

Best practices showcase Slow tourism operator database

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WP3 CB PLATFORM FOR QUALITY MANAGEMENT OF ADRIATIC
REGION

Project Acronym: TAKE IT SLOW
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TAKE IT SLOW

Best practices showcase of sustainable,
slow and smart products and services in tourism



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SUSTAINABLE TOURISM

Sustainable tourism is defined as that form of tourism which meets the needs of travellers and host territories while protecting and enhancing opportunities for the future.

DUBROVNIK NERETVA REGION

Local homemade delicacies as souvenirs

Natura Dalmatia is offering authentic Dalmatian products, local homemade delicacies in their shop. They produce liqueurs, brandies, dried figs, arancini (candied orange peels), bruštolane mjenđule (candied almonds), homemade jams and extra virgin olive oil. All liqueurs and spirits carry the Croatian island product label (as support to island producers in Croatia). They also produce natural cosmetic products made from olive oil, essential oils of lavender, rosemary, sage, lace and laurel. Soaps, for example soap in wool, are made according to their old grandmothers' recipes, with no artificial color and no additives or preservatives. Part of their shop is an ethno collection of used items from everyday life of Pelješac people. Natura Dalmatia is also organising workshops where visitors can learn how to produce natural cosmetics.

Natura Dalmatia - Enterprises - private sector
Hodilje 26 - Ston - Croatia
+385 99 677 6407 - natura.dalmatia@gmail.com - www.naturadalmatia.hr

RDA ŠIBENIK KNIN COUNTY

Project Hereditas

Hereditas is a strategic project, funded through the "Competitiveness and Cohesion 2014 - 2020" operational programme, designed for the revitalization and touristic valorisation of the UNESCO protected dry-stone walling technique and cultural properties in Šibenik-Knin County. The aim of the project is to contribute to sustainable utilization of cultural heritage in order to achieve development in tourism and socio-economic sphere of the area. Under the Hereditas project planned activities should protect dry-stone walling technique through the restoration of the Rašinov Stan dry-stone shelter in Okit near Vodice and by establishing the modern Visitor centre built as a sort of homage to the dry-stone walling. The goal of the future Visitor centre is to promote and valorise tangible and intangible heritage of the Šibenik-Knin County and to enhance employment among local population through various features of its functioning.

Šibenik-Knin County - Public/government sector - Trg Pavla Šubića I. br. 2 - Croatia
38522460763 - lucija.auzina@skz.hr - www.sibensko-kninska-zupanija.hr

ZADAR UNIVERSITY

Label Quality of the Zadar region

The label is of regional character and stands for quality of agricultural-food and traditional products of Zadar County. It is intended for labeling, highlighting and promoting selected agri-food and traditional products of Zadar County. The purpose of the label is to protect and raise the value of products with the obtained label, encourage the production of these products, as well as raise the quality, promotion and sale of products on the market. The following products and product categories will be able to be marked: meat (lamb, kid, fat), meat products (prosciutto, bacon, šokol); fish and other marine organisms and fish products; cheeses (hard sheep's and goat's cheese, mixed milk and cottage cheese); fresh fruits and vegetables; olive oil; wine and apple vinegar; honey; wine; liqueurs; dried fruits (dried figs, almonds, dried apples).

Zadar County - Public/government sector - Božidara Petranovića 8 - Zadar Croatia
00385 91/524-1170 - marta.hordov@zadarska-zupanija.hr - zupanija@zadarska-zupanija.hr
00385 23/350-350 - https://www.zadarska-zupanija.hr

ZADAR UNIVERSITY

Initiative and foundation of Ravni Kotari Tourist board

The Ravni Kotari Tourist Board was founded in 2019. It unites six municipalities in Ravni Kotari and one town, it includes the municipalities of Lišane Ostrovičke, Polača, Stankovce, Zemunik Donji, Škabrnja, Galovac and the town of Benkovac and thus becomes one of the tourist boards that covers the largest area in Croatia. The purpose was to unite destinations that, through joint action, have the opportunity to brand themselves much better, position themselves on the market and develop projects that will stimulate the overall economic development. Numerous synergy effects should result from this, not only in the quality of market performance in the whole area, but also in the necessary cost efficiency in the field of project promotion and implementation.

Ravni Kotari Tourist Bord - Public/government sector - Ante Starčevića 2b - Benkovac - Croatia
00385 99/311-8146 - tzg-benkovac@zd.t-com.hr - visitravnikotari@gmail.com
00385 23/681-834 - www.visitravnikotari.com - www.facebook.com/visitravnikotari

ZADAR UNIVERSITY

Heritage Hotel "Maškovića Han" (business model)

Maškovića Han is a heritage hotel located in Pakoštane. The property includes an archaeological site of an original 17th century Turkish hammam, as well as a museum. Tours of the site can be organized and guests can enjoy the on-site restaurant. The food offered in the restaurant is modern, but deeply leaning on the tradition and past of the area in which it is located. The short menu is based on the micro-location and climate from which the restaurant draws quality and delicious ingredients such as tuna, lamb, chicken and combines them with vegetables that it procures from local family farms in our area. The Heritage Hotel Maškovića Han is managed in a sustainable way, incorporating historical elements, the local community, surrounding nature in order to offer tourists a unique experience.

Heritage Hotel "Maškovića Han" - Enterprises - private sector - Vrana Marina 1 - Vrana - Croatia
00385 99/217-8484 - info@maskovicahan.hr - marketing@maskovicahan.hr
00385 23/333-230 - www.maskovicahan.hr/en

PROMOTURISMOFVG

FRILAND

Frieland is a new project of sustainable hospitality born in Friuli Venezia Giulia: the first mini-accommodation service on wheels immersed in the nature. A mini house of 12 square metres which contains everything necessary for a holiday. The accommodation is self-sufficient and perfectly integrated with the territory, and is also built with natural materials. When it is moved, it leaves no trace behind it, for an ecological and "green" tourism that more and more people are appreciating. The bathroom has a standard WC (not a chemical one) a washbasin and a nice shower. The kitchen has a large window and is fully equipped, in about one and a half metres there is everything necessary for those who want to cook. The area which stands out the most: the bed next to a huge window. It seems to be sleeping among the trees and the nearby meadows.

FRILAND SRL - Enterprises - private sector - via Taboga, 154 - Gemona del Friuli - Italy
hello@fri.land - www.fri.land

VENETO REGION

Water museum of Venice

It is an association which aims to assemble the most significant examples of the rich but fragmented heritage of water "liquid universe" heritage of the Tre Venezie and collect them in an online platform together with digital itineraries to facilitate their visit. It is addressed to citizens and authorities who believe in preserving the quality of all water, as well as the cultural and natural liquid heritage which still evocatively narrates our special and unique relationship with this most precious life source. The Water Museum of Venice is a challenge towards building a better future, underlining the fundamental role of water in our life and history. It also contributes in achieving the Sustainable Development Goals. The Water Museum of Venice is a member of UNESCO's Global Network of Water Museums www.watermuseums.net, which as well, displays at international level a unique repository of different forms of humankind's connections with water.

Water museum of Venice association - Associations - Santa Croce, 489 - Venice - Italy
info@watermuseumofvenice.com - www.watermuseumofvenice.com

VENETO REGION

Sustainable Venice

In the framework of the #EnjoyRespectVenezia campaign which aims to direct visitors towards the adoption of responsible and respectful behaviour towards the environment, landscape, artistic beauties and identity of Venice and its inhabitants, an online section of the official website of the City of Venice is devoted to "Sustainable Venice". It has the objective to raise awareness of tourist impact, with the belief that responsible travelling can contribute to sustainable development. It collects 12 good rules for the responsible visitor, making up a sort of handbook with advice and recommendations to become travellers that are more aware and respectful towards Venice's landscape, environment, artistic beauties and identity, valorizing, at the same time, hidden and alternative treasures to support the flow management.

Venice Municipality - Public/government sector - San Marco, 4136 - Venice - Italy
www.veneziaunica.it/en/content/contatti

VENETO REGION

OTS Sustainable Tourism Operators of the Venice Lagoon

Thanks to the Interreg project called Christa, the Association of Sustainable Tourism Operators of the Venice Lagoon (OTS) was born on 12 April 2018. OTS has as its primary purpose the protection and promotion of sustainable tourism within the territory of the "Venice Lagoon". It has a destination governance purpose as "Marchio d'area" and main objectives have been: creation of a strategic plan for the development of sustainable tourism in the Venice Lagoon; management of the destination sub-area and tourism governance of the Venice Lagoon, in close relationship and collaboration with the DMOs; collaboration with public bodies, DMOs, Universities, Foundations, trade associations at the consultation tables for the development of tourism strategies and the creation of an area brand for the Venice Lagoon; promotion and dissemination of the concept of sustainable tourism in the territory of the Venice Lagoon to the public and private sector which deal with tourism.

OTS Association - Associations - Piazzale Parmesan, 12 - Venice - Italy
ots@lagoonofvenice.org - www.lagoonofvenice.org

VENETO REGION

Tourism Regional Observatory

The Regional Tourism Observatory of Veneto is part of the Veneto regional strategic plan for tourism. During the designing phase of the strategical plan, which took place through participatory paths involving more than 300 territorial actors, the Parties clearly highlighted the need for a single place for the collection of information, data and analysis able to support the interpretation of the complex tourism system: a fundamental purpose for understanding current trends, volumes, economic, social and environmental impact, the needs and profile of tourists. Veneto Tourism Observatory is steered by a governance system based on a network of territorial stakeholders who are both data users and providers, on the other hand the possibility to have open access to strategical value analysis which can support data driven decision by public and private bodies, as well as destination managers managing flows and considering sustainable criteria and scenarios. Dynamic indicators and documents allow a vertical access to comparisons and studies.

Veneto Region - OTRF - Public/government sector - Cannaregio 168 - Venice - Italy
+39 041 2792678 - osservatorioturismo@regione.veneto.it - www.osservatorioturismoveneto.it

EMILIA ROMAGNA REGION

Charging stations for bicycles and personalized mountain bike tours with local tour guides.

The tourist accommodation and restaurant complex called "Pian del Bosco", opened in May 1993 from a renovation of a house from the 1800s, has been transformed into an 8-room hotel, with a restaurant-pizzeria-bar, swimming pool, tennis court and soccer field. Safeguarding the environment and customer well-being characterize the business and thus the investments. Some examples of the "green" investments: roof with solar panels for the production of hot water, construction of a photovoltaic system of 33 kW in the field, in the form of on-site exchange. An upcoming project involves the purchase and installation of charging stations for electric cars and electric bicycles in the facility. Offering this service is considered essential to encourage the spread of renewable technologies. With the App and the indications on the Web, new customers will find this service, choose the facility and have the opportunity to know the area. The world of electric bicycles is constantly evolving; the electric mountain bike is a perfect way for tourists and citizens to explore Montefeltro. The tourism offers also includes customized mountain bike or electric mountain bike tours with local tourguide. But the charging stations will also be useful for the many passing cyclists.

Hotel Ristorante Pian del Bosco - Enterprises - private sector - Via Guido Donegani 151 - Novafeltria (RN) - Italy
+39 335 5776540 - pdb@piandelbosco.com - www.piandelbosco.com

SVEM - SVILUPPO EUROPA MARCHE

Marche Outdoor - Discover Le Marche by bike

A project inaugurated in 2019 which involved upgrading the backroads and creating a network to crisscross Marche Region which can be travelled by all kinds of cyclists. Its mission is to promote a sustainable local economy giving the touring cyclist a chance to enjoy everything the region has to offer. There are 24 cycle itineraries and counting and diversified solutions for cyclists over 2000 km, involving 130 municipalities all over Marche Region. It is a networked system made up of themed and georeferenced routes on the one hand and specialised accommodation solutions on the other together with guides and services designed for bike lovers. Through the website and the interactive app, cyclists can keep up with new routes and activities, creating their own itinerary according to their interests while drawing on a wealth of information about local places of historical, cultural and natural interest. There is also information on the nearest services (such as repair shops, guides, bike rental) and a sat nav to help cyclists orient themselves along the route.

Marche Region - Public/government sector - Via Gentile da Fabriano 9 - Ancona (AN) - Italy
+39 071 8062284 - marcheoutdoor@gmail.com - www.marcheoutdoor.it

TEATRO PUBBLICO PUGLIESE

Ceramic and Food Route in Puglia

International Design Expeditions (IDE) where international designers collaborate with local enterprises creating groundbreaking solutions to crucial needs. Sustainable innovations for regional development.

VALENTINA DE CAROLIS - Enterprises - private sector - C.da Pezze di Monsignore, 11/c - Fasano (BR) - Italy
+39 3497 444805 - info@valentinadecarolis.com - alentinadecarolis.com/news

TEATRO PUBBLICO PUGLIESE **Twizy Renault with total electric traction and E-MBK**

Rental of electric vehicles to visit places in a sustainable way.

FOR PLAY SRL - Enterprises - private sector - Corso Giuseppe Mazzini, 141 - Ostuni (BR) - Italy
+39 360 908574 - forplaysrl@gmail.com

TEATRO PUBBLICO PUGLIESE

Bike and hike tours nature and gastronomic excursions, home dinners with local cooking lessons, alternative experiential tourism.

WHATSINPUGLIA - Enterprises - private sector - Italy
+39 333 9916512 - hidefspica@gmail.com - www.whatsinpuglia.it

TEATRO PUBBLICO PUGLIESE

Re-enactment of peasant activities; ecological walks; festivals km0 re-enactment of peasant activities; ecological walks; festivals 0 km.

ASS. CULT. COCOLICCHIO - Associations - Piazza Cocolicchio - Fasano (BR) - Italy
+39 339 4122167 - natalizia53@gmail.com - www.facebook.com/Cocolicchio-AssociazioneCulturale-629183283888613

TEATRO PUBBLICO PUGLIESE **Brand of the Park**

Includes numerous natural habitats, extensive arable land, protagonists of projects to protect crops with organic methods, centuries-old olive groves; via Traiana, archaeological and historical-cultural sites, historical farms and underground oil mills, blades, rock settlements, accommodation facilities and production companies.

It plays a particularly important role in environmental protection and sustainable economic development.

Ente Parco Dune Costiere - Public/government sector - Comune di Ostuni - Piazza della Libertà - Ostuni (BR) Italy
flomagli@pec.it - www.parcodunecostiere.org

TEATRO PUBBLICO PUGLIESE **Slow experiences**

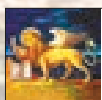
Organizes experiences that are as sustainable as possible and respecting cultures and places.

MAPPART IDEE IN MOVIMENTO AGENZIA DI VIAGGI TOUR OPERATOR - Enterprises - private sector
Via Alberobello 76 - Locorotondo (BA) Italy
+39 320 7944731 - valentina.mastronardi@pec.it - mappartviaggi@gmail.com - mappartviaggi.it



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**SLOW
TOURISM**



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SLOW TOURISM

Slow tourism means moving at a pace that allows rediscovery, doing away with the stress and speed of traveling and accepting a slow pace as the norm for undertaking one's leisure activities. It means taking out time to encounter local communities, learning about traditions and different ways of living. Usually slow tourism prefers means of transportation, services and activities that reduce environmental impacts and supports local businesses to build a sustainable tourism economy.

DUBROVNIK NERETVA REGION

Miloš Family Winery: 500 years of tradition on the Pelješac peninsula

Miloš Winery is located in the small village Ponikve which was built in the time of Dubrovnik Republic as an important, planned rural area for wine production. The winery is still based in a wine cellar that is more than 500 years old. Continued family production today results in nearly 20 hectares of organic vineyards in Ponikve, a wine region with protected designation of origin. Wine region Ponikve is covering around 100 hectares of traditionally built vineyards on dolomite rocks and sandy soil. Handmade terraces are supported with dry stone walls. To exploit the best features of the grape Miloš Winery uses only indigenous yeasts which represent the richness of micro flora. Wine journalist Hugh Johnson, in his Pocket Wine Guide, pronounced Stagnum, winery's premium label, the first Croatian cult wine. Family is also producing extra virgin olive oil and Mediterranean herbal tea. The winery has worked with UNDP for development and protection of landscape biodiversity of the Mediterranean.

Miloš Winery - Enterprises - private sector - Boljenovići 15 - Ston - Croatia
+385 98 965 6880 - info@milos.hr - www.milos.hr

PROMOTURISMOFVG BILANCIA DI BEPI

In Palazzolo dello Stella, in a naturalistic context of rare beauty, you can see in action today how 40 years ago the "Bilancia di Bepi": a stilt house on the river with a large net (25 mx 25 m) driven by an electric motor. The Bilancia di Bepi is located within the Foci del Stella River Regional Nature Reserve and is the ideal context for enjoying authentic experiences in contact with nature such as kayaking or canoeing tours along the Stella River and in the Marano Lagoon to discover the casoni, or is possible to book a tour by bike or an horse excursion. You can also attend the peculiar fishing experience and taste the specialties directly on site prepared in the food truck located in the park in front of the Bilancia di Bepi.

Daniele Ciprian inherited this heritage from his grandfather "Bepi" and his mission today is managing this place preserving the tradition and enhancing the natural heritage.

CIPRIAN DANIELE - Enterprises - private sector - Via Nuova Sopraelevata - Loc. Fraida Palazzolo dello Stella - Italy
+39 340 3636733 - bilanciadibepi@gmail.com - bilanciadibepi.wordpress.com

PROMOTURISMOFVG STAZIONE DI CHIUSAFORTE

Right on the Alpe Adrai Bike Trail that runs along the old railway, the train station building has been transformed into a functional and unique pit stop. The so called "Chiusaforte Station", hosts a bar and small restaurant, a relaxing lounge with a library, a photographic exhibition, free WiFi access and serves as an info point. They can also rent and repair bicycles. In the bar they use mostly local products from Friuli. The historic building and setting, not far from the town center is surrounded by mountains and woods. The nineteenth-century architectural style of the building, enhanced by a beautiful canopy, is truly unique and ideal to have a relaxing break.

COOP LA CHIUSA - Enterprises - private sector - Via Stazione, 15 - Chiusaforte - Italy
+39 0433 52344 - cooplachiusa@libero.it - www.stazionedichiusaforte.it

PROMOTURISMOFVG HOSPITALE DI SAN TOMASO

The small village of San Tommaso di Majano stands on the Via Allemagna, one of the routes that used to lead pilgrims from Northern Europe to the Venetian lagoon before embarking for the Holy Land. At San Tommaso there is the Hospitale di San Giovanni di Gerusalemme. Built and managed by the Knights of the Order of St John around 1199, was intended to provide shelter to travellers and crusaders who needed a safe place in which to sleep and stable their horses. With the end of the crusades and the subsequent decrease of pilgrimages, the hospitale changed its function and was used for agricultural use. Destroyed in the earthquake of 1976, it has recently come back to life again thanks to an association that has taken care of its restoration. The Hospitale now hosts various cultural and artistic activities, and it has resumed its ancient function because of the creation of some rooms dedicated to pilgrims and travellers walking nowadays through the Via Allemagna.

AMICI DELL'HOSPITALE - Associations - Piazza San Giovanni, 11 - San Tomaso di Majano - Italy
www.hospitalesangiovanni.wordpress.com

PROMOTURISMOFVG UNA BIBBIA A CIELO APERTO

Cercivento is a typical mountain village in Carnia close to Monte Zoncolan one of the most important skiing resort of the regione FVG. It is surrounded by uncontaminated nature but has also the traces of a rich and important commercial past represented from oldest and architecturally interesting homes. Along the streets and squares of this little village developed the project called "Cercivento: Una Bibbia a cielo aperto" - "An Open Air Bible". It consists of more than thirty artworks (paintings, mosaics, frescoes and photoceramics reproductions) created on the walls of public and private houses. Each artwork is accompanied by related Bible verses in Friulian and Italian language. The grace of the village has increased thanks to these artistic itineraries and become for many people a place to recreate in the Spirits.

ASSOCIAZIONE CERCIVENTO: UNA BIBBIA A CIELO APERTO - Associations - Cercivento - Italy
info@unabibbiaacieloaperto.it - en.unabibbiaacieloaperto.it

EMILIA ROMAGNA REGION

A colazione con gli anziani (At breakfast with the elderly)

The "At breakfast with the elderly" initiative, now in its third edition, includes a series of laps on racing bikes on the roads of the upper Valmarecchia and Montefeltro. The camping director guides his guests who are passionate about bicycles, mainly foreigners, on the best mountain roads in the area, starting directly from the tourist facility. The characteristic element of the initiative consists in combining sporting activity with the cultural and social aspect, since a typical breakfast at the home of local elderly people is provided for each outing. In this way, guests can establish contact with those who live in the villages of the Valley, learn local stories and legends, learn about the local cuisine. Seniors citizen feel involved in the project and still important to the community. The project was coordinated by the cultural association "D'la de foss" of Pennabilli.

Camping Marecchia Piscina da Quinto - Enterprises - private sector - Via Molino Schieti 22 - Ponte Messa di Pennabilli (RN) - Italy
+39 338 7226690 - info@campingmarecchia.it - www.campingmarecchia.it

EMILIA ROMAGNA REGION

Compagnia del Montefeltro

The project "Compagnia del Montefeltro" aims to promote the quality of the tourism offer and of the production of the historic region of Montefeltro, on the border between the regions of Emilia Romagna and Marche. The subjects participating in the project are nearly 200 companies from the 22 municipalities of Montefeltro. The activity focuses on the implementation of a portal with the inclusion of member companies in innovative ways, trying to propose captivating descriptions, which could also highlight people. The portal is a story of Montefeltro: it is more than a catalog, and highlights the Montefeltro "style": production, life, social, slow tourism, etc. The interested tourism activities, with the collaboration of tour operators, are already preparing wide area promo-marketing products including both regional territories. The "Compagnia del Montefeltro" also promoted the presentation of a bill (already calendered in the Senate) aimed at identifying the 'Italian historical regions'.

Compagnia del Montefeltro - Associations - Via Marecchia, 26 - Novafeltro (RN) - Italy
+39 0541920634 - danieleg@confesercentipu.it - www.compagniadelmontefeltro.it

SVEM - SVILUPPO EUROPA MARCHE

Marche Outdoor - Discover Le Marche by bike

A project inaugurated in 2019 which involved upgrading the backroads and creating a network to crisscross Marche Region which can be travelled by all kinds of cyclists. Its mission is to promote a sustainable local economy giving the touring cyclist a chance to enjoy everything the region has to offer. There are 24 cycle itineraries and counting and diversified solutions for cyclists over 2000 km, involving 130 municipalities all over Marche Region. It is a networked system made up of themed and georeferenced routes on the one hand and specialised accommodation solutions on the other together with guides and services designed for bike lovers. Through the website and the interactive app, cyclists can keep up with new routes and activities, creating their own itinerary according to their interests while drawing on a wealth of information about local places of historical, cultural and natural interest. There is also information on the nearest services (such as repair shops, guides, bike rental) and a sat nav to help cyclists orient themselves along the route.

Marche Region - Public/government sector - Via Gentile da Fabriano, 9 - Ancona (AN) Italy
+39 071 8062284 - marcheoutdoor@gmail.com - www.marcheoutdoor.it

TEATRO PUBBLICO PUGLIESE

Hiking and trekking in nature Cycling tours

Landscapes to taste; made up of biologists, naturalists, archaeologists, communication experts and qualified guides, from 10 years deals with slow and responsible tourism and cycling tourism on the Apulian territory.

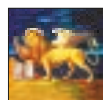
SERAPIA SOC. COOP. A R.L. - Enterprises - private sector - Via Mario Pagano - Ostuni (BR) - Italy
+39 328 64764719 - info@cooperativaserapia.it - www.cooperativaserapia.it

TEATRO PUBBLICO PUGLIESE

Slow experiences

Innovative environmental education services, cultural itineraries, educational workshops and events related to environmental, landscape, rural, historical and cultural resources.

Soo. Coop. Gaia Environmental Tours Education And Events - Enterprises - private sector
Viale Francesco Crispi, 58 - Ostuni (Br) - Italy +39 347 0042961 - mari.fra211@gmail.com - www.coopgaiatours.it



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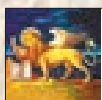
Interreg
Italy - Croatia
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European Regional Development Fund



EUROPEAN UNION

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**RURAL
TOURISM**



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RURAL TOURISM

Rural tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing. Rural tourism activities take place in non-urban (rural) areas with the following characteristics:

1. Low population density;
2. Landscape and land-use dominated by agriculture and forestry;
3. Traditional social structure and lifestyle.

DUBROVNIK NERETVA REGION

Organic farming on Pelješac peninsula

Frano Mihlinić is the owner of an organic farm close to Ston, Pelješac peninsula, where he is producing extra virgin olive oil. His project, organic olive orchard, was financed by the United Nation Development Program (UNDP) for development and protection of landscape biodiversity of the Mediterranean. With production of organic, extra virgin olive oil, Frano has also established sheep farm. Sheep meat from his farm is of extraordinary quality due to the fact that animals are reared as naturally as possible, spending much of their lives outside in the sun, eating grass in the fields of olive trees. He is one of rare sheep farmers in the Region. Goat and sheep farms have been the main source of meat, milk, cheese and wool for centuries on the Pelješac peninsula. Today they are vanishing. Frano's farm is an example of sustainable, organic farming with huge potential to establish a value chain in the tourism industry offering agricultural products of premium quality. His farm is situated close to the historic town Ston.

Mihlinić - Family Agricultural Farm - Enterprises - private sector - Česvinica - Ston - Croatia
+385 91 488 2943 - fmihlinic@gmail.com

RDA RERA

World Championship in Olive Picking

Olive picking is practised in many countries in the world, and in many different formats. It is also an extremely social event, as families and friends come together for days in nature to collect the family harvest. Championship from Počišća, Brač is a great example of authentic tourism and engaging tourism in the traditions of the destination, when it comes to Central Dalmatia, there is nothing quite as traditional as olive picking. Dalmatia is famed for its quality olive oil, and many families have their own small (and not so small...) olive groves, from where they produce their own oil. Brač is one of the best places to sample the region's olive oil, and it even has its own fabulous olive oil museum in Skrip. And it is also the home to a very creative tourism event which has taken place for the last three years, and which has just won an award from the Creative Tourism Network at the FITUR tourism fair in Madrid in 2020. The event, which attracts teams of olive pickers from olive producing countries from all over the world, as far away as New Zealand, to compete in olive picking during the October harvest.

TZ PUČIŠĆA / PZ POSTIRA - Public/government sector - Strančica 3, 21410 Postira - Postira - Croatia
00385 21 632 966 - info@postira.hr - www.postira.hr

ZADAR UNIVERSITY

Agrotourism Zadar

Agrotourism Zadar is an online platform that forms the basis for the presentation of tourist products in rural areas of Zadar County. The website shows the ways of wine, oil and cheese of the Zadar region. It gives a list of local foods ripened under the Mediterranean sun and traditional preparations with a touch of creativity, nurtured by the calloused hands of shepherds, winegrowers, farmers and fishermen of the Zadar region. In addition, it offers a wide list of gastronomic specialties, but also a list of events throughout the year. Under the heading stone, karst and water, it shows various natural and cultural attractions of rural areas and the possibilities of spending an active vacation. Therefore, this platform serves the promotion of rural areas of Zadar County, especially the presentation of small producers of local products, as well as providers of such services in these areas.

Zadar County - Public/government sector - Božidara Petranovića 8 - Zadar - Croatia
00385 91/524-1170 - marta.hordov@zadarska-zupanija.hr - zupanija@zadarska-zupanija.hr
00385 23/350-350 - www.masvin-polaca.hr/?lang=en

ZADAR UNIVERSITY

Agricultural cooperative "Olive and wine"

Agricultural cooperative "Olive and wine" was established in 2006 with the goal of rural development of the area of Ravni Kotari. The headquarters of the cooperative is in Polaca and currently the plantation has got cca 60 ha. The aim of the cooperative is the eco-production of top quality products through olive growing (table olives in different preparations and three lines of extra virgin olive oil) and viticulture (different sorts of premium wine) and dried figs. Cabernet Sauvignon, Syrah and Merlot are bronze medal winners on the prestigious Decanter competition in London - among 16 000 wines applied in each sort. Today AC "Olive and wine" (MasVin) is also the largest eco-producer of extra virgin olive oil in Croatia open for visitors throughout the year. They organize guided tours through the production and wine cellar and enjoy in the beautiful view of the nature of Ravni Kotari while tasting premium local products.

Agricultural cooperative "Olive and wine" - Associations - Kakma 189 - Polača - Croatia
00385 23/647-501 - info@masvin-polaca.hr - www.masvin-polaca.hr

ZADAR UNIVERSITY

Association for Rural Development Ravni kotari

The Association for Rural Development Ravni kotari was founded in December 2014. The aim of the association is to improve and encourage agricultural and ecological production, strengthen and unite family farms and encourage the opening of new ones, develop year-round rural tourism (hunting, health, gastronomy), reduce rural depopulation, strengthen the role of villages in economic and cultural areas, preserve natural and cultural heritage and to brand the area of Ravni kotari. One of the basic activities of the association is the provision of information services in the field of rural development policy with special emphasis on the rural development of Zadar County. The association cooperates with all subjects of rural development, the local community, state administration bodies, development agencies, LAGs, scientific and educational institutions. The region abounds in preserved environmental, unpolluted agricultural lands and forests, natural, cultural and traditional values.

Association for Rural Development Ravni kotari - Associations - Šibenska 4c - Zadar - Croatia
00385 23/233-170 - udrugazaruralnirazvojr@gmail.com - www.udruga-ravni-kotari.hr/

EMILIA ROMAGNA REGION

Zero emission gastronomy

"Il Gelso, Room & Breakfast" is equipped with photovoltaic panels and a geothermal system. These two systems make the tourist facility close to energy self-sufficiency, with CO2 emissions equal to zero. The property is located in a rural setting, and offers customers typical products, such as homemade jams or local cold cuts and cheeses.

R&B Il Gelso - Enterprises - private sector - Via Serra di Sotto 57 - Pennabilli (RN) - Italy
+39 054 1915604 - ilgelsomaciano@gmail.com - www.ilgelso.org

EMILIA ROMAGNA REGION

Al pascolo con il pastore Grazing with a shepherd

Hike in the Ventena valley together with a shepherd and his flock of sheep to discover how shepherds used to live in the past century by experiencing rural life first-hand. Along the way, Montefiore Conca and the Bonora Sanctuary can be visited, and on the way back it will be possible to taste cheeses made according to local tradition and have a glass of good wine.

Azienda agricola il buon Pastore - Enterprises - private sector - Via Ca' Santino - Montefiore Conca (RN) - Italy
+39 339 3179926 - levoland@libero.it

SVEM - SVILUPPO EUROPA MARCHE

Asili d'Appennino - Le dimore della Creatività nelle Alte Marche

The project funded by EFRD is part of a strategy for the development of the inland areas of Marche Region named "Appennino Basso Pesarese ed Anconetano". The strategy includes 9 municipalities with a population of 34.000 inhabitants. The key stakeholder for the development of the strategy is the Unione Montana del Catria and Nerone. The strategy was design to establish a common integrated tourism network with the aim to highlight and support projects and initiatives in the following areas: culture, art and creativity; education, training and innovation; care and wellness; tourism reception/hospitality; agriculture and rural environment.

Unione Montana del Catria e Nerone (Lead partner) - Public/government sector - Via Gaetano Lapis, 8 - Cagli (PU) - Italy
+39 0721 787431- cm.cagli@provincia.ps.it - unione.catrianerone.pu.it/strategia-aree-interne

SVEM - SVILUPPO EUROPA MARCHE

Brand Marche - Promotion of GAL territories

The project "Brand Marche" represents an integrated offer of rural tourism in the inland areas of the Marche Region and includes all regional Groups of Local Action (GAL- Gruppi di Azione Locale) such as Montefeltro Sviluppo, Flaminia Cesano, Colli Esini, Piceno, Fermano. The Lead partner is the GAL Montefeltro Sviluppo in partnership with Tourism Dep. of Marche Region and co-financed by ROP 2007/2013. The general objective of the project was to promote, in Italy and abroad, the potential of the territories located in the regional hinterland by carrying out concrete and effective actions to present their touristic supply, in order to intercept possible channels of tourist influx. Specific objectives: to develop a product strategy with local operators; to increase quality/quantity of local services; to experiment with innovative and low-cost model of communication. The project communication strategy was implemented through the claim #ruralmarche with the aim to promote the rural regional identity.

GAL Montefeltro Sviluppo (Lead partner) in partnership with GAL Flaminia Cesano, Colli Esini, Piceno, Fermano, Marche Region Enterprises - private sector - Via Manzoni 25 - Urbania (PU)
+39 0722 317599 - info@montefeltro-leader.it - www.montefeltro-leader.it

ABRUZZO REGION

Slow Food Association of producers of vino cotto (heated wine)

Production and sale of heated wine and heated wart, member of the Slow Food network.

Cooperativa Vino Cotto - Societa Cooperativa a Responsabilità Limitata - Associations - Miglianico/Roccomontepiano (CH) Italy
+39 327 5410222 - marconeantonio1959@gmail.com

ABRUZZO REGION

Organic farm

Farm producing and selling organic food products.

AGRIFIN SRL - Associations - Francavilla al Mare/Bucchianico (CH) Italy
+39 338 7215167 - info@leripe.com

ABRUZZO REGION

Enterprise delivering tourism services (excluding accomodations and catering)

Initiatives for the protection and promotion of the regional landscape and historical-architectural heritage. Among the initiatives, Bucchianico Trekking (five editions) "Cultural paths to rediscover" and interventions for the preservation of the Church of the Madonna dell'Assunta di Bucchianico in 2018.

Comitato Abruzzese del Paesaggio - Associations - Francavilla al Mare (CH) Italy
+39 328 8234432 - paesaggioabruzzo@gmail.com

TAKE IT SLOW

Best practices showcase of sustainable, slow and smart products and services in tourism



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GASTRONOMY TOURISM

Gastronomy tourism is a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes. Eno-tourism (wine tourism), as a sub-type of gastronomy tourism, refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source.

RDA RERA **Island cuisine**

Supetar, Island or Brač, Supetar Tourist Board and Supetar Agriculture Association have commenced the Island Cuisine Supetar project in 2016 with the goal of promoting original island gastronomy and returning simple, traditional dishes to restaurant tables. Grandmothers left Brač a rich gourmet heritage based on healthy, easily available, and fresh seasonal ingredients from our gardens and olive fields. Ancestors were very creative in preparing simple but amazing dishes with what they had around them. By choosing to taste menu dishes, tourists appreciate their historical contributions and efforts, support local economy, and in a way, becoming a part of this beautiful island story. <https://bestofbrac.com/brac-culture/island-cuisine/>

TZ SUPETAR / PZ POSTIRA - Civil sector - NGOs Tourist board Supetar - Porat 10 - Supetar
Agriculture Association - Ul. Ive Vojnovića 2, 21400, - Croatia - 00385 21 630 900 - administracija@supetar.hr - www.supetar.hr

RDA RERA **Gastrotour Dolčevita**

Dolčevita gastro tour takes you for a walk with beautiful scenery around the island of Brač and brings you the story of its culinary beauty, culture, and tradition! 5 restaurants and agritourism households, as well as two art galleries and family wineries, await you on this road to Pleasureville. Dolčevita path, only 6 kilometers long, will take you to the picturesque villages of Dračevica and Donji Humac, in the municipality of Nerežišća. Here you can enjoy not only the amazing food and drinks but also art exhibits as this is the home of a famous family of sculptors.

TZ SUPETAR - Public/government sector
Tourist board Supetar - Porat 10 - Supetar Croatia - 388 21 630 900 - administracija@supetar.hr - www.supetar.hr

RDA ŠIBENIK KNIN COUNTY **Konoba Boba**

Konoba Boba (or Boba tavern) is a nationally awarded restaurant and the gastronomy hotspot located on the Murter island. It is renowned for its refined fusion of the traditional and contemporary tendencies in cuisine based on the fresh local products. Apart from interior seating, Konoba Boba offers outdoor dining seats situated in a large Mediterranean garden with a view to an open part of the kitchen where the cooking process can be observed by the guests. The imperative of the restaurant are first-class, fresh, organic and sourced ingredients brought to the table in special cooperation with the local suppliers. The entire impression from careful preparation of basic ingredients to detailed serving is made complete by refined selection of wines in such a way that the restaurant was awarded with the Michelin Plate 2019.

Konoba Boba - Enterprises - private sector
Butina 22 - Murter - Croatia - 385953913568 - solujic7@yahoo.com - www.konobaboba.hr

RDA ŠIBENIK KNIN COUNTY **Taste Šibenik-Knin County**

Šibenik-Knin County started in 2018 the Taste Šibenik-Knin County project with the aim to enhance the promotion and establish better positioning of the county's winemakers on the CB wine map. Through the project the County has been providing support to viticulture and wine production and the sponsorship of the Meeting of Winemakers and other events related to viticulture and winemaking. As part of this project, all winemakers in the county were photographed and their specialties were highlighted. In addition, eno-gastro meetings are organised through the project with the aim of connecting food and wine producers with caterers of Šibenik-Knin County. The idea of this project was to create a recognizable wine destination, while the goal of the project is to provide a platform on which county winemakers will not only receive but also share information related to the eno and gastro scene.

Šibenik-Knin County - Public/government sector
Trg Pavla Šubića I. br. 2 Šibenik Croatia - 385913165884 - visnja.marasovic@skz.hr - <https://www.facebook.com/TasteSibenikKninCounty>

RDA ŠIBENIK KNIN COUNTY **Drniš prosciutto**

The Drniš prosciutto was branded in the 2nd half of the 20th century and became a famous delicacy due to its uniqueness caused by the specific microclimatic conditions in the area. The Association of Drniš prosciutto producers is an organisation launched in 2002 that brings together local producers of semi-dried meat from the Šibenik-Knin County with aim, apart from production, to realize professional cooperation between the members as well as with domestic and foreign related associations. Association's activities include active participation in cooperation with the Ministry of Agriculture in the improvement and enhancement of the Drniš prosciutto production and permanent and semi-permanent dried meat products and organising lectures demonstration presentations and training for its members.

Association of Drniš Prosciutto Producers - Associations
Trg Kralja Tomislava 1 - Drniš - Croatia - 38522888830 - www.drniskiprsut.com

ZADAR UNIVERSITY

Association I love domestic (Volim domaće) - Green Market of Zadar County

The association "I love domestic" (Volim domaće) brings together local family farms with the aim of a sustainable form of organization that successfully combines economic and social sustainability. This association serves as a "umbrella" under which small businesses act in the market as a strong and reliable partner. One of its most successful projects is the Green Market of Zadar County, which was chosen as one of the most impressive projects "United Nations Development Program" (UNDP) for Europe and Central Asia in 2015. It was started by Zadar County and UNDP in September 2013 with the aim of providing customers with direct access to quality seasonal agricultural products from the area of that county. Every Saturday of the month, the farmers' market gathers exhibitors who offer their domestic products directly (according to the "field to table" principle) to customers in Zadar County.

Association "Volim domaće" - Associations

Put Bokanjca 80 Zadar - Croatia - 00385 98/316-505 - udruga.volim.domace@gmail.com

www.facebook.com/Selja%C4%8Dka-tr%C5%BEnica-Zadarske-%C5%BEupanije-1497079143864942/ (Seljačka trznica Zadarske županije)

ZADAR UNIVERSITY

The House of Dalmatian Prosciutto ROCA STANKOVCI (business model)

Roca family farm is specialized in the production and processing of pork meat, so it sells its own prosciutto, bacon, buđola, salami, Dalmatian kulen. The family farm has combined its own production of meat and cured meat delicacies, oils, wines, figs and other Mediterranean cultures with its catering offer. In addition, the farm offers also tours through the farm. This business model shows the tourists all steps in the production of local authentic food, offering the possibility to see the animals on the farm, the olive plants, as well as to taste the local meals prepared on the farm and buy products produced on the farm. Part of the farms is an ethnological exhibition, where tourists can see and learn how people used to live and work in that area, so it has a very important educational role. This way the farm incorporated all three pillars of sustainability.

The House of Dalmatian Prosciutto ROCA STANKOVCI - Enterprises - private sector - www.facebook.com/gospodarstvoroca
Velim bb Velim, Stankovci Croatia - 00385 91/583-4043 - info@gospodarstvoroca.com - www.gospodarstvoroca.com

ISTRIA REGION

Gourmet & Wine Lovers

Istria Tourist Board has designed an innovative mobile application Gourmet & Wine Lovers, dedicated to tourists, journalists and specialists in eno-gastronomy. The application presents: the best restaurants and taverns, winemakers, olive growers and oil mills, cheesemakers, prosciutto and honey producers as well as the best hotels. Istria is divided into six smaller areas with itineraries that connect the most important Gourmet & Wine places in that area. Roads are given special names, depending on the micro-area and their gourmet offer, such as the Itinerary of the Novigrad Capesante or Four Countries for Four Experiences, Muscat of the Momjan Musketeers, Veli Jože and Teran. The application will also serve as a tool for raising the level of services in restaurants because it offers the entire wine and olive oil list with info about individual winemakers and olive growers. It is directly connected to the tourist calendar of events, informing the users about gourmet and other events.

Istria Tourist Board - Cultural and natural heritage management body

Pionirska 1 - Poreč - Croatia - 385 (0)52 452 797 - istra@istra.hr - www.istra.hr

EMILIA ROMAGNA REGION

Preservation of the cheese with a technique that dates back to 1000 AD

In the "Locanda dell'Ambra" it is possible to visit the cheese storage pits originating from the year 1000 AD. Every summer the pits are cleaned and sterilized by fire, after having created a raised floor with wooden boards for the pouring of fats, the walls of the pits are covered with a frame made of reeds and straw. In August, the fresh cheese (pecorino), previously matured for 3 months in temperature-controlled salt, is placed in white canvas bags and lowered into the pits which, once full, are hermetically sealed with wooden and plaster boards. They will be opened in November, the month of the festival held in the municipality of Talamello, when the cheese will have acquired all its peculiarities of flavors and aromas.

Locanda dell'Ambra - Enterprises - private sector

Piazza Garibaldi Talamello (RN) - Italy - +390541920902 info@lalocandadellambra.com - www.lalocandadellambra.com

EMILIA ROMAGNA REGION

Experience local flavors

The Lago Verde hotel has a solar panel system that heats the water for the rooms and the pool water. The tourism facility is part of a group of companies in the area that offers tourist packages, organizes dinners and visits to particular locations, for example the places of local food production, which favor "slow" tourism (experiential tourism). Furthermore, when possible, the facility serves fruits and vegetables from its garden to the customers. The kitchen is attentive to the use of local products and uses seasonal products and traditional recipes.

Ristorante Lago Verde - Enterprises - private sector

Via Soanne 1 - Pennabilli (RN) Italy +39 054 1915012 - albergolagoverde@gmail.com - www.albergolagoverde.it

EMILIA ROMAGNA REGION

Fer-menti Leontine

Community Cooperative reopens an old bakery.

"Il Forno" (the bakery) of San Leo is located in the historic center of San Leo and its reopening is the result of a participatory process of citizens who became founding members of the "Fer-Menti Leontine" Community Cooperative, which manages the bakery. The values of the products are represented by the traditionality of the recipes, the craftsmanship of the processing, the social sustainability of the people who work, and respect for the territory thanks to the short production chain. The products are distributed through small shops in Valmarecchia because small traders transmit the right value to the artisanal product.

Marco Angeloni, president - Associations

Via Giacomo Leopardi San Leo (RN) Italy - +39333 380 6639 - commerciale@ilfornodisanleo.it - www.fermentileontine.it

EMILIA ROMAGNA REGION

Via Macanno, 38Q - Annual event dedicated to bread

The "Museo del Pane" (Bread Museum) is a special "widespread museum" (Italian expression to indicate a museum which, unlike the traditional one, creates its visit routes within a geographical area). It consists of the territory of Maiolo, defined by the European Union as "BioItaly" area for its floristic value, its wheat fields and above all its numerous ovens, more than fifty, used for cooking the characteristic local bread and typical products connected to it.

These scattered ovens are considered a precious testimony of civilization and a real cultural asset due to their fundamental role as glue of the entire village. Only some of these are still in use and return to working order coinciding with the Bread Festival which has been held for 26 years on the last weekend of June.

The structures date back to the early decades of the 1800s and served several families, closely related to each other and gathered in the same rural nucleus. Within each, there are few subjects capable of using it and who know its secrets and best procedures. It follows that the bread produced cannot be destined for sale to the general public, but can only satisfy internal demand.

The activity of ovens in the past had important social implications because it represented a moment of aggregation. NOTE ON THE TERM "OVEN": in Italy "oven" has 2 meanings in the current language and an historic one. Italians call "oven" (forno) the kitchen appliance but also the bakery. Historically, the term "oven" was referred to the place where the bread was cooked. Since the middle ages until the Second World War, families prepared the bread dough usually once a week, but the cooking could not take place in the homes, but only in the municipality ovens.

Davide Bizzocchi, Pro Loco president - Associations

Piazza Sandro Pertini - Maiolo (RN) Italy - +39 339 7141421 - www.explorevalmarecchia.it

SVEM - SVILUPPO EUROPA MARCHE

Asili d'Appennino - Le dimore della Creatività nelle Alte Marche

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Unione Montana del Catria e Nerone (Lead partner) - Public/government sector

Via Gaetano Lapis, 8 - Cagli (PU) Italy - +39 0721 787431 - cm.cagli@provincia.ps.it - www.unione.catrianerone.pu.it/

SVEM - SVILUPPO EUROPA MARCHE

Brand Marche - Promotion of GAL territories

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GAL Montefeltro Sviluppo (Lead partner) in partnership with GAL Flaminia Cesano, Colli Esini, Piceno, Fermano, Marche Region - Enterprises - private sector

Via Manzoni 25 - Urbania (PU) Italy

+39 0722317599 - info@montefeltro-leader.it - www.montefeltro-leader.it

SVEM - SVILUPPO EUROPA MARCHE

Consorzio Terre del Catria

The undertakings associated named "Consorzio Terre del Catria" is a voluntary association of entrepreneurs, traders and other tourist sector operators operating throughout the Municipalities of the Unione Montana del Catria e Nerone and the Municipalities located in the GAL Flaminia Cesano. Created in 2013, the consortium aims to: - encourage local economic development to increase the member firms' competitiveness on the market in the exercise of their respective activities, in particular in the sectors of tourist accommodation, hotels and catering; - increase access to new markets through collective or certification marks; - promote the design, development and implementation of tourism services as well as the marketing of integrated tourist packages in Italy and abroad; - co-design specific actions and projects to enhance the territorial image and attractiveness.

Consorzio Terre del Catria - Enterprises - private sector
Via Roma, 139 - Frontone (PU) Italy
+39 328 333 9285 - terredelcatria@gmail.com - www.terredelcatria.com

MOLISE REGION

Cooking seminars, dishes and local products

Promote ancient habits and peasant food habits of Molise through courses of study of recipes, methods of conservation of raw materials, bread-making processes and use of own production goods.

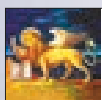
Agriturismo b&b da Carlo - Enterprises - private sector
Via Cappella - San Felice del Molise - Italy
+39333 76 98 371 - carlozara62@virgilio.it - www.agriturismodacarlo.it





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EXPERIENTIAL TOURISM



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EXPERIENTIAL TOURISM

Conscious, responsible or experiential tourism is that form of tourism which aims to give people an intimate, unique, different, unrepeatable and valuable experience, where the destination is put in the background and the protagonist becomes the individual.

DUBROVNIK NERETVA REGION

Mali Ston Oysters

The Dalmatian coast has a very long history of mariculture. The bay of Mali Ston has been famous for seashell cultivation since the Roman Empire. Today it is the largest oyster cultivation area in the Adriatic. Shellfish cultivation in Mali Ston Bay presently is based on only two species: The European Flat Oyster or *Ostrea Edulis* and the mussel. *Ostrea Edulis* only natural habitat is Mali Ston Bay and today it has protected designation of origin. Oyster production in Dražeta family has been a long tradition which they have developed into an exceptional visitor attraction. Unique experience is composed of panoramic boat ride through the Bay of Mali Ston and the visit to their oyster farm where the oysters are taken from the sea and offered for tasting with a glass of wine from the region and refreshment in the sea.

Ostriga - Oyster Farm - Enterprises - private sector

Hodilje 71 - Ston - Croatia

+385 95 905 449 - triga.ston@gmail.com

ZADAR UNIVERSITY

Bike & Wine Tour - Ravni kotari Tour

Bike & Wine Tour - Ravni kotari Tour is one of a kind cycling tour that combines sightseeing of unforgettable panoramas, the heritage of Zadar's hinterland and the most famous wineries of the region. This thematic bike tour will show you the rare autochthonous values and priceless traditions. This very special bike tour begins in Polača, at the Ražnjevića Dvori A.D. 1307 Estate and continues on the planned route toward Nadin, Kličevice fort, and Benković citadel in Benkovac. There are 4 planned stops during the tour where 7 wineries will be introduced to the participants who will have the possibility to sample wines. The entire tour is 39 kilometres long, and participants who successfully complete the said tour and gather every certificate of each winery. On the Ražnjevića Dvori A.D. 1307 estate in Polača where the lunch will be organized for every participant of the cycling tour.

Ilirija d.d. - Enterprises - private sector

Tina Ujevića 7, Biograd - Croatia

00385 23/383-165 - sales@ilirijabiograd.com - www.ilirijabiograd.com

SVEM - SVILUPPO EUROPA MARCHE

Marche Outdoor - Discover Le Marche by bike

A project inaugurated in 2019 which involved upgrading the backroads and creating a network to crisscross Marche Region which can be travelled by all kinds of cyclists. Its mission is to promote a sustainable local economy giving the touring cyclist a chance to enjoy everything the region has to offer. There are 24 cycle itineraries and counting and diversified solutions for cyclists over 2000 km, involving 130 municipalities all over Marche Region. It is a networked system made up of themed and georeferenced routes on the one hand and specialised accommodation solutions on the other together with guides and services designed for bike lovers. Through the website and the interactive app, cyclists can keep up with new routes and activities, creating their own itinerary according to their interests while drawing on a wealth of information about local places of historical, cultural and natural interest. There is also information on the nearest services (such as repair shops, guides, bike rental) and a sat nav to help cyclists orient themselves along the route.

Marche Region - Public/government sector

Via Gentile da Fabriano 9 - Ancona (AN) - Italy

+390718062284 - marcheoutdoor@gmail.com - www.marcheoutdoor.it

SVEM - SVILUPPO EUROPA MARCHE

Consorzio Terre del Catria

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Consorzio Terre del Catria - Enterprises - private sector

Via Roma, 139 - Frontone (PU) Italy

+39 328 333 9285 - terredelcatria@gmail.com - www.terredelcatria.com

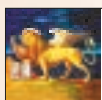


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ECOTOURISM



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ECOTOURISM

Ecotourism is a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well-being of the local community.

Ecotourism increases awareness towards the conservation of biodiversity, natural environment and cultural assets both among locals and the visitors and requires special management processes to minimize the negative impact on the ecosystem.

DUBROVNIK NERETVA REGION

Križ Winery: Natural, traditional and ecological approach to wine making

Križ Winery is located on Pelješac peninsula, the homeland of the Plavac mali grape variety, and presents a unity of tradition and modernity. Family-owned winery is farming 2 hectares of organic vineyards on rocky terrain with south exposure. Handmade terraces supported by dry stone walls present unique coexistence of man and nature. The soil and vine are treated by hand, without the use of harmful chemicals. The cultivation of the vineyards and crops is 100% natural, traditional and ecological. Križ Winery has been engaged in organic viticulture since 2008, making them the first certificate organic grape growers in Dubrovnik Neretva Region. They are also a member of Dubrovnik Slow Food Convivium. Winery is opened for visitors who are interested to learn more about authentic life style and organic wine production. Križ Winery is an active member of numerous festivals, domestic and international presentations and wine fairs with aim to promote Plavac mali and peninsula Pelješac.

Križ Winery - Enterprises - private sector - Potomje Croatia
+385 91 211 6974 - vinarija.kriz@gmail.com - www.vinarijakriz.com

RDA RERA

Olive paths Mirca

The Olive paths walking trail starts in a small and picturesque village Mirca which is since always a homeland of olive growing in the island of Brač. This circular walking trail approximately 6 km long will take you to a walk along olive groves over the village to Prihod - the old irrigation system, introduce you to tradition of producing olive oil, olive species growing on Brač and value of the olive oil in everyday use.

TZ SUPETAR - Public/government sector - Supetar Croatia
386 21 630 900 - administracija@supetar.hr - www.supetar.hr

ISTRIA REGION

Eco domus

Eco Domus project is enforcing sustainability of private accommodation in Istria, by managing resources in such a way that economic, social and environmental needs are met while supporting cultural integrity, environment and biodiversity. Eco Domus has 50 criteria in 12 categories: management and communication on Eco Domus rules; valorisation and promotion of cultural and natural heritage and traditional life; promotion of local producers and cuisine; reduction of water consumption up to 70%; use of eco certified products for personal hygiene and during cleaning and disinfection of facilities; use of natural materials, separate collection and recycling of waste; use of energy-saving lamps in at least 80% of luminaires, while at least one device must be of A or higher energy class; when sightseeing use of public transport, bicycles or hiking; use of natural or eco certified materials in interior and exterior; lowering noise and light pollution; social engagement in the local community.

Region of Istria, Administrative Department for Tourism - Cultural and natural heritage management body - Poreč Croatia
+ 385 (0)52 351 601 - turizam@istra-istria.hr - www.istra-istria.hr

EMILIA ROMAGNA REGION

D'la dé Foss Cultural association for the promotion of the territory.

The Association aims to promote a lifestyle that respects the environment and the person, to raise awareness among citizens and institutions on environmental issues of protection and enhancement of the territory, to seek a harmonious relationship with nature, to inform on the state of the environment and the territory and on all projects that could modify it, to support environmental policies that aim at the ecological conversion of the economy and society.

Among the activities worth mentioning there are the thematic walks (for example Dante's path in Casteldelci) which can also take place in the evening, along local paths and collaborating for the reopening of the ancient communication routes, maintenance of the paths, re-enactment of activities linked to tradition (sowing, hay mowing, wheat harvesting, etc.) conferences and other activities to promote the area.

Luigi Cappella, president - Associations - Pennabilli (RN) Italy
+39 338 2902038 - sindacoincammino@alice.it - www.comune.casteldelci.rn.it/sentiero-di-dante

EMILIA ROMAGNA REGION

Via Romagna - The regional bicycle route

The first permanent Italian regional cycle route is set to officially open in a few weeks. It will be an ideal journey through the historical villages of Emilia Romagna amidst art, culture and nature. "Via Romagna" will be a protected and mapped 512-km route that will ideally unite the most fascinating and traditionally rich areas of the region: from the valleys of the Po river Delta (starting from Comacchio), to the Apennines on the border with Tuscany, from the most beautiful hills of the Romagna hinterland to the border with the Marecchia Valley, the Conca Valley and the Marche region. This itinerary between the sea and the hills will soon become a cycling tourism product that will be promoted on foreign markets by the Terrabici Consortium of specialised bike hotels. The declared objective of the project is to attract Italian and foreign cyclists all year round along the route, for them to discover the best features of the area they will be cycling through.

The following entities will be involved:

5 provinces - 42 municipalities - 17 fortresses/castles - 21 historic villages - 1 regional wine shop - more than 200 holiday farms.

Chiara Paviani, Terrabici - Public/government sector - Rimini Italy
+39 392 3848054 - info@terrabici.com - www.terrabici.com

EMILIA ROMAGNA REGION

Trekking Emozionale

Emotional itineraries in Montefiore Conca.

Orietta Binotti, the owner of the "La Galleria del Viaggiatore" travel agency, designs hiking itineraries for those who want to get to know the Conca Valley with the help of Compagnia dei Sentieri Emozionali, a group of enthusiasts and experts familiar with the Montefiore Conca area. Following the Covid crisis, Orietta integrated her activity as a travel consultant with the promotion of the hinterland, focusing on emotional events aimed at enhancing the landscape, artistic, cultural, culinary and popular qualities of the Montefiore area, with a view to involving all the area's tourism operators. There are several aspects of the Montefiore area that deserve recognition, such as the history of major events and popular events and the vegetation and fauna typical of the area's natural landscapes. The promotion of all this has often required the retracing of ancient paths by means of old maps and the memory of locals. Over the course of 2020, "La Galleria del Viaggiatore" organised "11 emotional itineraries" that did not only present historical and naturalistic aspects, but also highlighted Montefiore's catering and food production activities."

La galleria del Viaggiatore - Enterprises - private sector - Morciano di Romagna (RN) Italy
+39345 982 5417 - orietta.binotti@lagalleriadelviaggiatore.it

EMILIA ROMAGNA REGION

Spin Bike

This summer, the Ristobar Spiaggia Rimini Consortium will place 5 eco-compactors on the beach of 5 locations (Viserba, Bellariva, Marebello, Rivazzurra and Miramare) in the municipality of Rimini. The machinery, called "Spin Bike" will be available to tourists. The Spin Bike eco-compactor is a PET (polyethylene terephthalate) plastic bottle collector. The use is very simple: just get on the Spin Bike, which is connected to the compactor, and start pedaling. As soon as the minimum level of self-sufficiency is reached, the machine activates the green light and unlocks the door for the introduction of the bottle. Keeping a constant pedal stroke, the bottles can be introduced, one at a time, until the compaction process is completed. So....pedaling and recycling. It is worth remembering that a decree of the Emilia Romagna Region (# Plastic-freeER strategy) made it mandatory to replace single-use plastic objects in beach restaurants and bars (no more plastic glasses, plastic cutlery, plastic plates, etc)

Consortium of bar and restaurant managers operating on the beach - Enterprises - private sector - Via Clementini, 31 - Rimini Italy
+39054152121 - p.righini@confesercentirimini.it

SVEM - SVILUPPO EUROPA MARCHE

Country House Ca' Virginia - Wellness & Bike Resort

The Ca' Virginia Country House is an example of best practice in the sector of eco-friendly hotel. The village hotel is located in the North of Marche Region, in the Montefeltro hills, about twenty kilometers from the Adriatic sea coast, and it represents a greenhouse designed with the aim to enhance the natural identity of the site with a point of view of sustainable and green tourism. Hence the choice to minimise environmental impact through the use of geothermal energy combined with photovoltaic and solar energies.

Ca' Virginia & C.snc - Enterprises - private sector - Borgo Massano (PU) Italy
+39 0722 580781 - locanda@cavirginia.it - www.cavirginia.it

MOLISE REGION

Walk in the woods

Promote slow and sustainable tourism in the green and wooded areas of the territory.

Comune di Acquaviva Collecroce - Public/government sector - Acquaviva Collecroce - Molise/Italy
+39 0875970128 - comune.acquavivacollecroce@gmail.com - www.comune.acquavivacollecroce.cb.it

MOLISE REGION

Pedestrian and cycle trails

Promote the excursions of the footpaths and cycle paths connecting the Trigno and Biferno rivers.

Comune di Castelmauro ente capofila di più Comuni - Public/government sector - Comune di Castelmauro - Molise/Italy
+39 0874744106 - segreteria@comune.castelmauro.cb.it - www.comune.castelmauro.cb.it



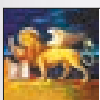
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**CULTURAL
TOURISM**



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CULTURAL TOURISM

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

RDA RERA **A day with Rendić**

Cultural walk A day with Rendić will take you to a walk through the oldest and most beautiful parts of the historical nucleus of the Town of Supetar, to the place where Ivan Rendić (1849-1932), Nestor of Croatian sculpture, born in Supetar, left his mark. Start your walk at Supetar's seafront, in the front of the monument built in memory to our great man, and then continue visiting the sculptor Rendić's Street, Vrdolac park, Gustirne district, Ignjat Job Street, "Ivan Rendić" Gallery, the allegorical monument "Um" (Mind), Supetar seafront, town beach "Banj" and finish it in the beautiful Supetar's cemetery where you can visit the last resting place of Ivan Rendić and several his works.

TZ SUPETAR - Public/government sector
Tourist board Supetar - Porat 10 - Supetar - Croatia
38721630900 - administracija@supetar.hr - www.supetar.hr

RDA RERA **THE ROAD TO HERCULES**

Above Splitska there are quarries in which stone used for the construction of Diocletian palace in Split was collected. Today that palace is inserted on UNESCO list of World Cultural Heritage. Thematic trail "Hercules" will bring you to the quarry from the centre of Splitska. We warmly recommend you to visit it. This path is marked by hiking marks with sign-posts and interpretive panels. In Rasohe quarry you will take a rest, enjoy the peace and tranquillity of nature, listen the stories about past and take a look on relief representing Hercules carved in stone. Enjoy!

TZ SUPETAR - Public/government sector
Tourist board Supetar - Porat 10 - Supetar - Croatia
38721630900 - administracija@supetar.hr - www.supetar.hr

RDA ŠIBENIK KNIN COUNTY **Project Colentum**

The Colentum project is a segment of the bigger Interreg Italy-Croatia "ASTeRisk" project on which the Municipality of Murter-Kornati collaborates with the Medulin, Osor, University of Padua, and the Italian Municipality of Rovigo. The project aims at creating an archaeological and recreational park on the territory of the Gradina Peninsula on the island of Murter in order to turn the Colentum archaeological site into a first-rate tourist attraction. That way the archaeological park will become a platform for the development of the cultural, educational, and recreational tourism of the island of Murter. The Colentum Archaeological Park will among other visitor infrastructure, consist of the arboretum (plant nursery), educational, play and leisure areas, archaeological theme beach and of the seaside and underwater theme promenades and viewpoint promenades on the ancient Liburnian walls.

Municipality of Murter - Kornati - Public/government sector
Butina 2 Murter - Croatia
385914033033 - luka.jezina@murter.hr - colentum.info/vizija

ISTRIA REGION **Revitas and House of Frescoes**

Region of Istria implemented REVITAS and REVITAS II projects that valorised cultural heritage and created a revitalisation model of the Istrian hinterland by developing network of 6 visitors centres, 20 info points and sightseeing spots on revitalised cycling/walking routes, 2 multilingual photo monographs and 6 brochures, DVDs, leaflets, postcards, posters, souvenirs, scientific articles and studies, web portal on cultural tourism and by organising numerous promotional, educations and cultural exchange events. All project activities created a recognizable destination Istria with new cultural itineraries enabling the flow of tourists from urban areas into rural ones with environmentally friendly transportation, sustainable development of destination and easy access to information. Project promoted through House of frescoes abundant heritage of more than hundred churches with Istrian frescoes creating innovative artist and residence visitors centre for future research and promotion.

Region of Istria - Cultural and natural heritage management body
Riva 8 Pula - Croatia
0038552351471 - kultura@istra-istria.hr - www.revitas.org

ISTRIA REGION **Istra inspirit**

"Istra Inspirit, award-winning project of creative and innovative tourism, valorises unused existing cultural heritage through innovative involvement of various stakeholders in order to create new tourist packages and products. Istra Inspirit revived 12 historical events in authentic locations, through staged Istrian legends and myths. Visitors are offered a unique journey through the history of Istria, from visiting castles, Roman villas, old towns and museums to participating in a Roman feast, a medieval execution, a baroque ball or a mine. Moments of Istrian history, along with actors and scenery, are complemented by rich gastronomic offer from historical periods, entertainment and dancing. Istra Inspirit has created a complete brand that includes its own authentic souvenirs, storytelling routes, festivals. Istra inspirit includes management team, call centre, 20 professional actors, 80 extras, directors, playwrights, as well as technical staff and students.

Region of Istria, Administrative Department for Tourism and IRTA - Istrian tourist development agency - Cultural and natural heritage management body
Dalmatinova 4, Obala M. Tita 4 - Pula - Poreč Croatia
385 52 880 088 - info@istrainspirit.hr - www.istrainspirit.hr

EMILIA ROMAGNA REGION

Castello di Montebello di Torriana **The Malatesta fortress of the legend of Azzurrina**

The fortress of Montebello, once a place of numerous battles, offers a breathtaking view over the valleys of the Marecchia and Uso and is marked by a millenary history that leads to the discovery of its hidden treasures and its mysteries, linked in particular to the legend of "Azzurrina".

From the disappearance of Azzurrina, a little girl in 1375, her voice has reached us and continues to be heard through the recordings made by some television crews in 1990 and 1995, in the uninhabited castle, behind closed doors, with ultra-sensitive microphones.

Montebello s.a.s. di Condello Daniela - Enterprises - private sector - Via Castello di Montebello, 7 - Montebello di Torriana (RN) Italy
+39 338 4893342 - info@castellodimontebello.com - www.castellodimontebello.com

EMILIA ROMAGNA REGION

Museo Sulphur - **The largest former sulfur mine in Europe.**

"Sulfur", now the Mining History Museum of Perticara, is one of the first significant examples of industrial archeology in Italy. The former "Certino Sulphurous" extraction site since 2002 hosts modern and fascinating museum spaces, while outside the museum the original Vittoria well still dominates the landscape of Perticara as an ancient symbol of the country's connection with the immense underground city.

The former power plant, the compressor room and the workshops, now constitute an evocative and exciting museum itinerary that explores the themes of mineralogy and geology, paying particular attention to the centuries of mining that took place in Perticara."

Pro Loco Associations - Cantiere Certino - Via Montecchio, 20 - Perticara (RN) Italy
+39 0541 927576 - info@museosulphur.it - www.museosulphur.it

EMILIA ROMAGNA REGION

Convento di Villa Verucchio **"The oldest Franciscan building in Romagna with the cypress of San Francesco"**.

The Convent of Santa Croce stands on the place where St. Francis of Assisi, passing through Villa Verucchio on the occasion of his trip to San Leo in the year 1213, would have planted, according to tradition, the stick to which he supported himself during the journey. Around that stick roots and leaves were born which then developed into the gigantic cypress which is over seven centuries old and is still visible in the cloister.

The convent is traced back to the date of the death of St. Francis, 1226, and is considered the oldest Franciscan building in Romagna. Tradition says that San Francesco, traveling along the Valmarecchia, probably coming from Rimini in 1215, stopped here at a country chapel dedicated to the Holy Cross and erected a hut of wood and branches, the first nucleus of the current convent, documented for the first time in 1311. A chapel was built in the place where the cell of San Francesco was located.

Ordine Frati Minori - Cultural and natural heritage management body - Via Convento, 150 - Villa Verucchio (RN) Italy
+39 0541 391072 villaverucchio@fratiminori.it - www.fratiminoribeniaritistici.it

EMILIA ROMAGNA REGION

Voci nel Montefeltro **"Belcanto Opera Academy and Music Festival"**.

Montefeltro Festival is the showcase of the activities of the Lyric Academy. Artists and students from all over the world come to perfect their vocal art, with particular attention to the aspect of Italian phonetics, in compliance with the principles of Belcanto.

The Montefeltro Festival wants to offer, to the cities that can host them, high-level shows but at low costs, offering the possibility for everyone to appreciate the show.

Ubaldo Fabbri, artistic director - Associations - Palazzo Lombardini, Via Mazzini, 62 - Novafeltria (RN) Italy
+39 0541 922113 - info@vocinelmontefeltro.org - www.vocinelmontefeltro.org

EMILIA ROMAGNA REGION

La Porta della Valconca

Valley Hub It is an innovative center for proposing and coordinating tourist opportunities in the Conca Valley, the southernmost valley in the Romagna area. The Porta della Valconca acts as an engine and organizer of the tourist flows that move along the coast-internal areas axis, starting from the seaside resorts of Cattolica, Misano, Riccione, up to the hills and the innermost rural areas, on the border with the Marche region. Porta della Valconca presents and organizes activities throughout the year. It is a "valley hub" that connects the slow travel of the territory with the "Network of Local Qualities", a project financed by regional law 41, which presents an articulated system of tourist, cultural, environmental and productive emergencies. of the Conca Valley. La Porta is a center not only for information but for slow social and economic development of the territory, a reference point for enhancing the best activities, local products and highly sustainable production practices.

Valconca municipality (San Giovanni in Marignano, Saludecio, Mondaino, Montegridolfo, Montefiore Conca, San Clemente, Morciano di Romagna, Montescudo-Monte Colombo, Gemmano) e coastal municipality (Cattolica, Misano Adriatico), "Unione della Valconca", accommodations and tourism operators in the area, agricultural and artisanal supply chain - Public/government sector

Piazza Silvagni - San Giovanni Marignano (RN) - Italy
+39 0541 828108 - +39 335 1825500 - ccavalli@marignano.net

EMILIA ROMAGNA REGION

Sulla Linea Gotica

Tracing the footsteps of the soldiers who liberated Italy by mountain bike or on foot In September 1944, the Germans built a fortified line from Pesaro to Massa Carrara, thereby cutting Romagna in two with the intention of stopping the Allied Forces coming from the south to liberate it.

A mountain bike guide and historical researcher who specialises in the movements of the troops on the Eastern Gothic Line

accompanies visitors along the footsteps of the retreating German soldiers and the Allied forces, crossing Romagna and visiting the places where a million men fought in the Adriatic zone, thereby leaving scars that are still clearly visible. The itinerary is framed by scenic views of the coast and accompanied by a good glass of Sangiovese wine.

Ca Galuzzo - Enterprises - private sector - Via Castelnuovo, 950 - Montefiore Conca (RN) Italy
+39 331 7525786 - gapanino@gmail.com

EMILIA ROMAGNA REGION **Museo Civico Archeologico**

The Villanovian civilisation Not far from Rimini, the village of Verucchio provides a fascinating glimpse into the past of this land, which goes back some 3000 years. Current archaeological discoveries and research recount the history of the Villanovan-Etruscan community that thrived here from the 9th to the 7th century B.C., which can now be discovered at the Archaeological Museum. The increasingly in-depth study of Villanovan necropolises, which is still in progress, forms a solid basis not only for the visit itinerary, but also for all the activities that the Museum proposes to the public, with the aim of reaching out to everyone. Every school year, educational tours are organised for schools of all levels, with the possibility of adding a visit to the archaeological area of Pian del Monte di Verucchio to the tour. The Izi.TRAVEL application is also available for you to discover the Museum on your smartphone and from home.

Museo Civico Archeologico Verucchio - Ref. Sindaca Stefania Sabba
Ass.re Turismo Nicoletta Cristofori - Public/government sector - Via Sant'Agostino 14 - Verucchio (RN) Italy
+39 0541 670222 - museoarcheologicoverucchio@gmail.com - www.museoarcheologicoverucchio.it

SVEM - SVILUPPO EUROPA MARCHE **Asili d'Appennino - Le dimore della Creatività nelle Alte Marche**

The project funded by EFRD is part of a strategy for the development of the inland areas of Marche Region named "Appennino Basso Pesarese ed Anconetano". The strategy includes 9 municipalities with a population of 34.000 inhabitants. The key stakeholder for the development of the strategy is the Unione Montana del Catria and Nerone. The strategy was design to establish a common integrated tourism network with the aim to highlight and support projects and initiatives in the following areas: culture, art and creativity; education, training and innovation; care and wellness; tourism reception/hospitality; agriculture and rural environment.

Unione Montana del Catria e Nerone (Lead partner) - Public/government sector - Via Gaetano Lapis, 8 - Cagli (PU) Italy
+39 0721 787431 - cm.cagli@provincia.ps.it - www.unione.catrianerone.pu.it/strategia-aree-interne/

SVEM - SVILUPPO EUROPA MARCHE **Brand Marche - Promotion of GAL territories**

The project "Brand Marche" represents an integrated offer of rural tourism in the inland areas of the Marche Region and includes all regional Groups of Local Action (GAL- Gruppi di Azione Locale) such as Montefeltro Sviluppo, Flaminia Cesano, Colli Esini, Piceno, Fermano. The Lead partner is the GAL Montefeltro Sviluppo in partnership with Tourism Dep. of Marche Region and co-financed by ROP 2007/2013. The general objective of the project was to promote, in Italy and abroad, the potential of the territories located in the regional hinterland by carrying out concrete and effective actions to present their touristic supply, in order to intercept possible channels of tourist influx. Specific objectives: to develop a product strategy with local operators; to increase quality/quantity of local services; to experiment with innovative and low-cost model of communication. The project communication strategy was implemented through the claim #ruralmarche with the aim to promote the rural regional identity.

GAL Montefeltro Sviluppo (Lead partner) in partnership with GAL Flaminia Cesano, Colli Esini, Piceno, Fermano, Marche Region
Enterprises - private sector - Via Manzoni 25 - Urbania (PU) Italy
+39 072 2317599 - info@montefeltro-leader.it - www.montefeltro-leader.it

SVEM - SVILUPPO EUROPA MARCHE **Loreto - Culture and Art in the Religious Sites**

In the City of Loreto, an international site for religious pilgrimage, the local administration has realized - through the collaboration with private and public bodies - different interventions aimed at the protection and the enhancement of the city's cultural heritage; some of them were funded by ROP EFDR 2014/2020. These interventions were carried out following the criteria of architectural restoration, energy-environmental sustainability, green-design, accessibility and compatible re-functionalization of historical and monumental assets. In the sector of accessible tourism, it was realized a virtual tour of the restored sites (i.e. Park of Remembrance) and it was realized the Crown Virtual Museum.

Municipality of Loreto - Public/government sector - Via Asdrubali, 21 - Corso Boccacini, 32, Loreto (MC) - Italy
+ 39 071 750561 - comuneloreto@comuneloreto.eu - www.loretofedearthemusica.it

SVEM - SVILUPPO EUROPA MARCHE **Consorzio Terre del Catria**

The undertakings associated named "Consorzio Terre del Catria" is a voluntary association of entrepreneurs, traders and other tourist sector operators operating throughout the Municipalities of the Unione Montana del Catria e Nerone and the Municipalities located in the GAL Flaminia Cesano. Created in 2013, the consortium aims to: - encourage local economic development to increase the member firms' competitiveness on the market in the exercise of their respective activities, in particular in the sectors of tourist accommodation, hotels and catering; - increase access to new markets through collective or certification marks; - promote the design, development and implementation of tourism services as well as the marketing of integrated tourist packages in Italy and abroad; - co-design specific actions and projects to enhance the territorial image and attractiveness.

Consorzio Terre del Catria - Enterprises - private sector - Via Roma, 139, Frontone (PU) Italy
+39 3283339285 - terredelcatria@gmail.com - www.terredelcatria.com

SVEM - SVILUPPO EUROPA MARCHE **Viaggio straordinario fra i Musei delle Marche**

The project "Extraordinary Journey among the Museums of Marche Region" was realized in 2020 by Marche Region, Marche Culture Foundation and the regional branch of the International Council of Museums through the contributions of more than 30 regional museums, municipalities and cultural bodies. The project represents a concrete accessible and cultural tourism practice, enabling the use of digital and new technologies for the promotion and exploitation of regional cultural heritage. Over 70 video clips lasting about 2 minutes have been realized and collected in a dedicated playlist published on YouTube as well as on the leading portals and social media channels of Marche Region (Twitter, Facebook, blogs etc.). Among videos contents created by museums: stories of local historical and cultural curiosities; academics, experts and museum managers sharing history and details of artworks; virtual and guided tours with experts and art critics; creative and educational videos.

Marche Region in partnership with Fondazione Marche Cultura and ICOM Marche - Public/government sector
Via Gentile da Fabriano 9 - Ancona (AN) Italy
+39 071 8062284 - regione.marche.protocollogiunta@emarche.it - www.destinazionemarche.it

MOLISE REGION **Croatian linguistic front office**

Promote the Croatian language and culture in the facebook page and other social networks, through the bilingual projection of songs, poems, stories, typical dishes.

Fondazione Agostina Piccoli - Associations - Via Marconi - Montemitro - Molise Italy
+39 347 3563011 - fondazione.piccoli@gmail.com - www.mindimitar.it

MOLISE REGION **Festival of the Maja**

Promote the Slavic tradition of thanksgiving and propitiatory rites of the spring harvest.

Comune di Acquaviva Collecroce - Public/government sector - Piazza Neri - Acquaviva Collecroce - Molise Italy
+39 087 5970128 - comune.acquavivacollecroce@gmail.com - www.comune.acquavivacollecroce.cb.it

TEATRO PUBBLICO PUGLIESE **Hello Fasano**

The artistic heritage at your fingertips Signs with the qr code for reading monuments.

SECI CONSULTING - Enterprises - private sector - Via Toscanini, 6 - Bari - Italy
+39 348 7450190 - info@seciconsulting.com - info@infopointfasano.com

TEATRO PUBBLICO PUGLIESE **A network of special volunteers**

Passionate volunteers who have chosen to dedicate their free time to the dissemination of the values and work of the Foundation FAI (Fondo Ambiente Italiano).

COMITATO FAI BRINDISI - Associations - Via De Giosa, 46 - Fasano (BR) - Italy
+39 370 1535486 - brindisi@delegazionefai.fondoambiente.it - www.fondoambiente.it



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BUSINESS TOURISM

Business tourism is a type of tourism activity in which visitors travel for a specific professional and/or business purpose to a place outside their workplace and residence with the aim of attending a meeting, an activity or an event.

The key components of business tourism are meetings, incentives, conventions and exhibitions. The term “meetings industry” within the context of business tourism recognizes the industrial nature of such activities. Business tourism can be combined with any other tourism type during the same trip.

ABRUZZO REGION
Enterprise delivering tourism services

Enterprise delivering tourism service
(excluding accomodations and catering)

Associations
Ortona (CH) Italy
+39 328 0135473 - Eka.giuliano@gmail.com

ABRUZZO REGION
Enterprise delivering tourism services

Web communication and graphic services

Altrastella - Enterprises - private sector
Francavilla al Mare (CH) - Italy
+39 393 9049332 - altrastella@gmail.com

ABRUZZO REGION
Enterprise delivering tourism service

(excluding accomodations and catering)

Luce degli Eventi di Carulli Alessandra - Enterprises - private sector
Francavilla al Mare (CH) - Italy
+39 334 9199953 - info@lucedeglieventi.it

ABRUZZO REGION
Enterprise delivering tourism services

Database of environmental, landscape, historical, cultural, food&wine data on the villages across the Abruzzo Region. Publishing of cultural texts, tourist guides, etc., organization and participation in cultural fairs and events.

MENABO' SRL - Associations
Ortona (CH) - Italy
+39 393 9799230 - dabruzzo@dabruzzo.it

ABRUZZO REGION
B&B

Small sized family lot of accomodations in Pretoro (CH) near the ski resort of Passo Lanciano, provides accomodations and home-made food.

Residence Pratetorium di William Lanzellotti - Enterprises - private sector
Ripa Teatina (CH) - Italy
+39 340 2990921 - praetorium15@gmail.com



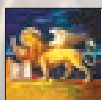
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The Land of Venice

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ADVENTURE TOURISM



TAKE IT SLOW

Best practices showcase of sustainable, slow and smart products and services in tourism

ADVENTURE TOURISM

Adventure tourism is a type of tourism which usually takes place in destinations with specific geographic features and landscape and tends to be associated with a physical activity, cultural exchange, interaction and engagement with nature. This experience may involve some kind of real or perceived risk and may require significant physical and/or mental effort. Adventure tourism generally includes outdoor activities such as mountaineering, trekking, bungee jumping, rock climbing, rafting, canoeing, kayaking, canyoning, mountain biking, bush walking, scuba diving. Likewise, some indoor adventure tourism activities may also be practiced.

RDA RERA Festival "Vanka Regule"

Festival "Vanka Regule" is a competition in extreme sports which held at end of July in Sutivan, Brač. Disciplines such as freeride cycling, sea jumping, cross freeride cycling, free climbing, free diving and kayaking guarantee adrenalin and fun for participants and others interested individuals. Special attraction of the festival is climbing on church belfries in Sutivan and Ložišće. Therefore, were organized a many workshops about adventure and extreme sports and photo exhibitions. Part of festival is "Outdoor Adventure Film Festival" and with lot of concerts and fun with urban music in the evenings.

ALDURA SPORT - Enterprises - private sector
Obala kralja Tomislava 14, Sutivan - Croatia
00385 98 522 775 - info@aldura-sport.hr - www.aldura-sport.hr

RDA RERA Sutivan - bike friendly

This project promote cyclotourism and represent Brač island as a excellent holiday destination with more than 300 kilometers of bike trails which allow tourist to connect with culture, forgotten villages and wine&olive paths. 1026 km of the bikes path makes Brač island with most bike paths. Part of paths is mapped and showed at web page www.dalmatia-bike.com together with local touristic offer as accomodation and other facilities. At the web page are listed bike friendly objects, events, services, bike shops, info about destination, video contents.

ALDURA SPORT - Enterprises - private sector
Obala kralja Tomislava 14, Sutivan - Croatia
00385 98 522 775 - info@aldura-sport.hr - www.aldura-sport.hr

ISTRIA REGION Istria bike & bed

Istria Bike & Bed is a system of accommodation facilities specialized for the reception of cyclists, connected with all other related services in Istria (trails, bicycle guides, renting, transportation, bike and outdoor events...). Accommodation facilities in the Istra Bike & Bed system are promoted through various promotional channels (Istria Development Tourism Agency IRTA, Istria County, Istria County Tourist Board with tourist associations and agencies, hotel companies, private accommodation and service providers). Any accommodation provider can participate: apartments, holiday homes, boutique hotels or hotels by meeting the following standards: safe storage for bikes and equipment; facilities for washing and drying clothes and cycling equipment; work bench including service tools; equipment for cleaning and greasing; basic set of spare parts; additional information - maps, brochures, contact details of all cyclist shops, services and agencies in Istria; offering dinner and breakfast.

IRTA - Istrian tourist development agency - Cultural and natural heritage management body
Dalmatinova 4 - Pula - Croatia
+385 (0)52 434 029 - info@istria-bike.com - www.istria-bike.com

ISTRIA REGION Istria outdoor

Cycling, active and outdoor tourism have been development priorities of Region of Istria when organising within IRTA Bike and Outdoor department for following activities: coordination of local tourist boards and relevant stakeholders of private and public outdoor sector; development and monitoring of outdoor offer; overall promotion of the outdoor tourism, management of specialized bike, trail and outdoor web portals; creation of promotional materials; implementation of Istra Bike & Bed project; development of criteria, standards and certificates, supervision of facilities, education of private renters; organisation of study trips and benchmarking; co-organisation of cycling events; organisation of trainings for bike guides; development of standards for cycling infrastructure and signalization; development of standards for Istra bike and Istra trails tickets; creating free public online and offline cartography; developing other outdoor offerings, including trail, trekking and climbing.

Region of Istria, Administrative Department for Tourism and IRTA
Istrian tourist development agency - Cultural and natural heritage management body
Dalmatinova 4, Obala M. Tita 4 Pula - Poreč - Croatia
+385 (0)52 434 029 - info@istria-outdoor.com - www.istria-outdoor.com

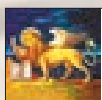


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ACCESSIBLE TOURISM

Accessible tourism is a set of facilities and services put at disposal to people with disabilities or special needs so that they can enjoy the possibility of travelling, accommodating and taking part in events without encountering problems or difficulties in conditions of independence, but also of safety and comfort.

VENETO REGION

Accessible Waterways tour along Euganean Riviera

Sustainable tourism means environmental, economic and social respect. In this framework Rudy Toninato - Navigazione Fluviale propose a waterways tour along Euganean Riviera or along the Padova waterways by a 100% electric and accessible new boat, financed by ROP FESR 14-20. They have two accessible boat: Delta Nova is 100% electric green, it can carry 70 people, 30 wheel chairs, possibility of sign language interpreters or touristic narrator-guides for inclusive explanation for blind people. The S. Agostino 1227, in addition to Delta Nova, can carry up to 40 wheel chairs, it has accessible wc, hydraulic platform. Delta Nova normally navigates along Riviera Euganea, Padova canals and Riviera del Brenta.

Rudy Toninato - Navigazione Fluviale - Enterprises - private sector
Via Toscana, 2 - Padova Italy
+39 049 8700232 - info@deltatour.it - www.deltatour.it

SVEM - SVILUPPO EUROPA MARCHE

Loreto - Culture and Art in the Religious Sites

In the City of Loreto, an international site for religious pilgrimage, the local administration has realized - through the collaboration with private and public bodies - different interventions aimed at the protection and the enhancement of the city's cultural heritage; some of them were funded by ROP EFDR 2014/2020. These interventions were carried out following the criteria of architectural restoration, energy-environmental sustainability, green-design, accessibility and compatible re-functionalization of historical and monumental assets. In the sector of accessible tourism, it was realized a virtual tour of the restored sites (i.e. Park of Remembrance) and it was realized the Crown Virtual Museum.

Municipality of Loreto - Public/government sector
Via Asdrubali, 21 - Corso Boccasini, 32, Loreto (MC) Italy
+39 071 750561 - comuneloreto@comuneloreto.eu - www.loretofedeartemusica.it

SVEM - SVILUPPO EUROPA MARCHE

Viaggio straordinario fra i Musei delle Marche

"The project "Extraordinary Journey among the Museums of Marche Region" was realized in 2020 by Marche Region, Marche Culture Foundation and the regional branch of the International Council of Museums through the contributions of more than 30 regional museums, municipalities and cultural bodies. The project represents a concrete accessible and cultural tourism practice, enabling the use of digital and new technologies for the promotion and exploitation of regional cultural heritage. Over 70 video clips lasting about 2 minutes have been realized and collected in a dedicated playlist published on YouTube as well as on the leading portals and social media channels of Marche Region (Twitter, Facebook, blogs etc.). Among videos contents created by museums: stories of local historical and cultural curiosities; academics, experts and museum managers sharing history and details of artworks; virtual and guided tours with experts and art critics; creative and educational videos.

Marche Region in partnership with Fondazione Marche Cultura and ICOM Marche - Public/government sector
Via Gentile da Fabriano 9 - Ancona (AN) Italy
+39 071 8062284 - regione.marche.protocollogiunta@emarche.it - www.destinazionemarche.it



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