come across here (Hills of Posavje, Zgornjesotelsko and Srednjesotelsko hills) it is the area where alpine and Pannonia meet. Beside green hills, the landscape is dominated by river Sotla which with naturally preserved channel, riparian vegetation, with meanders gives an impression of real Pannonian lowland river. Sotla is a natural value of state significance and ecologically important area. Fresh air, mixed with gentle noise of trees comes from forests, from hills overgrown with vineyards rattle is heard, heralding the joy of the upcoming harvest, from grassy slopes and pastures cows’ mooing is heard and smell of dry hay overwhelms us. These are facts that this part of Slovenia offers in abundance at every turn and are nowadays important for both, people living there and those who work there or coming forth at random or planned. For harmonious and sustainable development of the entire region qualified experts working in Kozjanski Park are responsible. All planned interventions in the landscape of this part must be conducted in accordance with the guidelines and recommendations from profes-

sionals who operate on the basis of the laws in Slovenia. In the municipality Podčetrtek 2.005,00 ha of the area is part of Natura 2000, meaning 33 % (1/3) of the entire area of municipality. This area has special conditions, rules of behaviour and activities in landscape. In the frames of Natura 2000 is also a special protected area. Name of this area is KOZJANSKO DOBRAVA JOVSI and is protected under the Birds Directive and Directive of habitats. Main species of birds in this area are: Wryneck, black stork, quail, middle spotted woodpecker and flushed. The fact that seven natural values of state importance are in the whole area of Podčetrtek is very significant.

## 4. OPEN GREEN SPACES



**M**unicipality has around 4,0 ha of open spaces, which are more or less green and for which municipality takes care; when needed, inhabitants participate in taking care of open spaces, individually or in groups, in organized actions or voluntarily. In all long term plans, programs, strategies for the future municipality efforts to improve the situation and to monitor continuously actions in all parts of open spaces. It is certain, that for Podčetrtek, the most important open green space is Kozjanski Park, which is partly also in municipality Podčetrtek. Kozjanski Park is a regional park, which includes agricultural and forest landscape. In the protected area of the regional park we have to consider guidelines, which are consistent with the Law of preservation of nature and aims and objectives of the protected area.

*Very important open green space is also botanical garden in front of Minorite Monastery in Olimje, which is also called Herbal Park by visitors and also locals.*

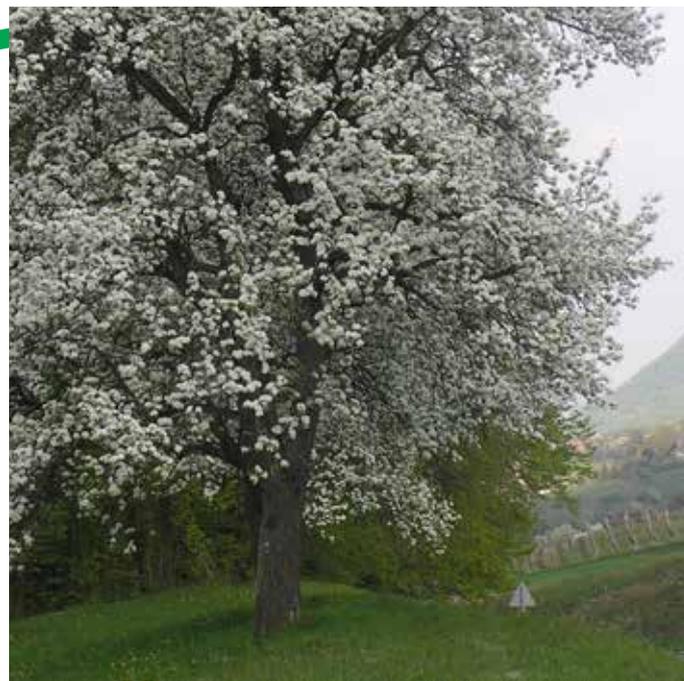
Beside described open green spaces the town and its surrounding has a lot of other open spaces. Elementary school Podčetrtek has a nicely arranged sports park with tartan athletic track; in the frames of this park, there is a small golf area, which is certainly unique in the wider area. The town with its surrounding has eight playgrounds for children that are constantly well maintained. In the vicinity of the centre of Podčetrtek is one of the four graveyards which are all placed on nice locations and maintained.

In the vicinity of Podčetrtek flows the river Sotla, which is also border between Slovenia and Croatia. The river has constant slow flow; in its vicinity are a lot of puddles, which are important for biotic diversity. There are also a lot of ponds. In all mentioned, it is important to mention, that for

all water area hard-working members of the angling family take care, with the help of the local community. Fishing in ponds and in the river is only allowed with a permit.

We have to emphasize that almost all area is like an open green space, because there are no restrictions regarding walking and sightseeing, with the exception of private areas. For the regulation and proper maintenance of the vast majority of open spaces municipality engages appropriate experts, who together with public employees, local concessionaries and volunteer carry out all the work. It is very important, that at the same time experts teach all those who are present in the course of the maintenance.

## 5. PERMANENT PLANTING



In all areas of the municipality at every step we can detect vegetation or direct contact with the “green background”, but inhabitants still tend to make all new plantings of better quality and strive to access professionally to permanent planting and thus include it into our specific environment. The personnel of the Monastery increases its herbal garden with new herbs, with the emphasis to return forgotten sorts of herbs. Herbal garden is also called Herbal Park and has in addition to a beneficial use in the preparation of various products in the monastery pharmacy also educational orientation (informing visitors about each herb and also its use in everyday life). This unique park, located in the front of the monastery is entirely and all the time open to the public, free of charge. It is important to emphasize, that all herbs are clearly marked. Additional information and also guidance through a great number of already forgotten herbs is possible by agreement.

*Our great wish to reintroduce a plantation of old sorts of pears was implemented in the past three years.* The resulting plantation of old sorts of pears is not a classical orchard, but it is a kind of a avenue of trees along the bike path that runs to Olimje, starting in Podčetrtek. In forming the described plantation a special emphasis was made to preserving or emphasizing all attractions and interesting views along the route, where the pear planting was done. Such a concept of planting with its attractiveness “reduces” time needed to walk or cycle from Podčetrtek to Olimje.

Vineyards of different sizes and also forms are widely spread almost around all sunny sides of Kozjansko hills. The majority of vineyards are in the area of Virštanj, which is also a centre of viticulture in the municipality Podčetrtek.

Wine growers are constantly educated in the frames of their Society because they want to improve their production and thus become commercially more interesting.

According to the environment, in which the town Podčetrtek is located together with its smaller parts, it does not need any additional permanent plantings, but only high-qualified and professional maintenance of all existing vegetation, with timely interventions. The inhabitants of Podčetrtek, such as also inhabitants of Olimje are proud that in the middle of their settlements they have a stream with permanent flow, because this presents an additional attraction for the place. The wish of inhabitants of both places is that stream would become a bigger part of the place.

One of the consequences of traditional use of space was also acquiring the category. AREA NATURA 2000. Cultural landscape of the municipality Podčetrtek is largely determined by plantations of meadow orchards, which with their spatial appearance and rich genetic bank of old sorts of apples and pears present an exceptional habitat for several natural flora and fauna and of course make a unique landscape image.

In these places a century-old tradition is present, that in the frames of small farms orchards are planted with tall fruit species, which are intended mainly for home use. These orchards are an important habitat for birds and insects and are biotical very diverse.

## 6. SEASONAL PLANTING



Municipality Podčetrtek is a small municipality, the town Podčetrtek itself is a small town situated in the northeast of Slovenia. *Part of the municipality area lies in Kozjanski Park, where we have to consider natural development without any bigger and unnatural solutions.* This fact results a consequence, that in the town Podčetrtek as well as in other places there are just a few minor seasonal plantings in public areas in forms of small or large flower islands, which create an additional variety and colourfulness in the town. In each among the parts of municipality, also in Podčetrtek, which present the centre of municipality, some nicely arranges flower containers are placed. A majority of describer flower containers are planted and maintained by the inhabitants, with the help of community and experts. Containers are located on suitable places, regardless of whether it is a public space or on a visual place of private property. The distribution of planted flower containers is made according to the importance of the location, not by the property (location of the containers must at most contribute to nice appearance of the town).

In the town a tradition of placing flower containers on window shells is strongly present, this adds to the nice and attractive appearance of the place. For a uniform floral appearance of the town every year an agreement is made, however individual preferences are taken into account. Flower containers are present throughout the year as there is a wish of our inhabitants to always have colourful elements in the town.

## 7. ENVIRONMENTAL EDUCATION



Elementary school and kindergarten which are the centre of education for all settlements in the municipality are situated in the centre of Podčetrtek. *It is important to emphasize that awareness of the environmental respect has to be given already to children and young people, since they will in future decide about this place and its surroundings. A wide range of knowledge is a condition for creative decisions and decisions for the future.*

Education and awareness about the respect and attitude towards the environment is not important only for children and youth, so several different lectures, presentations and exhibitions on the theme of the environment and respect towards it are organized throughout the year. In the education process we always try to show examples of good practice from near and wider environment, the examples that have to be examined and basic idea perhaps also used in our local environment, in full compliance with local environmental facts.

It has to be mentioned, that traditionally environmental education is carried out by public institution Kozjanski Park, and this goes on already for 15 years. Education is dedicated to all generations, from kindergarten, elementary school, students to adults. The program includes various thematic lectures, meaning in the occasion of Water Day, Earth Day Festival, Festival of healthy Food, and Festival of Kozjansko apple. Mandatory part of the program are also various workshops, in the frame of different projects, as: Landscaping, Use of biomass, renewable energy source,... Regulated waste collection and dissemination of information on the need for an organized collection, as well as the need for proper collection both in daily life and at annual campaigns, are only parts of an ongoing environmental education.



Awareness of the need of an organized waste collection is improving every year; thereby the percentage of illegal dumps is decreasing.

Podčetrtek also has its own weekly newspaper which regularly publishes subjects from environmental field, with the emphasis on preserving and respecting our environment. The newspaper informs the inhabitants about all planned actions (joint cleaning action) and about innovations from the world, also in the domain of environment.

The municipal management also supports some local radio stations, with one single purpose, that their inhabitants are well informed of what is going on in the town.

The inhabitants of Podčetrtek and surrounding settlements are aware that only good and precise information, coming directly from praxis, can assure quality results.

## 8. EFFORT AND INVOLVEMENT



A great support to order and good appearance of the town and its surroundings is clearly seen, noticed by both, residents themselves or by municipal management, which ensures that each procedure is reviewed by experts. Companies, enterprises and their management also largely contribute to the nice appearance of the town; it also important for them to have arranged surroundings, specially for those, working in tourism. Spreading good news about nice environment is a guaranty for the arrival of guests, mainly for those, who want to see and experience it.

For arrangement of the town the inhabitants take care themselves, in the context of their property as well as outside of it. A lot support is given to them by the management of municipality Podčetrtek. Majority of the people working in the town support the improvement of quality of life in this town, at the same time meaning enrichment and invitation for visitors – tourists. The Minorite Monastery OLIMJE is very important for the town; with its history and present activities it is a great tourist attraction in wider sense of the word.

*Great effort and support for the nice and harmonic appearance of the town give different societies and groups. Voluntary activities contribute a great deal to attractive life in our town, towards successful presentation of town abroad and preserving heritage, which was almost forgotten.* All active societies, such as sports, cultural, tourist, alpine... and also voluntary firemen brigade are financially supported by the municipality Podčetrtek.

Elementary school is also an important factor of effort and support by the arrangement of the town and its surround-

ing. Great interest to participate in the regulation of towns and its surroundings comes also from the part of local craftsmen and companies, working in this area. They monitor the activities and also provide financial support. All craftsmen and companies that are not tied to tourism in the town encourage their clients to get to know this part of Slovenia and return to Podčetrtek with their families, friends or business clients as tourists.

One of the most important events, meaning the end of yearly cooperation between inhabitants and municipal management, craftsmen and entrepreneurs, is well visited closing ceremony with awards for the local competition in permanent and seasonal planting. The ceremony is organised every year by the Tourist Society Podčetrtek.

**Velika čistilna akcija  
na gradu Podčetrtek**



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## 9. TOURISM AND LEISURE



Podčetrtek, in its near and far surroundings, has several different but very significant and also attractive sights for tourists. According to this fact it is no surprise that municipality Podčetrtek is one of the most distinctive Slovenian tourist municipalities.

First we have to mention that a part of municipality Podčetrtek is also a part of Kozjanski Park – Regional Park, which with its diverse surroundings gives a great amount of possibilities for modern tourism.

Hiking is very wide spread in this area, and it is encouraged not only by the public institution Kozjanski Park but also by several clubs and societies. In the vicinity of Olimje goes geological learning path, through bigger part of Podčetrtek goes European path E7, Emma's pilgrim way and Holy Mary pilgrim way.

Footpaths link different places and their attractions within the municipality Podčetrtek; described footpaths connect with other municipality centres in the vicinity which are also part of Kozjansko Park.

In the place Olimje, not very far from Podčetrtek, is located worldly known Minorite Monastery with old apothecary and big nicely arranged herbal garden. An old and very popular guesthouse Amon is very important in our tourist picture; they have a golf field with nine holes, on the hill above the village lays a real game reserve with guest house Deer Reef. The place Olimje is also known by its famous chocolate boutique and production. The beer lovers can be satisfied with visiting this place, since municipality also has a small brewery with exemplary furnished rooms for guests, that is Brewery Haler. We have to emphasise that village Olimje received golden prize on the Entente Florale Europe competition in 2009.



The municipality is known for its winegrowing with the centre in the vicinity of Viršanj. Podčetrtek has many other smaller sights, which are no less important for our place and attract visitors from abroad.

It is important to know that Podčetrtek, together with its settlements, is clamped between green hills of Kozjansko and vineyards with quality wine. The hills of Kozjansko are covered with quality forest, meadows, pastures and with an abundance of vineyards and wine cellars.

The wine road "VTC 10" goes through the settlements in Podčetrtek, and has lots of food and drink offer. Important centre of wine growing is in Imeno, where the House of wines EMINO (Emino Wine House).

Tourist can also enjoy a ride with the bicycle following very well arranged and clearly marked cycling paths that take you on lowlands and also on nearby hills. It is also taken care for the walkers, recreationists and professional sports; there are more than enough possibilities for sports activ-

## 9. TOURISM AND LEISURE



ities. Municipality also has a racetrack and small airport. The town Podčetrtek has a multipurpose sports hall, which came out as a result of public-private partnership between municipality Podčetrtek and Thermal Spa Olimia. The hall is used by locals and also several groups and clubs from different sorts of sport (using lodgement in Thermal Spa Olimia).

Several sights, possibility of staying overnight in different accommodation, spread all over municipality Podčetrtek and not only in very famous Thermal Spa Olimia, give a possibility for long term vacation in Podčetrtek. The highest amount of accommodation is in Olimje. The reason for visiting our area is also the fact, that in the town and its vicinity more than 200 different events are organized throughout the year.

*There are no industries in the town or its wider surrounding that is why our place is a genuine green oasis, where the tourist can really enjoy and breathe with both parts of his lungs.*

The municipal management takes care for a proper development of the town, also in the sense of preparing areas for recreation and sport, not only for tourists but also for inhabitants. It is of most important, that inhabitants are satisfied with the life in the town; that is the best guaranty that they will offer even more to those, who will come for the visit.

Local Tourist Association is working in Podčetrtek ([www.turizem-podcetrtek.si](http://www.turizem-podcetrtek.si)) and it is responsible for the promotion of the tourist offer for the whole municipality of Podčetrtek. Since 2012 the Association covers the tourist offer for two neighbour municipalities, namely municipality Bistrica ob Sotli and Kozje. Beside large efforts of our Local Tourist Association to promote our tourism we get a lot of help from local and regional newspapers, local and

regional radio stations and also different television stations. Participation on all promotional fairs in Slovenia and abroad is common and always very notable.

It is important to emphasise that more and more young people stay in home environment after acquiring their education; they often decide to continue their work in tourism, because they know the environment and life in it at most. That is another guaranty that the town will also in the future have satisfied tourists and happy inhabitants.



## 10. PRESENTATION



**B**asic motto of the inhabitants of our town is to know the history and present development of the town, to actively participate at making the outer appearance and actions in the town, and to preserve the qualities of our environment also in planning the future. Inhabitants must be aware that it is necessary to form our identity into continuity, for the future development of our town.

Several thematic meeting were organized for this purpose; meetings where people can exchange ideas, news and plans. Information is spread with the help of the local weekly newspaper and by regional radio, which helps to bigger recognition and information. We also inform with the help of posters, but only on official places. Local *Tourist Board* monthly publishes a list of all information and events, which is distributed in all households free of charge. Local Tourist Board also publishes general and

thematic information for the purpose of quick and good information about these places (the newest guide is 20+ and offers information about all providers from the field of tourism and different sight in radius of about 20 km around Podčetrtek).

Nice and educative example for spreading the information about golf and smaller golf place of the company Amon d.o.o, at elementary school. On two golf places children can get all the knowledge and information about golf, which is also a part of the town and its tourist offer. Similar example is also climbing wall in sports hall Podčetrtek.



## MUNICIPALITY OF PODČETRTEK

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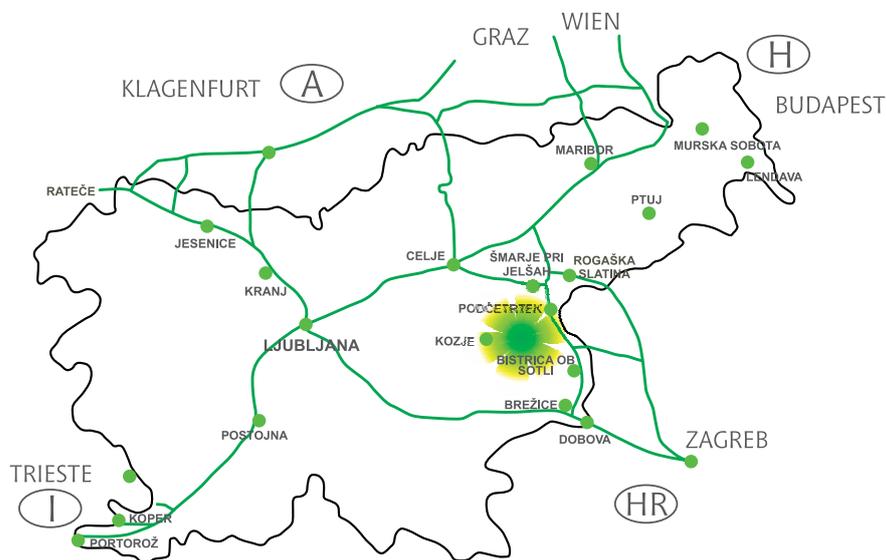
**Marija Vidić, Lampart d.o.o.**

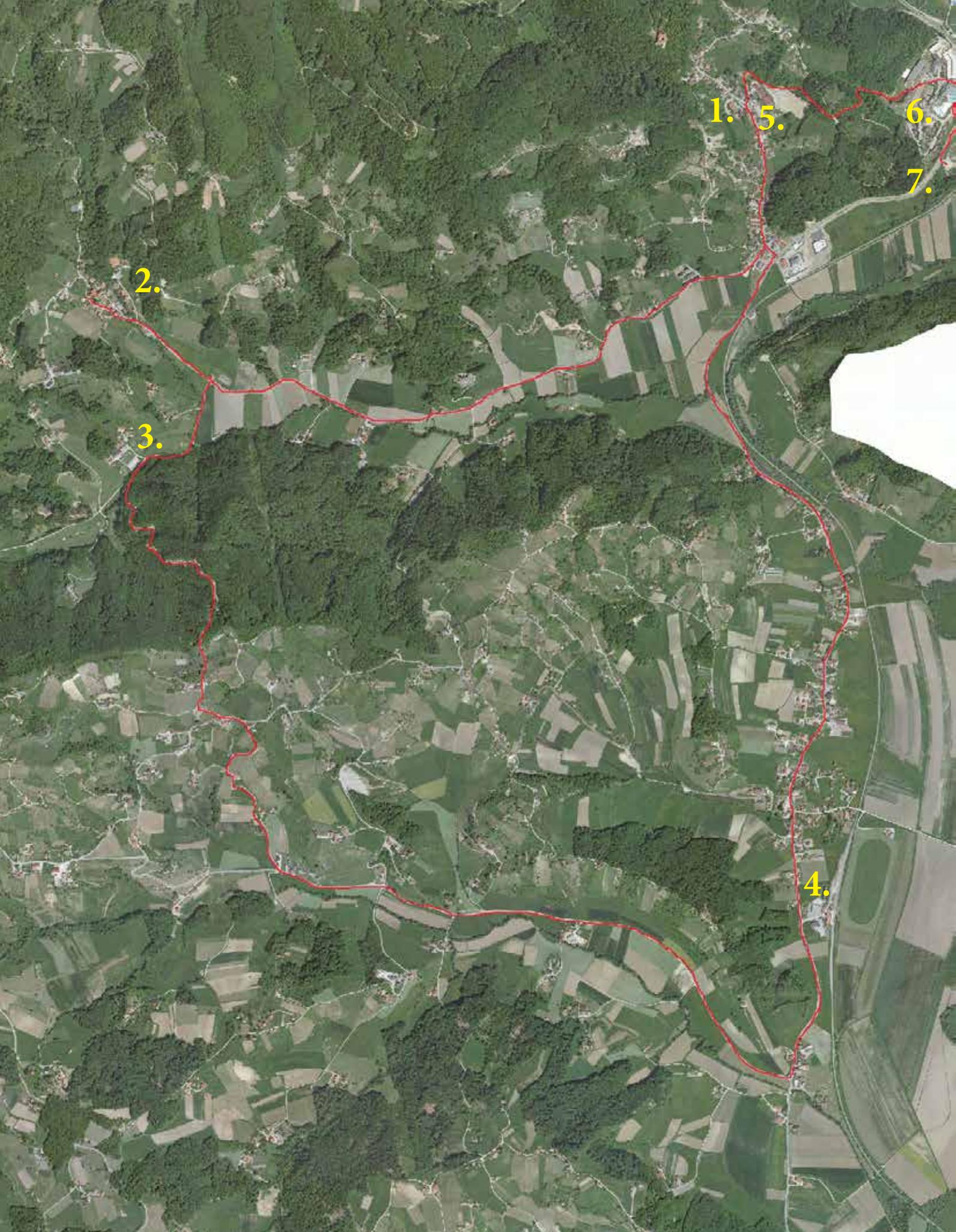
Printing:

**Print shop OKO, Podčetrtek**



**TURIZEM**  
**PODČETRTEK**  
Bistrica ob Sotli • Kozje





1. Community of Podčetrtek  
2. Monastery of the Minorits  
3. Restaurant Amon

4. Emينو Wine house  
5. Primary school of Podčetrtek  
6. Thermal Spa Olimia

7. Multipurpose sports hall