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NEWS

New Way of Presenting Tourism: Take it Slow Croatian Lifestyle

By Katarina Anđelković 17 April 2023



Pexels

April 17, 2023 - Foreigners who visit Croatia love the Croatian lifestyle, where people live the so-called slow "coffee," completely different from the stress they're escaping. On the Adriatic, this way of life is even more pronounced on both coasts. For some time now, they have been working on a project to promote this culture under the name "Take it slow."

As Poslovni writes, regions interested in preserving and promoting an authentic lifestyle, food, healthy natural environment, and rich cultural heritage were connected with financial support from the European Fund for Regional Development.

3.7 million euros at their disposal

The project holder is the Dubrovnik-Neretva County, which is currently starting the construction of a modern multimedia center of Adriatic heritage in the Duke's Palace in Ston. This is also the highlight of the project in which Dubrovnik-Neretva County's partners are the Development Agency of Šibenik-Knin County and the Public Institution RERA S.D. for the coordination and development of the Split-Dalmatia County, the University of Zadar, the County of Istria, the Autonomous Region of Friuli Venezia Giulia, the Regions of Veneto, Emilia-Romagna, Marche, Abruzzo and Molise, the Consortium of the Puglia Public Theater and the associated partner Region of Puglia.

In total, 3.7 million euros were available through this four-year plan, ending with Ston. So far, slowly and without much noise, as befits the project, a whole series of activities, workshops and gatherings, study trips, presentations, and gastronomic events have been held, all to promote the Mediterranean Adriatic lifestyle. One of the symbols of the project will remain the multimedia center of Adriatic heritage in Ston.

In the Duke's Palace, the works for which a contract was concluded a few days ago with the Mijet company Posta, which was selected in a public tender to carry out the construction work on the construction of the interpretation center, are about to begin.

In the building located within the walls of Ston and is a protected cultural property, located near the Kaštio fortress and the church of St. Vlaho, space will be arranged for social events, exhibitions, and presentations of the wealth of culture and gastronomy.

Works completed in 70 days

"It will be a new way of presenting Ston and Pelješac," points out the long-time mayor of Ston, Vedran Antunica, who believes that the idea has been successful and that the area, like the other parts covered by this project, has the potential to promote this healthy way of life.

According to Antunica, the events will be organized by the Tourist Board. And although the philosophy of "a little" is promoted, when it comes to the completion of the imagined project in Ston, there is no such thing. On the contrary, construction works in the Duke's Palace must be completed in about 70 days.

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