

## The KeyQ+ partnership

[LP] AZRRI - Agency for Rural Development of Istria I Pazin - HR

[PP1] CIVIFORM Soc. Coop. Company I Cividale del Friuli - IT

[PP2] City of Pula-Pola I Pula - HR

[PP3] Municipality of Cividale del Friuli I Cividale del Friuli - IT

[PP4] Market of Pula I Pula - HR

[PP5] Central Vocational Training School I Venice - IT

[PP6] Tourist Board of the Town of Mali Lošinj I Mali Lošinj - HR

[PP7] Casa Artusi I Folimpopoli - IT

[PP8] Slow Friuli Venezia Giulia I Udine - IT



871.925  
€

18  
months

[www.italy-croatia.eu/keyq+](http://www.italy-croatia.eu/keyq+)

@keyq+

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WE SERVE  
MEMORIES



Capitalisation of IPA Adriatic  
2007-2013 project



## KeyQ+ | Culture and Tourism

as keys for quality cross-border development of Italy and Croatia

## KeyQ+ description

The project aims to preserve the historically rooted cuisine and less known heritage sites and give a boost to the cross-border economy thanks to the KeyQ+ experiential tourism packages. Concurrently, a tailored formative offer will be developed for professionals, tourists and citizens.

## Project challenge

To preserve and valorise the identity and cultural heritage of KeyQ+ area with tourism offer based on richness of cultural assets and gastronomic tradition by matching and mutually reinforcing the attractiveness of local food, cuisine, cultural assets and emblematic places telling the history of the territory.

## Project overall objective

The overall aim of the project is the differentiation of the tourism offer along different segments of a long itinerary with thematic proposals season by season based on the valorisation of tangible and intangible heritage.

The new tourism offer will be articulated around emblematic places representing the ideal meeting point between history, local food and the architecture from different periods, where tourist will be able to receive information and start an experiential travel around:

**Food** - local and seasonal,

**Tradition** - recipes coming from culture of different historical periods,

**Culture** - cultural assets representing the history of the territory.



## KeyQ+

**KEY** for (re)discovering local, typical, authentic food

**KEY** for history & culture based experiential tourism

**KEY** for development and growth through sustainable tourism

## The main project outputs

- 1 Guide carrying the description of typical and historical recipes
- 2 Online map of the points of interest, itinerary and activities
- 3 KeyQ+ Gastronomic guide and tourist itinerary containing 7 destinations
- 4 Network of didactic kitchens
- 5 Video tutorials and trainings for chefs
- 6 Seven two-day Festivals in low season periods
- 7 Restyling and qualification of less known cultural assets in 7 Points