

The 5th International Scientific Symposium of ICOMOS Slovenia

The selected topic: III. Cultural heritage tourism and the role of heritage labeling

Title: Labelling of the Sitarjevec Mine: Synergy of natural and cultural heritage

Abstract:

Sitarjevec Mine is historically and culturally significant site in Litija, in the Heart of Slovenia area and its labelling is a unique example of integrating natural and cultural heritage into a unified tourism product. The mine's geological and historical significance provides visitors with a unique insight into its mining heritage, attracting both domestic and international visitors. Labelling efforts focus on various aspects, such as the exceptional natural ochre pigment, rapidly growing stalactites, the diversity of 60 different types of minerals found in the mine, sharing the stories of former miners and provide animated tour with the dwarf Sitarjevček. These elements are used to create appealing activities for visitors. The focus is to assure visitors with an authentic and enriching experience.

Furthermore, the experience program "Among Minerals and Stalactites in the Heart of Slovenia" is highlighted. It is certified with the Heart of Slovenia quality label, as an activity and nature experience, as well as gastronomy. It combines geological exploration and local culinary experiences, reinforcing the value of heritage labelling. It signifies a commitment to preserving the mine's unique features and providing a high-quality visitor experience. The program emphasizes the use of local products and sustainable practices.

The cooperation with institutions, such as Jožef Stefan Institute, Geological Survey of Slovenia, University of Ljubljana and various local cultural associations that support the mine's educational and cultural projects, is fundamental. Through mentioned strategic labelling, the Sitarjevec Mine is successfully overcoming the challenges of cultural tourism, ensuring sustainable development and community involvement.