

# STUDY TRIP TO BBC

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Final Version of November/2022

WP3 - CB PLATFORM FOR QUALITY  
MANAGEMENT  
OF ADRIATIC REGION

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: 3  
Work Package Title: CB platform for quality management of Adriatic region  
Activity Number: 3.1  
Activity Title: Enhancing HR through networking&transferring knowledge on green, slow & sustainable tourism  
Partner in Charge: PP3/ZAD  
Partners involved: All PP's  
Status: Final

## **TITLE: The University of Zadar organised a study trip to the Basque Culinary Centre**

As a part of the TAKE IT SLOW project, the University of Zadar organized a study trip to the Basque Culinary Centre in Spain, from November 2nd to November 5th 2022. Project partner representatives and their relevant local stakeholders, who are involved in the tourism value chain, participated in the trip. The goal of the trip was to exchange examples of good practices and experiences in the field of food and wine tourism.

The Basque Culinary Centre forms a unique ecosystem where training, innovation, research and entrepreneurship coexist with the aim of developing and promoting gastronomy. It is a pioneer institution made up of the Faculty of Gastronomic Sciences and BCC Innovation, the Technological Centre for Gastronomy. In addition to the tour of the Centre and its various components, the participants of the trip also attended a lecture on the subject of gastrotourism, which was prepared and held by David Mora, coordinator of the master's degree in Food Tourism.

In order to provide the participants with the most complete autochthonous gastronomic experience during the trip, the Basque Culinary Centre organized a visit to two towns with a long gastronomic tradition – Getaria and Tolosa. Getaria is a coastal town near San Sebastian known for its fishing tradition, and Tolosa is a town located on the banks of the Oria river, where a weekly fair of traditional, locally produced foods and products has been held for centuries. The tour of both cities ended with a visit to traditional wineries – „Bodegas Ameztoi“ and „Bodegas Hika“.

On the last day of the study trip, the participants had the opportunity to tour the city of Bilbao, where a visit to the Guggenheim Museum, which 25 years ago turned this industrial city into a cultural metropolis, was particularly interesting.

This study trip was a perfect opportunity for project partners and their local stakeholders to learn about the value chain of local producers in gastronomy and tourism, and that individuals and knowledge exchange are key to creating smart, sustainable and slow tourism, especially in gastronomy. Also, the project partners and their stakeholders had the opportunity to exchange their experience with each other, consider the possibilities of tourism development and improve their knowledge about successful cross-border cooperation outside the Programme area.

For more information about the TAKE IT SLOW project visit:

Web: <https://www.italy-croatia.eu/web/take-it-slow>

Facebook: <https://www.facebook.com/takeitslowproject>

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