

TAKE IT SLOW

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