



TAKE IT SLOW

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

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