

TAKE IT SLOW

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

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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.fratiminoribenartistici.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, Montegradolfo, 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 Villanovan 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 Boccalini, 32, Loreto (MC) - Italy
+ 39 071 750561 - comuneloreto@comuneloreto.eu - www.loretofedeartemusica.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

