

# 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](mailto:administracija@supetar.hr) - [www.supetar.hr](http://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](mailto:administracija@supetar.hr) - [www.supetar.hr](http://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](mailto:solujic7@yahoo.com) - [www.konobaboba.hr](http://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](mailto: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](http://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](mailto:udruga.volim.domace@gmail.com)

[www.facebook.com/Selja%C4%8Dka-tr%C5%BEnica-Zadarske-%C5%BEupanije-1497079143864942/](https://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](https://www.facebook.com/gospodarstvoroca)

Velim bb Velim, Stankovci Croatia - 00385 91/583-4043 - [info@gospodarstvoroca.com](mailto:info@gospodarstvoroca.com) - [www.gospodarstvoroca.com](https://www.gospodarstvoroca.com)

## ISTRIA REGION

### Gourmet & Wine Lovers

Istria Tourist Board has designed an innovative mobile application Gourmet & Wine Lovers, dedicated to tourist, 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](mailto:istra@istra.hr) - [www.istra.hr](https://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](mailto:info@lalocandadellambra.com) - [www.lalocandadellambra.com](https://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 location, 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](mailto:albergolagoverde@gmail.com) - [www.albergolagoverde.it](https://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

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/

## 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 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



[www.veneto.eu](http://www.veneto.eu)

