

Revitalizing and Unlocking the Potential of Ljubljana's Subcentres

to address over-tourism in the city center

PROBLEM DEFINITION

This research is conducted based on a noticed overall dissatisfaction of Ljubljana residents due to over-tourism in the city specifically in the peak tourism seasons, in addition to their irritation with the high prices of restaurants and local stores in addition to their congestion all season. There is also an environmental impact on the green areas and air shown in visual pollution and waste. Due to the previously mentioned factors, the research proposes facing the problem of over-tourism through expanding Ljubljana's tourist footprint beyond the city center.

SURVEYS & QUESTIONNAIRES

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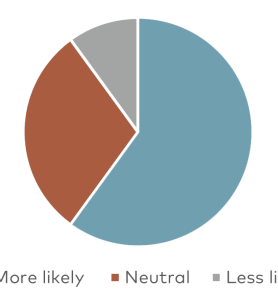
* Kolikšno je verjetnost, da se bosta centru izognili zaradi množice turistov v turističnih sezonah konicah?
How likely are you to avoid the city center due to tourist crowds in tourism seasonal peaks?

Sploh ni verjetno 1 2 3 4 5 Zelo verjetno
Not likely at all Very likely

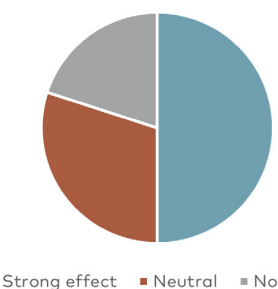
* Koliko bo vašemu mnenju sezonski turistični vrhunci negativno vplivajo na kakovost življenja v centru?
How much do you think seasonal tourism peaks negatively affect the quality of life in the city center?

Nobenega učinka 1 2 3 4 5 Močan učinek
No effect Strong effect

CITY CENTER AVOIDANCE DUE TO TOURIST CROWDS



TOURISM NEGATIVE EFFECTS ON CITY CENTER



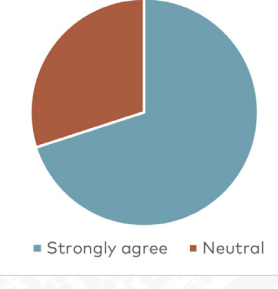
* Kako močno se strinjate z naslednjimi izjavami: Cene uveljavljajo v zabaviščnih objektih rastejo v turističnih sezonah konicah v centru?
How strongly do you agree with the following statement: Prices of overall social and entertainment facilities increase in tourism seasonal peaks in the city center?

Se ne strinjam 1 2 3 4 5 Močno strinjam
Do not agree Strongly agree

* Vas množice turistov ovirajo pri vsakodnevnih dejavnostih v centru?
Do tourist crowds obstruct any of your daily activities in the city center?

Ja - Yes
Ne - No

PRICE INCREASES DURING TOURISM PEAK SEASONS



DAILY ACTIVITIES OBSTRUCTION DUE TO TOURISM PEAK SEASONS



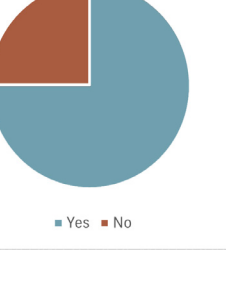
SURVEYS & QUESTIONNAIRES

* Kam se običajno odpravite na družabne dogodke in zabavo v Ljubljani?
Where do you usually go for social events and entertainment in Ljubljana?

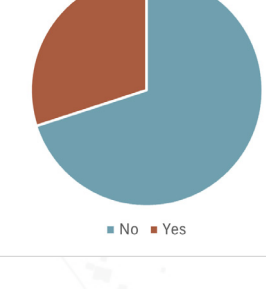
* Kako odprti bi bili za vsakodnevno opravilo s turisti?
How open would you be to deal with tourists on a daily basis?

Ni odprto 1 2 3 4 5 Zelo odprto
Not open Very open

RESPONDENTS WILLING TO DEAL WITH TOURISTS ON A DAILY BASIS



PRESENCE OF SOCIAL HANGOUTS IN THE RESPONDENT'S NEIGHBORHOOD OF RESIDENCE



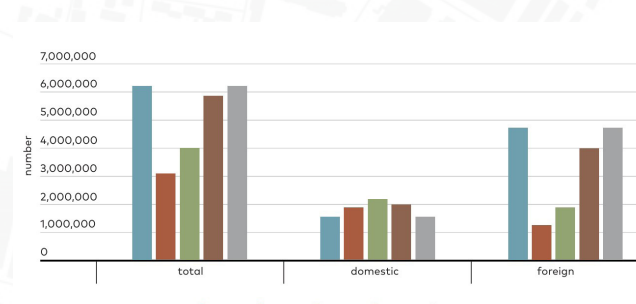
MAP KEYS

- NEIGHBORHOOD BORDER
- HOSPITALITY BUSINESSES
- EVENT AND ENTERTAINMENT VENUES
- TRAIN LINE
- BICIKELJ STATIONS
- ATTRACTIONS
- PROJECT LOCATION

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INTRODUCTION

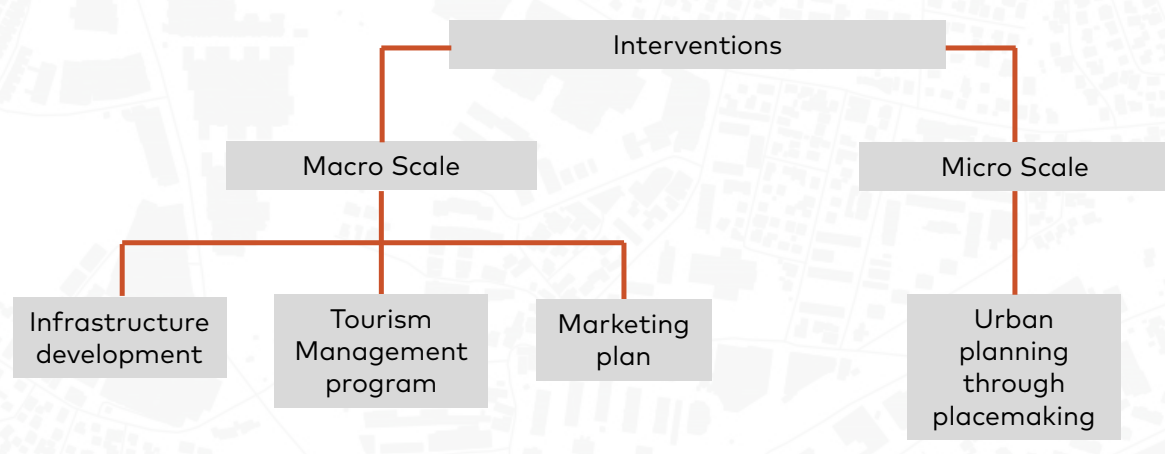


The project shows 3 case studies of European cities that have over-tourism and applied different strategies including urban solutions to overcome the problem.

- Amsterdam, Netherlands
- Dubrovnik, Croatia
- Venice, Italy.

INTERVENTIONS

Interventions are divided into two parts as, macro-scale interventions and micro-scale interventions. The micro-scale focuses on the physical urban interventions performed in the city to reduce the tourist pressure on the city center and spread it over the city. However, the macro scale focuses on the role of the government in promoting the plan of expanding the tourism footprint in Ljubljana and the measures that have to be taken on a bureaucratic and political level of management.



MACRO SCALE INTERVENTIONS

Infrastructure development

Allows the upgrade of the city infrastructure on a bigger level than the city center to allow the success of the proposal.

Tourism management plan

Has the role of marketing the places that tourists are unaware of and that is intended to be known for the smooth transition from the city center towards expansion.

Marketing plan

Provides a form of support and familiarity to the tourists outside of the city center.

MICRO SCALE INTERVENTIONS

3 potential neighborhoods are analyzed which are Trnava, Bežigrad and Šiška to determine the next subcenter location. After extensive Map and SWOT analyses on all, Šiška was the most convenient location to test the project concept.

LOCATION EXISTING ACTIVITIES



MORPHOLOGICAL ANALYSIS

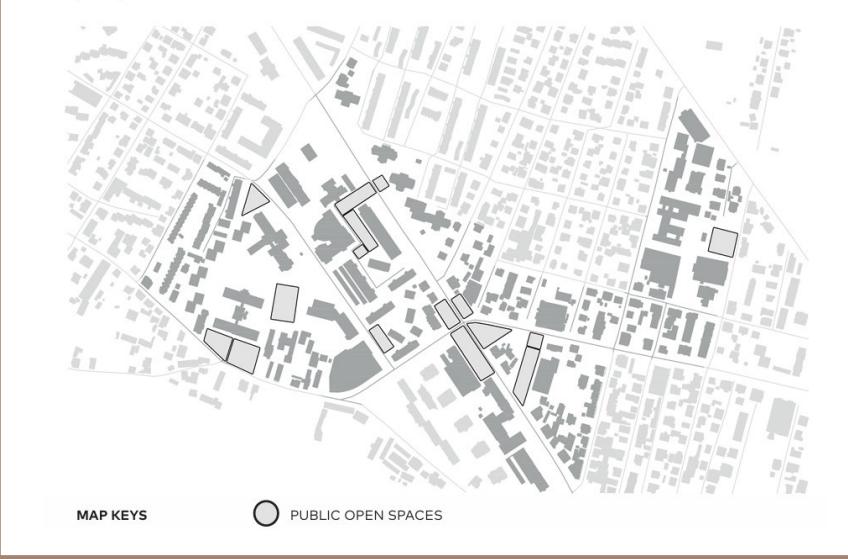


GREEN SPACES ANALYSIS



LOCATION ANALYSES

OPEN SPACES ANALYSIS



ACTIVITY MAPPING ANALYSIS



A. APPROACH 1 - STRATEGIC PLACEMAKING

The first approach is the process of creating a space with a certain scope of reaching a specific goal such as providing job offers, attracting businesses, or promoting recreational activities. The below figure shows the methodology of placemaking and the general phases to achieve it. It starts with an idea, followed by the organization preparing to execute it, followed by its execution then by constant feedback from the users of the space which leads to constant development.



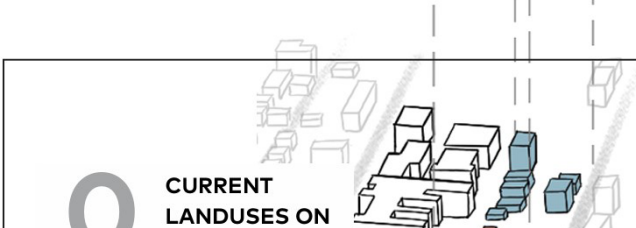
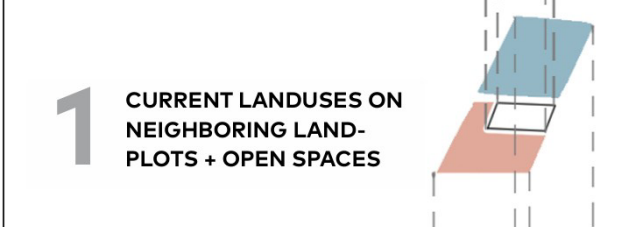
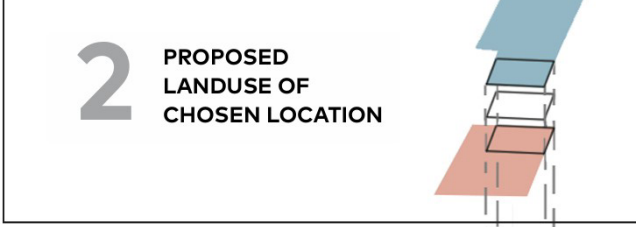
COMMUNITY CALL



As for the concept of the approach shown on the map as letter (A), it is explained on the figure on the right as overlaying landuses of neighboring lands, in this case residential and cultural, using the concept of strategic placemaking which is a bottom up process. The process of planning and execution is going to involve the public community through community calls and workshops as shown in the figure on the left side to ensure the practicality of the project functions for its users whether locals in the low tourism seasons or tourists in the high tourism season.

MAP KEYS

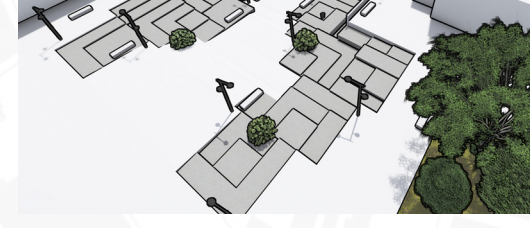
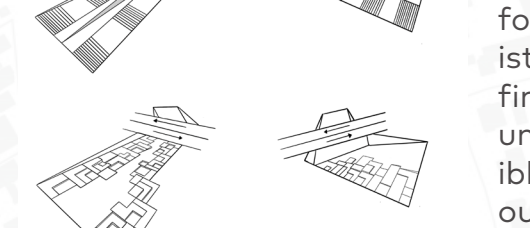
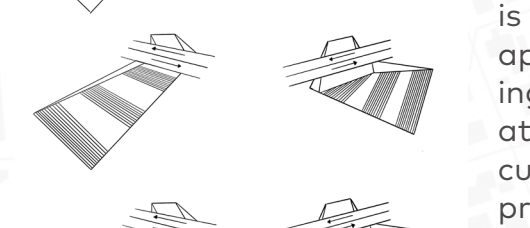
- RESIDENTIAL LANDUSE
- CULTURAL LANDUSE



B. APPROACH 2 - CREATIVE PLACEMAKING

MAP KEYS

- COMMERCIAL LANDUSE
- CULTURAL LANDUSE
- HOSPITALITY LANDUSE
- UNDERGROUND PATH



Using the same landuse layering concept for approach 2 in addition to having a multi-use underground connection, the exact location is marked as B on the location map. However, approach 2 is defined as a type of placemaking that focuses on the involvement of creative forms of art in the design such as artistic, cultural, and design activities. As a result, the project's form generation is shown in the figure on the left and it represents a simple dynamic form for multi uses by the community and tourists. As a result, the final outcome shows in the final 2 sketches showing a space that acts as an underground passage in addition to being flexible to be turned into a social hangout spot, an outdoor exhibition or a place for open kitchen Ljubljana.