

Case study

Forest selfness™

Slovenia A case of a forest bathing experience

<https://www.gozdni-selfness.si>



Forest selfness™

Forest therapy/ Forest selfness™ represents a new green trend in Slovenian tourism, which is based on taking advantage of natural characteristics.

It is a trademarked concept, which was developed in the local tourist organization LTO Laufar Cerkno.

The first selfness program in Slovenia won the national Snovalec 2014 (Eng. Creator 2014) award for the most innovative idea in tourism.

Location

The Forest Selfness program is based on using the natural gifts and beauties of the Cerkno area, without intervention into nature.

By participating in the programme or purchasing the Forest Selfness products you will also donate for the renovation of forests after the damage made by sleet in winter 2014.

With this they would like to raise awareness of the fact that our forests are our wealth, especially in the context of the world climate changes.

Linking economies and stakeholders for commercial partnership



Activities & Commercial Model



Wellbeing



Sustainability and Trees



A unique landscape, a world of ancient memories, pristine and unspoilt nature, historical and cultural monuments, beautiful places, varied culinary offer and friendly people - that's Cerkljansko.

The traces of history, the unique geographical location and the varied natural features have shaped Cerkljansko in a way that makes it extremely diverse and rich in both cultural and natural heritage.

It is a different kind of wellness, based on the individual's conscious decision to take care of his/her own well-being and health, and in contrast to existing wellness programmes, it takes place in an idyllic natural environment, surrounded by the forests.

With experts in the fields of meditation, personal and spiritual growth, reflexology and gastronomy, participants embark on an hour and a half hike along an easy, well-maintained hiking trail, stopping at individual thematically designed nature stops to relax and learn about the healing power of nature.



Forest selfness
THE NATURE WELLNESS.



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