

Šenkova domačija

THE INNOVATION JOURNEY

Polona Virnik Karničar grew up on a farm that belonged to her family for five centuries. After studying tourism in Ljubljana and further at the Biotechnical Centre Naklo, in 2010, she and her husband officially took over the family farm in a hilly, touristy municipality.



Figure 1. Polona took over the farm in 2010.



Figure 2. The project was awarded the international prize "Constructive Alps".

Šenkova domačija is a cultural monument of national importance. After the takeover, Polona began a multi-stage revitalisation of the old farming heritage, which was completed in

2019. She and her husband converted production to certified organic and later (2010), they opened the farm to tourists. They have also obtained the Green Key certification, a leading standard for excellence in environmental responsibility in the tourism industry. Moreover, they have been included in the "ARK Farm" programme as they breed indigenous Slovenian breeds.

THE INNOVATION IMPACT

Transforming the farm into an organic and tourist destination has helped Polona and her family to preserve their cultural heritage while creating a new source of income. Their farm now attracts visitors who are looking for an authentic experience and want to learn about life in rural Slovenia. Under Polona's management, the farm has gradually created new jobs and strengthened the local community and its tourism offer. Their sustainable activities help to preserve fertile land, biodiversity and endangered species. The farm has become an example of good practise in the integration of organic farming and agritourism. It passes on its knowledge and experience to other (small) farms in the neighbourhood and is a model for tourist farms in Slovenia.

USEFUL LINKS

www.senkovadomacija.si/
www.facebook.com/SenkovaDomacija/?locale=sl-SI