The Šenk Farm

1. Einführung

Der Bauernhof liegt in der typischen alpinen Lage der Kamniker Savinja-Alpen in der Grenzregion zu Österreich, auf einer Höhe von 900 m. Aufgrund der Höhenlage, des Reliefs und des alpinen Klimas werden landwirtschaftliche Flächen von Wiesen, Weiden und der damit verbundenen Viehzucht dominiert. Hier ist das zu Hause der Schafzucht Jezersko-Solčavska. Darüber hinaus ist die Forstwirtschaft in der traditionellen Landwirtschaft dieser Region immer noch sehr wichtig. Der Ort ist geprägt von verstreuten Siedlungen mit eigenständigen Bauernhöfen. Der Tourismus pielt eine wichtige Rolle. In früheren Jahrzehnten ist er leicht zurückgegangen, hat aber wieder an Bedeutung gewonnen. Einer der wichtigsten Punkte für die Wiederbelebung des Tourismus ist der Šenk-Bauernhof, der vor einigen Jahren von einem jungen Paar komplett umgebaut wurde.

2. PROFIL DES PROMOTERS



Vorname
Polona

Familienname, Nachname
Karničar

Geburtsjahr
1976

Geschlecht
Weiblich

Ausbildung

Secondary vocational

3. Betriebsprofil













Addresse
Nosilka dopolnilne dejavnosti na kmetiji
Zgornje Jezersko 140
4206 Zgornje Jezersko
Slovenija

Land
Slowenien

Fläche des Bauernhofs in ha
16.00

Gründungsdatum des Betriebs
1500

Datum, seit dem der Betriebsleiter den Betrieb führt
So., 06.06.2010 - 12:00

NUMBER OF WORKERS	**FAMILY MEMBERS**	**EXTERNAL WORKERS**
Full time	0	3
Part time	1	6

Betriebsbeschreibung

The Šenk farm, with its clustered arrangement of eight, wood-covered buildings, is a pearl of the Alpine architecture. It was founded more than 500 years ago. The main house is from 1517 and the settlement was created after the disappearance of lake in the 14th century. The homestead preserved its original image, and the house is protected as a cultural monument of national importance and thus subject to strict protection. The farm is strongly oriented towards tourist activity, offering home-made organic products from the garden and orchard and the traditional Slovenian autochthonous breeds of cattle, sheep and chicken are kept. Four generations have lived on the farm recently. All members of the family are involved in farm work and during the season they accept volunteers from Slovenia and also abroad. The farm and family members are closely connected with the local community and actively work and participate in it. Polona is the president of the tourist association Jezersko. The site is located in Natura 2000 and this place is considered as an independent municipality.

Website und Social Network-Links
www.senkovadomacija.si
https://www.facebook.com/SenkovaDomacija/

4. Multifunktionale / nachhaltige Landwirtschaft und europäische Agrarlandschaften (EAL)

Stichwörter: Multifunktionale und Nachhaltige Landwirtschaft
Quality/Organic/Certified production
Tourism and recreation related to EAL
Traditional buildings

Freier Text

Due to the difficult conditions of farming, the inhabitants of Jezersko always looked for income outside agriculture. The most important was forestry with famous Jezersko larch, transportation along the passages that connected Slovenia with Carinthia, charcoal production and later tourism and hiking. Above Jezersko, there is one of the oldest mountain huts in Slovenia, the Czech hut built by the Czech mountaineers in 1900, coming mostly from the circle of industrialists who had factories in Kranj. Jezersko lies in a typical Alpine landscape with high steep slopes with mountain pastures above the forest boundary. The landscape is sparsely populated and is subject to deagrarisation and migration to the city. Lately, the area has been revived , mainly thanks to the young farm successors and their

families and this is partly supported by funds from the Rural Development Program, which are largely focused on the development of tourism and sustainable agriculture.

Rat und Empfehlung

• The farm means, above all, a lot of work, but it also brings a lot of joy. It is important that the farm can survive and ensure existence for future generations.

• There are truly some resources provided by the state, but the bureaucracy is overwhelming and too complicated.

5. Einschätzung, notwendige Fähigkeiten, Fragen

Allgemeine Überlegungen

The farm is run by young couple with help of multi-generational family. Few years ago, both of them left their good jobs to begin developing tourism on the farm. They wanted to take advantage of the extraordinary potential that the farm has as a protected cultural monument and a unique natural environment. To obtain sufficient financial resources, they sold some farm land and applied for RDP funds. They had some support of advisory service but most of the work had to be done on their own. This was the most difficult period of the revival process since there was no regular family income and the family was dependent on their savings. The renewal period took longer than they planed so if there hadn't been clear vision and goals about the farm´s future, it would be impossible to succeed. First few years after the start of agritourism, the main issue was how to attract guests. It took few years before they achieved satisfactory results. At current point of business development, the main concern is developing the relevant contents for tourist to offer and determining roles and responsibilities for family members. During the whole process of establishing a successful family business, they had to learn a lot. They had no experience in project management, construction engineering or tourism management and they were gaining entrepreneurial skills by solving problems. They claim that they had support of institutions and local authorities but the job had to be done by the family. Fortunately the family members are very connected, hardworking, focused, persistent and willing to learn. In the end, the effort paid off. Now they are sure that they made the right decision and that the agritourism based on unique environment and cultural values has a great potential. They see also many followers in their neighborhood who choose similar paths for developing and preserving their farms. They are also ready to share and explain their experience to those who are at the start of the same process of establishing agritourism business. Such exchanges and meetings are organized by various organizations; association of tourist farms, rural women associations, tourist associations, advisory services, development agencies ... They also noticed increased public attention, which is dedicated to preserving and protecting of agricultural landscapes. It is also very important for people to have possibility to make exchange of experiences on the subject with different people outside the local environment.

Strengths	**Weaknesses**