

22 PUBLIC EVENTS

Deliverable Number D.2.4.1.
Final Version of 21/10/2021
WP2 : Project communication

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 2
Work Package Title: Project communication
Activity Number: 4
Activity Title: Public events organization and participation
Partner in Charge: PP2/SKC
Partners involved: All partners
Status: Final
Distribution: Public
Date: 21/10/2021

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SUMMARY

PP2/SKC was tasked with overseeing the deliverable *D2.4.1 22 public events* within the *Activity 2.4 Public events organization and participation*.

Within this deliverable, each project partner was tasked with organizing at least two public events for the engagement of target groups and promotion of the project, results, and outputs. While doing so, project partners were to pay special attention to the use of innovative communication methods/events for maximal engagement and participation of target groups and key stakeholders.

PP3/ZAD organized its first public event on September 21, 2021, and the second public event on October 21, 2021.

1. PP3/ZAD FIRST PUBLIC EVENT

On Monday, September 27, 2021, starting at 10:00 a.m., a rich programme was organized in the Museum of Ancient Glass in Zadar as part of the TAKE IT SLOW project.

This event marked the World Tourism Day in a symbolic way. The programme started with a panel discussing the possibilities of developing food and wine tourism based on the concept of the so-called “slow food” in Zadar County, with a special emphasis on Ravni kotari. The results of the TAKE IT SLOW project were also presented and discussed.

The following participated in the panel: moderator Božena Krce Miočić (Department of Tourism and Communication Studies, University of Zadar), Ante Galić, (City of Zadar Tourist Board), Marta Pintur Bosna (Association for Rural Development Ravni Kotari), Iva Bencun (Zadar Outdoor), Vlado Babac (Pet Bunara Restaurant), Ante Butić (Family Farm Butić), Tomislav Klarin (Department of Tourism and Communication Studies, University of Zadar), and Ana Zubčić (AGRRA).

After the panel, a media conference was held where the implementation and future activities within the TAKE IT SLOW project were presented.

Then, the participants were presented with autochthonous traditional dishes of Ravni kotari (prisnac, priška, and vara), made by Ksenija Čirjak, president of KUD Branimir Benkovac, which, with the support of the Ravni Kotari Tourist Board, strives to preserve the tradition of cooking and old dishes. Prisnac (shepherd’s cake) is a traditional dish that is made from simple dough – flour, water, and salt – and cheese, eggs, and crust are added to the mixture and baked under “peka”. KUD Branimir Benkovac performed the oldest tune “orzanje” (orcanje), which is sung and played on the oldest traditional musical instruments in the area of Bukovica and Ravni kotari.

A total of 35 persons participated in the event.





2. PP3/ZAD SECOND PUBLIC EVENT

On Thursday, October 21, 2021, professors and students from the University of Zadar, and their guests gathered in Briševo at the Butić family farm to learn about the production and preparation of traditional food and drinks in Ravni kotari. Since the TAKE IT SLOW project aims to improve accessibility, but also to promote the slow tourist experience of tangible and intangible heritage, the event programme was also appropriately designed in this direction.

The programme started with a tractor ride to the vineyards and olive groves of the Butić family, and the students had the opportunity to show their competitive spirit in grape harvesting, the fastest wheelbarrow ride, tug of war, and carrying eggs in a spoon. Students and professor then demonstrated their agricultural skills in planting fig seedlings, one of the fruit trees characteristic for this area. At the same time, the points from each discipline were added up in order to declare the winning team at the end of the event.

After numerous activities in the vineyard and orchard, the participants headed back to the tavern of the family farm Butić. In an interesting and approachable way, the host explained to the gathered students the course of the most important activities in the overall process of making wine and brandy and listed some of the most important changes that have occurred in the mentioned processes over time and the application of various technological improvements.

Part of the students then went to the kitchen, which became the scene of an interesting culinary duel – a competition in the preparation of a traditional dish- “peka”.

At the same time, in the cosy and harmonious interior of the tavern, the following lectures were held:

- Šime Marčelić (Department of Ecology, Agronomy and Aquaculture, University of Zadar): *Why is olive oil unique compared to other oils?*
- Ante Butić (family farm Butić): *Presentation of local food and olive picking as a tourist offer*
- Damir Hordov (Zadar County Tourist Board): *Welcome Rural and Zadar Bike Magic*
- Božena Krce Miočić (Department of Tourism and Communication Studies, University of Zadar): *Why (not) to visit Ravni kotari?*

The moderator was Tomislav Klarin from the Department of Tourism and Communication Studies of the University of Zadar. The lectures opened a chance for a constructive discussion about the possibilities of developing slow, smart, and green tourism based on the eno-gastronomy of Ravni kotari.

After the lectures, the prepared dishes were evaluated by an expert jury. Students earned the last points, and one team secured victory and valuable gift packages.

After the jury, the other guests also had the opportunity to taste the delicious “peka” prepared by the students with the help of the hard-working Butić family, and the host made sure that not even the smallest details were missing so that all the guests could relax and feel at home.





