



**Interreg**  
Italy - Croatia  
**TAKE IT SLOW**  
European Regional Development Fund



EUROPEAN UNION

# TAKE IT SLOW

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



**Veneto**  
*The Land of Venice*

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

## SLOW TOURISM





# TAKE IT SLOW

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

## 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 ederly)

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 - Novafeltria (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

