

Case Study

City tour guiding among the exceptional trees from Maribor

Slovenia

A case of a guided city tour

<https://www.hortikultura-mb.si/>

The Horticultural Society planted the city parks, green squares, and several avenues in Maribor, Slovenia. It is keeping this 150-year tradition alive by building awareness of the importance of horticulture, a well-kept environment, and a friendly attitude toward nature in both the city and countryside around Maribor.

The guided tour presents the importance of trees for shaping the urban space and especially the importance/need for their maintenance and preservation.

Location

Maribor is a Slovenian city set amid wine-region hills on the Drava River.

Maribor is the second-largest city in Slovenia and the largest city of the traditional region of Lower Styria.

Pohorje is the starting point for discovering the special features of the eastern part of Slovenia. The green hills of the easternmost part of Alpine Slovenia, interspersed with ski slopes, hiking and cycling trails, meet the city.

The oldest vine in the world grows in the very centre of the town!





Tourist Guiding



Maribor has some outstanding individual trees (the oak tree by the Judgement Tower - the oldest tree in Maribor, the ginkgo tree in Slomškov Square) and the city has some special arrangements - the Columnar Oak Roundabout in Slomškov Square, the Winged Walnut Tree in Vrbanska Street, the avenue in Tomšičeva Street and, of course, the City Park.



Horticultural Society Maribor
The members of the Maribor Horticultural Society are proud to preserve the 150-year tradition of greening the city. Parks, green squares, avenues and urban forests are the heritage bequeathed to us by our predecessors for future generations.



Trees and Plants



Reducing emissions



Wellbeing



Sustainability and Trees



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Guided tours in urban forest areas bring freshness and attractiveness to the tourism market and are becoming an increasingly established product of the city's tourism offer.

This innovative form of tourism links nature and the urban environment, offering visitors a unique opportunity to explore natural treasures amid the hustle and bustle of the city.

Guided tours provide an in-depth understanding of ecosystems, local flora and fauna, and urban woodlands' environmental benefits. In addition, such experiences promote sustainable tourism by raising awareness of the importance of preserving green spaces and contributing to the health and well-being of the urban population.

The 11 exceptional trees of Maribor are located in Slomškov Square (Ginkgo), General Maister Square (Tulip tree), and Maribor City Park (Black pine, Omorica, Common rowan, Wild chestnut, Fan maple, Sequoia, Golden larch, Red pine, Drooping white hornbeam).

The trees are located in the Maribor City Park (Black pine, Omorica, Common rowan, Wild chestnut, Fan maple, Sequoia, Golden larch, Red pine, Drooping white hornbeam).

The trees, together with their varnishes, are described and located in more detail in the book Guide to the Remarkable Trees of Maribor

Zinauer, L., Bejo, K., & Ambrožič, B. (2018.). Vodnik po izjemnih drevesih v mestnih parkih Maribora. http://www.hortikultura-mb.si/uploads/6/4/5/1/6451215/knjiga_hkdmb_2018_2.pdf

All 11 remarkable trees were the basis for the creation of an innovative tourist product - guided tours through the urban forest areas among the wonderful trees of Maribor.

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