

SLOW TOURISM

Valorizzazione e promozione di itinerari turistici
“slow” tra l'Italia e la Slovenia

Valorizacija in promocija turističnih “slow” poti
med Italijo in Slovenijo

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Slow Tourism

Italia ↔ Slovenija

VALORIZZAZIONE E PROMOZIONE DI ITINERARI TURISTICI "SLOW" TRA L'ITALIA E LA SLOVENIA
VALORIZACIJA IN PROMOCIJA TURISTIČNIH "SLOW" POTI MED ITALIJO IN SLOVENIJO

THE CONTEXT ANALYSIS OF SLOW TOURISM AREA



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The SLOWTOURISM Strategic Project, funded under the Programme for Cross-Border Cooperation Italy-Slovenia 2007-2013, by the European Regional Development Fund and national funds, aims at supporting and increasing forms of slow tourism and at structuring eco-friendly tourist niche products, in order to put on the net of environmental and rural resources. The aim is the creation of a circuit with actions of promotion and increasing of "Slow Tourism" net in the cross-border area of Upper Adriatic through concrete impact pilot projects within the whole territory, marketing interventions, training, communication and organization of "Slow" points within Italian and Slovenian territories.

www.slow-tourism.net



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Introduction

SLOWTOURISM is a strategic project funded under the European Programme for cross-border cooperation Italy-Slovenia 2007-2013. The partners are local Agencies for Development and Local Action Groups, institutional bodies such as Provinces, Municipalities, Parks, the University of Trieste Political and Social Sciences Department and other bodies specialized in tourism marketing in three Italian regions (Emilia-Romagna, Veneto and Friuli Venezia Giulia) and in two Slovenian regions (Gorenjska e Goriška). At the head of the partnership is the Agency for Local Development Delta 2000 from San Giovanni d'Ostellato (Fe).

The project intends to develop and promote new forms of so-called slow tourism within Italian and Slovenian areas characterized by valuable naturalistic-environmental elements and by water, through integrated and combined actions. In order to reach such aims, the "Context analysis of transfrontier area" manual shows the results of the study of the cross-border area involved in the project.

In the FIRST CHAPTER, the environmental characteristics of the Upper Adriatic regions, Emilia-Romagna and its provinces of Ferrara and Ravenna, Veneto and its provinces of Rovigo, Treviso and Venice, Friuli Venezia Giulia represented by the provinces of Udine and Trieste and two statistical regions Gorenjska and Goriška, are analyzed. There are many landscapes and ecosystems characterizing them and each of these has a rich biodiversity, often including important endemic species. The latter is then protected and preserved in the many parks, reserves and other kinds of protected areas that are scattered over the area.

The SECOND CHAPTER describes the numbers of tourist demand and supply in the Italian-Slovenian cross-border area, focusing on the traditional indexes such as arrivals, presences and accommodations. Knowing how many and what kind of tourist actors are allows to have a base on which to build improvement and development paths for a complex, variegated and always evolving field, such that of tourism.

The research team of the Department of Political and Social Sciences of the University of Trieste arranged a structured questionnaire in order to measure the declinations of slow tourism that refer to the attitudes and behaviors of the users towards slow activities and their perception of the quality of the destinations. The results which have been obtained are then illustrated in the THIRD CHAPTER, outlining the profile of the slow tourist.

The cross-border area is characterized by a significant natural, historic and cultural heritage and by a wide offer of tourist products and services that call to and emphasize such heritage. The FOURTH CHAPTER analyzes the tourist supply highlighting weaknesses, aims and actions in the Italian provinces and in the Slovenian statistical regions involved in the project.

The Swot analysis of the cross-border area is described in the FIFTH CHAPTER. The strengths and the weaknesses, the opportunities and the threats of the territories are shown with the intent to suggest intervention strategies for the development of the tourism field and, in particular, for the slow one.

THE ENVIRONMENTAL CONTEXT



Mountains, hills, plains, sea and lagoons: to this exceptional context correspond high levels of biodiversity and various geological characteristics that make the Italian-Slovenian cross-border area the perfect setting where the slow tourism philosophy finds its natural surroundings.

1. Introduction

The regions of the Upper Adriatic here taken into consideration, Emilia-Romagna and its provinces of Ferrara and Ravenna, Veneto and its provinces of Rovigo, Treviso and Venice, Friuli Venezia Giulia represented by the provinces of Udine and Trieste and the two Slovenian statistical regions of Gorenjska and Goriška, offer many interesting aspects for the environmental context analysis.

There are various landscapes and ecosystems that characterize the area just mentioned and each of these is like a treasure chest containing a wide range of species, often including important endemic species. In the area under consideration, we find mountain chains where peaks like Triglav stand out and where alpine animal and plant species find their perfect habitat, we find plains like the Pianura Padana where the river Po flows through and projects at last into the Adriatic Sea forming one of the most impor-

tant and beautiful Italian wetlands, the Po Delta, where many sedentary and migratory birds find refuge, we also find a wide lagoon area characterized by shapes such as barene, velme, canals and mouths, and the Karst, a unique landscape characterized by caves, sinkholes, limestone pavements shaped by the dissolution of carbonate rock with acidified rain.

The biodiversity found in these landscapes and ecosystems is then often being preserved and protected in many parks, reserves and other types of protected areas that are scattered all over the territory: the Parco Delta del Po in Emilia Romagna and in Veneto, the Parco del Fiume Sile, the Parco delle Prealpi are only a few examples.

2. Environmental aspects

2.1. Landscapes, ecosystems and protected areas

The Po Delta, one of the widest wetlands in Italy, dominates the landscape of the provinces of *Emilia Romagna* here in consideration, Ferrara and Ravenna. Here beaches and dunes, pine-woods and woods, lagoons and marine valleys, wetlands such as the valleys of Comacchio near Ferrara, are also found. In the provinces of Ferrara and Ravenna, there are 35 among SCI (*Site*

of Community Importance) and ZPS (*Area under Special Protection*), 2 *parchi regionali*, the Po Delta and the Vena del Gesso Romagnola, 7 *riserve statali*, Bassa dei Frassini-Balanzetta, Bosco della Mesola, Dune e Isole della Sacca di Gorino, Po di Volano, Sacca di Bellocchio I, Sacca di Bellocchio II, Sacca di Bellocchio III, and 1 *riserva regionale*, Dune Fossili di Massenzatica.

The landscape of *Veneto*, here represented by the provinces of Rovigo, Treviso and Venice, is greatly characterized by the lagoon; the flat inland parts are crossed by many navigable rivers. In the territory of these provinces, there are 93 among SCI and ZPS, 2 *parchi naturali regionali*, Fiume Sile and Po Delta, 2 *riserve naturali integrali*, Bosco Nordio and Piaie Longhe-Millifret, 1 *riserva regionale* Bocche di Po, 2 *riserve statali* Campo di Mezzo and Bus della Genziana, the Parco Lagunare di Carlo-Bibione, the Parco Fluviale di San Donà di Piave, the Parco della Storga, the Pian di Parrocchia, the Foresta del Caniglio and the WWF Oasi di Alvisopoli.

The region *Friuli Venezia Giulia* is certainly a place where different cultures and languages meet; here, nature witnesses the influences of the big European environmental systems, the continental, the alpine, the illyrian and the mediterranean that meet giving life to an environment rich in species like no other, that shows natural phenomena of international value (from the lagoon to the Karst, from springs to the Dolomites), a valuable forest heritage (35% of the regional territory), a wide network of parks and natural reserves. In this region, the following main natural landscapes are identified, each with peculiar animal and plant species: the alpine area, the pre-alpine area, the hilly area, the upper plain, the springs area, the lower plain, the Karst, the Trieste coast and the lagoon. There are 2 *parchi naturali regionali*, Dolomiti Friulane and Prealpi Giulie, 12 *riserve naturali regionali*, among which Val Alba, Focè dell'Isonzo, Foci dello Stella, Valle Cavanata, laghi di Doberdò e Pietrarossa, Falesie di Duino, Monti Lanaro ed Orsario and Val Rosandra, 3 *riserve naturali statali*, Cucco, Rio Bianco and Mi-

ramare, and many *biotopi naturali regionali*, among which peat bogs, wetlands and springs.

In Slovenia, the most important feature which is being protected and the two statistical regions, *Gorenjska* and *Goriška*, have in common is the Triglav National Park. Almost the entire territory of the Slovenian Julian Alps and more than half of the land of Bovec lies in the largest area of protection for the natural and cultural landscape of the country. The park is located in the north-east of Slovenia, in the Julian Alps to be more precise and it is the only national park. The park was named after the highest mountain of Slovenia, the Triglav, which is located nearly at the center of the area. The park extends along the Italian border and close to the Austrian border in the north-west of Slovenia, covering an area of 880 km², or 3% of the territory of Slovenia. Furthermore, the park is included in the network *Eu-Natura 2000*. Other important protected areas in the statistical region of *Goriška* are the Valley of the Triglav Lakes reserve and many other natural monuments such as Tolmin gorges. In the statistical region of *Gorenjska*, in addition to the Triglav National Park, are the regional park Udin bošt near Kranj, which offers a wide range of plant species, forest reserves and six protected caves. Furthermore, there are the natural reserve Zelenci, near Kranjska Gora, and the forest reserve Mala Pišnica, in the Valley of Zgornja Sava. There are, then, many natural monuments such as waterfalls, among all Savica in Bohinj, and the Vintgar gorge near Bled, the Pokljuka, and the Dovžan with its Paleozoic fossils. Almost half of the *Gorenjska* area enjoys protection for the preservation of biodiversity, supported by the network *Natura 2000*.

2.2. The variety of animal life

The fauna of the *Parco del Delta del Po* is doubtless one of the most valuable characteristic of the protected area. More than 460 species of vertebrates have been counted, and the park is the most important bird sanctuary and one of the most relevant in Europe, with more than 300 species reported, of which 150 nesting and 180 wintering. This extraordinary variety in species is due to the high complexity of the Delta's environment, which is a real stronghold for many species flying over Italy and Europe, including some rare species such as the pygmy cormorant, that has here established its only colony in western Europe, the lesser crested

tern, that has here the only two nesting couples in the whole continent, the flamingo, that has here established one of the few European colonies.

Among the species in the *Parco Regionale del Fiume Sile*, there are the Italian agile frog, which is an endemic species of the Po Valley, the green woodpecker and the great spotted woodpecker, other passerine birds that can be seen in the area during migration, among which the most common are the chiffchaff, the wood warbler, the European pied flycatcher and the spotted flycatcher. The biggest contribution to

the wildness of the area is made by the colony of herons (the grey heron, the little egret and the black-crowned night heron) that has attracted many ornithologists and birdwatchers since the institution of the park. The first species have been recently joined by the cattle egret that is spreading wider and wider also in Veneto. During spring and summer, it is possible to observe the Eurasian coot, the little grebe, the common moorhen and the rarer and majestic great crested grebe nesting by the riverside and along wider river basins. Among the nesting species, the most important is the tufted duck, a very rare kind of diving duck. By the riverside, gatherings of European chubs, as well as doctor fishes and common carps, can be observed. By the arrival of fall and winter season, it is possible to assist to bird migrations. In this period, great cormorants, great crested grebes, little grebes and ducks such as mallards, common pochards, tufted and ferruginous ducks, gadwalls, common teals, etc. and a multitude of gulls such as the yellow-legged gull and the black-headed gull can be spotted. There are also European herring gulls such as the common gull and sometimes even the lesser black-backed gull that stop at the same time in the area.

The *Riserva naturale regionale della Foce dell'Isonzo* offers the possibility to observe a wide range of animal species of particular interest, sometimes elsewhere rare or unusual species. After the institution of the natural protected area, the most conspicuous effects on the increase in biodiversity, have been in favor of birds which are constantly kept under control: so far, more than 300 species of birds have been counted. Among these, some are migratory and choose the area to stop and feed themselves during their long flight, others choose the area to winter, still others to spend the summer season. There are many species of ducks and geese, but also Eurasian coots, herons, curlews and many rapacious birds. As for the mammals, thanks to the quietness of these places and to its proximity to the Karst, a respectable number of species such as the roe deer, the fox, the badger, the wild boar and the hare as well as many species of rodents, bats and insectivores can be spotted. Amphibians are obviously abundant, considering the kind of place: among these, many species of frogs, tree frogs, toads and newts. Reptiles are also numerous, among which the European pond turtle, the water snake and the green lizard. In the river, in the ponds and in the wetlands many interesting

species of invertebrates can be observed, as the rare southern festoon, the European peacock and many others.

The *Riserva naturale regionale delle Foci del Fiume Stella* is wholly included in the municipality of Marano Lagunare and is part, together with the *riserva della valle Canal Novo*, of a wider environmental system: the lagoon of Grado and Marano. As for the fauna, it was reported the presence of the loggerhead sea turtle, a kind of sea turtle that is being protected, which is to be however considered accidental. The lagoons of Grado and Marano are home to many fishes such as the flathead mullet, the gilt-head bream, the European sea bass, the European eel, the European flounder, species of fish in the *Atherinidae* family and many others, that spend their trophic phase in the area and that reproduce in the sea. Among the few species that reproduce in the lagoon: the three-spined stickleback, the Canestrini's goby, the Mediterranean killifish, the Panizza's goby, which is an endemic species of the Upper Adriatic. Between the canes that grow around the lagoon, live the Italian agile frog, the agile frog and the Aesculapian snake. In the area, the European pond turtle is still pretty frequent, together with the dice snake and the edible frog. Among mammals, it is worth mentioning the widespread presence of the European polecat, of the European water vole and of the Eurasian water shrew, that can live also in the *barene*. The lagoon is also populated with some cetaceans that sometimes beach or, following small crafts, go up the river. The reserve is an internationally important and valuable bird sanctuary, in particular as a place where water birds stop and winter. Among the wintering species, it is worth mentioning many ducks, that have established here important colonies. There are also many nesting species, among which it is worth reminding the western marsh harrier, the bearded reedling and the mute swan.

The *Triglav National Park* is a place where 84 species of birds nest, some of them wintering, others migratory. It is the habitat of the golden eagle, of the western capercaillie, which is an endangered species, and of the black grouse. During summer, vultures can be seen in the sky above Krn. Brown bears are regular in the protected area and, in the last ten years, many individuals of lynx live here. The most characteristic species of the Triglav National Park is the chamois, whose population amounts to 3.000

individuals. The alpine ibex was introduced into the valley of Zadnjica in 1964, and later spreads into other parts of the park. The marmot was also introduced together with alpine ibex. The population of deer and roe deer is rather wide and well distributed. The mouflon is an alien species brought into Slovenia back in the 60s. Hares, beech martens, foxes, badgers and rock ptarmigans are pretty common. The otter is however very rare and is the most threatened species in the park. In the waters of Soča river

swims a subspecies of trout, the marbled trout, characteristic and exclusive of the Italian Adriatic subalpine river basins and unfortunately at risk of extinction too.

The *fauna in the Karst*, thanks to the neighboring forests, shows a wide variety of species, including some big mammals: the bear, the wolf and the lynx. Caves and foibas are the perfect place for bats, whereas the most typical amphibian of the area is the proteus.

2.3. The variety of plants and in vegetation

In the *Parco regionale del Delta del Po*, there certainly are at least 970 species of plants. This richness is consequent upon the wide variety of landscapes, from beaches to dunes, from lagoons to salty valleys, from wetlands to fresh water marshes, to hygrophilous, xerophilous and mesophilous plants. In the park live extremely specialized plants: they can grow from the sand (psammophilous plants) or in the wetlands (hydrophytes) and their banks (helophytes), whether they are lagoons and salty valleys (halophytes) or marshes and fresh water marshes. Next to these plants we find adaptable species, growing at the edges of the farmlands and a huge number of forest species, trees, shrubs and brushwood and growing in the clearings grasses, which are peculiar to the hygrophilous, mesophylous and xerophylous woods.

During spring, the *Parco regionale del Fiume Sile* becomes covered with a mantle of vegetation that includes poplars, willows and alders, and some brushwood plants can be observed such as the marsh fern, peculiar to the damp brushwood, once common in the planitial woods of Po Valley. All around, we assist to the growth of the horsetail, a plant once widely spread along Sile river and today in decline due maybe to the alteration of the waters. Very pleasant and delicate are also the buds of the European frogbit that grow in low waters and get mixed up with the small leaves of the duckweed which here grows copiously.

The *Riserva naturale regionale della Foce dell'Isonzo* allows to observe a wide range of plants, peculiar to both fresh and salt water environments. It is possible to see a kind of vegetation that includes poplars, black alders and white willows; in the reserve, there is also the last patch of the planitial forests that originally

grew on the lower Po Valley. Here, we observe species such as the pedunculate oak, the common hornbeam and the narrow-leafed ash. The low vegetation peculiar to the *barene* and the *velme*, which has adapted to high salinity conditions, characterized by species such as the glasswort and a species in the family of *Asteraceae*, is very interesting and particular.

In the *Riserva regionale delle Foci del Fiume Stella*, many halophytes can be identified, which belong to three different classes of vegetation: pioneer species in salty soils which are the terophytes like the glasswort, perennial halophytes like the suffruticous and succulent camephytes and the succulent nanophanerophytes and at last hemicryptophytes that grow on the salty grasslands. Next to the examples of halophytes are the wide extensions of cans, close the mouths of the river.

Forests cover 2/3 of the area of the *Triglav National Park*. The characteristic trees are beeches, silver firs and larches. Yet, the Julian Alps are characterized by species that tolerate milder temperatures such as the hornbeam and the ash, which grow in the southern part of the protected area. The park includes forest reserves whose area amounts to 1.000 hectares, left grown wild. Among the flowers, it is worth mentioning bluebells, orchids, gentians and many others. The most famous species is the *Planika*, the edelweiss, which is being protected.

The *flora of the Karst* is very peculiar, considering also the amount of endemic species. The wood, almost everywhere reduced to brushes, is less thick and therefore richer in light than the European which is situated at the same height. It includes many species of broad-leaved trees such as the European hop-hornbeam and the manna ash. During spring, these plants, togeth-

er with oaks and maples, offer the eyes a range of colors that go from the delicate green of the

just sprouted leaves to the dark green of the mature leaves.

Fig. 1: The Slow Tourism Italian-Slovenian cross-border area



TOURIST DIMENSION AND STRUCTURE



Over 15 million arrivals, 68million Overnight stays people, staying average of 4.5 nights. A 14% growth in the last five years. 786.000 available beds. A mass tourism coming mainly from Austria and Germany. These are the numbers of the tourism supply and demand of the Italian-Slovene border that will drive the development of a slow neighboring area to the main places of tourist attraction.

1. Introduction

In order a view to improve and enhance the tourist offer in the areas of our interest, is essential to have a network approach between local services and, more generally, among the stakeholders in the field. Thus, it is essential an initial quantitative analysis, which from the main tourist indicator data, gives the most complete vision possible of the territorial reality of the project *SlowTourism*.

The following analysis focuses on the classic indicators of tourism flows (arrivals, admissions, territorial density, beds, etc.) and consider the whole area of cross-border of Interreg Italy-Slovenia project. It has been considered limiting considering only the partnership areas, because the number of tourists in these areas is affected by the number of tourists in the neighboring areas: this applies to the towns of Trieste and Udine, which also benefit of the tourist inflows from the resorts of Grado and Lignano or from the areas across the border, for those of Treviso, Rovigo and Venice which benefit from the tourism in the city of Padua or those of Slovenian Gorenjska and Goriška affected by the proximity of the capital, Ljubljana and Austria.

The unit of analysis for the collection of statistical information is the *province* for the Italian area and for the Slovenian one's *statistical region*. Due to the time and

resources available, it was not possible to get detail of each partnership area, also considering the diversity of the collection and processing of data by statistical systems of both the states. Data sources are the statistical offices of the two nations, which can be found at the official sites of the two entities (www.istat.it, www.stat.si) or re-developed by the structures provided in the public administrations.

Knowing how many tour players there and who they are will provide a base on which building paths of improvement and enhancement of a complex field and varied and constantly evolving, such as the tourist one. Since the territorial realities are very different (the touristic flows of Gorizia are certainly not comparable with those of Venice), but very close geographically, to interpret the tourist choices through the statistical surveys will allows to build more attractive and better accessible paths for tourists who aim, through the slow travelling, at enjoying the diversity of Italian and Slovenian territories, even following alternative routes to the most popular and already beaten, perhaps by other means and with a new approach to the awareness of being a tourist.

Focus 1 The tourist flows in the world

Globally, the tourism sector is that, despite the moments of slowdown, the long-term growth is constant: 69million in 1960, 159million in 1970, 285million in 1980, 438million in 1990, 683million in 2000 and, in 2005, the 800million are exceeded (Unwto 2010). In Italy, the international arrivals have been 43million. Italy ranks fifth on the list of the ten most visited countries, after France, Usa, Spain and China. Figures from the Slovenian Tourist Board showed that 2,7million tourists visited Slovenia over the course of 2009 (number of overnights stays: 8,3million). 1,7million have been the foreign tourists, representing a 6% fall year-on-year (number of overnights stays: 4,5million). The most important source market for Slovenia in 2009 was Italy (287thousand), followed by Austria (202thousand) and Germany (196thousand). These three countries accounted for over 45% of total visitor arrivals. UNWTO projects that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 0.4 billion will be long-haul travellers. Europe will maintain the highest share of world arrivals, although this share will decline from 60% in 1995 to 46% in 2020.

2. The tourist movement

2.1. Arrivals, overnight stays and average length of stay

The average stay is one of the main indicators of tourist movement. It is obtained by dividing the number of tourists, calculated as the number of consecutive nights spent in a structure, for the number of tourists hosted in that place.

In the territory considered, there is a total of 15.2 million arrivals for a total of 67.8 million visitors. The average stay is 4.5 days per tourist. The most important part of the population is represented by foreign visitors who count with 8.5 million arrivals compared to the national ones which count 6.7 million arrivals. As far as the stay is concerned, however, as been shown that domestic tourists tend to stay longer in one place: about 4.9 nights compared to the 4.1 nights for foreigners.

The Slovenian area shows a poor stay average: there is no situation that reaches the average value, or neither among the nationals nor among the internationals, amounting to 3.5 nights in the region concerning Koper (Obalno-Karst). The region encompassing the capital Ljubljana (Osrednjeslovenska) counts 420 thousand arrivals and amounts to a value of average stay of 1.9 nights. Gorenjska highlights many more coming in: 553.000 and an average stay of 2.7 nights. Finally, the region of Goriška 236 thousand arrivals and an average stay of 2.3 nights.

The Italian area includes provincial reality very different. Venice, in quantitative terms, shows

its strength with over 7.2 million arrivals in 2009, which represents about half the total tourist flows of the area. Foreign visitors in the province is more than double compared to the Italians, though, as far as the average length of stay is concerned, home tourists tend to stay a little 'longer: 5.4 nights compared to 4.3 nights for international tourists. It is emphasized that the long stays are concentrated in the Lido of Venice, primarily summer tourist's destination, while a *hit and run* tourism is concentrated in the urban area and the lagoon of Venice, which offers one of the best opportunities for cultural tourism in our country. Last year, the Venetian Lido hosted in the city of Jesolo about 1.1 million people while the city of Venice has hosted about 3.4 million people.

As far as the other provinces of Veneto are concerned, where the presence of tourists in terms of quantity is much smaller, the average stay is 3.5 nights in Padua 2.3 nights in Treviso with a significant difference in favor of domestic tourists over foreign ones. More significant is the matter of Rovigo, with a number of arrivals of 272 thousand units, has an average stay of 6.5 nights. This value is surpassed only by the province of Ferrara, with an average stay of 8.5 nights per tourist with 660 thousand arrivals.

The reality of Friuli Venezia Giulia shows content arrivals for three of its provinces: Pordenone, 182 thousand, Trieste, 315 thousand, and Gorizia 327 thousand, of which 209 thousand on-

ly in the seaside town of Grado. While the first two provinces record an average attendance approaching the 3 nights, Gorizia has the highest regional average stay of 5.6 nights per tourist, which become 6.2 for national ones and 5 for the foreigners. Udine, on the other hand, with over 623 thousand presences only in the seaside resort of Lignano, has a greater consistency with 1.1 million in terms of arrivals and an average stay of approximately 4.9 nights for domestic tourists and 5 for the foreigners.

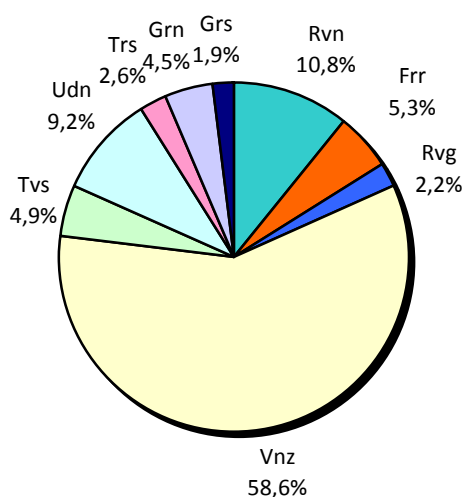
Comparing the data on the trend of tourist of the area between 2009 and 2005, there has

been an increase of 13.7% for arrivals (from 13.3 million to 15.2 million) and of 12.4% for attendances (from 60.3 million to 67.8 million). For some provinces or statistic regions, the increase has been substantial, both in terms of arrivals and presences: Notranjsko-Karst, 65.7% and 65.9%; Goriška, 58.5% and 70.4%, Ravenna, 50% and 76.8%, Trieste, 23% and 24.5%. Other provinces / regions, due to significant increases in arrivals has seen a decline in the presences: Pordenone, 10.6%; Padua, 3.4%; Rovigo, 0.7%.

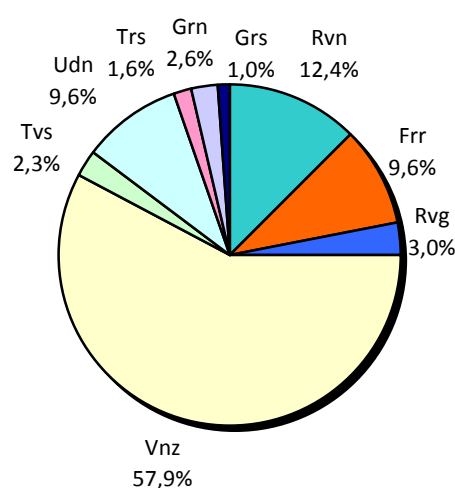
Tab. 1. Tourist movement indicators (2009)

Area	Domestic (000)		International (000)		Total (000)	
	Arrivals	Overnight stays	Arrivals	Overnight stays	Arrival	Overnight stays
Ravenna	1.132	5.880	200	1.320	1.332	7.200
Ferrara	523	4.614	137	990	660	5.604
Rovigo	155	941	117	815	272	1.756
Padova	755	2.449	489	1.873	1.244	4.322
Venice	2.126	11.534	5.110	22.051	7.236	33.585
Treviso	323	738	277	614	600	1.352
Pordenone	127	313	55	170	182	483
Udine	628	3.083	507	2.514	1.135	5.597
Gorizia	161	995	166	845	327	1.840
Trieste	194	596	121	314	315	910
Gorenjska	161	453	392	1.067	553	1.520
Goriška	68	172	168	382	236	554
Obalno-kraška	296	1.125	353	1.107	649	2.232
Notranjsko-kraška	5	12	38	54	43	65
Osrednjeslovenska	36	71	384	736	420	807
Total	6.690	32.975	8.514	34.852	15.204	67.827
Tot. only area ST	5.309	28.011	7.029	30.067	12.338	58.078
% Area ST of tot.	79,4%	84,9%	82,6%	86,3%	81,2%	85,6%

Graph. 3: Arrivals (%)



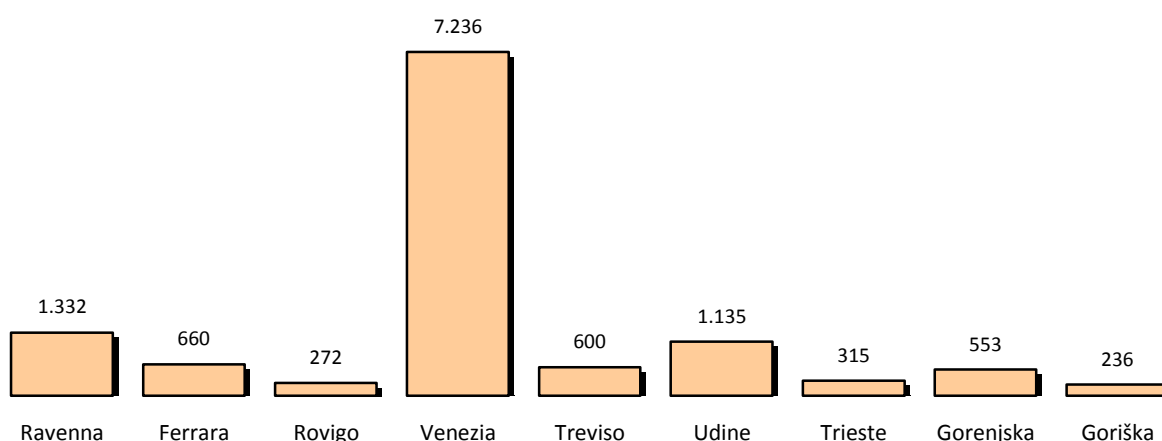
Graph. 4: Overnight stays (%)



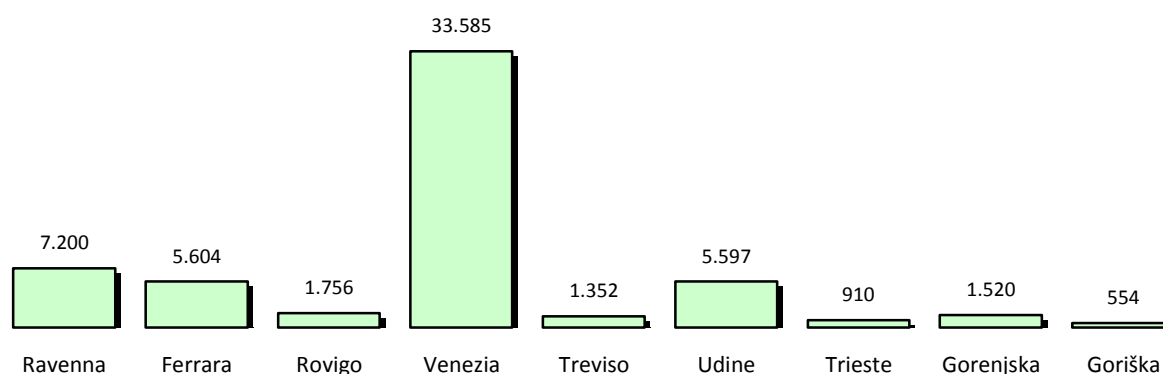
Tab. 2. Distribution, average length of stay and rate of internationalization (2009)

Area	Distribution (%)		Average length (number of nights)			Rate of internationalization (%)	
	Arrivals	Overnight stays	Domestic	International	Total	Arrivals	Overnight stays
Ravenna	8,8%	10,6%	5,2	6,6	5,4	15,0%	18,3%
Ferrara	4,3%	8,3%	8,8	7,2	8,5	20,8%	17,7%
Rovigo	1,8%	2,6%	6,1	7,0	6,5	43,0%	46,4%
Padova	8,2%	6,4%	3,2	3,8	3,5	39,3%	43,3%
Venice	47,6%	49,5%	5,4	4,3	4,6	70,6%	65,7%
Treviso	3,9%	2,0%	2,3	2,2	2,3	46,2%	45,4%
Pordenone	1,2%	0,7%	2,5	3,1	2,7	30,2%	35,2%
Udine	7,5%	8,3%	4,9	5,0	4,9	44,7%	44,9%
Gorizia	2,2%	2,7%	6,2	5,1	5,6	50,8%	45,9%
Trieste	2,1%	1,3%	3,1	2,6	2,9	38,4%	34,5%
Gorenjska	3,6%	2,2%	2,8	2,7	2,7	70,9%	70,2%
Goriška	1,6%	0,8%	2,5	2,3	2,3	71,3%	68,9%
Obalno-kraška	4,3%	3,3%	3,8	3,1	3,5	54,3%	49,6%
Notranjsko-kraška	0,3%	0,1%	2,3	1,4	1,4	88,1%	82,2%
Osrednjeslovenska	2,8%	1,2%	1,9	1,9	1,9	91,3%	91,3%
Total	100,0%	100,0%	4,9	4,1	4,5	51,7%	50,6%
Tot. only area ST	-	-	5,3	4,3	4,7	-	-

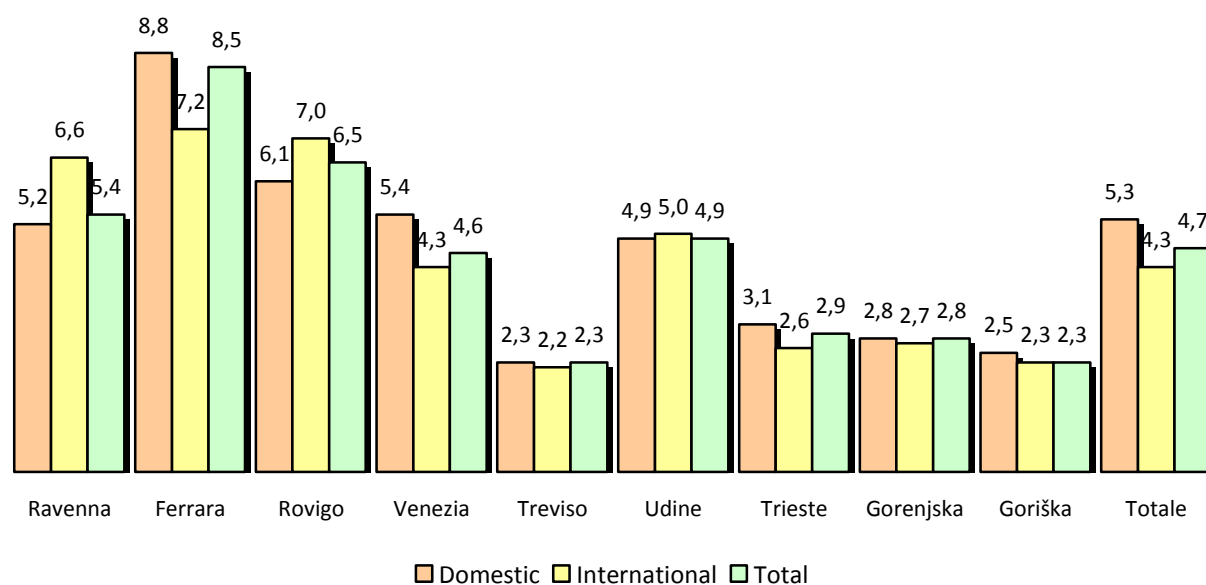
Graph. 3: Tourist arrivals in the partner's area (000; 2009)



Graph. 4: Tourist overnight stays in the partner's area (000; 2009)



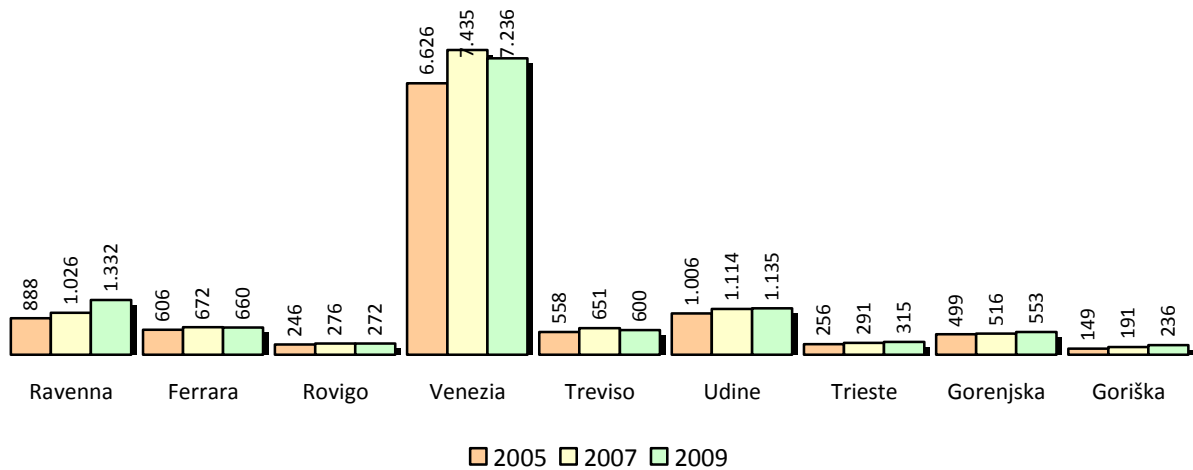
Graph. 5: Average stay in the partner's area (nights; 2009)



Tab. 3. Touristic movement trend (000; 2005-2009)

Area	2005			2007			2009		
	Arri-vals	Over-night stays	Avera-ge stay	Arri-vals	Over-night stays	Avera-ge stay	Arri-vals	Over-night stays	Avera-ge stay
Ravenna	888	4.072	4,6	1.026	4.498	4,4	1.332	7.200	5,4
Ferrara	606	5.505	9,1	672	5.434	8,1	660	5.604	8,5
Rovigo	246	1.769	7,2	276	1.731	6,3	272	1.756	6,5
Padova	1.124	4.475	4,0	1.320	4.611	3,5	1.244	4.322	3,5
Venice	6.626	30.275	4,6	7.435	33.557	4,5	7.236	33.585	4,6
Treviso	558	1.393	2,5	651	1.715	2,6	600	1.352	2,3
Pordenone	177	540	3,1	193	518	2,7	182	483	2,7
Udine	1.006	5.302	5,3	1.114	5.549	5,0	1.135	5.597	4,9
Gorizia	291	1.773	6,1	320	1.861	5,8	327	1.840	5,6
Trieste	256	731	2,9	291	805	2,8	315	910	2,9
Gorenjska	499	1.460	2,9	516	1.480	2,9	553	1.520	2,7
Goriška	150	325	2,2	191	431	2,3	236	554	2,3
Obalno-kraška	563	2.015	3,6	592	2.095	3,5	649	2.232	3,5
Notranjsko-kraška	26	39	1,5	46	62	1,3	43	65	1,4
Osrednjeslovenska	356	648	1,8	422	815	1,9	420	807	1,9
Total	13.372	60.323	4,5	15.066	65.162	4,3	15.204	67.827	4,5
Tot. only area ST	10.835	50.832	4,7	12.172	55.200	4,5	12.338	58.078	4,7
% Area ST of tot.	81,0%	84,3%	-	80,8%	84,7%	-	81,2%	85,6%	-

Graph. 6: Touristic movement trend (arrivals) in the partner's area (000; 2005-2009)



2.2. Places of origin

A relevant information to the study of tourist flows is the origin of visitors. It is expressed by the Italian place or the foreign country where the customer resides. Comparing the number of arrivals of foreign tourists with the total number of tourists, we get the rate of internationalization, i.e. the percentage of foreigners who use the facilities on the whole population of tourists.

Most of the Italian provinces home to a majority of domestic tourists: Ravenna, the domestic are more than five times higher than internationals, while in Ferrara they are about four times higher. There are mostly national costumers also in the provinces of Veneto (except Venice) and Friuli Venezia Giulia (54%-65%).

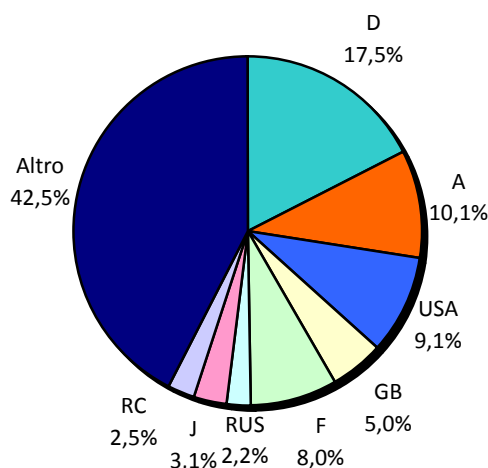
The surge in foreigner arrivals of is in the province of Venice (71%), with the highest concentration in the lagoon area, and in four of the five provinces in Slovenia (71% -91%). In the latter, the arrivals of foreign tourists far exceed the arrivals of domestic tourists.

In general, it can be stated that, excluding the provinces of Emilia-Romagna, the presence of foreign tourists is more than half the total presences in the whole area (52%), gathering, therefore, an important part of tourist flow for the Italian provinces and a fundamental one for Slovenian regions.

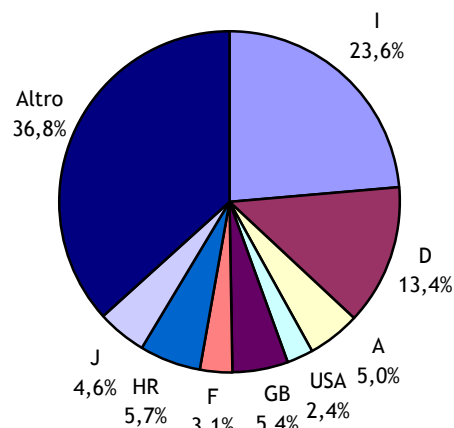
Now, it is relevant to describe the origin of international tourists in the specific of the more relevant nationalities. The provinces of Friuli Venezia Giulia have a prevalence of origins from Austria (275 thousand arrivals in 2009). For those of Veneto and Emilia Romagna, the most affected European country is Germany, with 1.1 million total arrivals for the Italian territory. Follow, respectively, Austria and France with 516 thousand and 531 thousand arrivals. Among non-European countries which most enjoy Italian tourism, there is the United States with 620 thousand arrivals, Japan 214 thousand and Russia 164 thousand arrivals.

On the Slovenian border, where the presence of foreigners is fundamental for the tourism industry, it is noted that European countries which most enjoy the Slovenian tourist offer are: Italy, with about 315 thousand arrivals, Germany with the 147 thousand arrivals and the United Kingdom with 135 thousand arrivals, Austria with 108 thousand arrivals. The British for Gorenjska and the Italians for Goriška are the foreigners who recorded the highest values for the two statistical regions of the *Slow Tourism* partnership.

Graph. 7: Arrivals in the Italian partnership's area (%)



Graph. 8: Arrivals in the Slovenian partnership's area (%)



2.3. The tourist density

The tourist density is expressed through the ratio of tourist arrivals in a particular location and its area expressed in square kilometers.

Looking at the reality of the fifteen area considered, corresponding to a total land area of 30.6 thousand square kilometers, it is noted that the total tourist density is 496 tourists per square km. Considering, however, the only area of the partners *SlowTourism*, the tourist density rises to 593 tourists per square km.

The Province of Ferrara has a density of 251 units per km travel, Ravenna, which has a greater number of tourists and has a territorial area of less than Ferrara, has a higher density tourism, amounting to 717 units per sq. km.

In Veneto, the lowest value is in Rovigo, with a tourist density of 152 units per sq. km. In the other three provinces of Veneto, although they have a similar territorial dimension arrivals affect in different ways: so Treviso, with 600 thousand arrivals and an extensive territory, has a tourist density of 242 tourist units for sq. km, Padova, with a territorial extension similar but with 1.2 million arrivals, has a density equal to 581 units per sq. km, nothing compared to Venice, thanks to much more significant arrivals

and provides a tourist density of 2,939 units per sq. km.

In Friuli Venezia Giulia, are the provinces of Gorizia and, above all, Trieste, facilitated by their limited size, to show the highest density rates: 702 and 1,486 units per square kilometer, respectively. Udine, which has the largest land area, although and interesting number of arrivals, shows a density of 231 units per sq km, still less for Pordenone, although a vast territory and a small number of arrivals stands to 84 tourists per square km.

In the Slovenian region Obalno-Kraška there is the reality that best responds to this parameter and can count on a tourist density of 622 units per square kilometer, the realities with a considerable density are also those of Gorenjska with 259 and of Osrednjeslovenska with 164. The other two regions are, however, handicapped by a smaller number of arrivals, in particular, the Notranjsko-kraška shows the index of 30, and it is the reality with the lowest tourist density of the entire transborder area examined.

Tab. 4: Place of origin of the main groups of foreign tourists (arrivals)

Area	Italy	Slovenia	Germany	Austria	United States	United Kingdom
Ravenna	-	1.795	50.922	9.398	6.430	7.490
Ferrara	-	955	41.729	5.914	4.327	4.341
Rovigo	-	395	34.803	5.395	855	1.572
Padova	-	2.212	110.789	61.633	19.844	13.378
Venice	-	9.701	876.111	417.366	553.255	278.227
Treviso	-	1.628	33.249	16.029	16.046	15.381
Pordenone	-	808	8.274	6.448	6.833	2.424
Udine	-	7.268	79.450	181.575	5.172	6.185
Gorizia	-	1.135	35.147	68.795	2.109	3.027
Trieste	-	1.323	16.162	17.906	5.345	7.430
Gorenjska	57.252	-	53.551	17.367	11.452	26.364
Goriška	74.929	-	21.705	10.584	1.961	3.986
Obalno-kraška	123.251	-	36.481	59.761	3.351	6.422
Notranjsko-kraška	8.903	-	4.679	1.531	589	617
Osrednjeslovenska	50.157	-	30.703	18.568	15.242	23.275
Total	314.492	27.220	1.433.755	898.270	652.811	400.119
% Total	3,7%	0,3%	16,8%	10,6%	7,7%	4,7%
Tot. ST area only	132.181	23.065	1.207.682	681.534	604.843	350.976
% Tot. ST area only	1,9%	0,3%	17,2%	9,7%	8,6%	5,0%
% ST area of tot.	42,0%	84,7%	84,2%	75,9%	92,7%	87,7%

Area	France	Russia	Croatia	Japan	China	Other countries
Ravenna	20.642	10.157	2.357	1.317	1.512	87.980
Ferrara	11.713	2.733	607	670	2.240	61.771
Rovigo	4.362	18.941	534	80	1.452	48.611
Padova	34.537	21.336	4.231	12.205	33.637	175.198
Venice	441.340	89.960	16.533	187.534	125.548	2.114.425
Treviso	19.112	6.280	3.107	8.989	30.762	126.417
Pordenone	4.497	1.811	1.655	240	392	21.618
Udine	11.115	11.050	6.206	695	1.660	196.624
Gorizia	3.940	871	1.141	488	139	49.208
Trieste	7.874	1.139	3.580	1.964	419	57.858
Gorenjska	12.874	3.975	25.431	25.313	1.146	157.151
Goriška	4.564	607	6.252	284	556	43.043
Obalno-kraška	10.285	6.826	7.300	600	365	98.231
Notranjsko-kraška	1.780	1.084	616	284	28	18.088
Osrednjeslovenska	20.609	4.623	15.912	20.353	2.870	181.367
Total	609.244	181.393	95.462	261.016	202.726	3.437.590
% Tot.	7,2%	2,1%	1,1%	3,1%	2,4%	40,4%
Tot. ST Area only	533.596	144.842	64.607	226.846	165.295	2.893.880
% Tot. ST area only	7,6%	2,1%	0,9%	3,2%	2,4%	41,2%
% ST area of tot.	87,6%	79,8%	67,7%	86,9%	81,5%	84,2%

2.4. The index of territorial exploitation

The index of territorial exploitation is the indicator that measures the sustainability of the residents and tourists. On impact of in the territory of a given location. It is calculated by adding up the tourist arrivals to the number of residents per square. Although influenced by the surface (with the same arrival and/or population, a territory with a larger area will have a lower index value), the index is a good indicator for understanding the criticality of the areas that want to develop slow activity. The latter, in fact, suggest poorly exploited areas and / or with a high human density.

The gathered data reflect rates of sustainability determined by the index of exploitation which vary significantly within the diverse Italian and Slovenian realities. The index, overall, is a value of 688 on the entire border area and 777 in the project areas of interest.

The reading of the data for the Slovenian area shows a significant gap between the rate of exploitation of the statistical region Obalno-Kraška, which is the highest, placed in 726 and that of other regions: in Gorenjska, the index is 353 while in Osrednjeslovenska in is 369, in the

other regions, the index varies between 65 and 153 and then lower.

In the Italian provinces, there are substantial differences that bring Venice to hold the primacy of sustainability with an index of territorial exploitation equal to 3.288, thanks to its 2.939 tourists per square kilometer, followed by Trieste, the only reality that shows a density of resident population over thousand people, and an index of exploitation of 2.602. Gorizia, Padua and Ravenna are concentrated around an index close to 1.000, while other provinces remain below 600 as index of land exploitation.

Note that, in general, wanting to compare indices of exploitation divided between arrivals per square kilometer of national and international tourists, in the Italian territory in defiance of Venice and Gorizia, are the nationals, being more numerous, to determine an index higher, while in Slovenia is just the opposite, namely foreign tourists determine an index of exploitation higher than domestic tourists, in all reality analyzed.

Tab. 5: Territorial indexes (2009)

Area	Inhabitants (000)	Surface (kmq)	Tourist arrivals (000)	Population density	Tourist density	Index of exploitation
Ravenna	373	1.858	1.332	201	717	918
Ferrara	359	2.631	660	136	251	387
Rovigo	248	1.789	272	138	152	290
Padova	929	2.143	1.244	434	581	1.014
Venice	859	2.462	7.236	349	2.939	3.288
Treviso	884	2.477	600	357	242	599
Pordenone	314	2.178	182	144	84	228
Udine	541	4.905	1.135	110	231	342
Gorizia	143	466	327	306	702	1.008
Trieste	236	212	315	1.116	1.486	2.602
Gorenjska	202	2.137	553	94	259	353
Goriška	119	2.325	236	51	102	153
Obalno-kraška	109	1.044	649	104	622	726
Notranjsko-kraška	52	1.456	43	36	30	65
Osrednjeslovenska	522	2.555	420	204	164	369
Total	5.888	30.638	15.204	192	496	688
Tot. ST area only	3.821	20.796	12.338	184	593	777
% Area of total	64,9%	67,9%	81,2%	-	-	-

3. The accommodation supply

3.1. The composition

The area under consideration has a varied and complex accommodation offering. Each local area shows itself with different characteristics from time to time depending on what you want to analyze: the number of different types of exercises, number of available rooms, the number of beds, etc.

In the case of the border and, more specifically, in the area interesting for the project, the tourist offer consists of different types of structures ranging from a territorial reality to another according to the characteristics and vocations of the territory. In total, the tourist exercises provide 798 thousand beds of which 558 thousand in complementary businesses and 240 thousand in hotels.

On the Italian front, there are about 46 thousand tourist years, of which 44 thousand houses and cottages, more than 2 thousand bed

& breakfast in addition to campsites and youth hostels as complementary structures. The hotels, however, present with a total of 3.165 activities, of which 989 to 1 or 2 star hotels, 1.735 three-star hotels and 4 or 5 stars 441 hotels. Overall, the hotels offer 215 thousand beds, while the complementary structures offer 516 thousand beds.

The territory of Slovenia has a variety of structures that follow, as in the Italian context, the peculiarities of the territory. Referring to the available beds, it is found that the offer consists of approximately 25 thousand beds available in hotels, mostly 3 or 4 stars and of 42 thousand beds available in complementary businesses, mostly houses, campsites concentrated in coastal provinces, bed and breakfast and accommodation in farms.

3.2. The rate of accommodation

The rate of accommodation is the tourist potential of an area. It is obtained by dividing the number of beds in all those accommodation (hotel and complementary) of a certain area for its inhabitants.

In an area that offers 798 thousand beds and that is inhabited by a population of nearly 6 million, the rate variable directivity is shown in various locations under consideration. Venice is the province with the highest rate of accommodation, equal to 45,8 with 20,8, followed by Udine, Gorizia and Ravenna with

19,5 with 18,8. Evaluating the difference of the same parameter on two other cities with a population of Veneto similar to that of Venice, Padua showed a rate of 3,6 and Treviso accommodation only 1,7.

Slovenian regions show the rates of accommodation less significant, except Obalno-kraska with a rate of 22,7 and with a rate of 10,9 Gorenjska; the region that is home to the capital Ljubljana stops at a rate of 1,8.

Tab. 6: Accommodation facilities (2009)

Area	Hotels	Other	Total	Rate of accommodation
	Sleeping accomodations			
Ravenna	36.833	36.105	72.938	19,5
Ferrara	6.131	25.905	32.036	8,9
Rovigo	2.537	25.095	27.632	11,2
Padova	26.811	6.681	33.492	3,6
Venice	92.843	300.302	393.145	45,8
Treviso	8.456	6.161	14.617	1,7
Pordenone	5.133	2.765	7.898	2,5
Udine	25.299	87.082	112.381	20,8
Gorizia	6.790	19.979	26.769	18,8
Trieste	4.103	5.462	9.565	4,0
Gorenjska	7.847	14.190	22.037	10,9
Goriška	2.940	3.320	9.260	7,8
Obalno-kraška	9.816	14.902	24.718	22,7
Notranjsko-kraška	541	1.209	1.750	3,4
Osrednjeslovenska	3.829	5.503	9.332	1,8
Total	239.909	557.661	797.570	13,5
Total area only	186.989	506.622	693.611	18,2
% Area of total	77,9%	90,8%	87,0%	-

Legend: Holiday accommodations: 1-5 star hotels, resorts hotels, guest houses, motels, residences, hotels or meubl  garni, historic houses, health centers. Complementary businesses: agritourism accommodation, rental accommodation, campsites, holiday homes and holiday apartments, holiday homes, bed & breakfasts, hostels, tourist villages, mountain huts and bivouacs.

Tab. 7: Sleeping accommodations in other accommodation facilities (2009)

Area	Posti letto					
	Campsite	Agritourism	Bed&-breakfast	Room rental	Other	Total
Ravenna	25.999	723	897	4.042	4.444	36.105
Ferrara	20.048	671	411	4.485	290	25.905
Rovigo	11.908	679	407	11.892	209	25.095
Padova	760	1.226	1.655	1.812	1.228	6.681
Venice	133.474	1.110	2.791	155.641	7.286	300.302
Treviso	391	2.020	1.260	1.899	591	6.161
Pordenone	486	436	177	735	931	2.765
Udine	15.476	2.040	1.307	61.030	7.229	87.082
Gorizia	12.229	616	129	6.606	399	19.979
Trieste	3.401	150	285	1.113	513	5.462
Gorenjska	3.610	204	1.791	1.927	4.628	12.160
Goriška	2.335	183	602	630	1.237	4.987
Obalno-kraška	3.235	74	1.278	2.902	3.853	11.342
Notranjsko-kraška	750	57	163	182	57	1.209
Osrednjeslovenska	1.000	59	1.977	262	2.205	5.503
Total	235.102	10.248	15.130	255.158	35.100	550.738
Tot. ST area only	230.117	10.058	11.712	251.812	28.985	532.684
% Area of total	97,9%	98,1%	77,4%	98,7%	82,6%	96,7%

3.3. Index of quality of the hotels

A first date to compare different realities in a qualitative aspect of the hotels where the data are consolidated and classified with homogeneity through the customary number of stars, is the index of quality of hotels. The index is calculated by dividing the number of beds in 3,4,5 star hotels in for the number of beds in 1,2 stars hotels.

Following this criterion, it is noted that a significant difference emerges between the two different national realities: In Slovenian statistical regions, the quality index exceeds the Italian provincial reality. Thus, it is noted that in Slovenia, except for Osrednjeslovenska, there are no structures with a single star and that the highest concentration of facilities is divided between 3 and 4 stars, the largest number of beds available in a 5-star hotel is in the region of the capital Obalno-Kraška with 1.414 beds, guaranteeing a quality rating of 33,3.

The quality index has the highest level in the region of Gorenjska 54,2 thanks to good availability of beds in facilities with at least 3 stars.

On the Italian front, we note, however, that the high presence of structures with 1,2 stars balances the weight represented by the structures with more stars, originating of the indices of lower quality compared to those of Slovenia. There are, in fact, reality like Venice which despite, the more than 4 thousand beds in 5-star, has to deal with an index of 5,7, surpassed by the reality of more modest size, as Gorizia 6,4, Ravenna 6,6, Treviso 7,9 and Padua 9,3. These data make to think over the homogeneity of the offer in the various territories and they show that on the Italian side are the provinces in Veneto to offer a higher average standard of quality with reference to hotels.

Tab. 8: Sleeping accommodations in the hotels (2009)

Area	Category						Index of quality
	*	**	***	****	*****	Totale	
Ravenna	877	3.998	24.321	7.361	276	36.833	6,6
Ferrara	360	1.088	3.097	1.533	53	6.131	3,2
Rovigo	357	363	1.348	469	0	2.537	2,5
Padova	647	1.959	10.926	10.777	2.502	26.811	9,3
Venice	4.471	9.470	46.256	28.408	4.238	92.843	5,7
Treviso	196	751	3.360	3.926	223	8.456	7,9
Pordenone	481	566	2.756	1.330	0	5.133	3,9
Udine	2.087	3.111	14.529	5.367	205	25.299	3,9
Gorizia	402	521	4.036	1.831	0	6.790	6,4
Trieste	430	359	1.786	1.462	66	4.103	4,2
Gorenjska	0	100	2.026	3.233	161	5.520	54,2
Goriška	0	158	1.056	779	23	2.016	11,8
Obalno-kraška	0	250	3.421	3.499	1.414	8.584	33,3
Notranjsko-kraška	0	0	487	54	0	541	-
Osrednjeslovenska	100	144	1.628	1.669	288	3.829	14,7
Total	10.408	22.838	121.033	71.698	9.449	235.426	6,1
Tot. ST area only	8.778	19.398	97.779	52.538	5.245	183.738	5,5
% Area of total	84,3%	84,9%	80,8%	73,3%	55,5%	78,0%	-



TOURIST THEMATIC MAPS

Fig. 1: Statistical-administrative borders for unit of analysis

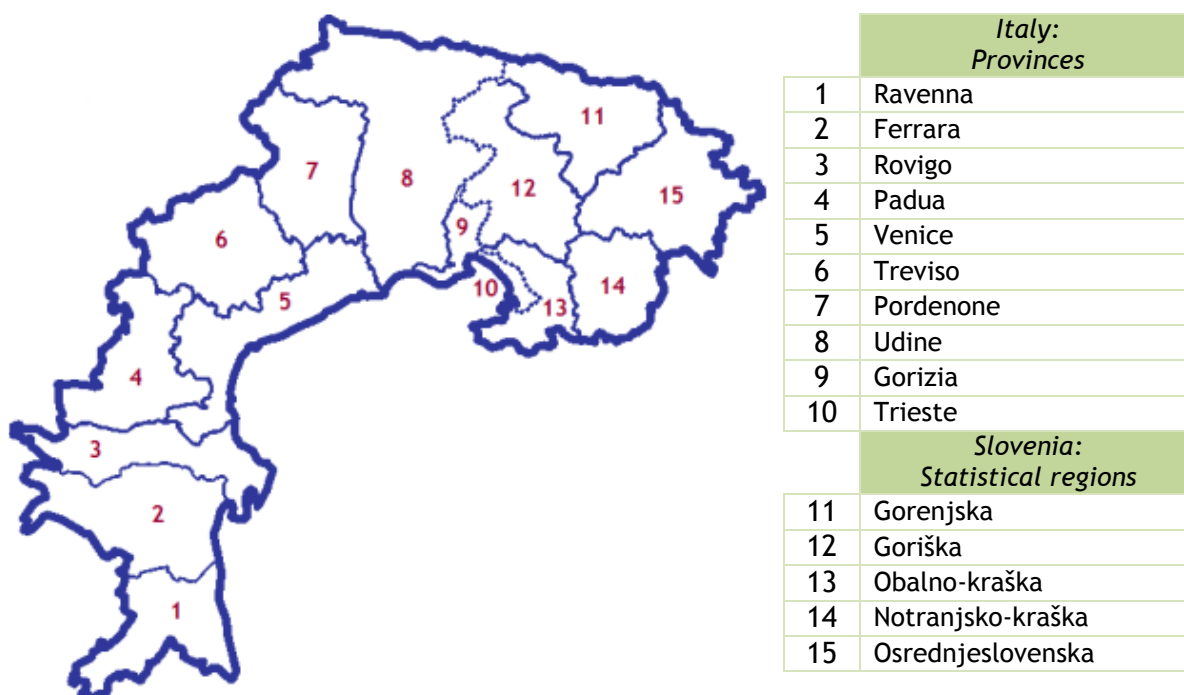


Fig. 2: Tourist arrivals (2009)*

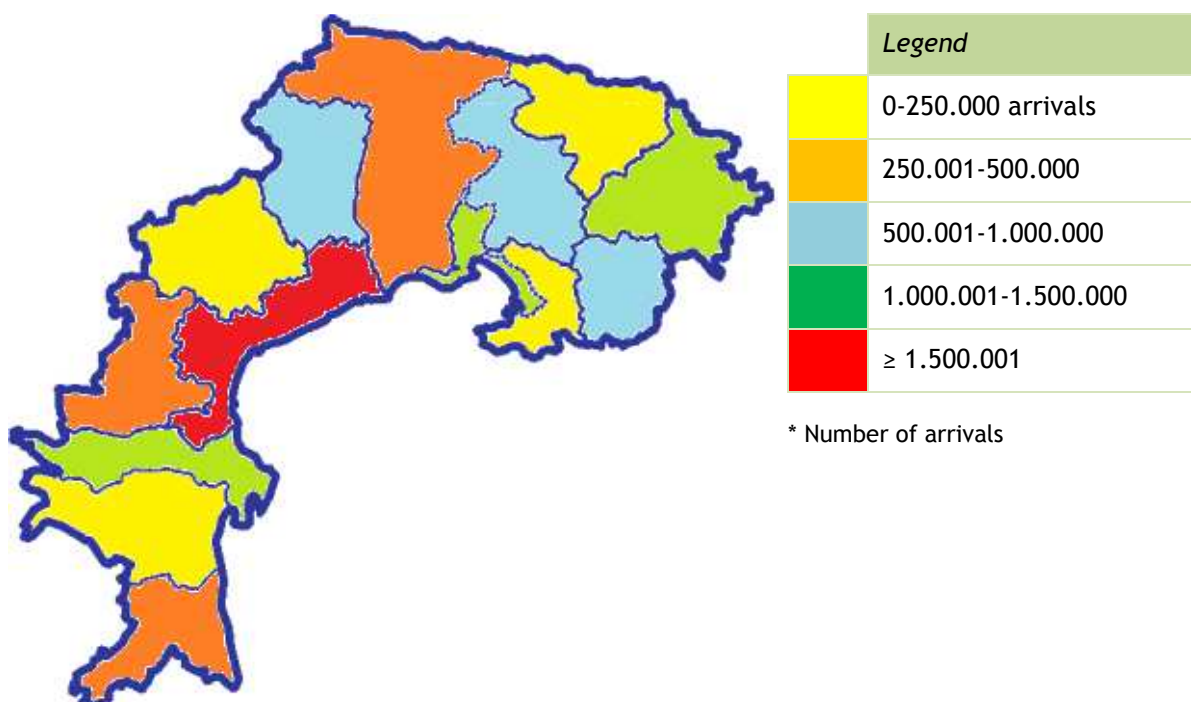


Fig. 3: Average overnight stay* (2009)

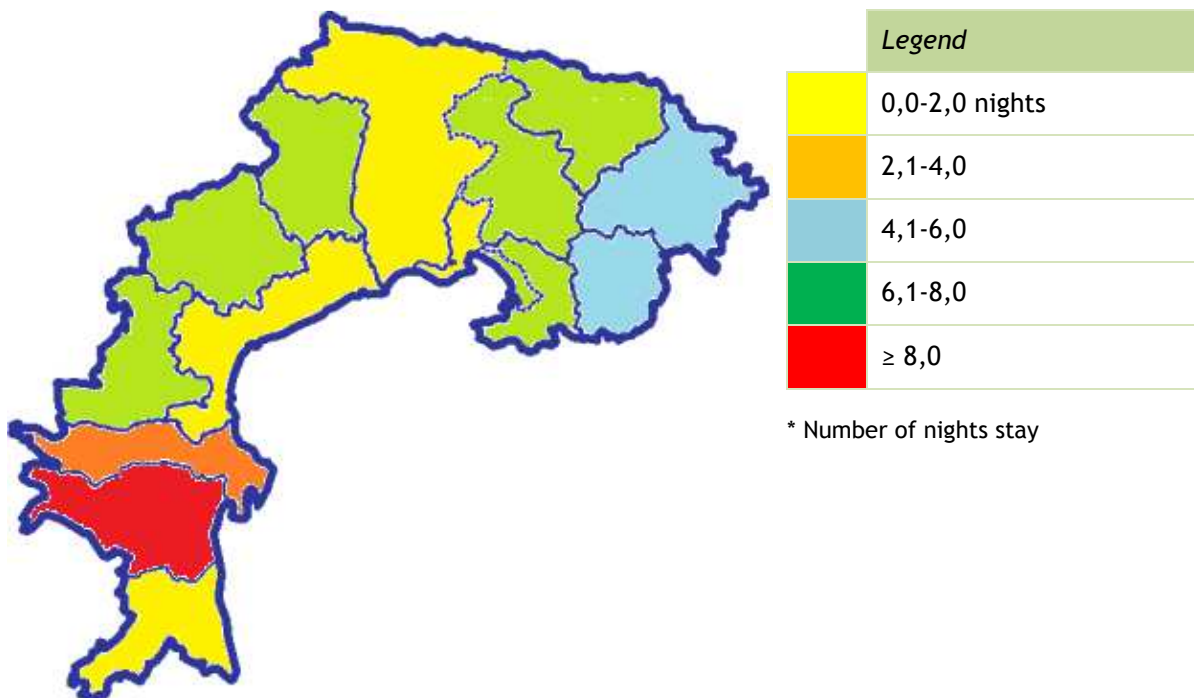


Fig. 4: Rate of internationalization* (2009)

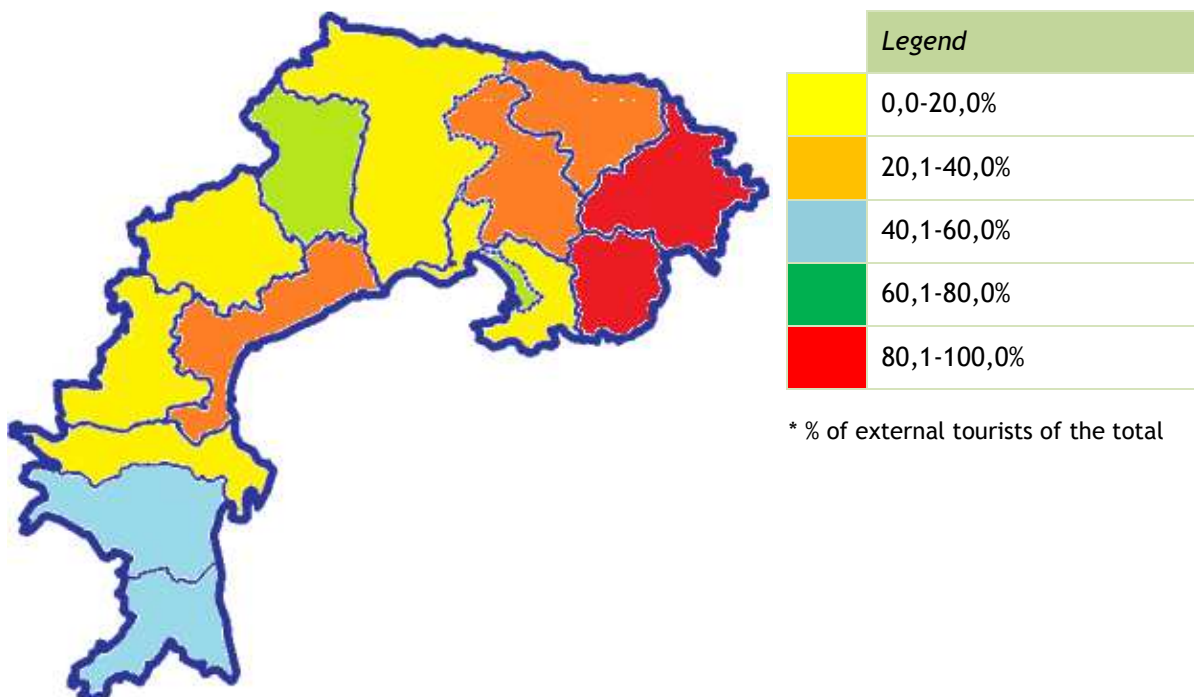


Fig. 5: Tourist density* (2009)

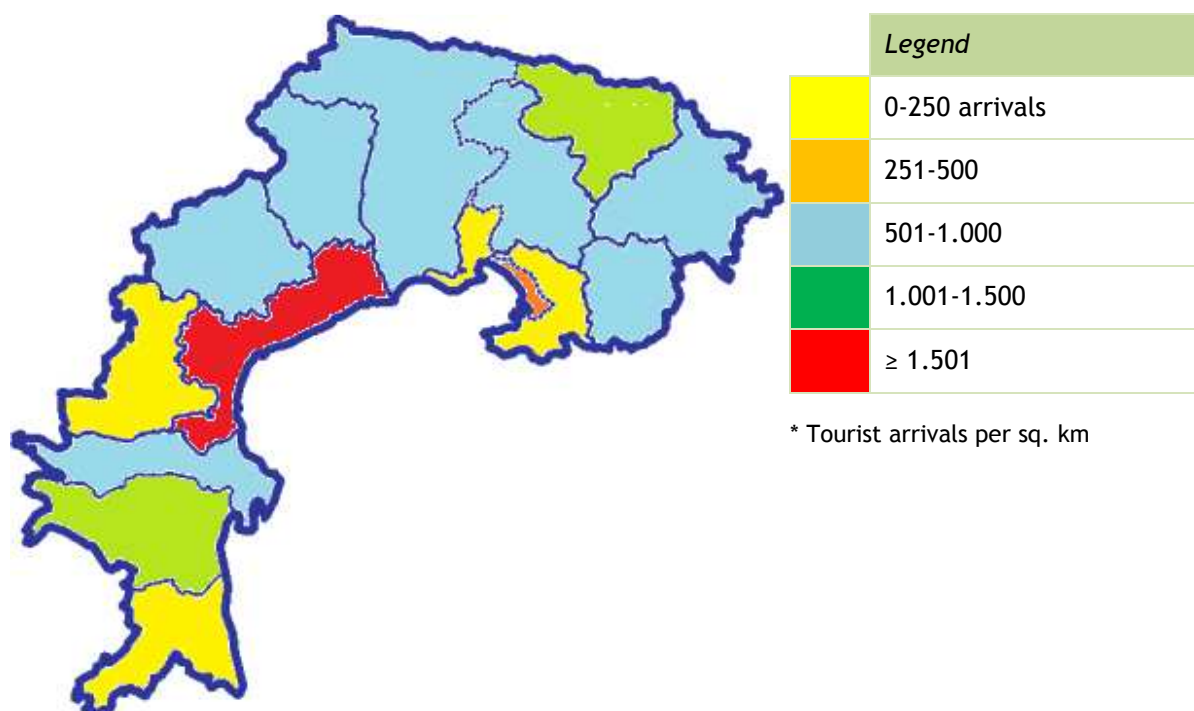


Fig. 6: Index of territorial exploitation* (2009)

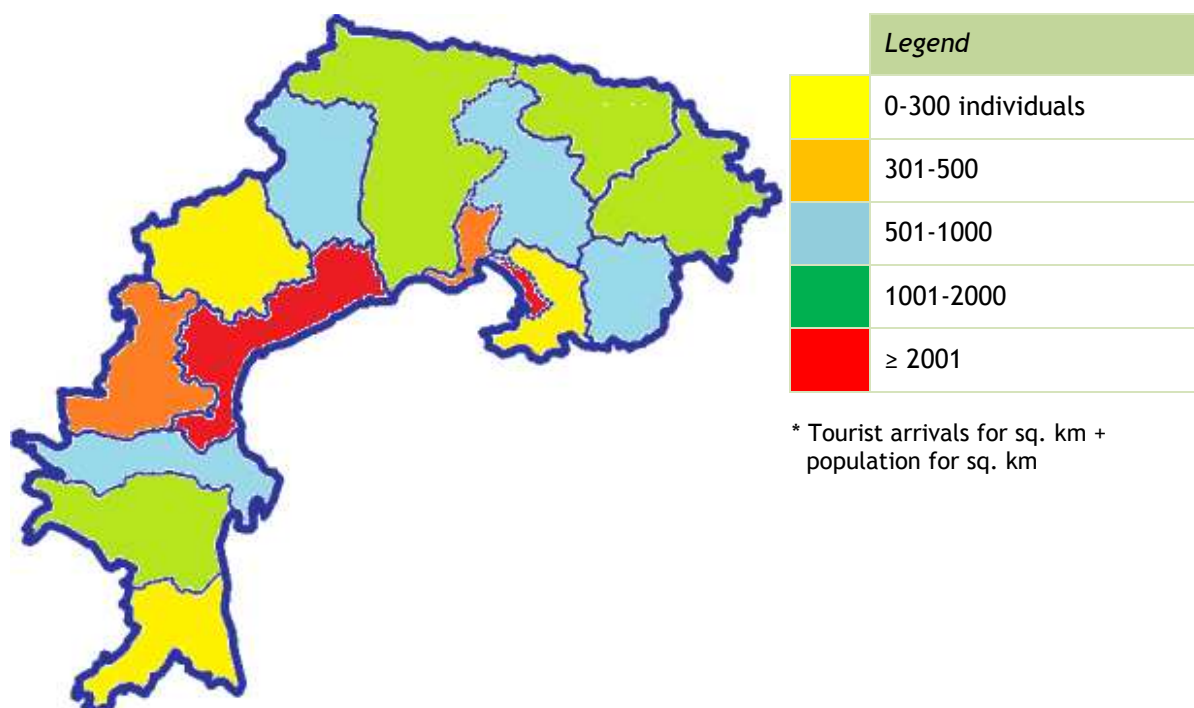


Fig. 7: Accommodation capacity rate* (2009)

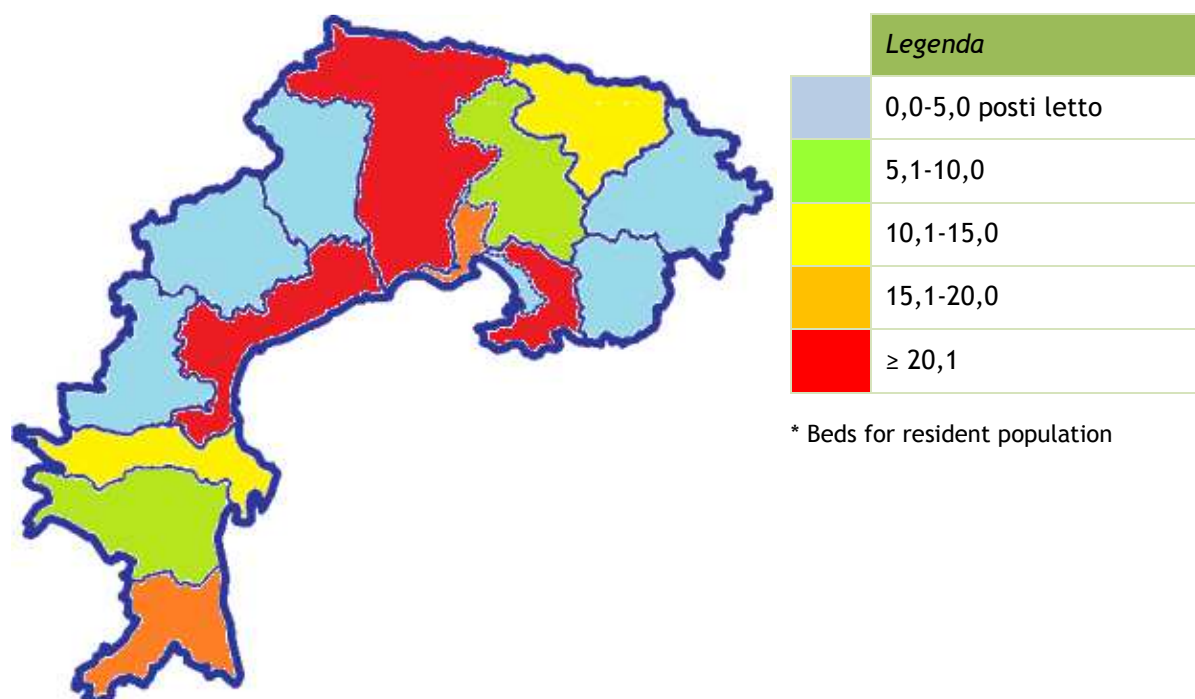
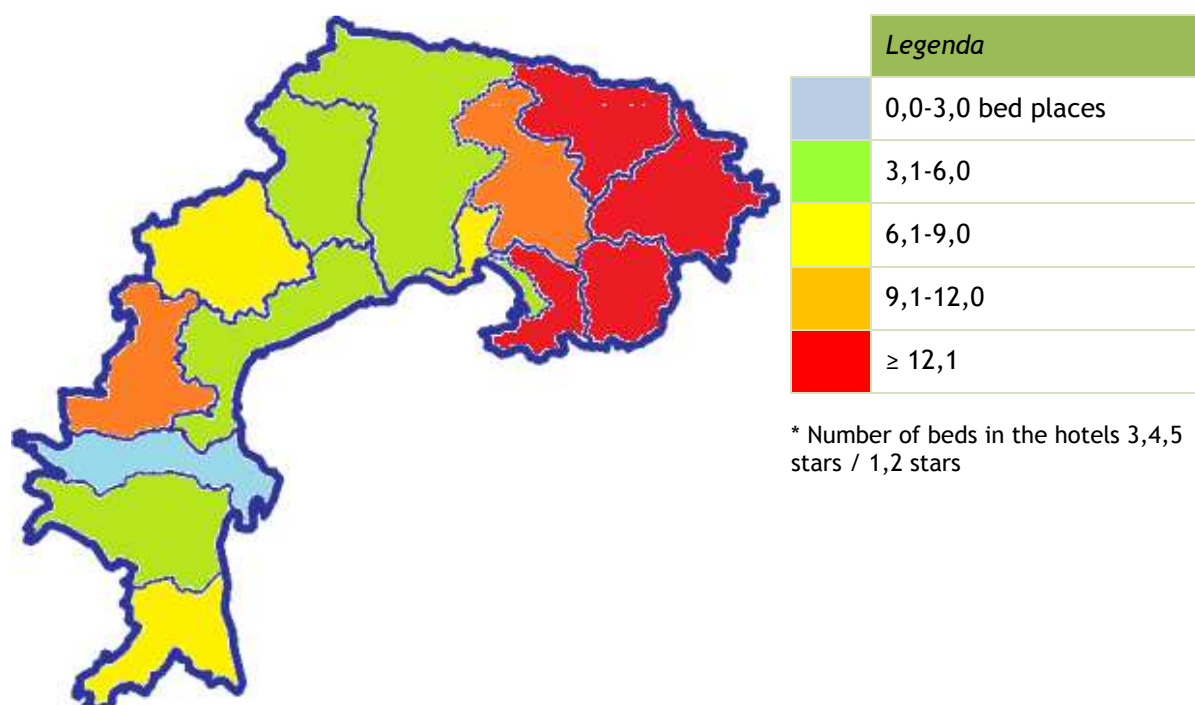
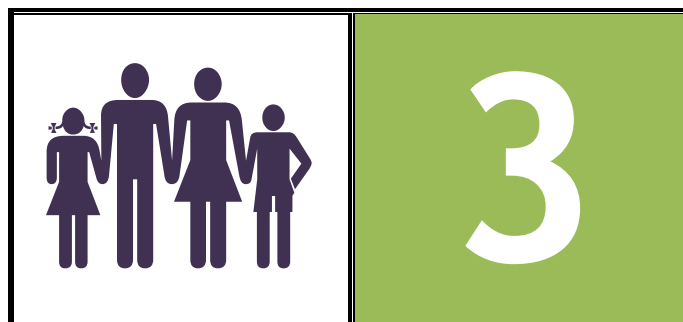


Fig. 8: Index of quality* (2009)



THE PROFILE OF THE SLOW TOURIST



Playing sports, immersing oneself in local life, enjoying the beauties of nature, observing the past, getting possession of time again are all different sides of slow tourism for hikers and tourists in the Italian-Slovenian cross-border area. Slow tourists also demand quality of place, of facilities and their accessibility.

1. Introduction

Choosing a trip or just a hike is something that summarizes the past, the present and the future of the tourist/hiker. The past is made of relationships with other people and of positive or negative experiences; the present is made of plans, of contingent realities (financial and/or time resources) and of suggestive offers; the future is made of expectations. Therefore, there is more than just one type of tourist to whom just one tourist facilities offer corresponds. Furthermore, economically speaking, the demographic (age, gender, etc.) or the socio-economic (education, income, etc.) variables are not anymore sufficient to answer for the tourist's behavior. In the literature, there are many classification of the tourist user which are based on specific aspects of social sciences (psychology, sociology, anthropology, etc.), such as life styles, unconscious motivations, preferences, etc.

Therefore, choosing a trip can be classified on the base of time (few hours or several months), of space (near or far places), of the type of environment (natural environments, cities of art, bathing resorts, etc.), of the type of organization (the lonely tourist that travels autonomously or the mass tourist that chooses *all inclusive* trips). Yet, choosing a trip may concern other aspects, the return to infantile behaviors, the need to get away from everyday life, the search for prestige and social promotion, the need to expand one's own knowledge, the desire to confront with other people, etc.

In the *SlowTourism's* project, it was important to profile the slow tourist, with the intent to plan the partner's tourist offer, defining how partners' heterogeneous vacation business can be divided into different users groups, each as homogenous as possible. One of the aims of the project is, therefore, to understand the main aspects of slow tourism and the socio-demographical features of slow tourists.

The research group of the Department of Social and Political Sciences at the University of Trieste, therefore, arranged a structured questionnaire in order to measure those aspects of slow tourism that are related to the users' behaviors towards slow activities (demand) and towards one's perception of quality of place (offer).

The questionnaire, handed out in four languages (Italian, Slovenian, English and German), has three parts with Likert-scale single answer questions on the appreciation and on the frequency in doing slow activities and on one's perception of quality of place; it has also four questions on the choice and on the duration of the vacation (reasons behind the trip, accommodation facility chosen, duration and company), plus five more questions on the socio-demographical features (gender, age, education, occupation and residence).

Focus 1

Why people travel in Europe and in the World?

At international level, travel for leisure, recreation and holidays accounted for just over half of all international tourist arrivals (51% or 446 million arrivals). Some 15% of international tourists reported travelling for business and professional purposes and another 27% travelled for specific purposes, such as visiting friends and relatives, religious reasons and pilgrimages, health treatment, etc. Analyzing, specifically, the European market, the Eurobarometer surveys (2010) provide us with important information on the structure of the tourism market. The largest proportion of holidaymakers across the EU (37%) said that the major motivation for their main holiday in 2009 had been *rest and recreation*. About a fifth (19%) had wanted a *sun/beach* holiday and 17% said the main objective had been to *visit friends or relatives*. *City trips, nature and culture and religion* were each selected by less than a tenth of holidaymakers (6-7%). Less than one out of twenty EU citizens who took a holiday mentioned *sports or health-related factors* as the major motivation for their main holiday (both 3-4%). Younger EU citizens were more attracted by *sun and beach* (24% of 15-24 year-olds vs. 13% of the over 54 year-olds), while older respondents more frequently selected *wellness/health treatment, nature and culture and religion*. The 25-54 year-olds, on the other hand, were more likely to say said that the major motivation for their main holiday had been *rest and recreation* (40-42% vs. 33-34% of younger and older respondents). When deciding on a holiday destination, the largest proportions (32%) of EU citizens named the location's *environment* (e.g. its overall attractiveness) as the key consideration (mainly Germany, Finland, Austria, Lithuania, Slovenia, Hungary and Iceland). *Cultural heritage* (25%) and the *options for entertainment* (16%) were the second and third most widespread responses. *Gastronomy, arts and festivals (or other events)* were each considered as having a major influence on holiday decisions by roughly one out of twenty (5-6%) EU citizens.

Focus 2

Profile of tourists in Slovenia

Every three years the statistical office of the Republic of Slovenia publishes a survey on the presence of foreign tourists in the Slovenian campsites and hotels. The last survey was carried out in 2009 in selected hotels and campsites over the whole territory (April, June-August and September). In 2010, the Slovenian Tourist office published an analysis full of details, based on the data gathered during the survey, on tourists from Austria, United Kingdom, Croatia, Italy and Germany. The results,

here briefly in summary, concern: the main reasons for visiting Slovenia of tourists from all the countries under consideration. From the results, it is clear that: the main reasons that drive tourists, coming from the above mentioned countries and that stayed at the Slovenian campsites and hotels, to visit Slovenia are natural beauties (English 93%, Germans 89%, Austrians 86%, Italians 81%) and relax and rest (Croatians 96%, Germans 92%, Austrians 90%, Italians 86% and English 84%). Health and wellness services are another important reason to visit Slovenia for 66% Italians. On the contrary, for 33,5% Austrians and 17% Croatians, these are not important reasons. From the answers given by Austrians (63%), Croatians (51,6%), Italians (48%) and Germans (45%), the personal experience is not a reason that makes you plan a vacation in Slovenia; for English tourists, instead, advices from friends and relatives have strongly affected the decision to go on vacation in Slovenia (33%), even though this kind of information is pretty important for other nationalities. English have out of average values also for using travel agencies as a source of information (21%). The results show the (little) and surprising importance given to Internet as a means to get information on the destination. As far as planning the vacation in Slovenia is concerned, Internet is considered important by Croatians (34%); these are followed by Italians (30%), Austrians (25%), English (25%) and Germans (25%). Tourists were also asked to give a general impression on their visit in Slovenia telling if the experience was: "better than expected", "as expected" or "worse than expected". The frequency of the third option - "worse than expected" - registered the following percentages: English 47,5%, Italians 40%, Germans 34%, Austrians 28% and Croatians 27%. Tourists were then asked to judge some aspects (e.g.: environment, quality of roads and road services, accessibility to tourist information, possibility of resting and relaxing, etc.). Just to mention two examples that obtained the best rating (excellent) and two that obtained the worst rating (poor or very bad): quality of environment was judged excellent by 72% English, 52% Germans, 50% Croatians, 41% Austrians and 40% Italians. On the contrary, quality of the roads and of the road services was judged negatively by 27,7% Croatians, 17% Germans, 15% English, 14% Italians and, finally, 8% Austrians. Hospitality was considered excellent by English (58%), Austrians (46%), Germans (36%) and Italians (30%). In conclusion, with the examples, another aspect considered very bad, by 10% English and German tourists, is the accessibility to information during their stay in Slovenia.

Focus 3

Profile of tourists in Italy

In Italy, the researches of Isnart (2007) provide interesting information on the profiles of tourists related to the slow products. In general, the Italian and foreign tourists give primary importance to the hospitality of the local population and, then, to the quality of food and drink, followed by the cleanliness of the place and the accommodation. The environmental context (pollution, urbanization, etc.) influences more than the organization of the territory and the costs of accommodation and restoration.

(a) *The tourist of culture*: the demand for cultural tourism marks 24% of presences in Italy (18% Italians and 32% foreign). It is the first product in tourist arrivals to Italy and the second for overnight stay after the beach. The cultural tourist is characterized by a medium-high cultural level and an average age of 30-40 years. The average duration of the holiday is 2-3 nights for the Italians and 7-13 nights for foreigners and the accommodation mainly used is the hotel. The cultural foreign tourist links the stay with shopping and excursions.

(b) *The tourist of sea*: the demand for beach tourism regards 32% of presences in Italy (37% Italians and 24% foreign). The tourist resort is a *repeater* that often stays in the resort. It has an average age of 40 years. The average vacation is long: 12-13 nights and the type of accommodation used is the hotel as well as camping and private homes for rent. For foreigners especially the hotel and camping. The choice of location is related to the natural beauty and relaxation.

(c) *The tourist of mountain*: the mountain tourism in Italy is a question of 13% of overnight stay. The foreign tourist has an average age higher than that of Italian tourist (45 vs. 41 years) and is a *repeater* (68% vs. 39%). For both the natural beauty is the main motivation, but while the Italian is looking for relaxation, the foreign tourist is more motivated by a desire to see a place never seen and by sports.

(d) *The tourist of lake*: the lake is a proportion of tourism demand of 7% of overnight stay in Italy. The tourist is staying in accommodation in private homes for average stays of 8-9 nights, has an average age of 42 years and is a *repeater*. This segment is characterized by the application of research in these destinations to relax, to live in a natural context appreciably.

(e) *The tourist of green*: green tourism picks up 4% of arrivals. The tourist has an average age of 45 years and stays mostly in the holiday cottages, with an average duration of 6 nights. The nature holiday is motivated primarily by the natural beauty of the places in combination with the desire to see a place

to relax and never seen (for the Italians) or with the desire to know the richness of cultural heritage (for foreigners).

(f) *The tourist of Spa*: Spa tourism picks up 4% of total overnight stay in Italy. The tourist has an average age of 52 years and is a *repeater*. His stay is on average of 10-12 days. In addition to relaxation, health and wellness that distinguish the product, the main reasons are, for the Italians, fun, and for foreigners, nature and sport.

(g) *The tourist of boat*: Sailing tourism is a product that is made inside of 72% of Italian tourism, while among the foreigners, 24% proportion of tourism demand of is European. The activities of the tourism demand see mainly the boat trips but also private shore excursions. The most visited places are the parks and natural areas, old towns and cathedrals.

(h) *The tourist of food and wine*: The wine and food tourism have a proportion of tourism demand of 3% of Italian tourists and 9% of international ones. The tourist, in addition to typical holiday activities (hiking, cultural visits), goes shopping, attends to wine and food events, tasting local specialties and purchase local products and local crafts.

(i) *The tourist of sport*: sports tourism relates to a share of total demand equal to 11% of Italian tourists and 13% of the foreign ones. The practice of sports activities focusing on: swimming, sailing, walking and diving (for Italians), swimming, cycling and trekking (for foreigners). In addition to sport, common to all these tourists, the other activities offered are: hiking, boating, participation in food and wine events. The most visited sites are the natural parks, but also the historical centers.



2. Sample description

In all, 800 interviews have been made, 200 in each Italian region (Emilia Romagna, Veneto and Friuli Venezia Giulia) and 100 in each Slovenian statistical region (Gorenjska and Goriška). The interviews were in part collected by qualified personnel in loco who directly interacted with the users and, in part, through the self-filling of the questionnaires that were at visitors' disposal in many visitor centers (Casa delle Farfalle, Centro visite saline di Cervia, Centro didattico naturalistico di Basovizza, etc.), tourism promotion offices (in Rovigo, Rosolino Mare, Porto Tolle, etc.), tourist places (Basilica di Aquileia, Cattedrale di San Giusto, Castello di Miramare, etc.), etc.

As for the statistical validity of the sample put together for the research, overall, the 800 interviews provide good accuracy in results that are at most invalidated by less than 5% error. In fact, the size of the sample guarantees, with at least 95% probability, that the error in proportions estimates (frequency percentages in a distribution) is not higher than 5% (absolute) in the worst case. This result guarantees the stability of the correlation indexes on which a part of the processings variables will be subjected to is based (factorial analysis) (Chiari, Corbetta 1973: 499).

As for the geographical area (Italian region or Slovenian statistical region), the 200 interviews that have been collected, even though the margin of error is higher, describe with enough representative reliability the characteristics of the users and verify accuracy in the experts' judgments (Finsterbusch 1976: 117-136).

As for the sample analysis, it is mostly composed of women, 57%. The average age is 42 years. The prevalent age class is 35-50 years, which is 50% of the subjects. The sample has a high education level: 39% have a degree. As for the occupation, 29% do not have a job (students, housewives, retirees, unemployed, etc.), 47% are employees (worker, office worker, teacher, etc.) and 24% have their own activity (manager, businessman, freelancer, etc.).

Most of the interviewed subjects are from Italian places (60%). The rest lives in Austria or in Germany (11%), in Slovenia (9%), and in other European countries (15%) or in other parts of the world (5%).

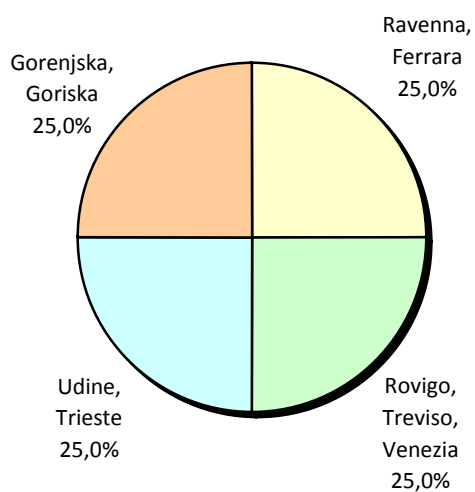
As for the permanence, more than one third of the sample stay for a period of 4-7 days (38%), almost one fourth of the sample stay for a period of 8-14 days (24%) and 13% stay for a period of two weeks. 13% is also the percentage of one-day trip tourists. Compared to other partners' realities, the tourists/hikers in Emilia Romagna prefer two-weeks stay, whereas those in Veneto 1 to 3-days stay. Overall, though, Slovenian places record a longer average permanence: 13,3 days, compared to 11,6 days in Emilia Romagna, 8,4 in Friuli Venezia Giulia and 6,9 days in Veneto. Only in Emilia Romagna and in Veneto, the favorite accommodation facility is 3 star hotel (33%), followed by bed&breakfast (13%) and campsite (12%). There are no differences between the two regions in the choice of the facility, if not in the choice of superior category hotels, which are preferred by tourists/hikers in Veneto (12%).

As for the partner, 40% travels with the family, 37% with the partner, 18% with friends and colleagues and 4% alone. Families prefer Emilia Romagna and Friuli Venezia Giulia (about 50%), whereas couples like Veneto and Slovenia best: 36% and 49%, respectively.

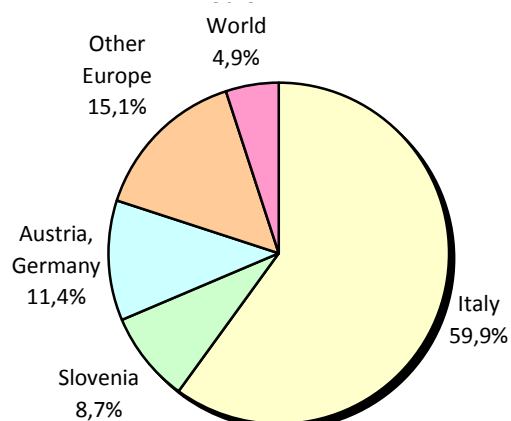
Finally, a question is focused on the reasons behind the trip. 33% of the interviewed people chose their destination looking for some relax, 24% were in search for culture and 11% wished to practice sports and fun. The other reasons (health, wine and food, etc.) were chosen by less than 10%. The need for restfulness is rather relevant for those who chose Emilia Romagna (41%) and Slovenia (33%) as their destination; Friuli Venezia Giulia and Veneto are destinations both chosen for the culture heritage they have to offer: 32% and 30%, respectively.

CHARACTERISTICS OF THE SAMPLE

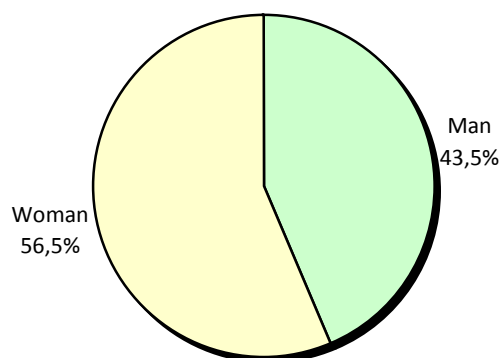
Graph. 1: Place (n. 800)



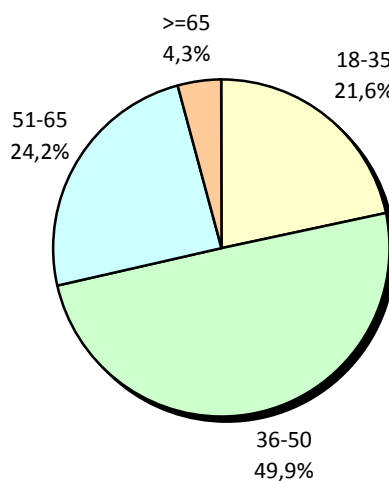
Graph. 2: Place of residence (n. 781)



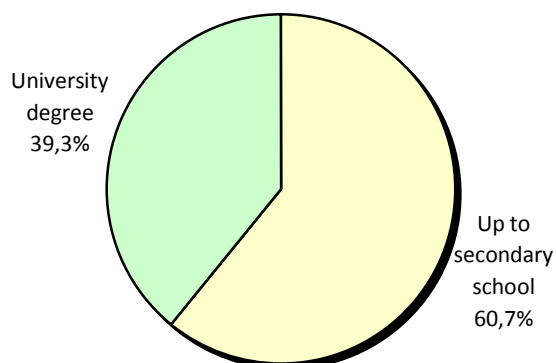
Graph. 3: Sex (n. 763)



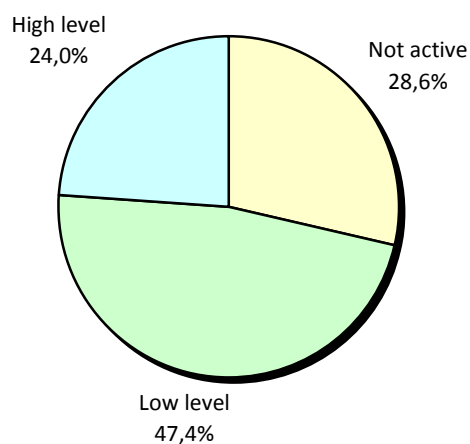
Graph. 4: Age (n. 794)



Graph. 5: Education (n. 732)

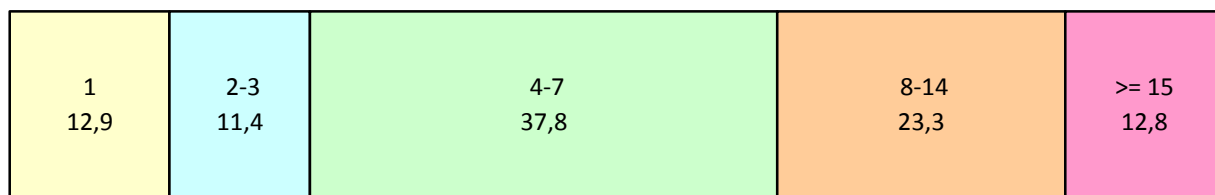


Graph. 6: Employment (n. 755)



OVERNIGHT STAY AND TYPE OF ACCOMMODATION

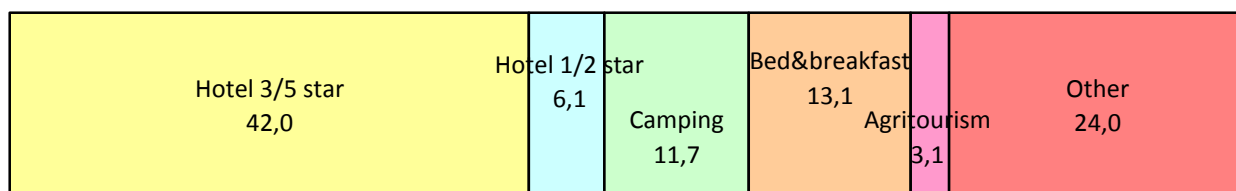
Fig. 7: Days (%; n. 800)



Tab. 2: Days for single area (%)

Days	Emilia-Romagna	Veneto	Friuli Venezia Giulia	Slovene regions	Total
1	14,5%	13,0%	11,0%	13,0%	12,9%
2-3	8,5%	15,5%	9,0%	12,5%	11,4%
4-7	26,0%	50,5%	37,5%	37,0%	37,8%
8-14	29,5%	16,0%	28,5%	27,0%	25,3%
≥ 15	21,5%	5,0%	14,0%	10,5%	12,8%
Total	100,0%	100,0%	100,0%	100,0%	100,0%
Average	11,6	6,9	8,4	13,3	9,9

Fig. 8: Type of accommodation (%; n. 396, only for Emilia-Romagna and Veneto destinations)



Tab. 3: Type of accommodation for single area (%)

Structure	Emilia-Romagna	Veneto	Total
Hotel 4-5 star	6,0%	12,0%	8,9%
Hotel 3 star	33,2%	33,1%	33,1%
Hotel 1-2 star	4,9%	7,4%	6,1%
Residence/meubl�	4,3%	4,6%	4,5%
Camping	13,0%	10,3%	11,7%
Bed&Breakfast	10,9%	15,4%	13,1%
Agritourism	1,6%	4,6%	3,1%
Hostel	1,6%	3,4%	2,5%
Private house	24,5%	9,1%	17,0%
Total	100,0%	100,0%	100,0%

MOTIVATIONS

Fig. 9: Travel companion (%; n. 762)

Alone 4,3	Partner 37,3	Family 40,2	Friends, colleagues 18,2
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Tab. 4: Travel companion for single area (%)

Travel companion	Emilia-Romagna	Veneto	Friuli Venezia Giulia	Regioni slovene	Totale
Alone	2,6%	7,0%	1,6%	6,1%	4,3%
Partner	30,5%	48,9%	34,2%	35,7%	37,3%
Family	54,2%	30,1%	48,9%	27,6%	40,2%
Friends, colleagues	12,6%	14,0%	15,3%	30,6%	18,2%
Totale	100,0%	100,0%	100,0%	100,0%	100,0%

Fig. 10: Motivations (%; n. 763)

Relax 33,3	Fun 10,7	Culture 24,4	Sport 11,0	Health 3,9	Food&wine 9,7	Other 6,9
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Tab. 5: Motivations for single area (%)

Motivation	Emilia-Romagna	Veneto	Friuli Venezia Giulia	Slovene regions	Total
Relax	41,2%	27,1%	31,2%	33,3%	33,3%
Fun	10,3%	10,1%	11,8%	10,8%	10,7%
Culture	19,6%	29,8%	31,7%	16,9%	24,4%
Sport	6,2%	5,9%	5,4%	26,2%	11,0%
Health	7,2%	4,3%	1,6%	2,6%	3,9%
Food&wine	4,6%	14,9%	12,4%	7,2%	9,7%
Other	10,8%	8,0%	5,9%	3,0%	6,9%
Total	100,0%	100,0%	100,0%	100,0%	100,0%

3. Appreciation and frequency in doing slow activities

A first series of questions tourists or hikers were asked is on the appreciation (*nothing, little, enough, very*) and on the frequency (*never, sometimes, often*) of a range of activities that have to do with slow tourism and that can be done during a vacation/hike: visiting protected areas, riding a bike or a mountain bike, staying in complementary facilities (farms, bed&breakfasts, etc.), tasting local wine and food, observing wild plants and animals, approaching local life, etc. There are 20 items in all.

As for the appreciation, the slow activities that obtained the highest number of approvals (whose answer is *very*) are the following ($\geq 30\%$):

- General sightseeing and outdoors, admiring scenery, etc. (61%).
- Visiting castles, churches, vernacular buildings, ruins (48%).
- Visiting nature reserves and park visitor centers (44%).
- Walking, hiking, trekking (42%).
- Tasting local products in farms or wineries (40%).

They are all activities that summarize some of the aspects of slow philosophy: contemplation of landscapes, visiting natural parks and historical sites, hikes and good food.

On the other hand, the slow activities that obtain the lowest number of approvals (whose answer is *nothing*) are the following ($\geq 20\%$):

- Practicing air sports (hang-gliding, gliding, ballooning, air tour, etc.) (60%).
- Horse riding (48%).

- Sailing or boating (44%).
- Practicing winter sports (skidooing, dog sledging, skiing, etc.) (37%).
- Practicing water sports (canoeing, wind-surfing, water-skiing, swimming, etc.) (30%).
- Going to a Spa (beauty farms, thermal centers, health, etc.) (25%).
- Attending courses on local culture (cuisine, history, art and natural heritage, etc.) (24%).

It seems clear that they are all activities that require some physical effort (training), time (participation in courses on local culture) or economic effort (boating). Going to spas is an exception as, clearly, it is not considered as a relevant slow activity by the interviewed people.

Even in the territory, all the Italian provinces and the Slovenian statistical regions have, on a scale 1(*nothing*) - 4 (*very*), average values of appreciation that mirror, with little differences, the percentage distributions (positive or negative) reported above. This comes out by remarking the average values $\geq 3,00$ (positive appreciation) or $\leq 2,00$ (negative appreciation) in the tables reported in the following pages.

Being no differences in the area, what affects some items' distribution is, predictably, the age variable. In fact, in the following table, it is the age of young people aged 18-35 that makes a difference in the sports activities: these subjects in fact have average values of appreciation which are definitely higher than those of other age classes.

Tab. 6: Appreciation of practicing sport activities by age (average)

Item	18-35 y.o.	36-50 y.o.	51-65 y.o.	> 65 y.o.	Total
Cycling or mountain biking	2,81	2,80	2,42	2,16	2,70
Horse riding	2,24	2,00	1,64	1,58	1,95
Practicing water sports	2,82	2,35	2,04	2,03	2,37
Sailing or boating	2,33	2,04	1,74	1,53	2,01
Practicing air sports	2,20	1,66	1,35	1,23	1,68
Practicing winter sports	2,66	2,26	1,94	1,73	2,25

Besides the appreciation, the interviewed people were asked to express how often they do the slow activities suggested. Analyzing the distribution tails (answers *never* and *often*) with values $\geq 25\%$, what follows has emerged. The activities that have higher number of participants are:

- General sightseeing and outdoors, admiring scenery, etc. (50%)
- Visiting castles, churches, vernacular buildings, ruins (35%)
- Tasting local products in farms or wineries (26%)
- Staying in a agritourisms (farms), guest rooms, youth hostels, mountain huts, campsite, etc. (26%)
- Visiting nature reserves and park visitor centers (25%)

Whereas the activities with no participants (answer *never*) are:

- Practicing air sports (hang-gliding, gliding, ballooning, air tour, etc.) (84%)

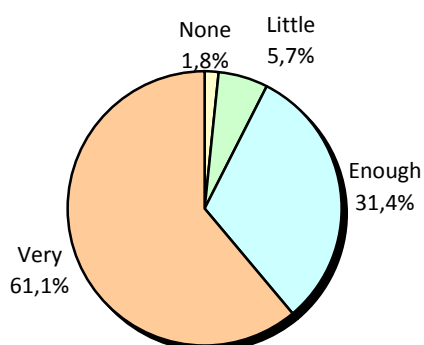
- Horse riding (74%)
- Sailing or boating (69%)
- Hunting, fishing, harvesting, etc. (64%)
- Attending courses in local culture (cuisine, history, art and natural heritage, etc.) (56%)
- Practicing winter sports (skidooing, dog sledging, skiing, etc.) (52%)
- Going to a Spa (beauty farms, thermal centers, health, etc.) (45%)
- Practicing water sports (canoeing, windsurfing, water-skiing, swimming, etc.) (45%)
- Wildlife viewing (birdwatching, etc.) (34%)
- Cycling or mountain biking (31%)

It seems clear that these behaviors mirror those seen previously. The same considerations as those made above can be applied in this case as well.

APPRECIATION AND FREQUENCY OF ACTIVITIES

Graph. 11: General sightseeing and outdoors, admiring scenery, etc.

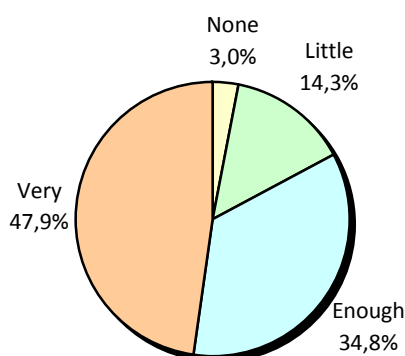
Appreciation (% total area; n. 789)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	3,50	1,1%	58,8%	40,1%
Veneto	3,42	7,3%	45,5%	47,2%
Friuli Venezia Giulia	3,61	0,5%	45,2%	54,3%
Slovene regions	3,54	2,7%	39,2%	58,1%
Total	3,52	2,9%	47,1%	50,0%

Graph. 12: Visiting castles, churches, vernacular buildings, ruins

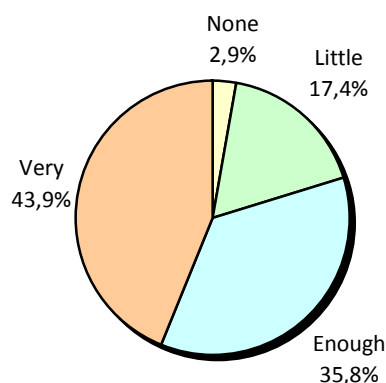
Appreciation (% total area; n. 791)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	3,43	2,2%	65,8%	32,1%
Veneto	3,22	6,6%	57,5%	35,9%
Friuli Venezia Giulia	3,43	3,2%	50,5%	46,3%
Slovene regions	3,02	8,7%	67,2%	24,0%
Total	3,28	5,2%	60,2%	34,6%

Graph. 13: Visiting nature reserves and park visitor centers

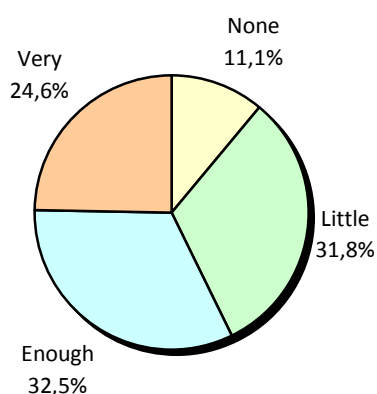
Appreciation (% total area; n. 782)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	3,38	4,3%	75,0%	20,7%
Veneto	3,16	13,7%	62,9%	23,4%
Friuli Venezia Giulia	3,13	12,5%	64,1%	23,4%
Slovene regions	3,15	10,3%	58,7%	31,0%
Total	3,21	10,2%	65,2%	24,6%

Graph. 14: Wildlife viewing (birdwatching, etc.)

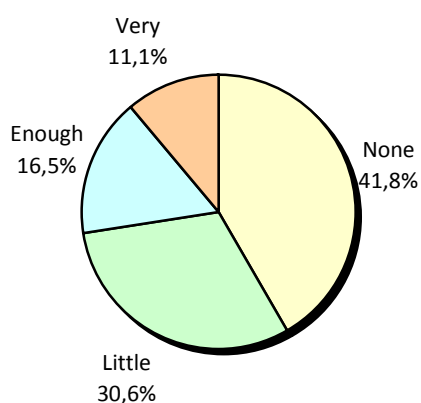
Appreciation (% total area; n. 764)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,79	30,1%	58,0%	11,9%
Veneto	2,63	38,8%	46,6%	14,6%
Friuli Venezia Giulia	2,69	37,8%	52,8%	9,4%
Slovene regions	2,72	29,6%	50,8%	19,6%
Total	2,71	34,1%	52,0%	13,9%

Graph. 15: Hunting, fishing, harvesting, etc.

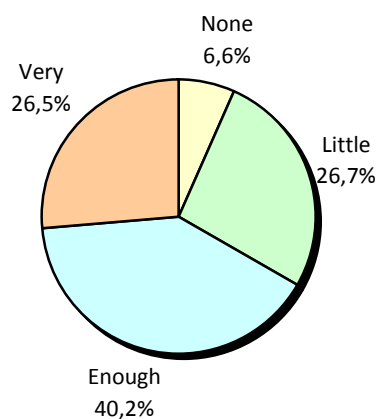
Appreciation (% total area; n. 768)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,06	59,4%	31,4%	9,1%
Veneto	1,97	66,5%	23,7%	9,8%
Friuli Venezia Giulia	1,87	64,3%	29,7%	5,9%
Slovene regions	1,98	66,7%	23,2%	10,2%
Total	1,97	64,2%	27,0%	8,7%

Graph. 16: Village life and rural life (e.g. farms, Sunday markets)

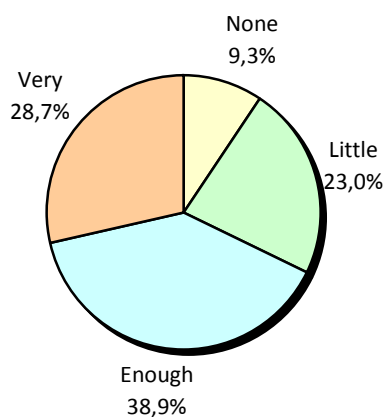
Appreciation (% total area; n. 767)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,95	14,0%	62,6%	23,5%
Veneto	2,84	18,4%	60,9%	20,7%
Friuli Venezia Giulia	2,86	12,9%	65,7%	21,3%
Slovene regions	2,81	15,3%	62,7%	22,0%
Total	2,86	15,1%	63,0%	21,9%

Graph. 17: Participating in music, theatre events, festival, etc.

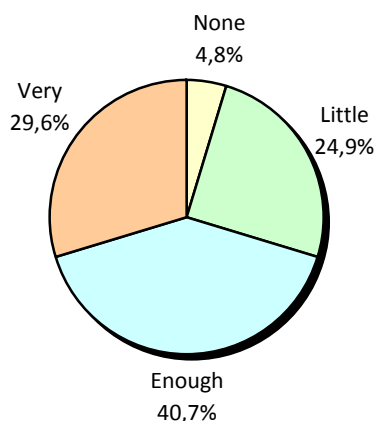
Appreciation (% total area; n. 773)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,90	19,1%	60,1%	20,8%
Veneto	2,99	16,8%	56,4%	26,8%
Friuli Venezia Giulia	2,81	22,3%	62,0%	15,8%
Slovene regions	2,78	22,6%	52,5%	24,9%
Total	2,87	20,2%	57,8%	22,0%

Graph. 18: Visiting ethno, archeological, historic museums

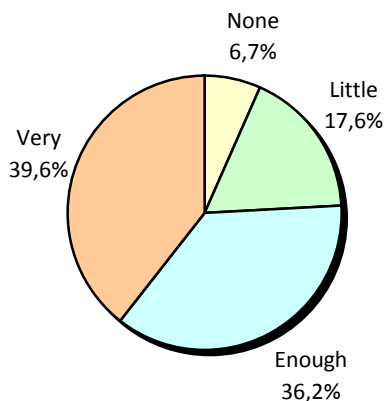
Appreciation (% total area; n. 767)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,93	17,6%	64,8%	17,6%
Veneto	2,86	19,3%	61,4%	19,3%
Friuli Venezia Giulia	3,12	10,9%	59,2%	29,9%
Slovene regions	2,88	12,4%	68,9%	18,6%
Total	2,95	15,0%	63,6%	21,4%

Graph. 19: Tasting local products in agritourism or winery

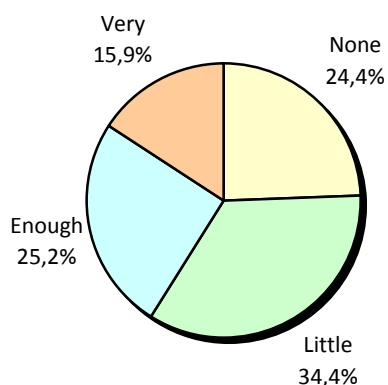
Appreciation (% total area; n. 763)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	3,15	15,5%	61,3%	23,2%
Veneto	3,15	12,5%	59,7%	27,8%
Friuli Venezia Giulia	3,08	17,8%	57,3%	24,9%
Slovene regions	2,96	16,4%	57,3%	26,3%
Total	3,09	15,6%	58,9%	25,5%

Graph. 20: Attending courses in local culture (cuisine, history, art and natural heritage, etc.)

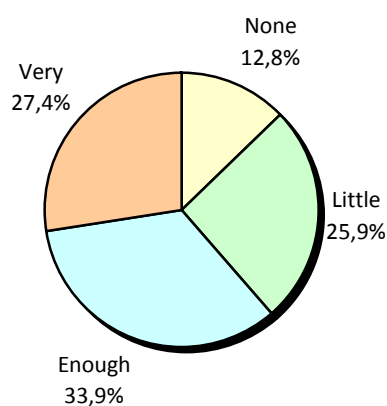
Appreciation (% total area; n. 753)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,35	60,2%	33,0%	6,8%
Veneto	2,48	47,2%	46,0%	6,8%
Friuli Venezia Giulia	2,30	61,9%	30,4%	7,7%
Slovene regions	2,17	54,3%	38,2%	7,5%
Total	2,33	55,9%	36,8%	7,2%

Graph. 21: Staying in a agriturismo, guest rooms, youth hostels, mountain huts, campsite, etc.

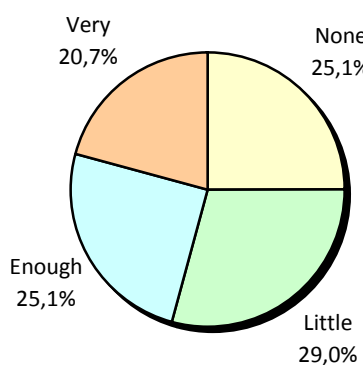
Appreciation (% total area; n. 771)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,73	24,7%	53,8%	21,4%
Veneto	2,69	29,1%	47,4%	23,4%
Friuli Venezia Giulia	2,65	28,7%	47,5%	23,8%
Slovene regions	2,97	16,0%	49,7%	34,3%
Total	2,76	24,7%	49,6%	25,7%

Graph. 22: Going to a Spa (beauty farms, thermal centers, health, etc.)

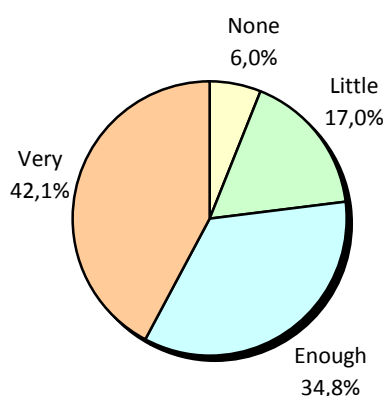
Appreciation (% total area; n. 772)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,45	47,5%	45,3%	7,3%
Veneto	2,58	35,6%	52,3%	12,1%
Friuli Venezia Giulia	2,29	52,8%	40,0%	7,2%
Slovene regions	2,34	44,7%	43,0%	12,3%
Total	2,41	45,2%	45,1%	9,7%

Graph. 23: Walking, hiking, trekking

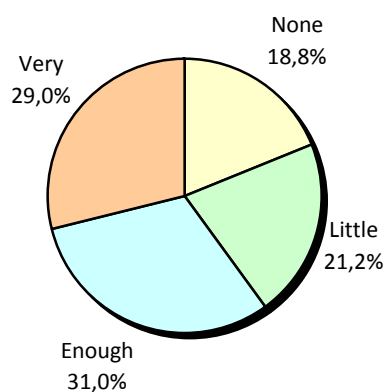
Appreciation (% total area; n. 781)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,98	14,5%	64,2%	14,5%
Veneto	2,95	22,0%	52,5%	22,0%
Friuli Venezia Giulia	3,05	17,5%	47,0%	17,5%
Slovene regions	3,54	5,5%	35,9%	5,5%
Total	3,13	14,9%	49,9%	14,9%

Graph. 24: Cycling or mountain biking

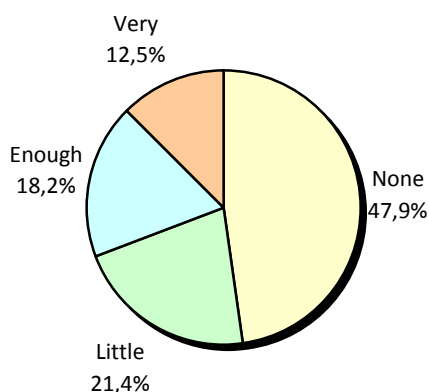
Appreciation (% total area; n. 775)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,94	21,8%	52,0%	26,3%
Veneto	2,69	26,9%	49,7%	23,4%
Friuli Venezia Giulia	2,51	40,5%	43,8%	15,7%
Slovene regions	2,69	35,6%	38,9%	25,6%
Total	2,70	31,3%	46,0%	22,7%

Graph. 25: Horse riding

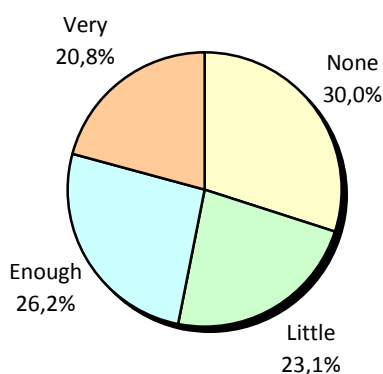
Appreciation (% total area; n. 775)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,01	76,5%	17,3%	6,1%
Veneto	2,02	70,9%	21,2%	7,8%
Friuli Venezia Giulia	1,80	79,3%	17,3%	3,4%
Slovene regions	1,99	71,8%	20,4%	7,7%
Total	1,95	74,7%	19,1%	6,3%

Graph. 26: Practicing water sports (canoeing, windsurfing, water-skiing, swimming, etc.)

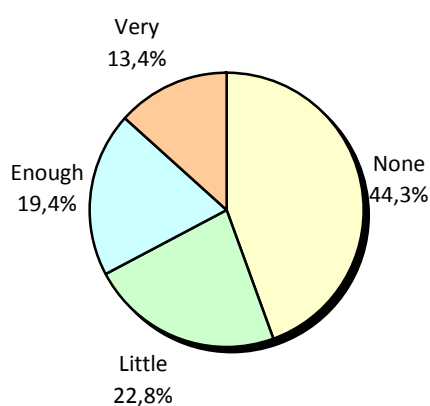
Appreciation (% total area; n. 771)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,26	49,2%	40,4%	10,4%
Veneto	2,27	51,7%	33,0%	15,3%
Friuli Venezia Giulia	2,24	49,7%	36,9%	13,4%
Slovene regions	2,75	29,4%	47,5%	23,2%
Total	2,38	45,0%	39,4%	15,5%

Graph. 27: Sailing or boating

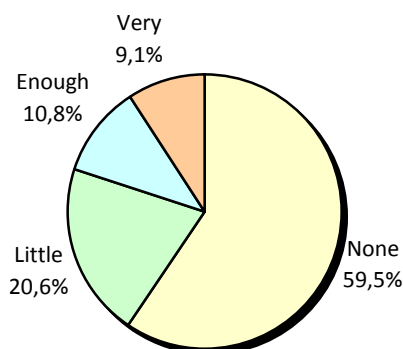
Appreciation (% total area; n. 767)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	2,06	75,8%	18,5%	5,6%
Veneto	2,02	66,1%	25,9%	8,0%
Friuli Venezia Giulia	1,88	74,2%	22,5%	3,3%
Slovene regions	2,12	60,5%	34,5%	5,1%
Total	2,02	69,2%	25,3%	5,5%

Graph. 28: Practicing air sports (hang-gliding, gliding, ballooning, air tour, etc.)

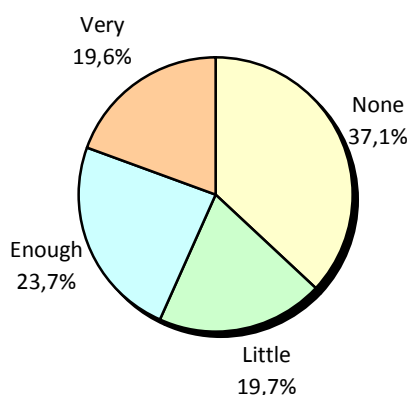
Appreciation (% total area; n. 766)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Often
Emilia-Romagna	1,60	91,1%	6,1%	2,8%
Veneto	1,69	84,5%	10,9%	4,6%
Friuli Venezia Giulia	1,46	89,5%	8,8%	1,7%
Slovene regions	2,05	72,2%	21,1%	6,7%
Total	1,70	84,3%	11,8%	3,9%

Graph. 29: Practicing winter sports (skidooing, dog sledging, skiing, etc.)

Appreciation (% total area; n. 761)



Average for single area (range 1-4)		Frequency		
		Never	Somet.	Spesso
Emilia-Romagna	2,25	55,7%	35,6%	8,6%
Veneto	2,24	51,7%	33,1%	15,1%
Friuli Venezia Giulia	2,05	59,9%	25,3%	14,8%
Slovene regions	2,50	42,0%	31,3%	26,7%
Total	2,26	52,4%	31,3%	16,3%

4. Quality of slow territories

Quality is a vitally important element for the success of a tourist product, whether it be a service or a place. The *SlowTourism* cross-border area offers a mix of products that are enviable for their variety, their number and their quality. Still, due to an increasing competition with new, international and national, places that aim at making tourism their key to development, the operators that work in the area must know how to manage the quality of their own offer, in order to be more competitive. Guaranteeing the constant improvement of the quality of a tourist place or of its attractions and services should be a continuous process that involves institutional, economic and tourist operators and local populations as well. A high quality destination or service increases profits, creates customer loyalty, makes the field more stable taking it away from fluctuations and improves residents' quality of life.

Consistently with what was defined in the manual on quality *performance* evaluation of *tourist destinations* and *services*, published by the European Commission in 2003, quality is also measured examining transports, promotion, safety, environment (elements of *quality of place*), but also information, wine and food and attractions offer, accessibility, accommodation facilities (elements of *quality of products*).

The series of questions suggested in the questionnaire included twenty products whose level

of appreciation was asked: *very poor, poor, satisfactory, good, excellent*.

Generally, the opinion on the quality of the places visited is very positive. On a scale 1 (*very poor*) - 5 (*excellent*), all the items have average values that are higher than 3,5 which mean, more or less, *good*.

Focusing the analysis on just the percentage distribution of the answer *excellent*, 7 items have values that are higher than 20%:

- Friendliness of the local population (33%).
- Quality of the air in the destination (32%).
- Cleanliness of the local environment (30%).
- Feeling of security and safety (30%).
- Quality of information on things to do in the destination (24%).
- Range and quality of places to eat and drink (23%).
- Range and quality of things to do (22%).

They are all important items regarding the healthiness of a destination from the point of view of environment (unpolluted natural areas and air) and from the social point of view (safety) but they also regard well-being linked to the activities that can be practiced, tasting local

products and, more important, friendliness of the local people towards visitors.

Vice versa, even though they have low values, the items that deserved negative judgments (*very poor, poor, satisfactory*) are the following four:

- Standard of transport services in the destination (16%).
- Cleanliness of bathing areas (10%).
- Cost of local living (8%).
- Quality of communication on the destination received pre-arrival (7%).

They are very heterogeneous items, but very significant. In particular, what must be pointed out is the dissatisfaction for the local transport services, an important element that allows those people who do not own private means of transport to reach the destination, and for the cleanliness of bathing areas (sea water but also river and lake waters, etc.), considering the presence within the partners' provinces of many seaside resorts. It is to be again reminded that the values are not, yet, particularly relevant in terms of percentages.

On the base of the average values, the following situations can be highlighted in each region (values $\geq 4,00$ or $\leq 3,50$):

In the provinces of Emilia Romagna, positive factors are:

- Friendliness of the local population (4,29).
- Range and quality of places to eat and drink (4,00).
- Range and quality of things to do (3,99).
- Feeling of security and safety (3,99).

Whereas, negative factors are:

- Standard of transport services in the destination (3,47).

- Cleanliness of bathing areas (3,47).

In the provinces of Veneto, positive factors are:

- Quality of information on things to do in the destination (4,06).

Whereas, negative factors are:

- Cleanliness of bathing areas (3,47).
- Cost of local living (of local life) (3,30).
- Standard of transport services in the destination (3,19).

In the provinces of Friuli Venezia Giulia, positive factors are:

- Feeling of security and safety (4,17).
- Range and quality of places to eat and drink (4,08).
- Range and quality of things to do (4,07).
- Quality of accommodation used (4,01).

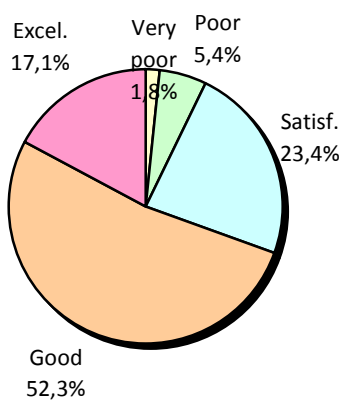
In the Slovenian statistical regions, positive factors are:

- Quality of the air in the destination (4,53).
- Cleanliness of the local environment (4,36).
- Feeling of security and safety (4,32).
- Friendliness of the local population (4,26).
- Cleanliness of bathing areas (4,13).
- Quality of information on things to do in the destination (4,11).
- Range and quality of things to do (4,02).
- Accessibility to tourist services (3,99).

QUALITY INDICATORS

Graph. 30: Quality of communication on the destination received pre-arrival

Total area % (n. 738)

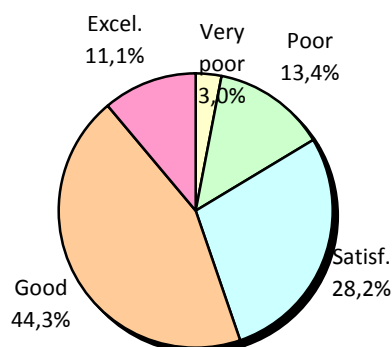


Average for single area (range 1-5)

Average for single area (range 1-5)	
Emilia-Romagna	3,80
Veneto	3,80
Friuli Venezia Giulia	3,73
Slovene regions	3,77
Total	3,78

Graph. 31: Standard of transport services in the destination

Total area % (n. 641)

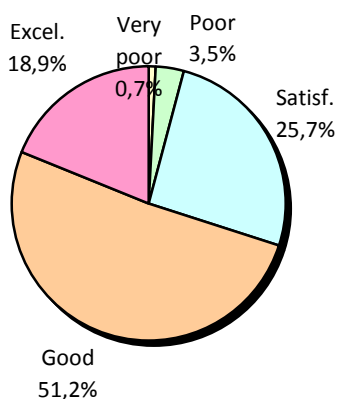


Average for single area (range 1-5)

Average for single area (range 1-5)	
Emilia-Romagna	3,47
Veneto	3,19
Friuli Venezia Giulia	3,68
Slovene regions	3,58
Total	3,47

Graph. 32: Quality of accommodation used

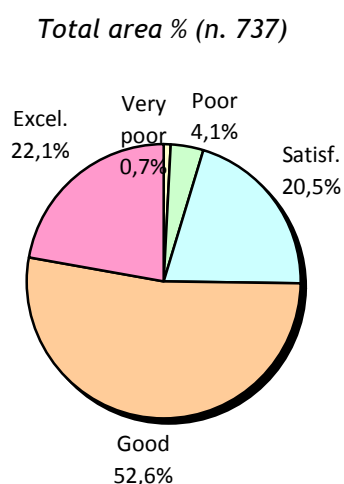
Total area % (n. 713)



Average for single area (range 1-5)

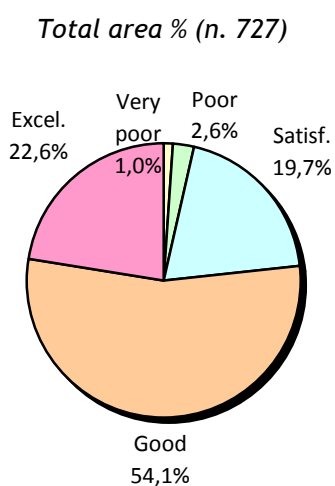
Average for single area (range 1-5)	
Emilia-Romagna	3,85
Veneto	3,57
Friuli Venezia Giulia	4,01
Slovene regions	3,94
Total	3,84

Graph. 33: Range and quality of things to do



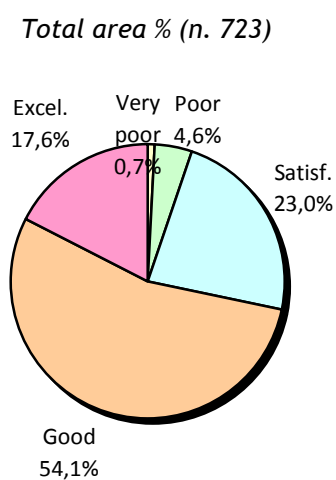
Average for single area (range 1-5)	
Emilia-Romagna	3,99
Veneto	3,58
Friuli Venezia Giulia	4,07
Slovene regions	4,02
Total	3,91

Graph. 34: Range and quality of places to eat and drink



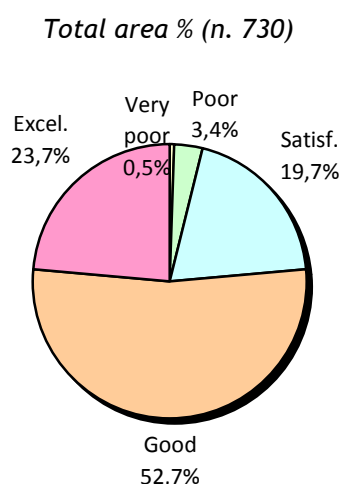
Average for single area (range 1-5)	
Emilia-Romagna	4,00
Veneto	3,82
Friuli Venezia Giulia	4,08
Slovene regions	3,89
Total	3,95

Graph. 35: Accessibility to tourist services



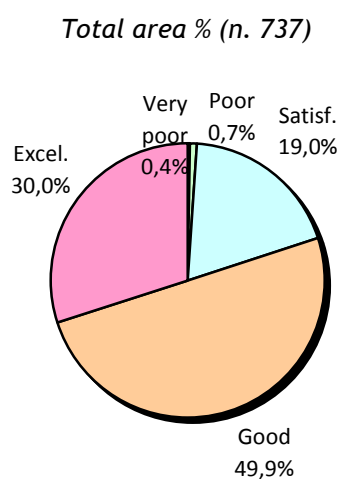
Average for single area (range 1-5)	
Emilia-Romagna	3,87
Veneto	3,60
Friuli Venezia Giulia	3,87
Slovene regions	3,99
Total	3,83

Graph. 36: Quality of information on things to do in the destination



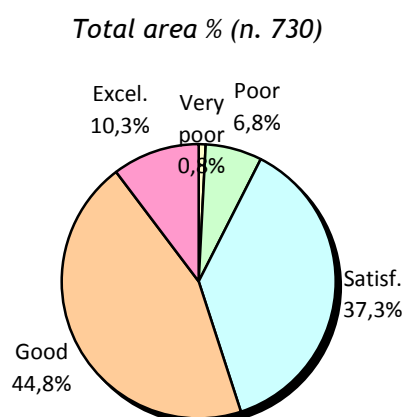
Average for single area (range 1-5)	
Emilia-Romagna	3,80
Veneto	4,06
Friuli Venezia Giulia	3,84
Slovene regions	4,11
Total	3,95

Graph. 37: Feeling of security and safety



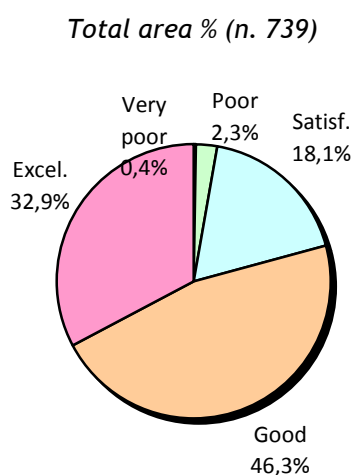
Average for single area (range 1-5)	
Emilia-Romagna	3,99
Veneto	3,83
Friuli Venezia Giulia	4,17
Slovene regions	4,32
Total	4,08

Graph. 38: Cost of local living



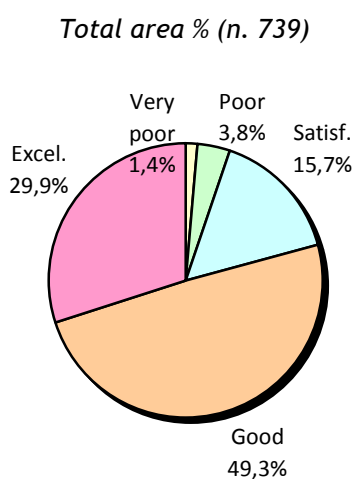
Average for single area (range 1-5)	
Emilia-Romagna	3,70
Veneto	3,30
Friuli Venezia Giulia	3,53
Slovene regions	3,74
Total	3,57

Graph. 39: Friendliness of the local population



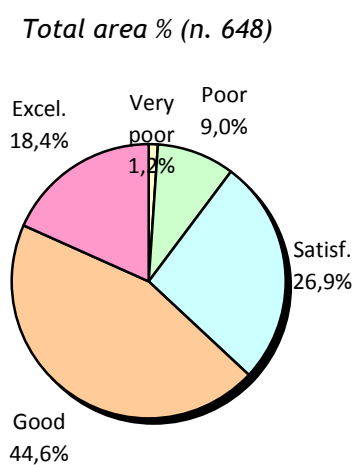
Average for single area (range 1-5)	
Emilia-Romagna	4,29
Veneto	3,67
Friuli Venezia Giulia	4,12
Slovene regions	4,26
Total	4,09

Graph. 40: Cleanliness of the local environment



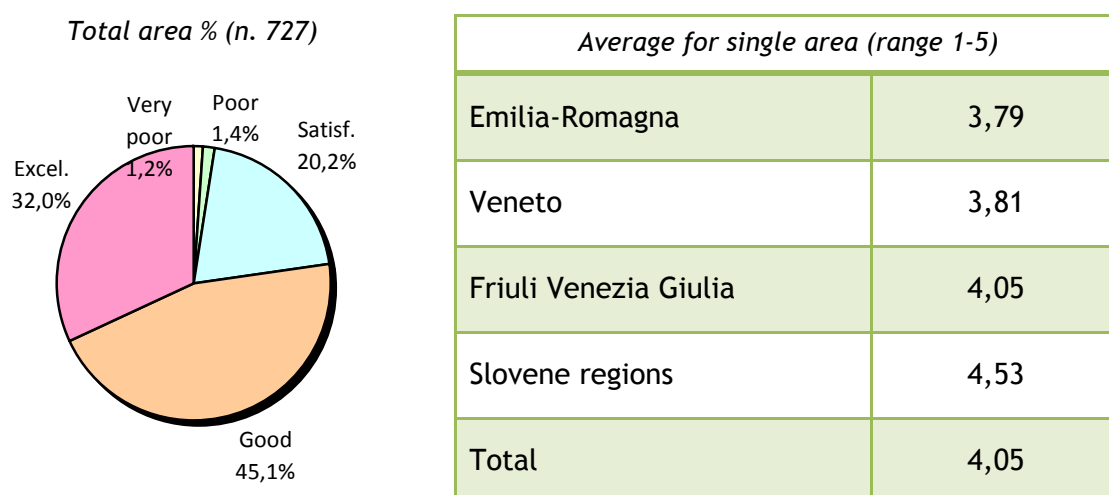
Average for single area (range 1-5)	
Emilia-Romagna	3,96
Veneto	3,66
Friuli Venezia Giulia	4,10
Slovene regions	4,36
Total	4,03

Graph. 41: Cleanliness of bathing areas



Average for single area (range 1-5)	
Emilia-Romagna	3,47
Veneto	3,47
Friuli Venezia Giulia	3,70
Slovene regions	4,13
Total	3,70

Graph. 42: Quality of the air in the destination



5. The dimensions of tourism and the profiles of the slow tourist

Applying the multivariate technique of the factorial analysis to the series of questions concerning the appreciation of the slow activities and the perception of the quality of the territory, it is possible to obtain a reduction of indicators that make the latent dimensions of the slow activity emerge. The two groups of latent dimensions under consideration are those of appreciation of the slow activities and of the quality of the destination that measure the slow tourism from the demand and supply point of view, in terms of what is wanted and perceived.

A. Practicing sport activities

The *first dimension*, which reproduces 24,1% of variance, includes the following items:

- Practicing air sports ,701
- Sailing or boating ,688
- Practicing water sports ,643
- Practicing winter sports ,639
- Horseriding ,494
- Cycling or mountain-biking ,461

It is the dimension of the sport activities. The stay, either short or long, is seen as a chance to free one's energies and to find one's psycho-physical equilibrium through sports practicing. What is relevant is the weight of the factor that gathers all the items related to slow sport activities, water sports (sailing or boating, swimming, etc.), land sports (horse riding, cycling,

For each dimension, the factorial weights ($\geq 0,3$) and the distributions of the most important average values of the socio-demographic variables are reported: gender, age, education, sampled area, residence, duration of the stay, accommodation facility, company and motivation.

On the appreciation of the slow activities, the variables combine linearly in five factors that reproduce 57% of total variance of the original variables.

cross country skiing, etc.), air sports (hang-gliding, gliding, etc.).

This dimension mainly interests the partners' areas of Slovenia, of Emilia Romagna and of Veneto. It is characterized by young customers (aged 18-35), mostly males, coming from national and German internal places. The fact that the customers are young entails their preference for complementary accommodations, such as campsites or youth hostels or, at most, 1-2 star hotels and their stay is not longer than a week. This kind of customers loves to travel alone, with friends or with the partner. The reason behind their trip is, obviously, related to those activities that require some physical effort and that, yet, go with moments to relax and to find energetic equilibrium.

Sex Man (2,22)	Age 18-35 y.o. (2,49) 36-50 y.o. (2,21)	Education Univ. degree (2,27)	Employment Low profile (2,21) Not active (2,15) High profile (2,12)
Area Slovenia (2,68) Emilia Romagna (2,21) Veneto (2,17)	Dimension I PRACTICING SPORT ACTIVITIES		Residence Slovenia (2,34) Italy (2,20) Austria-Germ. (2,17)
Stay 1 day (2,23) 4-7 days (2,20) 8-14 days (2,20)	Accommodation Camping (2,34) Hostel (2,31) Hotel 1-2 stars (2,26)	Companion Alone (2,36) Friends (2,30) Partner (2,20)	Motivations Sport (2,55) Health (2,32) Relax (2,19)

B. Diving into the local

The *second dimension*, which reproduces 11,3% of variance, includes the following items:

- Attending courses in local culture ,620
- Tasting local products in agritourism or winery ,488
- Village life and cultural life ,448
- Going to a Spa ,410
- Participating in music, theatre events, festivals, etc. ,373
- Visiting ethno, archeological, historic museums ,353
- Staying in a agritourism, guest rooms, youth hostels, campsite, etc. ,311

It is the dimension of the contact with local culture and people. The tourist is seduced by rhythms and values that are typical in local life, lets himself be tempted by local products tasted at wineries or farms (where he often stays), takes advantage of his vacation to attend courses on local culture, such as on wine and food, on environment, on history, etc. Well-being means also to take care of one's own

body; therefore, the tourist does not disdain a stop at a wellness center.

This dimension mainly interests the partners' areas of Slovenia, of Veneto and of Emilia Romagna. It is characterized by young (aged 18-35) and adult-mature (aged 36-65) customers, mostly females, coming from Italian, European, Austrian and German places. The vocational qualification is both low and high profile and this entails the distinction within this dimension between two groups: the former is characterized by short stays (1-3 days) at complementary accommodations (bed&breakfasts, farms, hostels), the latter is characterized by medium duration stays (4-7 days) at 4-5 star hotels. In company with the family, friends or the partner, the reasons that drive these two groups into travelling are very similar: the search for physical well-being and for cultural inspirations and the need to "try" the territory through its tastes.

Sex Woman (2,83)	Age 18-35 y.o. (2,83) 36-50 y.o. (2,77) 51-65 y.o. (2,68)	Education Univ. degree (2,78) High school (2,75)	Employment Low profile (2,76) High profile (2,76) Not active (2,74)
Area Slovenia (2,88) Veneto (2,80) Emilia Romagna (2,78)	Dimension II DIVING INTO LOCAL LIFE		Residence Italy (2,83) Europe (2,59) Austria-Germ. (2,59)
Stay 1 day (2,82) 2-3 days (2,78) 4-7 days (2,78)	Accommodation Bed&breakfast (2,90) Hostel (2,89) Hotel 4-5 stars (2,85) Agritourism (2,84)	Companion Family (2,77) Friends (2,75) Partner (2,73)	Motivations Health (2,83) Food&wine (2,79) Culture (2,79)

C. Living the nature

The *third dimension*, which reproduces 8,3% of variance, includes the following items:

- Hunting, fishing, harvesting, etc. ,301
- Wildlife viewing ,787
- Visiting nature reserves and park visitor centers ,649
- Walking, biking, trekking ,374

It is the dimension of the dive into wild or anthropic nature which must be slowly enjoyed. Using his own feet only, the tourist observes wild plants and animals within natural or protected environments, such as nature reserves, visitor centers, etc.

This dimension mainly interests the partners' areas of Slovenia, of Emilia Romagna and of Fri-

uli Venezia Giulia. It is characterized by young-adult (aged 18-50) but also old (aged ≥ 65) customers, with no prevalence of gender, coming from Italian, Slovenian and other European places. Even in this dimension, two groups emerge: the former constituted of young people, that are employees and that love to stay at low cost accommodations (holiday rentals or 1-2 star hotels), for rather short periods (4-7 days), together with friends and the partner, eager to practice sport activities; the latter, instead, is constituted of adults, that are employed in medium-high activities, that prefer to stay at hotels of higher level for longer periods (two weeks), in company with the family and for reasons of quietness and of health.

Sex Woman (2,75) Man (2,76)	Age 18-35 y.o. (2,80) 36-50 y.o. (2,78) ≥ 65 y.o. (2,73)	Education Univ. degree (2,82) High school (2,76)	Employment Low profile (2,80) High profile (2,75) Not active (2,71)
Area Slovenia (2,89) Emilia Romagna (2,81) Fvg (2,70)	Dimension III LIVING THE NATURE		Residence Italy (2,86) Slovenia (2,85) Europe (2,59)
Stay 8-14 days (2,84) ≥ 15 days (2,81) 4-7 days (2,73)	Accommodation Private house (2,95) Hotel 1-2 stars (2,85) Hotel 4-5 stars (2,75)	Companion Family (2,83) Friends (2,75) Partner (2,70)	Motivations Health (3,07) Relax (2,85) Sport (2,80)

D. Looking at the past

The *fourth dimension*, which reproduces 6,4% variance, includes the following items:

- Participating in music, theatre events, festival, etc. ,359
- Visiting castles, churches, vernacular buildings, ruins ,675
- General sightseeing and outdoors, admiring scenery, etc. ,528
- Visiting ethno, archeological, historic museums, etc. ,479

It is the dimension of the knowledge of the past of the place one is visiting. To the tourist, it means to visit the vernacular heritage which includes churches, castles, ruins, architectonic styles but also the safeguard and the reproduc-

tion of the past which are the subjects in historical, ethnographical, archaeological, etc. museums.

This dimension mainly interest the partners' areas of Friuli Venezia Giulia, of Emilia Romagna and of Veneto. It is characterized by young-adult (aged 18-35) customers, mostly females, educated, coming from Italian, Slovenian and German-speaking places. The duration of stay is variable (from one day to two weeks), and so is the choice of the accommodation: from bed&breakfast to 3-5 star hotel. The trip is made with the partner and the family for reasons of culture and of wine and food.

Sex Woman (3,23)	Age 51-65 y.o. (3,23) 36-50 y.o. (3,14)	Education Univ. degree (3,25)	Employment High profile (3,21) Not active (3,14) Low profile (3,14)
Area Fvg (3,25) Emilia Romagna (3,19) Veneto (3,13)	Dimension IV LOOKING AT THE PAST		Residence Italy (3,22) Slovenia (3,06) Austria-Germ. (3,06)
Stay 4-7 days (3,19) 1 day (3,19) 8-14 days (3,13)	Accommodation Hotel 4-5 stars (3,29) Bed&breakfast (3,27) Hotel 3 stars (3,23)	Companion Partner (3,21) Family (3,12)	Motivations Culture (3,29) Food&wine (3,16)

E. Getting possession of time again

The *fifth dimension*, which reproduces 5,7% variance, includes the following items:

- Cycling or mountain biking ,381
- Staying in agritourism, guest rooms, youth hostels, mountain huts, campsites, etc. ,559
- Walking, biking, trekking ,476

It is the dimension of slowness. The tourist is seduced by those rhythms that are imposed in a place where there are no fast practices or means. He stays in accommodation facilities that are different from hotels, such as farms, mountain huts, campsites, etc. and his time is beaten by the speed of his pace or, at most, by the speed of his push on a pedal.

mainly interest the partners' areas of Slovenia, of Emilia Romagna and of Veneto. It is characterized by heterogeneous customers, both young (aged 18-35) and adult-mature (aged 36-65), educated, without distinction of gender, coming from Slovenia, from Italy, from Austria and from Germany. They stay at complementary accommodations, such as farms, bed&breakfasts, campsites for medium-long periods (4-15 or more days). In company with friends and with the family, the subjects in this group are in search for quietness and for psycho-physical well-being that involves also practicing some sport activities.

Sex Man (2,88) Woman (2,86)	Age 18-35 y.o. (2,99) 36-50 y.o. (2,91) 51-65 y.o. (2,65)	Education Univ. degree (2,98)	Employment Low profile (2,94) Not active (2,81)
Area Slovenia (3,20) Emilia Romagna (2,88) Veneto (2,77)	Dimension V GETTING POSSESSION OF TIME AGAIN		Residence Slovenia (3,03) Italy (2,92) Austria-Germ. (2,75)
Stay 8-14 days (2,91) ≥ 15 days (3,89) 4-7 days (2,86)	Accommodation Agritourism (3,06) Bed&breakfast (3,03) Camping (2,90)	Companion Friends (2,94) Family (2,91) Alone (2,86)	Motivations Sport (3,17) Health (2,96) Relax (2,94)

As for quality of place, instead, the variables combine linearly in three factors that reproduce

57% of total variance of the original variables.

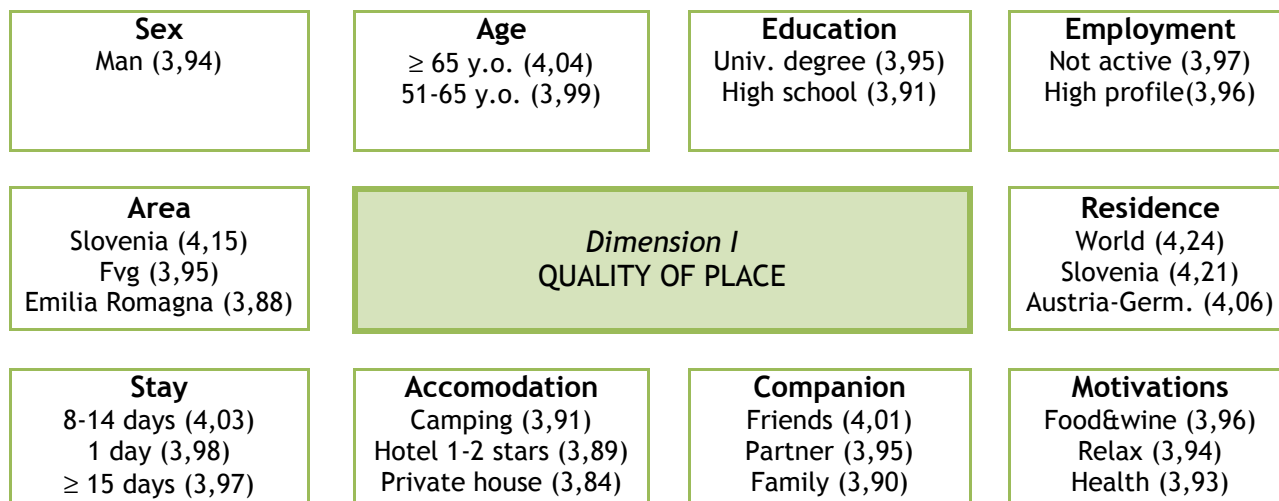
A. Quality of place

The *first dimension*, which reproduces 38% of variance, includes the following items:

- Quality of the air in the destination ,710
- Cleanliness of the local environment ,705
- Cleanliness of bathing areas ,649
- Friendliness of the local population ,480
- Feeling of security and safety ,448
- Cost of local living ,415

It is the dimension of environmental and territorial quality of place. It specifically refers to ecological parameters, such as air and bathing resorts healthiness, but also anthropic parameters, such as perception of safety that guarantees a riskless and without bad memories vacation, value for money of local life and friendliness of local people that assures a communitarian stay.

mainly interests the partners' areas of Slovenia, of Friuli Venezia Giulia and of Emilia Romagna, considered as better places from the point of view of the environmental quality. The subjects that are more sensitive to this aspect are mature-old (aged ≥ 51), males and coming from extra-European places, from Slovenia, from Austria and from Germany. They are hikers (one-day trip) or tourists (duration of stay ≥ 8 days); in both cases, they love to stay at low cost accommodations (campsites, holiday rentals, 1-2 star hotels), in company with friends, the partner or the family and in search for relax and for energetic equilibrium that can be obtained also through eating good food.



B. Quality of services

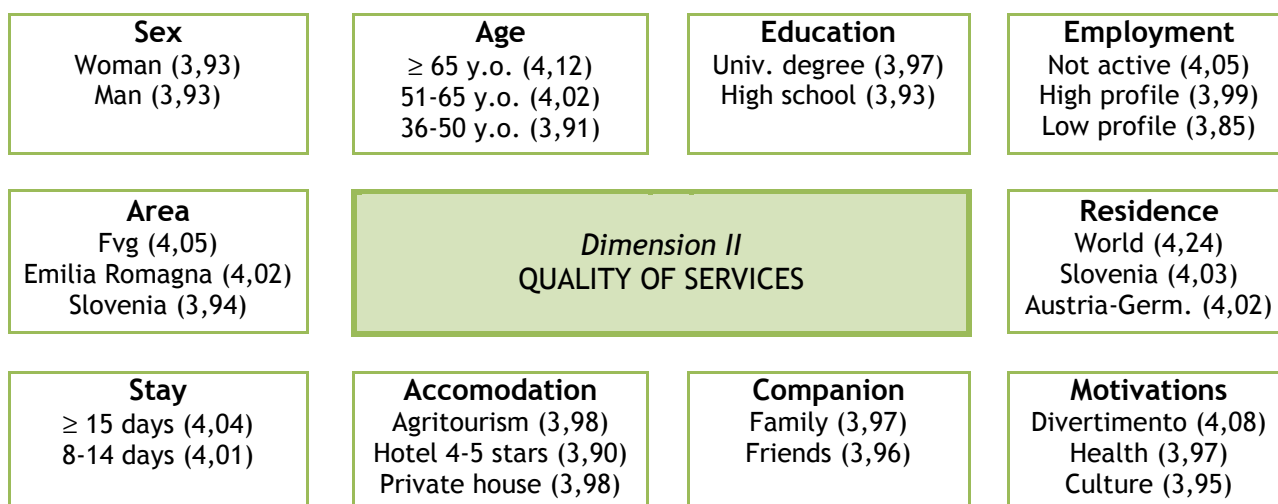
The *second dimension*, which reproduces 10,7% of variance, includes the following items:

- Friendliness of the local population ,431
- Range and quality of things to do ,697
- Range and quality of places to eat and drink ,543
- Quality of accommodation used ,469
- Accessibility to tourist services ,366

It is the dimension of quantity and quality offer of place. This is made concrete by diversification and quality of accommodations, of places where to eat, of activities and of events. Yet variety and high standard alone are not enough to gain favor with the tourist: helpfulness, kindness and friendliness of the tourist operators and of the locals are indispensable elements for

satisfying the expectations of the tourist and, in the long term, for keeping a client a faithful customer.

This dimension mainly interests the partners' areas of Friuli Venezia Giulia, of Emilia Romagna and of Slovenia. The subjects of this group are older than 36, without distinction of gender, and come from, as in the previous dimension, extra-European places, from Slovenia, from Austria and from Germany. They love to stay for long periods (≥ 8 days) in company with the family or with friends at accommodations such as farms or 4-5 star hotels. They travel to these places in search for fun, health and culture.



C. Quality of accessibility

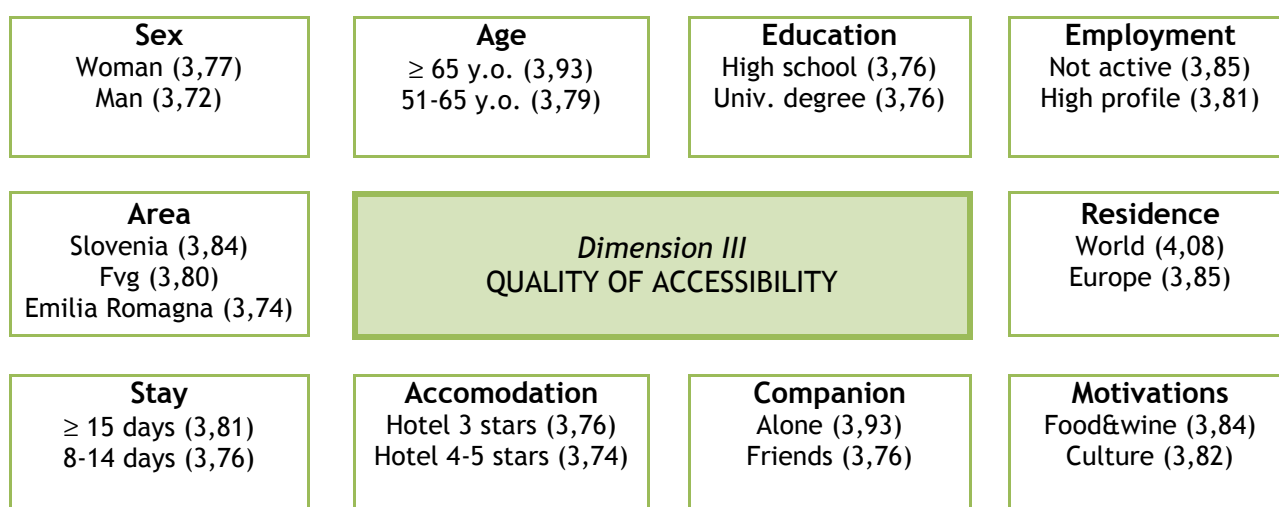
The *third dimension*, which reproduces 8,3% of variance, includes the following items:

- Accessibility to tourist services ,610
- Quality of information on things to do in the destination ,569
- Quality of communication on the destination received pre-arrival ,512
- Standard of transport services in the destination ,510

It is the dimension of accessibility, both in terms of information and of structures, to tourist services. A trip starts as a dream, but continues with the search for information that make this dream come true. Information include the accommodation facility where to stay, but also the activities that can be practiced once arrived at the destination. Means of transport to

reach the destination or that can be used once arrived are another element that must be well documented (in order to optimize time, to be able to move even if with some disabilities, etc.). In short, accessibility to tourist services must be a guarantee for everyone.

This dimension mainly interests the partners' areas of Slovenia, of Friuli Venezia Giulia and of Emilia Romagna. The subjects that are sensitive to this aspect belong to the mature (aged 51-65) and old (≥65) age classes. They come from extra-European and European countries (except for Italy and Slovenia). They prefer long stays (≥ 8 days) and at 3-5 star hotels. They travel alone or in company with friends for reasons of wine and food and of culture.



In conclusion, data confirm that the slow tourist has little, or nothing, to do with the *organized mass tourist*, that depends on well-planned tours and where familiarity dominates and is closer to the *explorer* where what dominates is novelty and contact with local culture. In Dalen's typology, the *idealist* prefers quality, nature, history, quietness, fun and cultural excitement to enjoy with his family or with his friends, to do something new, to take care of himself and to rediscover simple relationships (1989).

For the slow tourist the vacation is a form of entertainment, but also an answer to the crisis of values in modern societies, looking as the search for authenticity (*experiential tourism*),

which is aimed at the discovery of different ways of living (*experimental tourism*) and whose values remain as orientation even in ordinary life in one's own society (*existential tourism*).

If the mass tourist questions "Where would I like to go?", the slow tourist wonders "What interest I want to satisfy and where can I do this?". In this sense, tourist operators do not merely give services, but also emotions built on more articulated and variegated experiences than those standardized that are suggested during a traditional vacation. Rural, environmental or cultural tourism and the related slow activities must emphasize the active involvement through the learning and the rediscover of authenticity.



THE CHARACTERIZATION OF THE SLOW OFFER



The transfrontier area is characterized by significant natural, historical and cultural heritage and for a wide range of tourism products and services that reflect and enhance this heritage. Strength of slow tourism is to promote and support a supply and to encourage a demand that preserve this land, rich in tradition and beauty through proposals in a slow key.

1. Introduction

What are in resort the activities that catch the slow tourist's attention? First of all, to answer we have to reflect about the features of a slow tourist attraction, rather the qualifications that a specific activity should show to have a handle of this adjective.

First of all, the activity must let to make in contact with the local reality, to appreciate the naturalistic and cultural - historical aspects and must give the possibility to create the relations with the local community: only in this way, the tourist will feel able to enjoy the real and authentic reality where he immersed himself. Another prerogative should be the sensitivity to the environment: slow activity must be byword of low environmental impact and so the anthropic effect on the environment, following the actions, should be minimal. A slow attraction is able to involve people of different ages, sex and social level, it is popular and it aim to have, when it is possible, an educational and teaching purpose in order to inject awareness about the cultural, landscape, naturalistic and human heritage. We have to leave inheritance the heritage in our hand at new generations. Lastly, when a slow tourist approaching a customise activity should have the possibility to recover himself, the inner self contact that in daily frenetic life perhaps he had overlooked.

Back to the first questions, after the outlined characteristics, it's possible to mark with label slow activities as trekking and walking, the bi-

cycle and the mountainbike, to ride, the canoe and other aquatic sports, the adventures in the underworld caves, to visit the numerous areas subjected to environmental conservation where there is the possibility to incline towards the birdwatching, to paragliding or to fly in balloon, to do the sleddog or cross - country skiing or walking on the snow with the snow shoes - *cias-pole*, to visit museums or eco museums, didactic centers and the visit centers, open -air museum.

It is clear, who desire to approach one of these slow activities, does not need to eat up a lot of mileage by car, by airplane causing the enormous quantity of carbon dioxide ejections. The slow attractions are not necessarily in extreme places, but they can hide away near our home and we can reach its in a few time: a short walking in a path, push on a pedal in a wood or to paddle going downstream; we can carve out some time peace immerse in a protected area bringing with them a pair of binoculars in order to sight birds and others local species, we can walk on the snow with snow shoes, or to take a look from above windborne.

To do the activities proposed it's important for the users, also for the agency that organized its, show to be informed, aware and respectful. Both must develop an ecological and environmental consciousness, so that enable them to benefit from the territory in a responsible and

careful way, in order to preserve the beauties and the preciousness of the landscape.

The Upper Adriatic regions offer many interesting aspects for the analysis of the slow product. The attractive environment is itself a key element to build a slow offer even if, as said, the slow tourism does not apply or is held only in natural context, but the slow tourism is also more. Walking in the city is slow, stay in a

luxury hotel but with the attention to the mark of environmental quality is slow, practicing extreme sport is slow, and so on. The slow tourism is mainly an attitude that leads to appreciate with a new spirit and paying attention to the environments you visit, to people who meet, taking the time to listen, understand and decode.

2. Structured tourist products: reception and fun

2.1. Accommodation

A. PROVINCE OF RAVENNA

- Very firm accommodation supply (almost 77.000 sleeping accommodations, of which 41.000 in almost 550 hotels) divided into many types and levels of quality (131 hotels and 9 campsites are included in the Quality tourist services card and 55 hotels have the brand *Ospitalità italiana 2010*). The recent rationalization of the hotels, even though they remain small, and have not increased in number, has increased the availability of sleeping accommodations (from 67 to 74 sleeping accommodations).
- Slight decrease of the sleeping accommodations and strong decrease of other accommodations, due almost entirely to the contraction of rentals; agritourisms and bed&breakfast slightly have increased.
- Gross employment rate in the hotels equal to 30%, Gross employment rate in other facilities equal to 15% (higher than the Italian data).
- Presence of open facilities even during low season, tank to the many opportunities given by the tourist system in the area.
- Strong increase in the arrivals in the last five years (+21%) to which corresponds a less marked increase in presences (+10%) and which makes the average stay reduce (from 5,6 to 4,9 nights, longer in the hotels than in other accommodation facilities 7,3 vs. 3,5). The situation is dynamic between 2004 and 2007, whereas in the last two years arrivals and presences are pretty much stable.
- Foreign customers are 19% of presences and it has grown in the last five years 12%, adjusted to the growth of the domestic component (+10%).
- Presence of many e-booking platforms (*Ra-*

venna reservation, Cervia reservation, Visit Emilia Romagna).

Critical facts:

- Operators who are basically oriented to mass products (S&B, night fun); the achievement of slow logics might require specific support actions (training, assistance, incentives, etc.).

Goals and actions:

- Implementation of the tourist site of the Province *Ravenna Intorno*, aiming at supporting potential tourists during the whole life cycle and doing marketing activity.
- Strengthening of the *Ravenna Visit Card*, the main piece of the cultural valorization of the city; the aim is to create a network between all the attractions and the tourist services of the province in order to make an integrated and complete supply.
- More integration coast-inner parts (in particular coast-Ravenna city of art).
- Lengthening of the season (most of all, during low season spring and fall).

B. PROVINCE OF FERRARA

- Wide accommodation supply (about 32.000 beds in total, of which one fifth concentrated in almost 100 hotels) of various types and qualities.
- Decline in accommodation capacity, because of the only presence of housing for rent, also characterized by an abnormal datum that is the average size: more than 7 times bigger than other provinces.
- The other accommodation types are stable

(hotels, campsites) or increasing (agritourisms, bed & breakfasts, hostels, increasing both the business and the beds). Growth, very recent, of rural houses and hotels in the inland rural and park areas and pre-park.

- Global improvement of quality of the supply and introduction of certification systems (eg. Ecolabel), in particular by some hotels and campsites on the coast.
- Increase in services offered to customers to promote the use of capable land and slow tourism products (bicycles, binoculars for bird watching, services for fluvial-nautical tourism, riding stables, facilities for outdoor activities, etc..).
- Increasing capacity of the agricultural sector to diversify and enrich the offer (agritourisms, open farms and educational farms).
- Substantial stationarity of the presences and slight increase in arrivals characterize the evolution of the last five years, indicating a reduction in the average length of stay (from 6,0 to 5,4 nights).
- The foreign clientele accounts for 37% of admissions and in the last five years shows a decrease of 11%, unlike the domestic component, which remains stable (+3%).
- Collaborative effort between government, local associations and entrepreneurs.
- Good promotional activities through catalogs, websites (Visit Emiliaromagna, Ferrarainfo, Turismocomacchio) and the realization of events in the Park area (SpringSlow).

Critical facts:

- Supply still heavily focused on the traditional seaside product.
- Accommodation supply focused on housing for rent/property, sometimes medium-low quality.
- Seasonality of demand (from May to September) and reduced supply in the off season.
- Limited integration of the different supplies and the local products.
- Difficulty to accommodate groups (scholastic tourism and or organized), due to the small average size of the exercises.
- Level of tourist services not always qualified and limited range of hotel accommodation (lack of higher class hotels on the coast).
- Lack of entrepreneurial culture, risk aversion/resistance to change, low propensity to invest with a long-term returns.
- Low integration between the private opera-

tors in the sector: among similar activities and complementary activities (accommodation, transport, entertainment and other services to the guest).

Goals and actions:

- Support the increase of the local supply in terms of facilities and services related to natural and environmental tourism.
- Expansion of accommodation supply, including extra-hotel, in line with the rural tourism product (agritourism, rural accommodation).
- Support (re-) qualification actions of receptivity and micro-receptivity connected to the tourism products (outdoor, nature, sports, etc..).
- Develop / support initiatives on environmental-natural attractiveness of the area, able to extend the tourist season.
- Involvement of stakeholders in the promotional campaign *Emozioni Tipiche Garantite*.

C. PROVINCE OF ROVIGO

- Accommodation supply highly concentrated in non-hotel sector, which sees almost all the beds divided between the camps/villages and housing for rent (the latter, about 2.200 facilities and almost 12,000 beds, strongly increasing in the five years 2004-2009, leading to a reduction in the average size of non-hotel sector).
- Limited accommodation supply in the hotel industry (about 3.000 beds in about 70 hotels, most of which Mid-Low).
- Low presence of bed and breakfasts and agritourism (less than 100 across the province).
- In the last five years, increase in total arrivals (+14%) but not for overnight stays, which remain unchanged, bringing the average stay of almost a night to decrease (from 7,4 to 6,5 nights).
- Strong influence and increase of the foreign clientele (46% of presences) that increases in the last five years of 16% compared with a contraction of the Italian clientele (-11%).
- The seaside product concerns about 80% of tourist flows.
- Increase of the attractiveness and visibility of the Po Delta Park.

Critical facts:

- Fragility of the area and limited loading capacity.
- Strong seasonality of the demand (essentially bathing), concentrated in the summer months.
- Absence of great artistic emergencies that requires integration of themes, resources, elements of attraction in order to create circuits and mix proposals with a minimum level of appeal.
- Lack of infrastructures for the practice of activities in the Delta (naturalism, cycling, river tourism).

Goals and actions:

- Connote the territory for the presence of the Po Delta, as a distinguishing factor in the province. To reinforce the promotion, the signage, the information and assistance to the tourists, with reference to the protected zone.
- Integration / synergistic collaboration with other administrations for the creation of the joint promotion and of a new destination Grande Delta.
- Develop a sustainable tourism in the Delta and, in general, to develop a naturalistic-cultural offer which is able to integrate/diversify the seaside offer. To connect the seaside/coastal product with the hinterland and the protected areas.
- Reinforce the infrastructures and accessibility for everyone (especially at slow service of products: Fluvial tourism, cycling).
- Reinforce / qualify the tourism industry (accommodation supply and complementary services) in relation to the various tourism products of the territory, especially with initiatives in support of business (start-up or existing).

D. PROVINCE OF VENICE

- The accommodation supply is enormous (about 400,000 beds, one quarter of which in about 1,200 hotels) and are increasing about 10% in the last five years (+17% hotel beds, +8% non-hotel).
- Significant portion (over 30%) and more sustained increase in higher class hotels (4-5 stars), which are also the biggest ones (about 150 beds on average).
- Non-hotel offer mainly focused on housing for

rent and camping / holiday villages, which together cover almost all of the accommodation capacity showing the relevance of the seaside/coastal component of the area.

- Agritourisms and bed & breakfast amounts to over 600 (for about 4.000 beds) and are the types which increase more in relative terms (not in absolute terms because they have a very small part of the total non-hotel supply). The bed & breakfast have a particular importance in Venice.
- Gross occupancy rate in hotels amounts to 35-43% (higher than the Italian one) while in the non-hotel of 20% (twice the Italian one).
- In the last five years arrivals and presences increased linearly (+16%), maintaining stable the average length of stay, settled at 4,6 nights.
- Strong impact of foreign clients (66% of total attendance, 71% of arrivals), which increases about 17% in five years, a dynamic similar to the Italian clientele (+14%).
- The seaside/coastal product focuses about 70% of arrivals and 75% of attendance.

Critical facts:

- Carrying capacity of Venice, also in perspective of the expected increase of emerging markets.
- Conflict between authenticity preservation (craft and quality traditions) and globalization (marketing and low quality and incoherent craft).
- Lack of integrated *governance* of the territory (Venice, the rest of the province).

Goals and actions:

- Relaunch Venice as slow city is the slogan at the base of new strategic lines of the Province.
- Higher cohesion and integrated *governance* integrata of the territory.

E. PROVINCE OF TREVISO

- Accommodation supply that amounts to 15.000 beds, more than half of which in hotels (almost 160 structures for almost 8.500 beds), characterized by medium-high quality (almost half of the capacity is in 4 or 5 star).
- The overall increase of the offer in the last five years is 35%, supported in particular by the non-hotel section (+58%), where the con-

spicuous presence of agritourisms and bed&breakfasts emerges (more than 400 structures for more than 3.200 beds, more than half of which belonging to the provincial non-hotel capacity). The accommodation supply in campsites is limited.

- The overall demand registers a good dynamic until 2007 but, since the following year, a contraction starts which takes levels of the end of 2009 to those in 2004, both for arrivals (+6%) and for overnight stays (-1%). The recessionary dynamics concerns initially only hotels whereas, in 2009, also non-hotel section is affected by the negative trend.
- The foreign customers represent 45% of the total presences.
- In a situation of increasing arrivals and presence in non-hotels, there is a decrease in the average stay (from 6,7 nights in 2004 to 4,2 in 2009), which reveals the increasing entrance in the rural-mountain territory of segments of customers different from traditional, which prefer short stays.
- The contraction of the demand in the last two years, together with the continuous expansion of the offer, leads to a firm decrease in the employment rate, which is particularly evident in high category hotels.

Critical facts:

- Decrease in presences in the last two years which, yet, is more marked than other areas, as an effect of the relevance of the business/congressional component which has felt more than that of leisure of the economic crisis.

Goals and actions:

- Develop an experiential tourism: enrich the value given by the many thematic offers related to the Tourist Territorial Plan.
- In tourist development, increase the involvement, the interaction and the communication with local people, emphasizing the identification process of the residents with the territorial brand.
- Promote the cooperation and the innovation in the rural field for a better management of the territory and the diversification of the farm industries in a tourist key.

F. PROVINCE OF UDINE

- Presence of many accommodation facilities of different kind and quality (from mountain dews to charme residences).
- Strong incidence of the type of rental rooms (61 thousand beds) and of low category hotels.
- Increase in accommodation facilities in the area, non-hotels in particular in line with tourist-rural product (agritourisms, *alberghi diffusi*).
- Overall qualitative improvement of the offer and introduction of certification systems, in particular by coastal structures.
- Increasing capacity of the farm field to diversify and enrich the offer (agritourisms, open and educational farms).
- Increase in supply of services offered to the customers, suitable for favoring the fruition of the territory and its tourist products (bike-hotels).
- Good promotional activity through catalogues, tourist portals (Turismofvg.it) and events (Aria di festa, Friuli doc, ecc.).
- Strong incidence and growing of the foreign customers (45%).
- Presence of a bathing product which counts almost more than half of the flows.

Critical facts:

- Strongly bathing characterization of the offer.
- Decrease in arrivals, in presences and in average stay (4,9 nights). Recovery of the tourist movement in 2010 with the higher rate of regional growth in terms of presence.
- Strong periodicity of the demand concentrated in summer time (60%).
- Fragility of the territory on which falls 60% of the regional tourist flows.

Goals and actions:

- Intercept tourism from Eastern and emerging Asian countries.
- Develop short break and weekend offers to intercept tourist flows from neighbouring regions.
- Support products that de-seasonalize the demand (cultural, nautical, cycling, rural, business, etc. tourism).

G. PROVINCE OF TRIESTE

- Presence of many accommodation facilities of different kinds and quality (from high category hotels, apartment hotels and campsites).
- Strong incidence of campsites (3.401 beds) and rental rooms (1.113 beds).
- Increase in accommodation facilities in the area, non-hotels especially (agritourisms and bed&breakfasts).
- Capacity to offer services aimed at a better fruition of the territory (bike hotels) and presence of campsites equipped with sport, fun and resting and refueling for camper and motor homes facilities
- Good capacity of promotion through catalogues, specialized magazines, web sites (Turismofvg.it), leaflets and national and international sport events.

H. REGION OF GORENJSKA

- Type the offer wide and diversified and quality, with particular reference to extra-hotel structure: camping, private rooms, pensions, apartments and shelters.
- High level of attention to the environment in the construction of structures (in Bohinj was build the first Eco-class hotels.)
- Diverse types of customers.
- Increased demand for independent living.
- Promotion of the products on the site "*Slovenian Alps*".
- Connection of most of the accommodation facilities at the Slovenian central tourist booking system (www.slovenia.info).
- Good accommodation with the cooperation of local tourism organizations and institutions that are marketing in the tourist information or on the web.

Critical facts:

- Concentration of beds in a few centres: Bohinj, Kranjska Gora, Bled and Radovljica (84%).
- High dependence on foreign tourism flows representing two-thirds of customers.
- Low gross occupancy rate of beds.
- Strong seasonality.
- Decline in demand by organized groups.
- Lack of marketing at the regional level.
- Presence of receptive structures that don't have access to Internet (farms, small pensions and private rooms) for which the reservation is only possible through tradi-

tional means (phone, direct contact).

Goals and actions:

- Increase investment in hotels and in quality, especially of small structures.
- Support staff's training.
- Support the development of innovative products.
- Support the specialization of the offer (cyclo-hotel, facilities for families and youth).

I. REGION OF GORIŠKA

- Type the offer wide and diversified, with particular reference to extra-hotel structure: camping (Kobarid), private rooms, hostels, apartments (Tolmin, Bovec).
- Growth in number of camps, especially at Kobarid (Laza, Nadiža, Koren), engine for development of the tourist offer.
- Significant expansion of the range of accommodation, especially to Bovec.
- Growth of extra-receptive structures, especially at Bovec: pensions, apartments (village Kanin), youth hostels.
- Increase the average duration of stay, thanks especially to the guests of campsites and the ski season.
- Good collaboration of receptive structures with local tourism organizations and institutions that make marketing in tourist information or on the web.
- Presence of a website where collected most of range of accommodations of this area (Slovenian Alps).
- Connection of most of the accommodation facilities at the Slovenian central tourist booking system (www.slovenia.info).
- Balance between domestic and international tourism, with prevalence of foreigners in Bovec.
- Type of user diversified.
- High investments.

Critical facts:

- Presence of receptive structures that don't have access to the Internet (farms, small pensions and private rooms) for which the reservation is only possible through traditional means (phone, direct contact).
- Seasonal adjustments to foreign tourist flows: summer in Kobarid and Tolmin, Bovec even winter.

- low number of high-class hotels, especially in Bovec.
- Lack of product marketing at regional level.

Goals and actions:

- Support the construction of new hotel accommodation.
- Improve the quality of the hotel.
- Train operators to improve the quality of their offerings.
- Invest in renovation of the apartments Žaršče to Bovec.
- Certify campsites to ecological standards.
- Encourage development of the tourism farms.

2.2. Catering

A. PROVINCE OF RAVENNA

- Wine&food based on typical and traditional, land and sea products.
- Widespread promotional activity of typical products through wine&food shows and dedicated fairs.
- Presence of many catering activities of different types and quality (8 business are recognized as Gourmet Restaurants, 57 are included in the *Carta dei servizi turistici di qualità - Ospitalità Italiana 2010*).
- Presence of wine&food tourist itineraries: wines and tastes (the Sangiovese road, the Piada way in Cervia), Adriatic fish, fish cooking, fishing tourism (Fish road), taste museums (Sale di Cervia, Olio di Brisighella, Frutticoltura Massalombarda, Giardino delle Erbe, Casola Valsenin).
- Good synergy between public and private operators in emphasizing the territory (pilot project for the realization of a wine&food itinerary in the provincial plain).

Goals and actions:

- Integration between product and territory of production (during the promo-communication phase).
- Individuation, selection and guarantee of quality and typical of the productions.
- Quality of welcoming and professionalism of the operators of the supply chain (who must also become narrators of the territory, of the productions and of the traditions).
- Integrated promotion of wine&food with other forms of tourism, in particular those related to culture, health, sport and environmental quality.
- Extension, improvement, integration of the circuits and itineraries of wine&food tourism.

B. PROVINCE OF FERRARA

- Wine&food based on typical and traditional, land and sea products.
- Presence of many catering activities of different types and quality (11 Gourmet Restaurants, 16 Restaurants are included in the *Carta dei servizi turistici di qualità - Ospitalità Italiana 2010*).
- Growth in the inland parts and in the park areas of agritourisms and rural hotels, which offer and emphasize traditional products and quality typical cooking.
- Educational activity at school through initiatives that involve educational farms and agritourisms.
- Presence of wine&food tourist itineraries: wines and tastes (the Big river way, the Corti Estensi way, the Delta way), Adriatic fish, fish cooking, fishing tourism (Fish road), taste museums (Bread Museum, Eel Museum, Manifattura dei Marinati).
- Widespread promotional activity of wine&food through dedicated festivals, fairs, promotional exchange initiatives, as well as projects aimed at supporting local productions and wine&food supply.
- Joining of wine&food operators in the *Emozioni Tipiche Garantite* brand, with many promotional activities and events.

Goals and actions:

- Supporting, emphasizing, marketing projects of the typical wine&food productions.
- Extension, improvement, integration of the circuits and itineraries of wine&food tourism.

C. PROVINCE OF ROVIGO

- High number of catering activities of many kinds (almost 400 structures of which 44 agri-tourisms).
- Wine&food based on typical and traditional, land and sea products.
- Promotional activities of wine&food through dedicated festivals and specific initiatives (Pedalate dei sapori, Metti una sera a cena con ... la commedia).
- Good synergy between the public body and the catering operators, the cultural and category associations.

Critical facts:

- Insufficient level of knowledge of the market and promotion of typical food farming products, whose increase in value becomes the main medium-term goal.

D. PROVINCE OF VENICE

- Presence of many catering activities of different types and quality (30 restaurants included in the Guida Michelin, 38 restaurants included in the Guida dell'Accademia della cucina, 1 restaurant with 15/20 included in the Guida dell'Espresso, historical places).
- Wine&food based on typical and traditional products.
- Presence of tourist itineraries: DOC wines road of Lison-Pramaggiore, which goes through Roman, Lombard, medieval sites.

E. PROVINCE OF TREVISO

- Area with a great wine tradition (wines, grappas), also famous for its horticultural specialities (radicchio, asparagus) and cheese. Strong characterization of the product (Radicchio rosso, Prosecco).
- Presence of many catering activities of different types and quality and a cooking strongly focused on typical products.
- Synergy between the public body and the catering operators, the cultural and category associations in promoting food farming products.
- Presence of tourist itineraries:
 - Wine roads (Lison-Pramaggiore, Vini del Piave, Prosecco and Colli di Conegliano and Valdobbiadene, Montello and Colli Asolani) that go through historical sites.
 - Tastes road (Radicchio rosso of Treviso and variegato of Castelfranco, Asparago bianco of

Cimadolmo).

- Organization of wine&food initiatives in a slow key (Cocoradicchio, Cocofungo).
- Wide promo - communication activity with brand products (Marca Treviso, Un fiume di emozioni, Fiori di Primavera, Vino in Villa, Calici di Stelle, Calici di-vini, Primavera del Prosecco, Cantine di marca), with wide involvement of the operators in the brand products system.

Goals and actions:

- Support the promotion of the food farming typical products internationally and, locally, as an answer to the research of quality and local typical products by tourists.

F. PROVINCE OF UDINE

- Presence of many catering activities of different types and quality.
- Strengthening of the tourist wine&food section based on traditional and typical, both land and sea, products.
- Presence of Wine and Tastes roads (Strada del vino di Aquileia, Colli del Friuli).
- Presence of wine&food itineraries (I profumi del mare, Nel cuore del Friuli, I tre confini, Un grande villaggio, Lungo il Tagliamento).
- Increase in the number of agritourisms and rural hotels.
- Widespread promotional activity of wine&food through dedicated festivals and specific initiatives (Aria di festa, Friuli doc, Festa dell'asparago, Cantine Aperte, etc.).
- Strong characterization of the offered product (Formaggio Montasio, Prosciutto di San Daniele and di Sauris, Mela del Friuli Venezia Giulia, Friulano già Tocai, Picolit, Ramandolo, etc.).
- Presence of many Slow food products (Radicchio di Mont, Formadi Frant, Aglio di Resia, Pestat).
- Presence of the Club di Prodotto: *Sapori di gente unica*.

Goals and actions:

- Support sinergie between farm and tourist fields for the development of the short distribution chain, bringing farmer and final consumer closer.
- Improve the level of services: flexibility of opening hours, approach with consumers, ca-

capacity to direct at the knowledge of local traditions and products.

G. PROVINCE OF TRIESTE

- Many catering businesses of different kinds and quality: historical restaurants, trattorias, pubs, gostilna and agritourisms where it is also possible to buy local products.
- Historical places where to taste coffee and discover the story of some of the greatest International and Italian writers and poets internazionali (San Marco café, Tommaseo café, Caffè degli Specchi, Tergesteo café, Stella Polare café).
- Wine&food based on typical and traditional products (Triestine *baccalà*, *sardoni*, ham in pastry, *jota*, *pinza*, etc.).
- Presence of tourist itineraries: the Terrano wine road, which goes through a typical karst area also known for its environmental peculiarities.
- Presence of trattorias and restaurants within the Movimento turismo del Vino circuit and the Olio Capitale event at the fair.
- Strong characterization of the offered product (Busara lobster prepared with Istrian Malvasia wine, Tergeste extra virgin olive oil with DOPT recognition, Trieste's ham, *peoci*, *caperozzoli*, *putizza*, Terrano, Malvasia and Vitivska wines, cheese - Zepek - wild fennel and savory flavored).
- Presence of typical places throughout the whole Karst, known as *Osmize* which offer products from their own farming for a short period of the year.

H. REGION OF GORENJSKA

- Rich tradition local handicraft specially food and wine.
- Strong characterization of the offered product (sweet cream and Bled trout).
- High number of rent-rooms also offer catering service.

Critical facts:

- Lack of restaurants offering local specialties.
- Lack of skilled workers in the sector.
- Lack of a wine production.

Goals and actions:

2.3. Fun, bathing and wellness facilities

- Support the development of a gastronomic identity of different destinations.
- Support staff's training.
- Identify and promote thematic tours and events (Potato festival in Šenčur) that reinforce the identity of places.

I. REGION OF GORIŠKA

- Presence in the territory of food and wine specialities.
- Continuous and widespread organization of events related to food and wine.
- Promotion of the portal Goriška "Slovenian Alps".

Critical facts:

- Decrease of number of restaurants, bars, taverns, etc.. for the worsening of the population in rural areas and increased migration (Tolmin).
- In general, poor quality of supply, except in Kobarid, whose operators have adapted to changes in the market by improving and expanding the product range.
- Lack of skilled workers in the sector.
- Very few incentives for farm's development.
- Few farms with catering.
- Little attention to the sector of wine's tourism.
- Insufficient supply of local products (eg., The supply of cheese, frik Tolminska).

Goals and actions:

- Improve the quality of the restaurants.
- Encourage and support the opening of the catering facilities, especially in Tolmin and Kobarid to address the growing number of tourists.
- Support to institutional traders of agricultural areas in the development of rural tourism-organisms.
- Support the local wine and food's specificity and their spread in the menus of the exercises of this area.
- Support staff's training to the catering facilities.

A. PROVINCE OF RAVENNA

- 47 km of coast of which 39 km bathing where there are 400 bathing establishments.
- Quality certification of the coasts: 2 Blue Flags in Cervia and Ravenna's beaches.
- Diversified type of offer: from trendy places (Milano Marittima) to coasts that are surrounded by valuable environmental contexts (Lido di Dante-Fosso Ghiaia).
- Wide range of services for all customers: kids, young and old people, sportsmen.
- Wide range of sporting, wine&food, music, cultural entertainments.
- Presence of crowd-pulling Thematic parks (Mirabilandia and then Acquajoss) to which are added other five of the province of Rimini and that compose the system "Riviera dei Parchi".
- Night fun is a point of excellence: it offers a wide range of places, mainly by the coast, which are always evolving.
- Variety of thermal facilities (Brisighella, Cervia, Punta Marina Terme, Riolo).
- Many wellness and beauty centers, and gyms placed all over the territory.

B. PROVINCE OF FERRARA

- 25 km of coast where there are 137 bathing establishments.
- Quality certification of the coasts: 1 Blue Flag to Lidi comacchiesi.
- Diversified type of offer: natural (Lido di Volano), mountain-sporting (Lido delle Nazioni), for families (Lido di Pomposa, Lido degli Scacchi), for young people (Lido degli Estensi and Lido di Spina).
- Presence of a Spa, with seasonal opening (Lido delle Nazioni), many wellness and beauty centers and gyms placed all over the territory.

Critical facts:

- Activity limited to summer time. The out of season offer has been recently widened by some coastal hotels and campite/villages da alcuni alberghi e campeggi/villaggi which have introduced environmental certification systems (Ecolabel) and operate throughout the year with products that emphasize the territory.

Goals and actions:

- Encourage the integration of the Wellness theme and of the bathing/coastal products.
- Support the promotion of quality initiatives (events, excursions, animation, education, etc.) that can increase the value of the bathing tourist offer.
- Support the recovery and the relaunch of hotels and other accommodation facilities that aim at diversifying the tourist offer, even through restyling and requalification.

C. PROVINCE OF ROVIGO

- There are four equipped places and one poorly equipped place, for bathing (there are overall 180 km of coast - including the Po Delta and Po river areas -, but only 55 of these are for bathing). Rosolina Mare is the main tourist centre; l'Isola di Albarella is instead an exclusive destination.
- Beaches in the Po Delta area enrich the bathing supply with a strongly "natural" component, which moves away from the traditional Adriatic model (strongly standardized).
- Speaking of entertainment, the thematic park "Polesine in miniatura" has been recently inaugurated: in this context the guest can easily get to the rich offer of the neighbouring province of Verona.
- Night fun offers a good range of places, mainly in the city of Rovigo and in the coastal municipalities.
- Quality certification of the coasts: 3 Blue Flags to Rosolina, Albarella, Porto Tolle and EMAS certificate to the whole Polesine's tourist system.
- There are pubs, discos, theaters and movies for a wide range of guests.
- The territory offers many beauty centers and gyms.

Critical facts:

- Low interconnection with Po Delta area.

Goals and actions:

- Improve the quality of services.
- Encourage eco-friendly mobility.
- Relaunch-requalification of the coast.
- Improve the qualitative level of the structures and services.
- Lengthening of the season.

- Increase the link with Po Delta Park and other natural resources of the territory.

D. PROVINCE OF VENICE

- 80 km of coast with sandy and fine shores.
- Quality certification of the coasts: 6 Blue Flags: Caorle, Bibione, Eraclea, Lido di Venezia, Jesolo, Cavallino Treporti.
- Diversified type of users: the Northern part of the coast (Bibione, Caorle) is strongly oriented towards families self catering with a strong incidence of second houses, whereas the Southern part (Cavallino) is one of the main destinations in Italy of the camping-caravaning segment.
- Presence of many Thematic parks (Acqualandia a Jesolo, Reptilium Acquarium in Bibione, Aquafollie in Caorle) whose offer increases thanks to the many fun parks in the neighbouring beaches of Friuli (Lignano) and in the Garda area.
- Night fun offers a wide range of places. There are pubs, discos, theaters and movies for a wide range of guests.
- Presence of thermae in Bibione and of many wellness, beauty centers and gyms over the whole territory. In the inland parts near Padova, the Euganean thermae offer a competitive wellness center at international level.

E. PROVINCE OF TREVISO

- Many SPA & Beauty, wellness centers and gyms throughout the territory. Some structures are high level and represent points of reference at national level.
- Presence of a thematic park (Parco acquatico di Conca Verde).
- Fun offers a wide range of places and boasts a wide offer, always evolving. There are pubs, discos, theaters and movies for a wide range of guests.
- Capacity of the operators to follow fashion and tendencies, continuously adapting offers.

Goals and actions:

- Constant innovation to adapt to the changed conditions of the market and to the requests of the demand.
- Achievement of a territorial development strategy based on quality of life and environmental sustainability, which favors a growth of a qualified offer related to well-

ness, broadly speaking (body care, natural food, “sweet” outdoor activities).

F. PROVINCE OF UDINE

- Quality certification of the coasts: 1 Blue Flag to Lignano Sabbiadoro.
- 8 km of coast with golden sand, low floors and calm waters (Lignano).
- Bathing offer for diversified users (families, young people, in particular).
- Wide range of sporting, wine&food, music, cultural entertainments.
- Presence of many Thematic parks (Parco zoo Punta Verde, Aquasplash, Gulliverlandia, Parco Junior, Strabilia).
- Presence of spas (Thalassotherapy).
- Night fun offers a wide range of places.

Critical facts:

- High seasonality limited to summer time.
- Offer focused on houses and apartments for vacation often of poor quality.

Goals and actions:

- Refresh products and services offered in the bathing sector, already mature.
- Encourage connections with the inland parts (Aquileia, Palmanova) as wine&food and cultural destinations.
- Support the creation of wellness packs (week-end) combined with wine&food in the inland parts of Friuli.

G. PROVINCE OF TRIESTE

- Bathing establishments along the Gulf of Trieste, from Duino to Muggia and presence of a historic bathing establishment which has now become a city bathing establishment: the Lantern (known as Pedocin by the local people) characterized by a wall which divides the bathing area between men and women.
- Bagno Antica Diga, in front of Piazza Unità d'Italia, reachable by a maritime ferryboat equipped with a bar and a restaurant.
- Presence of the Natural reserve of Miramare where many night immersions, boating and other kind of trips, and sea watching experiences are planned.
- Music events with International guests, inauguration of cruise liners made in Italy, Maxi Yacht event that attract customers and deal-

ers from all over the world.

Goals and actions:

- Realization of the Parco del Mare (Sea Park) in order to build, thanks to the wide surface available, a research and educational show centre of great value, both nationally and internationally speaking.

H. REGION OF GORENJSKA

- Presence of lakes of various sizes (Planšarsko on Jezersko Preddvor, Trbojsko), rivers (Sora, Sava, Kokra), waterfalls, springs and streams that are as natural bathing areas.
- Presence of water parks (Bohinj, Kranjska Gora)
- Environment is adequate for the psychological well-being and body care.
- Many fitness centers mostly included in the offers of the hotels along with massage and sauna (Bled, Bohinj, Kranjska Gora).
- Presence of adrenaline and theme parks for all in the wild (Kekchi Dežela but also to Krnsjak Gora in Kranjska Gora, Jezersko, Bohinj, Škofja Loka).

Critical facts:

- Lack of an integrated offer of Health and Wellness product.
- Absence of an offer integrated of thermal (small pools within hotel complexes).
- Shortcomings of pools and water parks.
- Lack of integrated marketing for leisure activities.
- Lack of infrastructure for leisure activities.
- Lack of an offer night entertainment (discotheques).

Goals and actions:

- Strengthen the infrastructure of natural bathing areas.
- Implement the number of indoor and outdoor pools, with the creation of water parks in order to lengthen the tourist season.
- Strengthen the integrated marketing.

I. REGION OF GORIŠKA

- Presence of lakes of various sizes (Kriška, Thirty-Krn, Most na Sochi), rivers (Soca, Nadiža), several waterfalls, springs (the source of the Isonzo) and waterways that are as natural bathing areas.
- Constant promotion of natural bathing areas.
- Water very clean and healing for skin diseases.
- Environment is adequate for the psychological well-being and body care.
- Many fitness centers mostly included in the offers of the hotels along with massages and saunas.
- Presence of parks of adrenaline in the wild (mountain biking park in Bovec, Maya Adrenaline Park in Tolmin, etc.).
- Wide range of shows and sporting events, music, culture, etc. (The festival of Tolmin, Bovec Kluže).

Critical facts:

- Lack of integrated marketing of natural bathing areas.
- Lack of a major sports center for swimming.
- Lack of adequate pools.
- Absence of big spa.
- Offer wellness promoted on an individual property. There is no comprehensive marketing strategy integrated together in a booklet or publication.
- Increased supply of fun in the summer.
- Festivals and events ill-adapted to an international tourism.

Goals and actions:

- Support and accelerate the construction Tolmin's Wellness Center.
- Encourage the construction of more theme parks, given the presence of unspoiled nature.
- Support Tolmin in its image-destination city of festivals, increasing infrastructure and diversifying the content (festival trekking, cycling, etc.).

3. Structured tourist products: nature

3.1. Environmental tourism

A. PROVINCE OF RAVENNA

- Product mainly based on presence of the Delta Park, the Visitors Centres (Sant'Alberto, Cervia-Alfonsine) and the Regional Park of Vena del Gesso Romagnola.
- Organisation of the Spring Slow offering several workshops, thematic tours for children and adults (GAL Delta 2000).
- Presence of other structures: Ecomuseum and Ethno-park of marsh civilization (Bagnacavallo), Herb garden (Casola Valsenio); Museum of Faenza Apennines Landscape (Riolo Terme).
- Public availability of many agricultural and educational farms (30).
- Presence of an Italian leader in the administration of educational activities and in the introduction of the ecotourism in the area.
- Continuation/emphasis of the supply related to the environmental tourism and ecotourism in the park and in the hinterland.

B. PROVINCIA DI FERRARA

- Presence of an important protected area of high natural and environmental value with a rich flora and fauna which are great tourist attractions (Po Delta Park).
- Positive trend in arrivals and presences because of ecotourism; increasing in the interest in the diversification of agricultural activities in touristic-environmental key.
- Several proposals - for individuals and schools - workshops, courses and educational activities focused on the various visitors centres, environmental education centres, ecomuseum in the area.

Critical facts:

- The accommodation supply has not yet fully aligned to meet the demand.
- Maintenance, organization, signage and management of the different itinerary are low (pedo-cycle tours, horse trails and water routes). The lack of these factors concerns also the appropriate offer of the same for commercial purposes.
- The nature-tourism (potentially year-round) suffers from a seasonality related to

the spring and summer.

Goals and actions:

- Structuring products related to the discovery of nature and the park, even through the creation of additional nature trails with a variety of ways and means of transport.
- Enhance the tourism tied to the natural value of the territory as a "laboratory" for observing and teaching, as a playground for the conduct of outdoor activities, sports-active, in land and in river.

C. PROVINCE OF ROVIGO

- Presence of an important protected area of high natural and environmental value, with a rich flora and fauna which is a great tourist attraction (Po Delta Park).
- Presence of ecomuseums on the rural-fluvial civilization, on which the promotion of the product is centered.
- Public availability of many agricultural and educational farms (30).

Critical facts:

- The ecotourism supply is still limited and not very structured.
- Poor integration of the tourism-nature with the seaside product.

Goals and actions:

- To develop ecotourism as a distinguishing feature of the area.
- Stronger placement of the territory among the natural areas of the country.
- To integrate closely the tourism-nature with the seaside tourism and with the agricultural-rural world.
- Interventions to improve the usability: the tourist services, signage, creation of points of interest.

D. PROVINCE OF VENEZIA

- Presence of numerous parks, reserves (River Sile, Lemene, Reghena, Valle Vecchia, Bosco Nordio), lagoons and wetlands (Venice, Caorle, Eraclea), pine forests (Duna

Verde, Eraclea Mare, Bibione).

- Public availability of many farms, agritourisms and educational farms (39) with a quality charter which defines the requirements and commitments for accreditation.

E. PROVINCE OF TREVISO

- Presence of numerous parks (Archaeological Educational of Livelet, Storga River Sile, Consiglio Forest).
- Uniqueness of the sites.
- Public availability of many agricultural and educational farms (32) with a quality charter which defines the requirements and commitments for accreditation.
- Tourist presence distributed throughout the year.
- Increase in demand by tourists and school groups during the weekend.
- Increase of flows linked to the spread of rural tourism.

Goals and actions:

- Improve the promotion of sites with links to other events that take place regularly in the targeted areas.

F. PROVINCE OF UDINE

- Presence of many parks and natural reserves (in the areas of Marano Lagunare, Forgaria del Friuli, Forni di Sopra, Resia, Villa Santina).
- Presence of crow-pulling structures (ecomuseum).
- Public accessibility to many farms and educational farms.
- Possibility to do cycling through a thick network of rivers, walking between alps, bird-watching (Laguna di Marano), tarzaning (Sella Nevea), horse riding (in Cormòr) itineraries.

G. PROVINCE OF TRIESTE

- Presence of the Natural reserve of Miramare where immersions for all ages, both night and day, are planned.
- Park of Miramare, which includes many botanic species.
- Tourist paths within the Natural reserve of Val Rosandra (the Roman aqueduct, the Santa Maria in Siaris church, the grotto, the Rosazzo abbey), the Rilke path in Duino-

Aurisina, the Ressel path in Basovizza equipped for blind people.

- Caves in the Karst, among which the better known and most visited is the Giant Grotto.
- Cycle lane from Monte dei Pini to Conconello and a long city cycle lane that follows the old railroad "Giordano Cottur".

Goals and actions:

- Transformation of the Reserve into a WWF Oasis.
- Recover old fishing formulas and rediscover fish species that have been forgotten (e.g.: pilchard) involving fishermen.

H. REGION OF GORENJSKA

- Presence of the Triglav National Park.
- Untouched nature where flora and fauna are available to everyone.
- Ability to practice photo safari (Kranjska Gora and Bohinj).
- Organization of events of botanist (Festival of the alpine flora in Bohinj).
- Presence of accommodation environmentally certified (Eco Park Resort & Spa Hotel Bohinj, farm).
- High number and diversity of products offered.

Goals and actions:

- The development of environmental tourism products contributes to the balance between nature conservation and exploitation of the territory. The natural heritage is an essential condition for the development of green tourism and Slovenia enjoys a rich natural heritage that allows further development of the tourism sector.

I. REGION OF GORIŠKA

- Untouched nature where flora and fauna are available to everyone (Julian Alps, Soca river).
- Attention and ecological approach to maintaining the authenticity of environmental institutions and local people.
- The Soca Valley is the first destination of excellence of Slovenia joining the past to the present with the principles of sustainable development and green.

- Presence of eco-tourism farms whose products bear the mark Biogift (hinges and Pri Plajerju in Bovec, Tolmin Lovrč).
- Presence of the first eco-camp (Korita) temple for young people and tourists in search of adventure.
- High offer organic products.
- Organization of an eco-festival (Tolmin).
- High abundance of theme trails (trail Kosmač educational, historical Kobarid, etc.).

Critical facts:

3.2. Cultural tourism

A. PROVINCE OF RAVENNA

- Very high offer in terms of variety and attractions.
- Unesco recognition of eighth sites that turn them into destinations of primary importance for cultural tourism; in the inland parts, historic villages and fortresses strengthen the valuable cultural heritage.
- Important heritage also related to the material culture: mosaic (Ravenna), ceramic (Faenza), printed paintings, wine&food, navy.
- Program full of leading cultural events: Ravenna Festival, medieval celebrations (Brisighella).
- Demand typically in weekends with peaks in spring and September.

Goals and actions:

- Integration of the cultural offer at different levels: a) of product: bathing-cultural integration; b) of relevance: building of circuits that combine better known resources with little known, but as much valuable ones; c) of territory: integration of the offer of Ravenna with those of the inland parts (Faenza, Brisighella, Riolo Terme).
- Prosecution of Ravenna Visit Card as main tool of integration, serving the cultural tourist.

B. PROVINCE OF FERRARA

- Ferrara (le Delizie Estensi) and the Po Delta, Unesco heritage.
- Presence of a valuable historic, architectonic

- Lack of networking in promotion of producers of organic products.
- High prices of green products.

Goals and actions:

- Constant attention to environmental protection and biodiversity.
- Qualitative adjustment of supply to meet demand of customers willing to spend for this product.
- Development of the Green House in Kobarid, the center of the green tourism in the valley.

and cultural heritage (production complexes, historic towers and fortresses, medieval and Renaissance castles).

- Presence of places with a high symbolic-religious value: Basilica di Santa Maria in Vado (Ferrara), Santuario del Prodigo Sanguine, Abbazia di Pomposa.
- Presence of a high heritage of rural buildings and historic-cultural and architectural resources related to the Delta rural-valley civilization.
- Leading shows and program of cultural events concentrated in Ferrara.

Critical facts:

- Deterioration and neglect of some resources of the rural heritage.

Goals and actions:

- Synergic interventions for recovering, developing and promoting the resources and the cultural heritage, most of all rural-valley in ecotourist key, also for the preservation of the memory of the territory and of the community.
- Development of strategies aimed at specialization in tourist environmental key and at diversifying the related activities.

C. PROVINCE OF ROVIGO

- An heritage of cultural resources (historic palaces, villas - among which in Fratta Polesine there is Villa Badoer, UNESCO heritage - museums, craft and rural traditions/products) that are not leading, but that may become a

good crowd-pulling factor if integrated in circuits and visit tours.

- Spreading and promotion of the Polesine's cultural heritage through the Polesine Provincial Museum System.
- Good number of events organized throughout the territory.

Critical facts:

- Difficulty in the temporal planning of the events and of an effective communication either of the events themselves and of the territory in general.

Goals and actions:

- Improve visibility and fruition of the province of Rovigo as a cultural destination (also regionally), aiming at originality and traditional elements.
- Guarantee opening and fruition of the cultural goods.
- Maintain the continuity of shows and events, improving the planning through a wise scheduling.

D. PROVINCE OF VENICE

- Cultural offer at world level, strongly focused on Venice and on its many resources.
- Presence of cities of art (Chioggia, Portogruaro, Caorle).
- The remaining provincial territory offers, anyway, a high level and diversified cultural offer: archaeology, villas of Veneto (some of them in UNESCO sites), etc.
- Presence of a museum system of archaeological sites (Altino, Concordia Sagittaria).

E. PROVINCE OF TREVISO

- Wide and diversified offer, of very good level, which touches many themes: historic centers (Treviso), Palladio's villas (UNESCO), II World War, museums and ecomuseums, art events, landscape.
- Facility in creating thematic circuits.
- Increasing demand with wide ranges of involved population and with national and foreign origin.

Critical facts:

- Difficulty, sometimes, in coordinating of the many involved subjects.

Goals and actions:

- Strengthen the communication in particular abroad and create a network between art, cultural and historic valences with excellences of the territory both wine&food and landscape.

F. PROVINCE OF UDINE

- Presence of a valuable historic, architectonic and cultural heritage: castles, trenches, fortresses, medieval villages, etc. (Udine, Cividale, Aquileia, Venzone, Palmanova).
- Unesco recognition of di Aquileia, famous archaeological centre.

Critical facts:

- Need of synergic, punctual and structured interventions for a promotion and improvement of the rural resource for the preservation of the memory of the territory and of the community.
- Difficulty in time scheduling at regional level of fairs and events with a resulting fragmentation of the potential participants.

Goals and actions:

- Support the cultural product for a weekend tourism (city and rural break).

G. PROVINCE OF TRIESTE

- Wide cultural offer with three castles (Castle of Miramare, Castle of Duino, Castle of Muggia) and their museums and many city museums.
- Presence of a valuable historic and cultural heritage: historic museums, botanical gardens in Sgonico, karst house museum, natural sciences museum, Sveviano museum, Sartorio museum, Morpurgo de Nilma museum, Jewish museum and many others.
- Presence of many churches and sanctuaries of different religions (Basilica of San Giusto, Sant'Antonio Nuovo, Marian Sanctuary of Monte Grisa, the Synagogue, the Serbo-orthodox and Greek-orthodox churches).
- Itineraries through the city to retrace the

roads of the famous writers Italo Svevo and James Joyce.

- Presence of theatres that offer many type of shows from drama to poetry with international events (Verdi Theatre, Rossetti Theatres, La Contrada Theatre, the Slovenian theatre company).
- International film events: shorts and opening operas festivals, Latin-American cinema festival, Trieste Science Fiction, Maremetraggio.
- The ex Maritime Station, now an important convention centre which overlooks the sea and the city centre, houses many important national and world conventions.

Critical facts:

- Fragmented museum systems, with difficulty in coordination.
- Difficulty in turning Trieste into a religious tourist centre.
- Difficulty in managing and renovating the churches in the city.

Goals and actions:

- Rationalization of the museum system trying to put together the most modest structures.
- Encourage synergies with the Region, in promotion in particular.

H. REGION OF GORENJSKA

- Presence of important historical cities (Jesenice, Tržič, Kranj, Škofja Loka and Radovljica).
- Presence of cultural events (meetings in Bled), museums (Iron museum in Stara Sava, Železniki museum with a small lace gallery, Žiri museum and the visit to the fortresses confining with Rapallo, etc.) and many castles (Bela Peč, Škofja Loka which has a museum inside, etc.).

3.3. River tourism

A. PROVINCE OF RAVENNA

- Possibility to practice fishing tourism (Coop. Pescatori, Cervia).

B. PROVINCE OF FERRARA

- Rich offer of rivers and canals, that cross the territory and make it suitable both for water

- Lack of bringing the issues and the cultural.

Goals and actions:

- Cultural tourism in the region of Gorenjska should be more innovative in the field of integrated tourism products.

I. REGION OF GORIŠKA

- Industry and historic structures, particularly in Kobarid on issues related to the First World War with the presence of a museum and numerous trails that link the heritage of memory to the beauty of the place.
- Organisation of several events of historical and cultural mold (Bovec day, Kluže festival, Peasant Games in Bovec, Sajeta festivals, etc...)
- Historical product recognition at international level.
- Presence of the Path of Peace (from Log pod Mangartom Mengore a hill near Most na Sochi) along military cemeteries, forts, waterfalls, churches, etc..
- Presence of sites dedicated to the personality of the country (Simon Gregorčič, Julius Kugy, Ciril Ko-SMAC).
- High promotion of products offered on leaflets, publications, web.

Goals and actions:

- Development of the Church through the enhancement of Javorca infrastrutture road.
- Increase the visibility of historic trails.
- Develop a historical area of Baska grapa through an approved tourism product knowledge.
- Develop a theme museum (ethnological and historical) in surroundings of Bovec.

sports and yachting; in particular, Po river has a high evocative power of the river environment and tourist potentialities.

- Continuous growth of offers of fruition of water ways (in sea, trips in the Po Delta from coastal places, river trips from Ferrara, combination of boat-bicycle).
- Important project supporting the product (building of the water way that will connect

Po of Venezia, Ferrara and Porto Garibaldi through the Po di Volano, Progetto Waterways Forward within the Interreg programme IVC, Daturway within the South East Europe programme; Le vie d'acqua nel Nord Italia, project carried out within Leader + 2000 - 2006 aimed at encouraging a better fruition, development and promotion of river and nautical routes).

- Possibility to practice fishing: taking part in fishing activities, going for short trips along the coasts or in the lagoon, watching and discovering the environment and the professional fishing activities, eating on board or once landed fresh fish, etc. (Goro, Gorino, Porto Garibaldi).

Critical facts:

- Limited development of the potentialities of the tourist river product.
- Management and maintainance of infrastructures aspects, as well as their adaptation.

Goals and actions:

- Strategic planning of the product.
- Increase in awareness by the operators.
- Building of a water way that will connect Po di Venezia, Ferrara e Porto Garibaldi, through Po di Volano.

C. PROVINCE OF ROVIGO

- Navigability of the Po river and of Canalbianco for long stretches.
- Possibilities already developed of river stays and trips (11 operators of the offer) and fishing tourism in Po Delta (many operators of the offer, 4 structured itineraries).
- Institutional support towards the development of the river tourism and of the trips on the Po river.
- Increasing demand for river tourism in the area (besides globally).

Critical facts:

- Tourist product still scarcely promoted.

Goals and actions:

- Continue in developing the segment.
- Develop river transportation.
- Interventions on service, landing places to

imporove access and fruition standards.

D. PROVINCE OF VENICE

- Presence of a system of navigable water ways (Litoranea Veneta, Chioggia-Trieste), some of which are of great value (Brenta's coast) and of interesting rivers (Piave, Livenza, Sile, Lemene, Tagliamento).
- Possibility to practice fishing tourism in the sea (Jesolo, Caorle).
- Possibility of river stays on houseboats.
- Non scheduled public transportation along water ways.

E. PROVINCE OF TREVISO

- Presence of itineraries along ancient river ways (i Volti, le Alzaie).
- Presence of evocative sceneries in the springs area (fountains, lakes, wet grass, peat bogs).
- Possibility of river stays on houseboats (Sile river to the northern lagoon of Venice).

F. PROVINCE OF UDINE

- Presence of evocative itineraries along water ways of Tagliamento and Stella rivers, using the possibility of access through navigable canals and rivers of great landscape interest near equipped tourist ports (Lignano, Latisana).

Goals and actions:

- The product has a good development potential.
- Support the strengthening of infrastructures along Natissa river (Aquileia).
- The product perfectly combines with the demand for knowledge of the environment, the territory and local typical products by the slow tourist.

G. REGION OF GORENJSKA

- Possibility to do sportfishing and other activities such as: canyoning, canoeing, rafting along Sava, Sava Bohinjka, Sora rivers.

F. REGION OF GORIŠKA

- Possibility to do sportfishing and other activities such as: canyoning, canoeing, rafting

3.4. Walking

A. PROVINCE OF RAVENNA

- Walks and hikes with many routes and difficulty in the plain and in the Apennine area near Faenza (Frassati Path, with spiritual valencies as well; “Corolla delle Ginestre” Network).

B. PROVINCE OF FERRARA

- Walks and hikes with many routes and lengths, that are developed in the plain, most of all in the area of the Po Valley, making possible to match hikes and birdwatching (Bosco della Mesola, Oasi Bosco della Panfilia, Campotti di Argenta, Valli di Comacchio).

Critical facts:

- Activity practices above all by the local population.
- Management and maintenance of the paths.

C. PROVINCE OF ROVIGO

- Walks and hikes with many routes and lengths, that are developed in Po Valley and on the ridges of the Po, Adige, Canalbianco rivers.

Critical facts:

- Activity which require a better promotion of the area.

Goals and actions:

- Improvement of the standards of fruition of the Greenways paths.

D. PROVINCE OF VENICE

- Walks and hikes with many routes along the coast from Venice to Lignano Sabbiadoro, from Valle Vecchia to Caorle, and inside to Portogruaro.

E. PROVINCE OF TREVISO

along Soča river.

- Wide variety of the supply for itineraries by foot and walks in the whole area of the Parco del Sile.
- Presence of the Marca di Treviso, Club di Prodotto Treviso: Provincia dello Sport.

F. PROVINCE OF UDINE

- Walks and hikes with many routes and difficulty thanks to the presence of a vast territory which is also morphologically variegated.
- Presence of itineraries that develop themes such as culture, memory and local specialities (Crâmars paths, of smugglers, of alps, of faith, etc.)

G. PROVINCE OF TRIESTE

- Walks and excursions along many itineraries in the Triestine Karst in Basovizza, in Val Rosandra, along Rilke path in Duino, etc.
- City itineraries to retrace the places lived by great Italian and foreign poets who lived in the city between the end of the nineteenth century and the early twentieth century.

H. REGION OF GORENJSKA

- Walks and trips with many well-remarked and cared routes, especially in the Triglav National Park area.
- Product acknowledged as one of the most important tourist products of the region.
- Increasing touring demand.
- There are thematic paths (cheese route in Bohinj, Pokljuka track, Loška didactic path, Visoko forestry didactic path, beekeeping route in Valle Poljanska, cultural estate in the Žirovnica path, etc.).
- Good business management of the product thanks to brochures and publications.
- During the trip there are shelters and refreshment areas.
- Presence of many paths and more than 100 mountain dews. There are many thematic paths (mountain paths of Loška, border paths of Old Rapallo, circular historical paths, cheese path in Bohinj, the walk of Pokljuka, the path along the cultural heri-

tage of Žirovnica, the sport walk Rikli in Bled, etc.).

Critical facts:

- This region is not acknowledged as a destination in the international trades.

Goals and actions:

- Create an integrated and acknowledged tourist product.
- Increase the welcoming capacity and the promoting materials making, such as guides and maps.

I. REGION OF GORIŠKA

- Great paths amount (Koritnica valley, Kobarid, Mangrt pass, Bavščica valley, Stol, Soča, etc.).
- There are shelters in which to have a brake and to take refuge in case of adverse climate.
- There are many thematic paths (historical in Kobarid and Most na Soči, etc.).

3.5. *Cycling holiday*

A. PROVINCE OF RAVENNA

- High variety of cycling routes partially flat (in the Po Valley area), in the low Romagna, and in the hill area (Apennine near Faenza).
- Intense activity of events and promotional support to the segment: CYCLE-R project (Provinces of Ravenna, Modena, Ferrara, Forlì-Cesena) for the use of new technologies, Gran fondo del sale; Rally di montagna; Mountain bike (in the Parco regionale della Vena del Gesso, scheduled in May 8-13 2011).

B. PROVINCE OF FERRARA

- Rich variety of routes (47 itineraries which are even longer than 100 km, easy, flat, touching different themes: from cultural paths in the city of Ferrara to naturalistic paths in the Po Valley area).
- Route of the Destra del Po, along the river, from the Stellata coast to the Goro Lighthouse - it is included in the Eurovelo 8 route from Cadice to Athens).
- Well structured and practicable cycling paths.

- There are 14 energetic paths (Modrej, Kozmerice, Sela pri Volčah, etc.).
- Good information presence in the visiting centre (maps, brochures, etc.).
- There are stop areas for camper vans (Bovec, Kobarid).
- There are specialized welcoming structures (Hotels Hvala and Lucija).
- They organize specific festivals.

Critical facts:

- Lack of parking areas
- Lack of bus parks in Tolmin and Kobarid.
- Lack of specialized providers for this product although the offered possibilities.

Goals and actions:

- Support the construction of bus parking areas.
- Guarantee quality maintenance of the existent paths.
- Activate new thematic paths (gastronomic, photographic, ethnologic, etc.).

- The local administrations have encouraged to use the bicycle in one's own territories. In 2000, the city of Ferrara won the "Sustainable cities" first prize from the Ministry of Environment and Ferrara is City of Bicycles.
- Presence of communitarian projects aimed at emphasizing and adapting the cycling fruition in the territory.
- Specific project within the Union cities of art and joining of some private partners to the transversal project Cicloturismo.
- Adaptation by many operators of the accommodation facilities with appropriate rooms (bicycle refuge, small shops for bicycles, menus dedicated to cyclists).

Critical facts:

- Poor connection/integration of all the routes or stretches.
- Lack of an offer of services and of an integrated management in order to guarantee a full fruition.

Goals and actions:

- Realization and improvement of connections between cycle and navigable routes joining boat and bicycle, as well as development of sustainable solutions joining train and bicycle.
- Strengthening of roadsigns.
- Development of an innovative systems for monitoring tourist flows.
- Incentives to the private entrepreneurial activity from the point of view of services for cyclists.
- Strengthening of promo-communication on the segment.

C. PROVINCE OF ROVIGO

- Presence of cycling itineraries of different length and difficulty. Within the whole provincial area and, in the Po Valley Park in particular, often joined to boat trips.
- Possibility to rent bicycle also in agritourisms.
- Widespread distribution of the cycling network in the territory.

Critical facts:

- Fragmentary routes and insufficient roadsigns.

Goals and actions:

- Further development of the local network.
- Realization and improvement of connections between cycling routes, aiming at joining the wider regional and European cycling network, aimed at getting over some critical points for the safety/accessibility of the cyclists.
- Realization of cutting edge roadsigns.
- Strengthening of promo-communication on the segment.

D. PROVINCE OF VENICE

- Wide range of cycling routes in the province of different length and difficulty that cross natural places and archaeological sites (Isole di Venezia, Cavallino Treporti, Jesolo-Eraclea, Greenway fiume Livenza, Tagliamento).
- The entirety of cycling paths to be realized (55 km) complete the construction of a cycling and pedestrian system in the Eastern Venice for 388 km, to which other paths are connected for additional 223 km.

E. PROVINCE OF TREVISO

- Wide range of cycling routes in the province of different length and difficulty that cross natural places and archaeological sites (Anello del Montello and link roads: Treviso-Ostiglia and the via Claudia Augusta Altinate).
- Many promotional tools as a consequence of the many offers during the season.
- Club di Prodotto “Treviso: Provincia dello Sport”.
- High interest of the local population, both professional and amateur.

Goals and actions:

- Involve the cycling solid followers in order to introduce the territory and its attraction (creation of the Club di Prodotto).

F. PROVINCE OF UDINE

- Wide range of cycling routes in the province of different length and difficulty that cross natural places and of historic-cultural interest both long distance (Alpe Adria, Adriatic Sea itinerary, Pedemontano, della Pianura friulana, A13 del Natisone) and short distance (Ham alchemy, Stradone Manin, Giro Tour of the springs, Lands of polenta, of mills and of rural villages, of drainages and of the lagoon, of trenches and of II World War).
- Presence of the Club di Prodotto “Bike Hotels”.
- High interest of the local population, both professional and amateur.
- Well structured product.
- Good promotion in the territory and realization of the project “BiCi Diffusa”, a container which joins products and activities dedicated to bike followers to a stay at the alberghi diffusi of the region.

G. PROVINCE OF TRIESTE

- Cycle lane from Monte dei Pini to Conconello and a long city cycle lane that follows the old railroad “Giordano Cottur”.
- Hotels included in the Bici (Bike) Hotels network.

Critical facts:

- Poor offer of cycle lanes, most of all in the city.

Goals and actions:

- Strengthening of cycle lanes to connect the city with the inland parts.

H. REGION OF GORENJSKA

- High number of bicycle routes: 152, 1,195 kilometers (Radeče-Mojstrana, Radovljica-Bled, Škofja Loka, Kranjska Gora, Bohinj).
- Good possibilities for mountain biking in a natural environment with panoramic views.
- Affordable prices.
- Product well developed and connected with neighboring countries (Austria, Italy).
- Organization of many cycling competitions both on the road and on the mountains (Juriš in Vršič, Blegoš climb, competitions along the slopes in Kranjska Gora, competition in Kranj, steel triathlon in Bohinj, competition in memory of Mirko Kraker, etc.)

Critical facts:

- The region is not recognized as a destination for this product on the international market.
- The big resorts do not even consider the strategic product.
- Product development is mostly due to the level of individual operators.

Goals and actions:

3.6. Horse riding

A. PROVINCE OF RAVENNA

- Presence of many riding schools in the territory.
- Presence of many horse riding routes (Marina Romea/Marrani, *Corolla delle Ginestre* Network).
- Good promotion of the products (Horse riding by the autumnal sea in October, *Corolla delle Ginestre*).

B. PROVINCE OF FERRARA

- Plain territory with a vocation for horse riding activities.
- Presence of many routes that cross the prov-

- Strengthen specialized catering accommodation for cycling and hiking tours organized by the sending of luggage, perhaps by train or car.
- Strengthen the marketing of the product.

I. REGION OF GORIŠKA

- High number of bicycle routes: 90, 2.660 km (Monte Matajur, Kuk, Stol, Kojca, etc.).
- Favorable environmental conditions and morphology that make the region a paradise for followers of mountain biking.
- Good product promotion through publications, maps, brochures.
- Product development that provides opportunities for different localities (Bovec).
- Presence of a park open all year for followers (Kanin).
- Well-developed product.
- Affordable prices.
- The institutional traders are committed to developing the offer with the creation of new routes.

Critical facts:

- There is no integrated product offer in the region.
- Lack of hiking guides for individuals or groups.
- Lack of visibility of the signs.
- Lack of infrastructure and services.
- Lack of accommodation for cyclists.

ince (The ancient water ways, Ferrara's horse riding path, Park calls Park: Po Delta and of Uccellina).

- Presence of equine routes and of operators who offer specific services (riding stables, places where to rest, etc.).
- There is a Delta - Camargue horse farm, an autochthonous species descending from the Camargue horse, at the Equestrian Center in Lido delle Nazioni.

Critical facts:

- Fragmentation of the services offered by the operators and lack of a management body/structure of the whole Ferrara's route.

- Maintenance of routes.

Goals and actions:

- Certification of the horse riding route in the Ferrara's area (PAL Leader Asse 4 2007-2013).
- Connection with the Po Delta area near Ravenna.
- Improvement and strengthening of services, organizing a public-private system.
- Organize the promo-marketing of the riding product.

C. PROVINCE OF ROVIGO

- Plain territory with a vocation for horse riding activities.
- Presence of many horse riding routes around the Po river and other Polesine's rivers.
- Possibility to leave from agritourisms in the area.
- Production of information packs synergically public-private.

Critical facts:

- Tourist product still little emphasized.

Goals and actions:

- Improve the slow mobility through horse riding through the creation of more riding paths.
- Improve the knowledge of horse riding at school even as therapy.
- Involve more the local actors (e.g.: Local health units).
- Realization of roadsigns.

D. PROVINCE OF VENICE

- Presence of many riding stables, equestrian centers and riding schools in the territory (Jesolo, Eracle Mare, Caorle, Musile di Piave, Bibione, etc.).

E. PROVINCE OF TREVISO

- Presence of many equestrian centers in the territory (33).
- Presence of many horse riding routes.

F. PROVINCE OF UDINE

- Plain territory with a vocation for horse riding activities.
- Presence of many riding stables in the territory and of agritourisms which offer services to the product.
- Presence of many horse riding paths that cross little known places but with valuable historic, cultural wine&food worthinesses (Cormôr Valley riding path, Natisone and of Torre valleys, Bassa friulana, etc.).

G. REGION OF GORENJSKA

- The morphology of the area offers different types of paths for beginners and experts.
- Presence of many horse riding routes (Bled, Bohinj, Jesenice, Kranjska Gora, Jezersko, Radovljica, Žirovnica, Škofja Loka and circular routes in the Upper Gorenjska, etc.).
- Presence of schools, riding stables and clubs.

Critical facts:

- Product in progress and not integrated yet.
- Accessibility mainly through local guides, being the signs system inadequate.
- There is no general strategy in promoting the product by riding clubs which promote only their own offer.
- Lack of structures and refreshment offer.
- Lack of maps and paths.

Goals and actions:

- Improve the Ragor agency project for the product development.
- Increase the number of paths and improve signs system.
- Create a specific catalogue.
- Promote the product in festivals.

F. REGION OF GORIŠKA

- There are paths in amazing environmental contexts (Lepena, Soča and/or Trenta valleys).
- There are specific festivals (Slap ob Idrijci, Tolmin).

Critical facts:

- The product is not exploited enough.
- Weak demand in the area.
- There is no regional promotion.

- Activities are developed by each operator separately and locally.

Goals and actions:

3.7. Birdwatching

A. PROVINCE OF RAVENNA

- High number of places where to do this activity.
- Initiatives and projects aimed at structuring the birdwatching offer in the Po Delta Park (Primavera Slow 2010, International Po Delta Bird Fair, Delta 2000).
- Increase in offer of services of excursions and specialized in birdwatching guides.

B. PROVINCE OF FERRARA

- High number of other places where to do this activity in particular in the area of the Po Delta Park along structured paths and equipped points (birdwatching towers, screened observation points, etc;). It is counted, furthermore, 1 IBA (Important Bird Area): Isola Bianca.
- Initiatives and projects aimed at structuring the birdwatching offer in the Po Delta Park (Primavera Slow 2010, International Po Delta Bird Fair).
- Increase in offer of services of excursions and specialized in birdwatching guides.
- Projects aimed at integrating the operators and creating a network with the offer of the segment (e.g.: Birdwatching Quality, Leader+ 2000-2006).

Critical facts:

- Operators are little aware of the opportunities related to the birdwatching offer.
- Lack of a more structured integration of the birdwatching offer with the territorial one.

Goals and actions:

- In the Po Delta Park area policies and initiatives are being carried out aimed at characterizing the territory as the most important European destination for birdwatching.
- Birdwatching, duly and efficaciously integrated with art and culture offer, is a prod-

- Create a net approach among the operators.
- Support regional promotion.
- Improve the signs system.

uct to be widely spend in long distance markets.

C. PROVINCE OF ROVIGO

- The Po Delta has an extraordinary ornithological heritage with more than 370 water, sedentary, migratory and passing birds.
- There are four main places, where to do birdwatching (Via delle Valli Sud, Oasi di Ca' Mello, Valle Canelle, Po di Maistra).

Critical facts:

- The many structures for the protected observation are poorly maintained.

Goals and actions:

- Involve more private structures for the protection of the interested areas.

D. PROVINCE OF VENICE

- 2 IBA (Important Bird Area): Cave Gaggio, Ca' Roman. High number of other places where to do this activity, along the lagoon in the province (Caorle, Lio Piccolo, Valle Vecchia).

E. PROVINCE OF TREVISO

- 1 IBA (Important Bird Area): Centro Cicogne Silea. Very good availability of other places where to do this activity, among which the entirety of parks and protected areas in the territory.
- Product not yet developed for tourism.

F. PROVINCE OF UDINE

- Presence of many areas where to do this activity both in the lagoon (Parchi Foci dello Stella and Valle Canal Nuovo, Marano Lagunare, Isola della Cona) and in the inland parts (Riserva Naturale Lago di Cornino, Oasi dei Quadris in Fagagna).

Critical facts:

- Operators are little aware of the opportunities related to the birdwatching offer
- Lack of a more structured integration of the birdwatching offer with the territorial one.

Goals and actions:

- Birdwatching, duly and efficaciously integrated with art and culture offer, is a product to be widely spend in long distance markets.

G. REGION OF GORENJSKA

- Great presence and range of species of sedentary or migratory birds (over 200 of which 163 extinguishing and protects).
- Presence of sedentary or passing birds especially at Trboje lake near Kranj where there are more than 120 species in Bobovška lake. Furthermore, within Triglav National Park, there are 84 different species nesting spread over Kmniško-Savinjske and Karavanke areas.
- They organize trans-border school trips and touristic ones (LAGO project).
- Bird-watching European day (October, near Trbojsko lake).

Critical facts:

- Lack of a network between operators.

- Lack of observation points.
- Lack of specialized guides, except for the Žirovnica ornithological path.

Goals and actions:

- Increase and improve the potential tourists linking the most visited tourist neighbourhood.
- Increase the region tourist marketing.
- Support the guides education.
- Organize festivals in this field with fit popular material.
- Create brochures and maps showing the paths.

H. REGION OF GORIŠKA

- Great presence and breed variety of sedentary or migratory birds in the Triglav park.
- Many areas in which to bird-watch (Breginjski kot, Kobarid mud, Kolovrat, Trenta, Lepena, Koritnica, etc.).

Critical facts:

- Lack of observation points.
- Embryonic phase project.
- Private management project and not integrated.
- Project managed by foreign operators.
- Lack of strategies for the project improvement.

4. Structured tourist product: sports

4.1. Winter sports

A. PROVINCE OF TREVISO

- Presence of some trails, ski runs, hiking in an environment far from the crowding of more famous ski resorts confining with the Province of Belluno.
- Strong interest of the supply in this product, both at amateur and agononistic level.

Critical facts:

- High competition with neighbouring territories of the Dolomites.
- Range and quality level of structures and services.
- Environmental characteristics that do not allow a constant activity due to the scarce

amount of snow.

B. PROVINCE OF UDINE

- Presence of many trails, ski runs, hiking (Tarvisio, Ravascletto, Forni di Sopra, Sella Nevea).
- Strong interest of the supply in this product, both at amateur and agononistic level.
- Possibility to use Austrian and Slovenian trails along cross-border itineraries.
- Good performance of the product during winter time whereas it finds it hard to take off during summer.

Critical facts:

- High competition with neighbouring territories (Veneto, Austria and Slovenia).
- Addressing of the product to a regional consumer.
- High maturity of the skiing product.

Goals and actions:

- Support innovation in the winter sector by enhancing the product with additional activities to attract customers closer to the playful and less sensitive to fatigue and those of competitive sport.

C. REGION OF GORENJSKA

- Ideal environment for this tourist product.
- Many ski slopes (17), the most remarkable in Kranjska Gora, Krvavec and Vogel, Kobla, Stari Vrh and Soriška planina (127 km of ski slopes and 133 km for cross-country skiing).
- There are unique places where to practise ski jumping (Planica, Kranjska Gora).
- There are ice-climbing activities (Bohinj, Vršič, Jezersko, Kranjska Gora).
- They organize many international sport events (Vitan Cup, Sky jump in Planica, Biathlon world cup in Pokljuka, etc.).
- Good offer of winter activities (cross-country skiing, skiing touring, snowshoes walking, ice-climbing, sledding, etc.) and in Kravec it is possible to stay at the igloo village.
- Good international and regional popularity with specific programs (ski-safari, cross-country skiing, snowshoes walking, etc.).
- International acknowledge of the region for sport events.
- Good infrastructures endowment.
- Price attraction.

Critical facts:

- Problem of artificial snow due to the low geographical position (most of the places are

under 1.200 m above sea level).

- Offer often little innovative.
- Ski tows often outdated.

Goals and actions:

- Support the development of and integrated marketing.
- Promote a common card.
- Specialize the offer for kids.
- Improve the accommodation capacities of the facilities, introducing quality standards.
- Emphasize the sport centre in Pokljuka.

D. REGION OF GORIŠKA

- The area, especially Bovec, with its low temperatures in winter, is fit for winter sports: skiing and cross-country skiing (30 and 15 km slopes).
- National promoting thanks to catalogues and local promoting thank to sport agencies and private operators.
- You can practise also other sports: trips with dog-carried sledges, snowshoes, ice-climbing, etc..

Critical facts:

- The Adriatic sea influence, which means mild winters, and so impossibility for Tolmin and Kobarid of offering winter products.
- Dependence on climate (wind is often a problem on Kanin).
- There are daily or weekly tourism, both domestic and international.

Goals and actions:

- Support investments in order to increase the offering competitiveness.
- Maintain the cross-country skiing slopes (Idrska, Matajur).
- Support the product as an additional offer to Tolmin and Kobarid.

4.2. Water sports

A. PROVINCE OF RAVENNA

- Presence of many landing places with 2.150 places for boats (Ravenna Port - Marinara, Marina di Ravenna, Corsini Porrt, Marina Ro-

mea, Casalborgorsetti, Reno Port, Cervia Marina).

- Presence of places where to do sportfishing (basins of Reno, Lamone, Savio rivers).
- Presence of sailing, surfing/kitesurfing

schools, most of them are run by private clubs and operators, which hardly go over local visibility and notoriety.

- Presence of itineraries both in the sea and in the wetlands of the Po Delta Park, in the saltmines and along Cervia's canals.

B. PROVINCE OF FERRARA

- Presence of many landing places with 784 places for boats (Garibaldi Port - Canale Port, Marina degli Estensi, Brancaleoni Shipyard - Lido di Volano, Nautica Mondo - Lido di Volano, Goro Port - Goro).
- Presence of places where to do sportfishing at high levels of tourist attraction.
- Presence of centers for rowing and sailing and row boats, canoeing, sailing, kitesurfing, windsurfing (Ferrara, Berra, Comacchio, Codigoro, Goro).
- Possibility of day and night trips canoeing in the Comacchio's valleys and in the Po Delta Park organized by many associations of the province of Ferrara and of the nearby provinces.

Critical facts:

- Maintenance of the landing places and infrastructures.
- Lack of specific services.

Goals and actions:

- Stimulate the inland navigation combined with cycling and slow tourism in general.
- Creation of an integrated tourist system navigation-cycling-birdwatching.

C. PROVINCE OF ROVIGO

- Presence of many operators who organize sportfishing (9).
- Presence of many landing places with 1.940 places for boats (Marina di Albarella, Barricata Port -Tolle Port, Foce del Po della Pila - Tolle Port, Viro Port, Levante Port, Marina di Porto Levante, Marina Nuova di Porto Levante, Rovigo tourist Port).
- In the western part of Polesine, towards the inland parts, there are some landing places along Po river and other rivers.
- Presence of sailing schools (Isola Albarella, Marina di Porto Levante).
- 4 possible structured river itineraries in the

Po Delta (Volta Grimana-Porto Levante-Adige-Adria, Po della Pila-Po di Maistra, Po della Donzella-Po delle Tolle, Po di Goro-Po di Gnocca).

- The Po Delta Park offers 25 canoeing routes (practiced also in Canalbiano), most of which can be reached by public transportation.
- Canoeing is incentivized by many sport initiatives throughout the year and by a good visibility/presence on the web .

Critical facts:

- Maintenance of the landing places and structures for water activities.

Goals and actions:

- Stimulate the inland navigation combined with congressional tourism.

D. PROVINCE OF VENICE

- Presence of 47 landing places with 10.044 places for boats.
- Many water ways from Po Delta to Friuli practicable by nautical tourism.
- Presence of 15 lakes where to do sportfishing.
- Presence of sportfishing and deep-sea fishing operators.
- Presence of windsurfing and diving schools.

E. PROVINCE OF TREVISO

- Rowing activities, in highly characterized contexts.
- Presence of canoeing itineraries (Sacile-Caorle along Livenza river) e rafting itineraries (down from the Silea waterworks to the Cendon port).
- Presence of places where to do sportfishing, lakes in particular.

Critical facts:

- Very fragmented and often nonexistent offer.
- Lack of services and landing places.

F. PROVINCE OF UDINE

- High number of tourist ports, equipped landing places and quality technical services.
- Nearness of the tourist ports to coastal tour-

ist centers.

- Development of the nautical station concept a san equipped centre for practicing nautical sports and water activities (Punta Verde, San Giorgio, Capo Nord, etc.).
- Presence of important nautical events in the surroundings (Barcolana) and of specialized fairies (Aprilia Marittima).
- Possibility to practice water sports, such as wind-surfing, kite-surfing, water skiing, sailing, etc. with highly qualified staff (Wind Village in Lignano), but also rafting, canyoning (Sauris, Tolmezzo, Moggio, Villa Santina, Chiuseforte, etc.).

Critical facts:

- Service costs of the tourist ports compared to the Slovenian and Croatian areas.
- Silting up of ports.

Goals and actions:

- Support yachting with a slow supply: bicycle rentals, riding stables, walking, etc..
- Support the development of yachting as a tool of knowledge of the territory.
- Develop a specific slow supply for a here today, gone tomorrow tourism.

G. PROVINCE OF TRIESTE

- Presence of landing places: one in the suggestive San Rocco Port of Muggia and another one in the heart of the city, Marina San Giusto.
- Presence of sailing clubs which offer sailing and rowing courses.
- Organization of the Barcolana, historical European regatta.

H. REGION OF GORENJSKA

- Presence of numerous lakes and rivers for fishing (12 thousand ha) (Sava, Sava Bohinjka, etc.).
- Well-developed and structured product used as additional.
- Very good conditions for rafting (Sava river), navigation, canoeing (Bled), diving (lakes of Bled and Bohinj).

- The promotion takes place through information centers, websites, sports agencies, brochures and publications.

Critical facts:

- Tourism product for daily user.

Goals and actions:

- Protection of nature and prevent water pollution.
- Expand and improve the promotion of water sports as a major reason for coming.
- Improve the quality of products, offering packages for defined target groups.

I. REGION OF GORIŠKA

- The Soča river is one of the most desired European destinations.
- Well-structured product which offers different kinds of activities on the river.
- Fishing is the most popular tourist activity of the region.
- Wide range of offers and guided tours by kayak.
- Possibility of practising other activities, such as: hydrospeeding (Soča river), canoeing (Bovec), kayaking, riverbugging, etc.

Critical facts:

- Too many foreign sport agencies that offer services.
- Tourism product for daily user.

Goals and actions:

- Empower and improve the promoting system being water sports one of the major arrivals causes.
- Improve the accessibility to services.
- Create a concessions system which limits the foreign agencies competition.
- Empower the parking system for fishers (Soča, Bača, and Trebušćic, Tolmin rivers).
- Defend the salmon trout and the aspen and obstacle the introduction of non-autochthonous species.
- Oppose to illegal hunting.

4.3. Air sports

A. PROVINCE OF RAVENNA

- Presence of a flying club with flying, hang-gliding and gliding (Aeroclub Ravenna "F.Baracca", Aeroclub Ravenna n. 66), and parachuting (Pull Out Ravenna) schools.
- Organization of crowd-pulling events, such as International kite festival and Sprint kite news (Flying Cervia) and flying over cultural and naturalistic sites (Ravenna in flight).

B. PROVINCE OF FERRARA

- Presence of a flying club with flying, hang-gliding and gliding, parachuting schools (dell'Associazione Volo Delta 2000, Aeroclub "Fabbri", Aeroclub Volovelistico Ferrarese "Mario Naldini", Centro Studi Volo a Vela Padano).
- Organization of balloon flights.

C. PROVINCE OF ROVIGO

- Presence of a flying club with flying and hang-gliding schools (Aeroclub Rovigo "Luciano Baldi").
- Activation of initiatives to gain more visibility through web campaigns.

D. PROVINCE OF VENICE

- Presence of flying clubs which organize parachuting (Aeroclub di Venezia, Associazione nazionale Paracadutisti d'Italia) and hang-gliding (AirBorne Italia Deltaplano) courses.
- International balloon rally in Eraclea Mare.
- Frece Tricolori event in Jesolo.
- Stopovers for ultralight flights (San Stino, Jesolo, Caorle, etc.).

E. PROVINCE OF TREVISO

- Presence of many sport flight sites (Revine lakes, Monte Grappa, Monte Pizzoc, Col Visentin).
- High quality offer.
- Presence of the Borso del Grappa platform which attracts followers from all over Italy and from Europe (free flight, hang-gliding, gliding).

F. PROVINCE OF UDINE

- Presence of places where to do air sports (gliding, etc.) such as Monte Cuarnan.
- Good climate conditions for this kind of activity favored by the thermic drafts coming from the near Adriatic Sea.
- Presence of flying clubs with flying schools.

G. REGION OF GORENJSKA

- Many places where to practise air sports: gliding, acrobatic chuting, etc. (Begunje, Kriška Gora, Vogel and Studor, Dražgoška Gora, etc.).
- Good climate for this activities.
- There is an important air sports centre in Lesce, near Bled and Radovljica, where to do hang-gliding, gliding, other air sports and take an air taxi or do a panoramic flight, etc.
- Marketing promoted by specialized associations.

Critical facts:

- Non-structured and locally realized tourist offer.
- Lack of promotion and marketing.

Goals and actions:

- Promote the product as an additional offer.
- Guarantee the whole-year accessibility, also in winter.
- Promote a net approach.

F. REGION OF GORIŠKA

- Many places where to practise air sports: paragliding, acrobatic chuting, etc. (Bovec, Stol, Kobala, Kanin).
- Good climate for this activities.
- Well-structured product.
- That of Bovec is considered one of the most beautiful airports in the Alps.

Critical facts:

- Lack of net-links between operators.

Goals and actions:

- Improve the accessibility to one of the most important places for chuting (Stol).

- Guarantee the whole-year accessibility, also in winter (Tolmin).
- Promote an integrated offer among the municipalities of the region.

4.4. Sport facilities

A. PROVINCE OF RAVENNA

- Presence of golf clubs and courses equipped with club houses and courses for practicing (Adriatic Golf Club Cervia, Rio Golf La Torre, Golf Club Faenza Le Cicogne).
- Organization and promotion of tourist packs internationally by Emilia Romagna Golf.
- Presence of many tennis clubs and courts.

B. PROVINCE OF FERRARA

- Presence of golf clubs and courses equipped with club houses and courses for practicing (Argenta, CUS, Fossadalbero, Ca' Laura).
- Organization and promotion of tourist packs internationally by Emilia Romagna Golf.
- Presence of many tennis clubs and courts.
- Presence of other sport facilities, such as: go-kart track (Lido di Pomposa, Migliaro), international target shooting (Ferrara), mini motorcycle track (Ferrara), archery (Ferrara).

C. PROVINCE OF ROVIGO

- Presence of golf clubs and courses equipped with club houses and courses for practicing (Rovigo and Albarella).
- Presence of many tennis clubs and courts.
- Presence of professional target shooting facilities (Adria and Rovigo).
- Presence of a cutting edge motocross facility (Adria International Raceway) and another one in Occhiobello.
- Presence of five rugby clubs.

D. PROVINCE OF VENICE

- Presence of golf clubs and courses equipped with club houses and courses for practicing (Prà delle Torri, Nave, Lido di Venezia, Jesolo).
- Presence of many tennis clubs and courts.
- Spaces for outdoor sports in Jesolo and Bibione.

E. PROVINCE OF TREVISO

- Presence of golf clubs and courses equipped with club houses and courses for practicing (Villa Condulmer, Ca' della Nave, Castelfranco Ca' Amata, Cansiglio, Asolo, I Salici, Sport Hotel All'Ancora).
- Presence of many tennis clubs and courts.
- Presence of the Club di Prodotto "*Treviso: Provincia dello Sport*".

F. PROVINCE OF UDINE

- Presence of golf clubs and courses equipped with club houses and courses for practicing (Golf Club of Tarvisio, of Udine in Fagagna, of Chiasiellis di Mortegliano, of Lignano).
- Wide offer of sport products.
- Good sport infrastructures, even at International level (slalom in Sella Nevea).

G. PROVINCE OF TRIESTE

- Presence of golf clubs and course equipped with club houses and courses for practicing, many swimming pools throughout the city with a recently built swimming centre which houses national and world swimming championships.
- Presence of sailing clubs which offer sailing and rowing courses.

H. REGION OF GORENJSKA

- There are clubs and golf courses endowed with club houses and practise courses (Golf Court on Bled lake, Kraljevo court, Brdo).
- There are many tennis clubs and tennis courts (105).
- There are climbing and ice-climbing centres (Mlačka a Kranjška Gora).
- High sport offering.
- Wide visibility of the sport products on the web and through promotional material.
- Good sport structures.
- The main govern is interested in investing in favor of sport tourist structures.

Critical facts:

- Golf product is not developed enough.
- Many sport structures are dedicated more to local people than to tourists.
- Many sport structures are not linked to tourist products.

Goals and actions:

- Support the link with golf courses of Austria or Slovenia.
- Support the region image as a golf destination.

H. REGION OF GORIŠKA

- There are clubs and golf courses endowed with club houses and practise courses (Bovec).

- There are many tennis clubs and tennis courts.
- There are artificial climbing walls (Kobarid, small climbing centre, Isonzo Valley in Nadiža, Čiginj, Senica, Pisano, etc.).
- Good accessibility to sport products on the web and through promoting materials.

Goals and actions:

- There are no great developing plans for this field.
- Guarantee the existent climbing walls maintenance.
- Increase summer activities in Tolmin.
- Provide a specific offer for children.

5. Certification standards

Here you find the situation concerning the certifications in the territory involved in the *Slow-Tourism* transfrontier project: of Gorenjska and Goriška, Friuli Venezia Giulia, Veneto and Emilia

A. ACCOMMODATION



The Green Globe is a certification based on the guide lines ISO 19011 and is assigned to accommodation facilities all over the world that meet the required standards. The Green Globe Certification is a member of the TSC (Tourism Sustainability Council).



The European ecolabel, introduced with the CE regulation 1980/2000, is the certification for environmental quality which is given to products

Romagna, for accommodation facilities, catering industry, environmental protection and other activities.

and services with a low environmental impact. This certification can be asked for, within the tourist sector, by hotels and also by camp sites and mountain huts. Recently the certification has also been extended to wellness resorts.



The certification "Ospitalità Italiana" is supported by ISNART, the Italian National Tourism Research Institute, and by the Chambers of Commerce. Assessment is made by a Provincial Commission and it can be assigned to both accommodation facilities and catering industries.



In 2001 the project VISIT was financed with the aim of harmonising basic standards. Italy is represented by the ecolabel of Legambiente Tur-

ismo with more or less 400 accommodation facilities.



This is a private Italian group which can be joined by hotel managers on request. With the certification of environmental quality *Eco-WorldHotel* the engagement is taken of respecting the environment. This group has also its own *Eco-Shop* where members can buy environmental friendly products for their hotel.



Certification given to Slovenian accommodation facilities that offer special services for children.



This certification indicates accommodation facilities and campsites that have special facilities dedicated to cyclists. The certification, based on fixed standards, is marked with a minimum of one and a maximum of five bikes. This certification is given by the Slovenian Tourist Board.



This certification indicates accommodation facilities and camp sites that have special facilities dedicated to hikers. The certification, based on fixed standards, is marked with a minimum of one and a maximum of five hikers. This certification is given by the Slovenian Tourist Board.

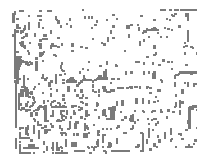
B. CATERING



The certification “Ospitalità Italiana” is supported by ISNART, the Italian National Tourism Research Institute, and by the Chambers of Commerce. Assessment is made by a Provincial Commission and it can be assigned to catering industries to which the certification “Ospitalità Italiana” is given.



The Quality Chart “Ferrara’s Quality” was made by the Department of Economic development of Ferrara, in cooperation with the Association Restaurants and Clubs in the Old Town Centre of Ferrara. This certification aims at pointing out to customers the professionalism that fits with the city and its gastronomic feature.



The Locali storici d'Italia (Italy’s historical restaurants and clubs) is a cultural, non-profit making association which aims at giving value and safeguarding old and prestigious hotels, restaurants, trattorias, confectionery’s shop, coffee houses etc. that are at least seventy years old and were leading actors of Italy’s history either because something important happened in there or because important people used to be their customers.



This certification has been created by restaurateurs of Kobarid for luxury restaurants with top level cuisine.



This certification identifies Slovenian products coming from biological agriculture. Products with this certification have on their label also the name of the producer and the place of origin. This certification is given by the ISD, the Institute for Sustainable Development, according to standards set by the International Federation of Organic Agriculture Movements.

C. SERVICES



The European ecolabel, introduced with the CE regulation 1980/2000, is given to products and services with a low environmental impact and high quality standards. It was assigned to many structures and products in the area under consideration.



Eurovelo 8 is one of the 12 routes created by the European Cyclists' Federation that count altogether 3800 km. The aim is to promote the realisation of a European cycling route and develop the use of bicycles by European citizens, supporting a healthy and sustainable tourism.



The aim of the Carta dei Servizi Turistici di Qualità in the municipalities of the Province of Ravenna is to safeguard the tourists' and the tour operators' rights by repositioning the tourist offer. The chart sets the minimum quality standards to be offered by hotels and all other

accommodation facilities, thermal spa resorts, catering industry and bathing establishments.



Teaching farms are usually farmhouses that have been certified in the many regions, after a training course, by the departments of agriculture or other regional authorities. Every region/nation has its own certification logo.



A Product Club is a spontaneous association of different operators being engaged in many activities (golf, sea, active tourism, hospitality, services). For each product there are guidelines describing the standards that the operator has to meet. Usually it's the regional or provincial tourist board that sets the standards and that controls that they are applied.



This certification indicates accommodation facilities and campsites with rooms and services dedicated to individuals with disabilities. The certification is given by the Slovenian Association ŠENT (Slovenian Association for Mental Diseases).



In campsite dedicated to cyclists it is possible to obtain all information on cycle lanes and other routes in the vicinity. They are provided with all services needed by who travels by bicycle and these campsites for cyclists are in Bled and Koren Kobarid.



The certification characterizes those information points where it is possible to obtain cycle routes maps and verify where it is possible to go cycling. People in charge give information on intermodal transportation and, always at these information points, it is possible to rent a bicycle and discover places where to stop with your own means and receive the necessary assistance. These offices are in: Škofja Loka, Kranjska Gora, Radovljica, Bohinj, Bled, Kranj and in the region of Goriška in: Bovec and Kobarid.

D. ENVIRONMENT



The “blue flag” is an international certification that certifies the environmental quality of tourist destinations located on the seaside or close to lakes. The project is led by the Foundation for Environmental Education (FEE). The main goal is to promote a sustainable management of the destination by paying attention to and caring for the environment.



EDEN is an acronym that stands for European Destination of Excellence. It's a certification given by the European Union that aims at promoting the development of sustainable tourism. Every year there is a competition and a winner is appointed for each participating country. In the last years, destinations of excellence in Slovenia were: Soča Valley (2008), Solčavsko (2009) and Kolpa river (2010).



The orange flag is a certification given by the Italian Touring Club to small villages of the national inland parts that stand out for improving cultural heritage, environmental protection, access and usability of resources, quality of accommodation facilities, wine and food and typical products.



Borghi autentici d'Italia is an association that promotes the development and the improvement of distinctive Italian villages and of small and mid size municipalities with maximum 5,000 inhabitants and with a relevant architectural, cultural and identity heritage.



UNESCO, United Nations Educational, Scientific and Cultural Organization. Every 5 years each member state fills in a list of sites to be nominated. By now the list of the world heritage includes 890 sites. UNESCO's world heritage counts the most important archaeological, landscape and historical sites.



This certification is given by the Club “I Borghi più belli d'Italia” which is part of the National Association of Italian Municipalities (ANCI). There are different standards that have to be met in order to get this certification, as for example a maximum of 15,000 inhabitants and an architectural and/or natural heritage certified by the applying municipality and/or by the Ministry of cultural heritage and environmental conservation.



With this certification the Slovenian Ministry of Agriculture identifies biological farms where the guests are offered a healthy environment and home grown biological products.

6. Web resources

The Web is becoming increasingly important for the tourist as a scanning source and booking for the planning of his travel. The following web directory collects some of the most important

A. EMILIA-ROMAGNA

- <http://www.emiliaromagnaturismo.it>
- <http://www.emiliaromagnaterme.it>
- <http://www.adriacoast.com>
- <http://www.appenninoeverde.org>
- <http://www.cittadarte.emilia-romagna.it>
- <http://www.winefoodfestivalemiliaromagna.com>
- <http://www.archeoavventura.it>
- <http://www.parcodeltapo.it>

A.1. PROVINCE OF RAVENNA

- <http://www.provincia.ra.it>
- <http://www.provincia.ra.it/Argomenti/Turismo>
- <http://ravennaintorno.provincia.ra.it>
- <http://dev.racine.ra.it/sistemamusei>
- <http://www.ravennaincoming.it>
- <http://www.cerviaturismo.it>
- <http://www.terredifaenza.it>

A.2. PROVINCE OF FERRARA

- <http://www.provincia.ferrara.it>
- http://www.provincia.ferrara.it/turismo_sport
- <http://www.ferraraterraeacqua.it>
- <http://www.ferraraforum.com>
- <http://www.castelloestense.it>

B. VENETO

- <http://www.veneto.to>
- <http://www.veneto-agriturismo.it>
- <http://www.villevenete.net>
- <http://www.turismoqualita.it>
- <http://www.promoveneto.it>
- <http://www.venetofacile.it>
- <http://www.3dolomiti.it>
- <http://www.nuovocadore.it>

bookmarks concerning the institutions involved in the *SlowTourism* project.

- <http://www.parcodeltapo.org>

B.1. PROVINCE OF ROVIGO

- <http://www.provincia.rovigo.it>
- <http://www.polesineterratruefiumi.it>
- <http://www.smp polesine.it>
- <http://www.rovigotourism.com>

B.2. PROVINCE OF VENICE

- <http://www.provincia.venezia.it>
- <http://www.turismo.provincia.venezia.it>
- <http://www.turismovenezia.it>
- <http://ecoturismo.provincia.venezia.it>
- <http://osservatorio.provincia.venezia.it>

B.3. PROVINCE OF TREVISO

- <http://www.provincia.treviso.it>
- <http://turismo.provincia.treviso.it>
- <http://visittreviso.it>

C. FRIULI VENEZIA GIULIA

- <http://www.turismofriuliveneziagiulia.it>
- <http://www.agriturist.it>

C.1. PROVINCE OF UDINE

- <http://www.provincia.udine.it>
- <http://www.provincia.udine.it/tempolibero/turismo>
- <http://www.terrediaquileia.it>
- <http://www.provincia.udine.it/musei>
- <http://www.montagnasenzaconfini.it>
- <http://www.ecomuseoaltofriuli.it>
- <http://www.castellipatriarcali.it>
- <http://www.vieniatrovarci.it>
- <http://www.turismoruralefvg.it>
- <http://www.stradadelvinoaquileia.it>
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- <http://www.carnia.it>

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- <http://www.viamalghe.com>
- <http://www.iulia-augusta.com>
- <http://www.nediskedoline.it>

C.2. PROVINCE OF TRIESTE

- <http://www.provincia.trieste.it>
- <http://www.retecivica.trieste.it>
- <http://www.triestecultura.it>
- <http://www.triesteturismo.net>
- <http://www.promotrieste.it>
- <http://www.carsonatura2000.it>
- <http://www.carsoweb.com>
- <http://www.marecarso.it>

D. SLOVENIA

- <http://www.slovenia.info>
- <http://www.slovenian-alps.com>
- <http://www.sloveniaholidays.com>
- <http://www.termegiz.si>
- <http://www.turisticnekmetje.si>
- <http://www.zgodovinska-mesta.si>
- <http://www.hisestradicijo.com>

- <http://www.slovenia-cycling.com>

D.1. REGION OF GORENJSKA

- <http://www.tnp.si>
- <http://www.bsc-kranj.si>
- <http://www.crtip-kranj.si>
- <http://www.tourism-kranj.si>
- <http://www.kranjska-gora.si>
- <http://www.bohinj.si>
- <http://www.bled.si>
- <http://www.jesenice-tourism.net>
- <http://www.lto-blegos.si>
- <http://www.zirovnica.eu>

D.2. REGION OF GORIŠKA

- <http://www.tolmin.si>
- <http://www.kobarid.si>
- <http://www.bovec.si>
- <http://www.dolina-soce.si>
- <http://www.trenta-soca.si>
- <http://www.smaragdna-pot.com>
- <http://www.posocje.net>



THE SWOT ANALYSIS OF THE TRANS- FRONTIER AREA



Strengths and weaknesses, opportunities and threats of each area are here emphasized in order to suggest intervention strategies on behalf of the Italian-Slovenian cross-border area to develop the field of tourism and, specifically, slow tourism.

1. Introduction

Swot is the acronym for: *Strenghts, Weaknesses, Opportunities, Threats*, that is the formulation of strengths and weaknesses (internal factors), of opportunities, of risks and of threats (external factors). The general aim of the Swot analysis is to clarify and to help create ideas for alternative strategies or plans for development (Del Bianco et al. 2010; Gasparini et al. 2003; Zago 2001).

In this case, an accurate picture of limits and potentialities for the development of the tourism field and, in particular, for the development of slow tourism, has been elaborated for the Italian-Slovenian cross-border area involved in the *Slow Tourism* project.

The Swot analysis, here suggested, consists of the following four phases:

- (a) Identification of its own specific elements (strengths and weaknesses, opportunities, risks and threats) and of their significance in terms of sustainability and of probability of occurrence.
- (b) Calculation of the significance of each internal/external and positive/negative factor.
- (c) Creation of theoretic and observed models of alternatives on the base of activated factors and individuation of the most suitable strategies of intervention.
- (d) Individuation of guidelines to follow for each strategy in order to build on strengths, to solve weaknesses, to use opportunities, to contrast risks and threats.

2. Elements of Swot analysis

2.1. Survey system

In order to gather all the information needed for the Swot analysis, the Department of Political and Social Sciences of the University of Trieste arranged a questionnaire in June 2010. In agreement with the partners in charge of this phase, the questionnaire was given out only in each Italian province or Slovenian statistical region, not for each project partner. The filling was conducted under direct control of the Lead Partner Delta2000 in the provinces of Emilia Romagna and of Veneto, of the Department of

Social and Political Sciences of the University of Trieste in the provinces of Friuli Venezia Giulia and of the BSC, Poslovno Podporni Center of Kranj for the Gorenjska and Goriška statistical regions.

The questionnaire is composed of two parts: the former concerning strengths and weaknesses of the area (*internal factors*); the latter concerning opportunities, risks and threats (*external factors*).

For both internal and external factors of the Swot, the elements are distributed in five categories:

- Territory and environment.
- Economy and society.
- Accessibility.
- Institutional support and image.
- Tourist fruition.

In the questionnaire, a list of elements aimed at having a gathering of information homogenous enough between the different areas has been planned. For each element of the Swot analysis suggested as strength or as weakness, it was asked to put a cross against its sustainability over time (*none, low, fairly good, high*), or to indicate whether the same element maintains its characteristics in the course of a medium-

long period. As for opportunities and threats, instead, it was asked to put a cross against the probability of occurrence over the medium-long term (*none, unsure, fairly sure, sure*).

During the data processing, the scale concerning strengths and weaknesses had to be redefined, as all partners focused their answers on the dimension of strength. Therefore, the four-graded scale (*none, low, fairly good, high*) has been divided into two parts: to the first two grades corresponds a condition of weakness (*strong* or *weak*), whereas to the other two grades corresponds a condition of strength (*fair* or *high*). This device allowed to safeguard the distribution of the elements within the factors *Strengths* and *Weaknesses*, yet making precise that weaknesses are a weaker declination, in terms of sustainability over time, of strengths.

2.2. Territory and environment

As for the territory and the environment, eight elements have been identified. The factor describes the area of the Italian province or of the Slovenian statistical region in terms of climate, of presence of protected areas, of care, variety and quality of the cultural and natural heritage, of faunal and floristic variety, of quality standards of local products.

Generally speaking, all Italian provincial territories have a high presence of protected areas rich in both rare animal species and in plant species. The province of *Ravenna* is of great naturalistic value, especially for the presence of the most important Italian wetland. The climate conditions are characterized (mainly during wintertime) by humidity and thick fogs. This condition, that normally would not be considered as a strength, becomes instead attractive to the slow tourist, creating atmospheres loaded with fascination. The same goes for the province of *Ferrara*. In this case, the cultural, historical and natural heritage, even if it is not always of relevant quality, is various, emphasizing the distinctive features of the Po Delta, of the rural culture and of the local traditions.

The province of *Rovigo* has its strengths in the southern area where the Po Delta Park extends. Unfortunately, the municipality of *Rovigo* exceeded the pollution limit by ninety times in 2009 and, for this reason also, the province comes 87th in the Istat eco-friendly and virtuous

provinces ranking. As for the province of *Venice*, such as for the provinces of *Treviso* and *Udine*, a cultural, historical and natural heritage of very high quality is to be highlighted; this same heritage is widely various and diversified showing a special care that is reflected in the quality and in the extent of the range of wine and food products that are offered.

In Slovenia, the area of *Gorenjska* has a rich and well-protected cultural and natural heritage, especially in town centers and in the countryside. The Triglav National Park is the strong point in terms of tourism of the whole area. The area has many destinations that are little-known, an important heritage treasured in museums and many theme routes. The area of *Goriška* is considered as the purest of Slovenia: a heaven for both active and less active tourists, where anyone can meet his own tourist needs. The economic and political operators are particularly sensitive to the achievement of a sustainable development of the territory, informing and educating inhabitants and guaranteeing a green experience for visitors.

From a cultural point of view, the Upper Adriatic offers many cultural jewels to be discovered and a calendar with many events, unveiling a land rich in traditions. There are, in fact, several cultural offers within the area and many of them are part of the Unesco heritage. Some examples are the Mausoleo di Galla Placida near

Ravenna, Ferrara's old town center, the city of Venice and its lagoon, of course, the Palladio's villas, which can be admired following the many theme-based routes. Another kind of attractions are museums, which are very common in the area and offer different exhibitions of various kinds: art galleries, archaeological museums, theatrical museums, science museums. Archaeological and historical sites are then very important and unique: the ancient Roman city of Concordia Sagittaria where traces of the walls, the forum, the thermae and the bridge can be contemplated, or the Roman military colony of Aquileia and its Basilica and the remains of the forum. There are many castles that have been raised on sheer cliffs, such as Miramare castle or Duino castle near Trieste, or that have been built on hills, or still that overlook the city, like San Giusto castle, or finally that are reflected in lake, such as Bled castle.

The area in consideration also boasts an important traditional heritage, which includes various local craft expressions, such as Murano glass and Faenza majolica, or other activities such as fishing, sailing, agriculture, dairy farming. In Goriška, instead, three types of houses coexist, each witnessing a different past and culture.

There is no lack of events: two are the appointments for bird lovers and birdwatchers, the important International Po Delta Birdwatching Fair and the historical Sagra dei Osei in Saticile. There are many international sport competitions that take place in Slovenia (the Vitranc's cup in Kranjska Gora and the ski jump competitions near Planica), whereas Venice is doubtless

famous for the Carnival and the Redentore celebrations.

As for the *opportunities* in the area, the presence of many products of quality, wine and food particularly, encourages the development of the potentialities of the area that are attained also through an increasing care of the natural and cultural heritage. This happens especially in the region of Gorenjska, which is very aware of environmental issues and encourages the development of sustainable tourism and in the region of Goriška where there is no use of toxic substances in agriculture so as to maintain its soils unpolluted and its rivers clean. Special attention is given to the Isonzo-Soča river, as a point of connection for the development of environmental and cultural tourism.

Risks and threats are mainly related to the risks of overflowing/pollution of the rivers and to the phenomenon of sea ingression and regression of beaches that reduce the usability of places (Ferrara, Venezia), to the seismic and hydrological risks (Goriška), to the negative industrial externalities (Treviso, Venezia) that yet do not obstruct the policies aimed at environment that, as in the case of the Parco della Strega, aim for the recovery and for the requalification of valuable areas. Other treats derive from the deficiency of funds for the protection of the environmental heritage and from the poor attraction of investments and initiatives - also private - for the recovery of the context and of the rural buildings. Yet, overall, the analysis of the threats does not announce compromising settings as to the development of goods and services of quality.

Tab. 1: Strength and weakness elements for the territory and the environment

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
1. Unfavorable/favorable climate conditions and unpredictable/predictable weather changes	+	+	+	+	+	+++	+++	++	++
2. Low/high presence of protected areas	+++	+++	++	+++	++	++	++	+++	+++
3. Neglected or damaged/cared and protected natural and cultural heritage	+++	+++	++	+++	+++	++	+++	++	+++
4. The poorness/richness of flora and fauna	+++	+++	+++	+++	+++	+++	+++	+++	+++
5. Unpolluted/polluted environment	+	++	-	++	++	+++	+++	+++	+++
6. High/low range and quality of cultural and natural heritage	+++	+++	+++	+++	+++	++	+++	+++	+++
7. High/low quality standards of local products	+	++	+	+++	+++	+++	+++	++	+++
8. Weak/strong activism of environmental organizations	0	+	0	0	0	++	+	++	++

Legend: Negative or positive sustainability 0 None, -/+ Low, --/++ Fairly good, ---/+++ High.

Tab. 2: Opportunity and threat elements for the territory and the environment

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
OPPORTUNITIES									
1. Potential for development of quality products (typical and biological)	+++	+++	+++	++	+++	+++	++	+++	++
RISKS AND THREATS									
1. Poor hydrogeological and/or seismic conditions	0	-/+	0	++	-/+	-/+	0	-/+	-/+
2. Increasing pressure on the environment and resources	-/+	-/+	-/+	-/+	0	++	0	-/+	-/+
3. Neglected and damaged natural and cultural heritage	0	-/+	0	0	0	-/+	0	-/+	0
4. Use of toxic agro-chemicals and pollution of soil	-/+	-/+	-/+	++	-/+	-/+	0	0	0

Legend: Probability 0 None, -/+ Unsure, ++ Fairly sure, +++ Sure.

2.3. Economy and society

As for the economy and the society, five elements have been identified. The factor describes the areas in terms of demographical composition, quality of life, safety, entrepreneurial spirit, qualification of labor force.

On the whole, in the Italian areas, in spite of the general raising of the average age of the population, the demographical composition remains basically well-balanced. Even the quality of the local life is good and manifests itself also in a general feeling of safety. According to the recent research conducted by the Sole24Ore on the quality of life in the Italian provinces, the provincial areas involved in the SlowTourism project are placed in order: Trieste (4th place), Udine (15th place), Ravenna (14th place), Ferrara

(27th place), Treviso (38th place), Venezia (46th place), Rovigo (58th place).

A strong entrepreneurial vocation favors the presence of a high-level management capable of transferring its own values to all organizational levels, stimulating qualification of labor. Professionalism and qualification of labor forces are significant added value, especially if considering the tourism field. Exceptions are the provinces of Ferrara, Rovigo and Trieste where, even if in the presence of a little lively entrepreneurship, there is the sensibility to transfer local values into quality and into the services that are offered.

Even in the Slovenian statistical region of Gorenjska, in front of a well-balanced demograph-

ical composition, there is a proactive entrepreneurial spirit and a good quality of life that has low crime rate and high feeling of safety. There is, unfortunately, a high unemployment rate that public institutions try to stem by encouraging vocational training through courses on operating in tourism market. The Goriška region is, instead, in a dramatic situation: high ageing rate of the population, depopulation, inadequate education and job loss for the young people, lack of an entrepreneurial spirit. Even in this case, authorities consider the development of tourism as a chance to keep young people in the area, to generate income and to develop entrepreneurship.

As for risks and threats, in the provinces of Ravenna and Ferrara, the limits to the development of slow tourism lie in the fact that the area is historically oriented towards mass tourism, even if with capability of directing the supply to specific segments (young people, families, old people segments), and in the strong coastal polarization that finds it hard to acknowledge and to use the potentialities and the innovative margins offered by a unique natural area in the country. Yet, initiatives for the de-

velopment of products have been launched successfully, such as naturalism and birdwatching.

As far as the areas of Veneto are concerned, the openness to environmental themes and to the variety of the typical products of quality favors the interest in the development of the potentialities of slow tourism along the coast and in the peninsular valuable areas. Furthermore, there is a young population that is active in the protection of the local activities and in the preservation of the *genius loci*, also in virtue of the strong presence of typical products that need specific processing.

The Slovenian areas suffer from the phenomenon of migration of the young population from the countryside to the cities (Gorenjska) and out of the region (Goriška). This entails a loss of specialization in those fields related to slow tourism, such as craft. The pristiness of the places and the attention to environment give young people the chance to start activities related to the development of slow tourism, offering unique, non standardized, natural and authentic services and products.

Tab. 3: Strength and weakness elements for the economy and the society

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
1. Unbalanced/balanced demographic composition	++	+++	++	++	+++	+	- -	++	+
2. High/low quality of local life	++	+++	++	++	+++	++	+++	++	++
3. High/low feeling of security and safety	+++	+++	++	++	++	++	+++	+++	+++
4. High/low level of entrepreneurial spirit	+++	+	++	+++	+++	++	+	+++	++
5. High/low skilled work force	++	+	+	++	++	+	++	++	+

Legend: Negative or positive sustainability 0 None, -/+ Low, --/++ Fairly good, ---/+++ High.

Tab. 4: Opportunity and torea elements for the economy and the society

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
OPPORTUNITIES									
1. General trend for healthy and quality lifestyle	+++	+++	+++	+++	+++	+++	+++	++	++
2. Increasing demand on the global market for rural products	++	-/+	-/+	+++	+++	++	+++	++	-/+
3. Growing interest amongst entrepreneurs in the slow tourism	++	-/+	-/+	++	++	++	++	-/+	-/+
4. Attraction of new investments from abroad	-/+	0	-/+	++	++	-/+	-/+	-/+	-/+
5. Reinforcing of non tourist sectors (crafts, food and wine)	-/+	++	++	+++	+++	++	++	++	++
RISKS AND THREATS									
1. Migration of young and active population	0	-/+	0	0	0	++	-/+	++	+++
2. Loss of identity and local memory	-/+	0	-/+	0	0	-/+	++	0	0
3. Underestimation of the potential of slow tourism as revenue and employment generation	++	++	++	-/+	-/+	+++	+++	0	0
4. Market globalization and import of non authentic products	++	++	-/+	0	-/+	-/+	+++	-/+	0

Legend: Probability 0 None, -/+ Unsure, ++ Fairly sure, +++ Sure.

Tab. 5: Demographic and workforce indicators

Indicators	RVN	FRR	RVG	VNZ	TVS	UDN	TRS	GRN	GRS
DEMOGRAPHY									
Population	358.000	390.000	247.000	854.000	879.000	541.000	236.000	203.000	118.000
Manhood index	0,92	0,95	0,94	0,94	0,97	0,94	0,89	0,99	1,00
Average age	46,9	45,2	45,1	44,0	41,7	45,5	48,4	41,0	43,0
Oldness index	236%	187%	201%	164%	123%	184%	247%	109%	136%
Number of families	162.000	174.000	102.000	364.000	349.000	240.000	121.000	55.000	33.000
Demographic balance	-1.860	-726	-909	-715	1.723	-1.521	-1.703	631	33
Migration balance	2.852	4.506	1.042	5.843	2.709	2.834	1.856	794	-52
WORKFORCE									
Workforce rate	67,8%	67,8%	47,6%	47,7%	51,0%	62,5%	63,6%	53,6%	62,2%
Unemployment rate	6,5%	5,3%	4,4%	5,1%	3,5%	5,6%	4,7%	2,8%	4,3%
Oldness dependence rate	40,0%	37,3%	34,0%	32,3%	27,9%	35,0%	46,0%	23,9%	26,9%
Youth dependence rate	17,0%	19,9%	16,9%	19,7%	22,6%	19,0%	19,0%	21,9%	19,8%

2.4. Accessibility

Speaking of accessibility, nine elements have been identified. The factor describes the accessibility to the territories in terms of infrastructures, links to the main centers, transport services, network of information centers, duration of the tourist season, access to the natural areas, bicycle and pedestrian mobility, services for disabled people.

In the provinces of Emilia Romagna, internal mobility is good both for public transports and

the proximity to international airports, and for the connection between the hinterland and the coastal centers (Comacchio, Porto Garibaldi), which is active also during wintertime. The positive evaluation is negatively confirmed by the lack of fast train lines and of an expressway connection northwards (for those who come from north, the fastest way is across Bologna). As for the season, in Ravenna, the tourism supply focuses mainly on two products: cultural (in the provincial capital) and bathing (in the

coastal towns) products. The duration of the season is longer for cultural tourism (from Easter until October), compared with the bathing season (from May until September). Anyway, both segments are feeling the effects of the drop in permanency; in particular, in bathing tourism it is being recorded an increase in one-day trips and in weekend getaways. For these areas, the situation in perspective does not announce significant differences compared with today's. It is likely to expect a natural evolution of small infrastructures that support tourism and the necessary maintenance interventions on the existing infrastructures.

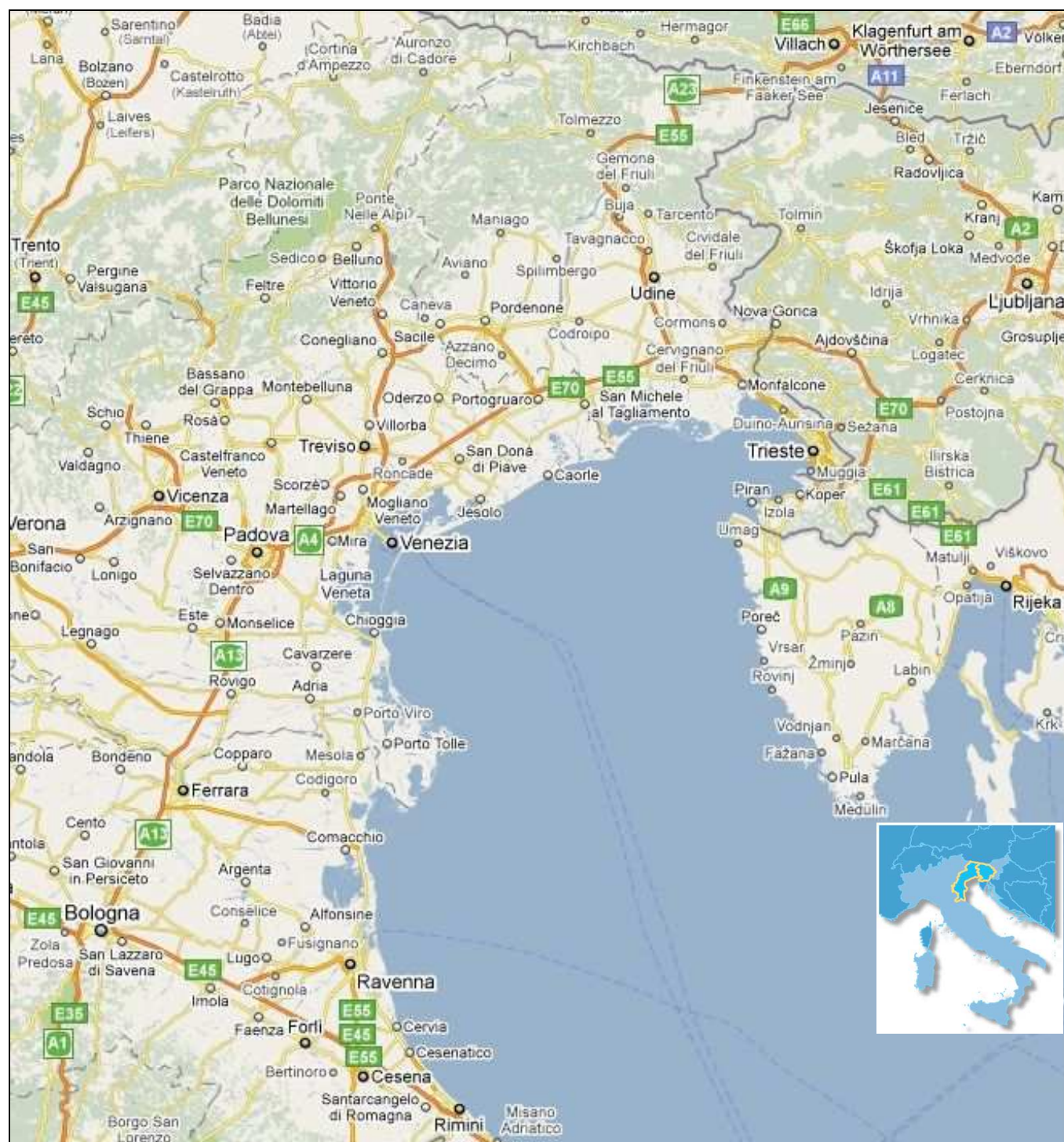
The provinces of Veneto have an effective road network with a good infrastructural equipment that connects the main urban centers. In these provinces and in the neighboring, important airports rise (Treviso, Bologna, Venezia, Verona) that offer European and international destinations; furthermore, the support given by a good urban and extra urban public transport service guarantees the organizational-strategic collaboration between the airports. The territorial infrastructural picture of the Veneto region shows a general adjustment of the local road network that crosses the area, guaranteeing higher levels of safety, environmental cleanup, abolition of grade crossings, such as the creation of the third lane in the Venezia-Trieste highway, or the Southern bypass of Montebelluna or the creation of cycle routes even for alternative non motorized means of transport, such as the cycle network in Eastern Venice. In the provinces of Venice and Treviso, there is a good network of tourist information centers that guarantees the promotion of the wide supply of leisure activities and a higher usability of the natural areas.

In the provinces of Udine and Trieste, being close to the border with Austria and with Slovenia, there are many communication routes. Yet, the infrastructural system of mobility needs substantial investments to adjust the main road

system to European standards. This situation penalizes a region that represents a fundamental road and railway junction between Northern Italy and Eastern and Balkan Europe. From the point of view of tourism, strategies focused mainly on strengthening short-distance tourism where it is possible to work directly on the consumer, rather than on the intermediation of tour operators and agencies. The choice of this policy feels the effects of the presence of a weak airport system, which must compete with the international success of such airports as of Venice or of Lubiana that are one hour drive far. In perspective, for the two provinces, there is high expectation for the strengthening of the main road infrastructures and for the improvement of the connections between the main tourist places.

The statistical region of Gorenjska benefits from a favorable geographic position for its proximity to Italy and to Austria that opens the doors to Western Europe and for the presence, nearby, of many international airports. On the other hand, local transport is inadequate, especially for tourists that arrive by plane or by train. Auto or taxi rental is not the best solution, especially for those who travel low-budget (students, campers, etc.). The situation in Goriška is, instead, dramatic. The very bad road conditions make the access to many towns difficult. Public transport also does not live up to the tourism supply of quality and travelling times are long even for people coming from Lubiana. But then, these same impracticable characteristics make the area special for those who are in search of a more natural and less anthropic habitat. Yet, in both regions, there are national and European plans of infrastructural support in support of the tourist road system. It must be finally pointed out that, considering the high amount of tourist information centers, a coordination between them and the will to cooperate are missing.

Fig. 1: The road system of the transfrontier area



Tab. 6: Strength and weakness elements for the accessibility

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
1. Good/bad conditions of road infrastructures	+	+++	++	+++	+++	0	+++	+++	- - -
2. Good and rapid/bad and slow road access to main centers	+	++	++	+++	+++	+	+++	++	- - -
3. Good/bad public transportation services	++	+++	++	+++	+++	+	+++	+	- -
4. Good presence, closeness/lack, distance of the main infrastructures (airports, harbors, etc.)	+++	+++	+++	+++	+++	0	+	+++	+
5. Existence/absence of a network of tourism information offices	+++	+++	+	+++	+++	++	0	+++	++
6. Long/short duration of the tourism season	+	+	- -	++	++	+++	+++	+	++
7. Too much/any restriction in use of natural areas	0	0	0	0	0	+++	0	++	+
8. High/low attention to pedestrian and bicycle mobility	+++	+++	++	+++	+++	++	++	+	++
9. Good/bad services and infrastructures for disabled people	+	+	++	0	+	0	++	+	++

Legend: Positive or negative sustainability 0 None, -/+ Low, --/++ Fairly good, ---/+++ High.

Tab. 7: Opportunity and threat elements for the accessibility

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
OPPORTUNITIES									
1. Planned improvement of infrastructure network at national level	-/+	-/+	++	+++	++	+++	+++	++	-/+
2. Provided new infrastructures to support tourism	++	-/+	-/+	+++	++	+++	++	++	++
RISKS AND THREATS									
1. Failure of the system to adapt to new needs (last minute, personalized offers, short stays, etc.)	-/+	+	-/+	0	0	-/+	++	++	-/+
2. Deficit in quality accommodation in rural areas	++	++	-/+	-/+	0	-/+	0	++	-/+

Legend: Probability 0 None, -/+ Unsure, ++ Fairly sure, +++ Sure.

2.5. Institutional support and image

As for the institutional support and the image of a place, nine elements have been identified. The factor describes the areas in terms of tourism legislation, long-term planning, local support to tourist development, coordination between institutional protagonists, availability of financial resources, promotion and marketing skills, training, promotion of slow products, web use.

In the province of *Ravenna*, the institutional support is generally very good, also due to the fact that the area is within a historically very important catchment area (the Adriatic coast) from the point of view of tourism. The institutional and public-private coordination is, generally, good both as for the aspects related to a balanced development of the tourism supply

and as for communication (including brand policies). The area of the Po Delta has been for some years the subject of a branding policy, supported regionally also by strong values of uniqueness and of differentiation compared to the main tourist products. The institutional support for the development of the tourism field is considered *strong* at local level, *fairly good* at region level, *poor* at nation level, as it is not a traditional tourist area. The only negative element emerging is the bad economic situation regarding the availability of financial resources (locally, regionally, and nationally). The tourist development of the area historically made use of private financial resources as well; in this case also, once the crisis is over, it is possible to focus private resources on new products (such

as slow tourism) - especially if activated during combined planning/carrying out (networks, co-marketing, etc.).

The province of *Ferrara* has a good orientation to strategic planning carried out mainly by institutional and in charge of economic liveliness and of higher education (Universities) protagonists. Definitely weaker is, instead, the private entrepreneurial system, the one in the tourist field in particular that is small-sized and characterized by an approach historically oriented towards bathing tourism, that is towards a *standard* product and a *passive* tourist. The forms of accommodation capacities that prevail (camp-sites, holiday villages and vacation houses) have also slowed the spread of business culture, that today finds it hard to understand the opportunities - entrepreneurial and occupational - related to the development of an area that is of high naturalistic value and slow, that it would be possible to extend to a good part of the year. In terms of institutional support for creating an image, the province of Ferrara is provided with a tourist mark "Ferrara Terra e Acqua". The mark represents an important marketing tool for the territory which identifies and expresses in a logo and in a graphic sign all the heterogeneous elements of the provincial tourist supply, giving better recognition, cohesion and communicative capacity to the territorial promotional actions. There are, nowadays, more than 650 holders of the license of use who contribute to spread the mark and to multiply the occasions of visibility and of valorization. Furthermore, both the province of Ferrara and of Ravenna are part of the many Unions of Product at a regional level, which with public and private partners put specific projects for the promotion and the marketing of the destination into action: sea, city, green and, for Ravenna, even *thermae*.

The province of *Rovigo* has a tourism supply that is at the moment mainly focused on the bathing product and still relatively little on the naturalistic resources of the Delta. The notoriety of the shores of the province is limited. Financings are more oriented towards the agricultural-rural field rather than to the tourism field. Yet, the institutional picture shows a good attention to the local support to development. Tourism is not historically one of the key fields of the area, even if the awareness of possibilities related to the development of the field is growing. The tourism field can count on a kind of policy aware of market and territory dynamics.

The province of *Venice* is rich in a wide historical-cultural supply that comes with the areas of environmental and naturalistic interest. Such characteristics encourage the attraction of public financings for the development of tourist and territorial potentialities through shared strategies and economic marketing tools. The province of *Treviso* has a strong brand (*Marca trevigiana*) that includes all tourist, environmental and historical opportunities that are offered by the area, encouraging the coordination between local protagonists. Such a synergy favors the possibility to attract public financings for the development of the specific historical-artistic-cultural peculiarities through shared strategies and economic marketing tools. The institutional picture of the two provinces of *Veneto* shows some attention to the local support to tourist development that happens through a good coordination between the protagonists and a tourism legislation aware of market and territory dynamics. It is to be highlighted a strong tourist entrepreneurialism and an economic liveliness that pushes into a long-term strategic planning, also through the promotion of slow products and the more intense use of web resources.

The Agency for tourism *Fvg* let clusters for the main tourist products (*Snow and ski*, *Spas and wellness*, *Wine&Food*, *Boating*, *Active tourism*, etc.) develop and be promoted. This regional choice allowed to get over the supply fragmentation and the competitiveness of the operators and, at the same time, to strengthen the identity of the destinations and of the products. A lot of attention was given to the environmental theme in the tourist approach both giving a promotional image and reorganizing the supply, often from a slow perspective. Yet, this strategy of development of the slow supply needs to be strengthened, especially in the provinces of *Udine* and *Trieste*. The two areas that should be promoted must be immediately identified with excellences that catch the attention of the tourist and through a promotion that uses web 2.0 technology, as the information and the opinions on the tourist places travel through the Internet and much of the success of any initiative depends on this form of communication: the modern and technological version of word of mouth. The portal of *TurismoFvg.it* is becoming more and more the reference portal of the tourist *FVG* region, both for the potential tourists and for the local tourist operators that can add suggestions and services that are updatable real-time. The weaknesses and the risks of the

territory derive mainly from a poor coordination between institutional public-private protagonists that make it difficult to plan initiatives for the promotion and the marketing of products and from the lack of reliable studies on the expectations of development of the field. The opportunities derive mainly from the strengthening of the cross-border cooperation that is to be considered as an important opportunity of growth for the whole area and from the involvement in fairs out of the traditional circuits to intercept the demand of new and developing countries.

Moving to Slovenia, in front of a national well-defined and clear strategy of the tourist development, tourist operators find difficulty in collaborating limiting the tourism supply. The three better organized and known destinations in Gorenjska (Bled, Bohinj, Kranjska Gora) are present at the main fairs in the whole Europe

and even further. The other minor places, even if they are equally attractive, are not as well-known: they haven't identified a target and their supply is not part of an integrated tourist product. The training supply in the field is rich, to which a demand does not correspond causing a deficit of labor in the field. The rapid development of tourism in *Goriška* has emphasized the need of an integrated approach of network for the growth of the field. There is a lack of an efficient coordination between the operators in Tolmin and Kobarid (LTO Sotočje) and those in Bovec (TIC Bovec) in combining efforts to develop a common marketing strategy considering that the financings, European financings also, have been substantial in this area (see the successful brand *Soča Valley - Land of living water*).

Tab. 8: Strength and weakness elements for the institutional support and image

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
1. Updated or complete/outdated or incomplete tourism legislative framework	+++	+++	+++	+++	+++	++	+	++	+++
2. Presence/lack of a long-term strategic planning	++	+++	++	+++	+++	+	- -	++	++
3. Good/little local support for tourism development	++	++	+	+++	++	+	- -	++	++
4. High/low co-ordination among institutional actors	++	++	++	+++	+++	0	- -	+	++
5. Good/lack of availability of funding resources	-	+	+	++	+	-	- -	+	++
6. Facility/difficulty to plan initiatives for the promotion and marketing of products	+++	+++	+	++	+++	+	- -	++	++
7. A lot/few training in tourism management and marketing	+	+	0	++	+++	-	+	++	++
8. Presence/lack of slow tourism product image	++	+++	+	+++	++	0	-	+	++
9. Good/weak presence on the web	+	++	+	+++	+	++	0	+	+++

Legend: Negative or positive sustainability 0 None, -/+ Low, --/++ Fairly good, ---/+++ High

Tab. 9: Opportunity and threat elements for the institutional support and image

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
OPPORTUNITIES									
1. Transfrontier or international co-ordination and cooperation among institutional actors	+++	++	+	++	+	+++	++	++	++
2. Availability of funding for rural development activities	++	++	+++	++	++	+++	+++	++	++
3. European support	++	++	++	++	+	+++	+++	++	++
4. Introduction of new quality control systems for local products	+++	+++	++	++	+++	++	++	++	++
5. Creation of strong national marketing structures and incentive to tourism	++	++	++	+++	++	+++	+	+	+
6. Strong image of the area abroad	++	+	+	+++	++	+++	++	++	++
7. Participation in fairs and events specifically for the promotion of local products	++	++	++	++	+++	++	+	+++	+++
RISKS AND THREATS									
1. Weak national support for tourism development in the area	-/+	-/+	-/+	0	-/+	++	0	-/+	-/+
2. Lack of awareness and strategic vision among national stakeholders	-/+	++	-/+	0	0	-/+	+++	-/+	-/+
3. Delay or inefficient implementation of programs of adjustment of the support structures for tourism	-/+	++	-/+	0	0	+++	++	++	-/+
4. Lack of tools for marketing and branding	0	-/+	++	0	0	++	++	++	-/+
5. Lack of reliable data and statistics and studies	0	0	0	0	0	0	++	++	0

Legend: Probability 0 None, -/+ Unsure, ++ Fairly sure, +++ Sure.

2.6. Tourist usability

Finally, as far as the tourist usability is concerned, ten elements have been identified. The factor describes the areas in terms of hospitality of the population, training of the labor force of the field, quality of food and wine products, organization of cultural events of national or international relevance, important religious sites, quality and value of services and accommodation facilities, variety of leisure activities, boating infrastructures.

In *Ravenna*, the tourist services are very oriented towards bathing tourism; the hotels are mainly 3 star, family-owned and of medium quality. The modale category in terms of complementary facilities is *campsites* and *vacation villages*. As for the opportunities and the threats, in *Ravenna*, the main threat is the fluctuations and the uncertainties connected to the demand. Anyway, it is a kind of supply that is relatively robust and that has never historically felt the effects of the negative phases of the

business cycle, thanks also to the good overall quality/price ratio.

In *Ferrara*, the tourist usability is medium-high: heavily imbalanced towards the coastal part (mature product) but with the hinterland - the area of the Delta in particular - capable of being a big source of opportunities for the diversification and the qualification of the coastal supply. The presence of traditional and of good - if not very good - food farming and handmade products and the wide variety of the environments and of the resources, make the context rich in opportunities, authentic and capable of enhancing the experience made by the visitor. In *Ferrara*, gaps in the opportunities are the expansion of Asian markets and the cruise tourism. The most relevant threats are related to the low reactivity of the supply system and to the qualitative and quantitative lacks in the rural accommodation capacity.

In the province of *Rovigo*, the area is characterized by a strong rural economy, with the presence of certified typical products, wine and food. The accommodation network that does not include hotels is wide (mainly by the coast) and directed to welcome a kind of tourist that is inclined to nature-oriented vacations. The wide area where the province lays is of very high cultural and artistic value that easily attracts a huge amount of tourists. In this context, *Rovigo* is distinguished by an appealing naturalistic supply, even if the life history of this product still seems at an early stage.

In *Venice* and in *Rovigo*, the presence of many certified typical and wine and food products underlines how the wide range of supplies comes with quality and cooperation in the promotion of the local peculiarities. The presence of such characteristics favors positive dynamics of *de-seasonalisation* in the areas of production involved and, even more, in the areas of historical-artistic-cultural interest. The tourism that moves around *Venice* does not feel the effects of some particular market drops, whereas it is to be mentioned the increasing attention to the creation of naturalistic routes that suggest connections with the wine and food, cultural and historical-artistic supplies, including those involved in slow tourism that find solutions of continuity in the neighboring local administrations.

The tourism in the province of *Treviso* benefits from a forceful promotional tool that is the *Marca Trevigiana* brand, which is characterized by flexibility and good response times between the market needs and the rich historical-artistic-cultural supply that places itself in contexts of high environmental value. The proximity to *Venice* announces interesting expansions related to the growth of cruise tourism and to the penetration of new markets (Eastern Europe and Asia).

The province of *Udine* can count on a bathing (*Lignano*) and mountain (*Carnia*, *Tarvisio* and its surroundings) tourism supply that is well-structured and recognized. Furthermore, the area has many attractive places (*Aquileia*, *Venezzone*, *Palmanova*, etc.) and there are also many routes that allow to approach the journey from

a slow perspective through naturalistic, archaeological, historical and wine and food sites. A lot of attention is given to - but much yet to be done - intercept the tourism demand in the new emerging countries and to adapt the supply to the new needs: short stays, sporting, personal care and wellness structures. The province of *Trieste* is fairly attractive from the point of view of tourism (the sea and the *Karst*) as well although it feels the seasonality of the supply. The area of *Basovizza* and *San Dorligo della Valle*, where the pilot project "The water forest" develops, is the ideal place where to spend a nice time and to practice some slow sports within a unique naturalistic, historical, cultural and scientific context. Yet, in such an area rich in traditions and wine and food, there is a lack of support from a suitable tourist marketing and from the promulgate of the initiatives. Furthermore, the services field is not specialized in offering a good quality of the *welcome* product, the resources are not adequately coordinated and structured and an approach of network to the promotion of the area is missing.

As for the *Gorenjska* region, the tourist season is mainly related to the summer and winter offers. The sport and leisure supply is rich and various. *Gorenjska*, in 2009, developed the identity of 18 destinations with their own story and claim. Therefore, the attention must be given to the development of the local identities where to build the tourist uniqueness. This identification must diverge from the one suggested by the colleagues from beyond the border in order to avoid competitions in a field, that of slow tourism, that involves more than one area. Much work still needs to be done to adequately promote these places. *Gorenjska* has a quantitatively and qualitatively relevant tourism supply as well, able to satisfy most of the tourists, especially those who search for entertainment in sport activities. The mild climate makes it impossible to develop a winter tourism supply, especially in *Tolmin* and in *Kobarid*, but the offer of several local products, festivals and cultural events involve many types of tourists throughout the year. The operators are promoting the area betting on authenticity and non-massification of places.

Tab.10: Strength and weakness elements for the tourist fruition

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
1. High/low hospitality of local population	+++	+++	0	+	+	+	-	+++	+++
2. High/low skilled work force in the field	+	0	-	+++	++	0	++	++	+++
3. Medium-high/medium-low quality wine and food products	++	+++	++	+++	+++	+++	+++	++	++
4. Non authentic/authentic and traditional products prevalence	++	++	+	+++	+++	+++	+++	+++	+++
5. Cultural events and festivals of national, International/local tourist interest	+++	+++	0	+++	++	+++	+++	+++	+++
6. Presence/absence of sites of special interest for the religious tourism	-	+	-	0	+	+++	+++	++	+
7. Low/high prices of tourism services	+++	++	+	-	0	+	+	++	++
8. High/low quality standards for accommodation and services	+	-	+	+	++	++	+++	++	++
9. High/low range of things to do (sport, leisure, etc.)	+++	++	+	+++	+++	++	+++	+++	+++
10. Good/bad infrastructures and facilities for nautical-boating tourism	+++	++	+	+++	++	+	+++	++	+++

Legend: Negative or positive sustainability 0 None, -/+ Low, --/++ Fairly good, ---/+++ High.

Tab. 11: Opportunity and torea elements for the tourist fruition

Elements	R V N	F R R	R V G	V N Z	T V S	U D N	T R S	G R N	G R S
OPPORTUNITIES									
1. Tourism potential from South-East Europe and Asia	0	-/+	0	+++	++	+++	-/+	-/+	0
2. Strong tourism presence in neighboring areas	+++	+++	+++	++	+++	-/+	-/+	++	+++
3. Increasing demand for rural, natural, wine and food tourism	+++	+++	-/+	-/+	+++	+++	++	++	++
4. Increasing demand for weekend tourism	+++	+++	-/+	+++	++	+++	+++	+++	+++
5. Increasing demand for sport activities places	++	+++	-/+	-/+	+++	+++	-/+	-/+	0
6. Expansion of cruise tourism in the Adriatic	++	-/+	0	+++	++	++	+++	++	0
7. Increasing demand for destinations with a wide natural and cultural offer	+++	+++	++	++	++	+++	+++	+++	+++
RISKS AND THREATS									
1. Fluctuations and unpredictability of tourism market	++	-/+	++	-/+	0	+++	-/+	++	-/+
2. Dominating development of mass tourism products	-/+	-/+	0	+++	-/+	-/+	0	-/+	0
3. Competition for the "slow tourism" of neighboring regions	0	0	0	-/+	0	+++	+++	-/+	0

Legend: Probability 0 None, -/+ Unsure, ++ Fairly sure, +++ Sure.

3. Relevance of factors

- At this point, the analysis procedure must measure the weight of each Swot factor in each category and on the whole. The absolute weight of a factor is the sum of the values given by the interviewed people for each

element. The values assigned to the elements had the following values.

- For strengths and weaknesses: High sustainability: -/+ 3; Fair sustainability: -/+

2; Low sustainability: -/+ 1; Null sustainability: 0.

- *For opportunities and risks:* Certain probability: 3; Almost certain probability: 2; Uncertain probability: 1; Null probability: 0.

When entering the data, it was noticed that most of the answers focused only on strengths, even if with different intensities. Comparing the signalings with their comments, with the quantitative data that were gathered, with the descriptions given by the operators by means of the template and with alternative sources, it was decided to rewrite the strengths and weaknesses scale, reducing it to two grades (negative, null and low positive sustainability vs. positive fair and high sustainability). The same thing was done with the opportunities and threats scale. In this case, the value of 0 was given to the null probability of realization, of 1 to the uncertain/almost certain probability of realization and of 2 to the uncertain probability of realization.

In the Tab. 12, the weights of each factor for each dimension and their percentages for each dimension are reported. It is to be underlined the predominant role of the elements of

strength that have values that go from 25% to 61%. Strengths are of great relevance in the territory and environment category (61,2%) and in the accessibility category (51,9%), weaknesses are more relevant in the economy and society category (4,8%), opportunities might affect mainly economy and society (44%) and institutional support and promotion of the area (43,3%), while risks and threats might affect mainly society and economy of the cross-border area (21,1%).

In the cross-border area, on the whole, the percentage distribution of the Swot factors is the following:

- Strengths (S): 39,3%
- Weaknesses (W): 11,7%
- Opportunities (O): 34,0%
- Risks and threats (T): 15,0%

Finally, combining the percentages, it is possible to highlight the weights of the dimensions for endogenous/exogenous and positive/negative factors (see Tab. 14). In this case, the weight of the positive factors that almost reach the two-thirds of the total emerges strongly (73,3%).

Tab. 12: Swot factors loadings for dimension (%)

Dimensions	Strengths S	Weaknesses W	Opportunities O	Risks and threats T	Tot.
1. Territory and environment	61,2	9,9	11,8	17,1	100,0
2. Economy and society	30,1	4,8	44,0	21,1	100,0
3. Accessibility	51,9	15,4	19,9	12,8	100,0
4. Institutional support and image	25,5	15,2	43,3	16,0	100,0
5. Tourist fruition	38,8	11,4	39,6	10,2	100,0
Total	39,3	11,7	34,0	15,0	

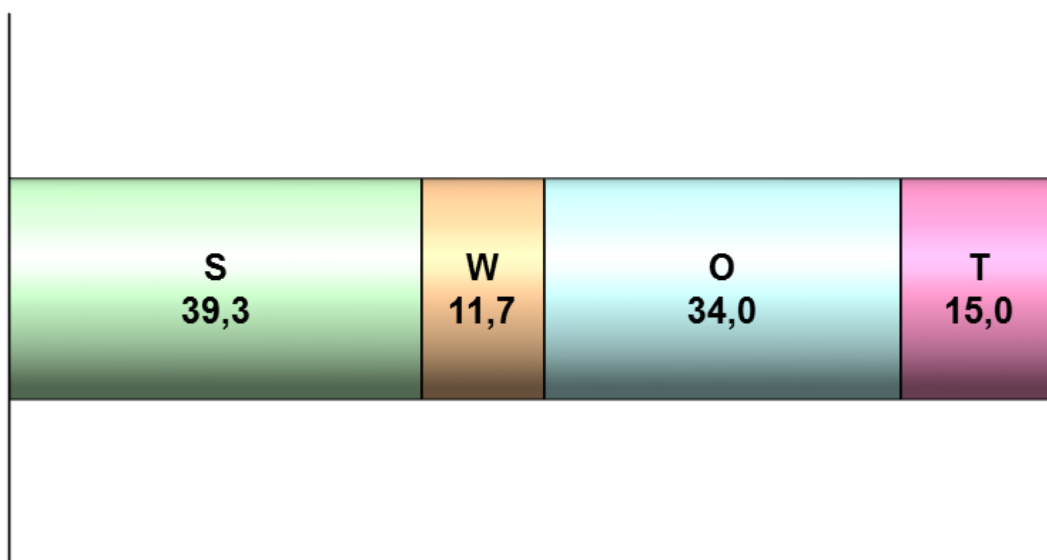
Tab. 13: Swot factors significance for dimension (%)

Dimensions	Strengths S	Weaknesses W	Opportunities O	Risks and threats T
1. Territory and environment	23,8	12,9	5,3	17,4
2. Economy and society	12,8	6,9	21,7	23,5
3. Accessibility	20,8	20,7	9,2	13,4
4. Institutional support and image	17,2	34,5	33,8	28,2
5. Tourist fruition	25,4	25,0	30,0	17,4
Total	100,0	100,0	100,0	100,0

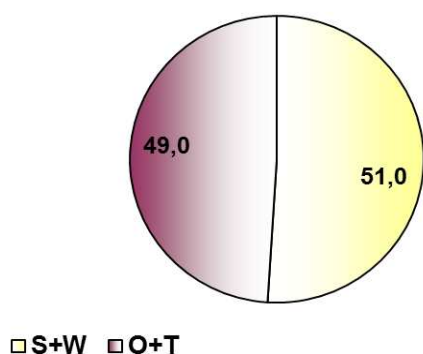
Tab. 14: Internal/external and positive/negative Swot factors loadings for dimension (%)

Dimensions	Internal factors	External factors	Positive factors	Negative factors
	S + W	O + T	S + O	W + T
1. Territory and environment	71,1	28,9	73,0	27,0
2. Economy and society	34,9	65,1	74,1	25,9
3. Accessibility	67,3	32,7	71,8	28,2
4. Institutional support and image	40,7	59,3	68,8	31,2
5. Tourist fruition	50,2	49,8	78,4	21,6
Total	51,0	49,0	73,3	26,7

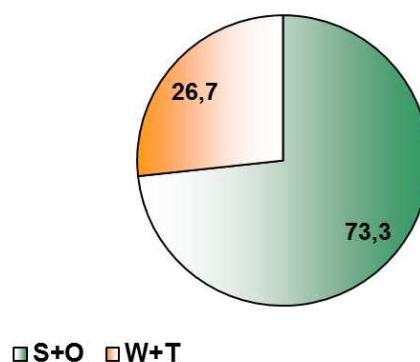
Graph. 1: Factor loading



Graph. 2: External vs. Internal factors



Graph. 3: Positive vs. Negative factors



4. Models and intervention strategies

The last phase but one of the Swot analysis is the creation of theoretic and observed models and the individuation of the most suitable intervention strategies. On the base of the combinations of the Swot factors, it is possible to hypothesize fifteen theoretic models (see Tab. 15). These models can be grouped together into four groups corresponding to as many intervention strategies.

In the *first group* prevail the positive factors, external and internal (*Strengthening strategy*). This strategy is based on strengthening the Italian-Slovene areas' internal and external positive aspects, on the assumption that, this way, the negative elements are greatly weakened by being bypassed or absorbed by the positive. This strategy may be used where strengths (S) and opportunities (O) are sound, stable and numerous; by acting upon them, the remainder of the system should follow, thus transforming or attenuating the effect of the few and scarcely incisive weaknesses (W) and threats (T).

In the *second group* prevail the positive internal factors and the external positive factors (*Overcoming strategy*). This strategy is more conservative, systemic and less far-reaching than the previous, because it inverts its logic by acting on the positive factors (strengths and opportunities) to minimize or completely deactivate the internal negative factors (weaknesses). Its objective is to preserve and stabilize the system, avoiding exceedingly manifest internal fractures. This strategy is applicable not only where there is a political will for balanced development in the entire area, but especially when there are evident and considerable weaknesses (W) as well as widespread strengths (S) and opportunities (O) that may influence the existing weaknesses (W).

In the *third group* prevail the positive and negative internal factors and the positive internal factors (*Mobilization strategy*). This strategy highlights the action of strengths (S) and opportunities (O) on the negative (T) context, which, clearly challenges the establishment of the positive elements of the *cross-border or local area system*, in terms of local development, accessibility, tourist fruition. This strategy should be

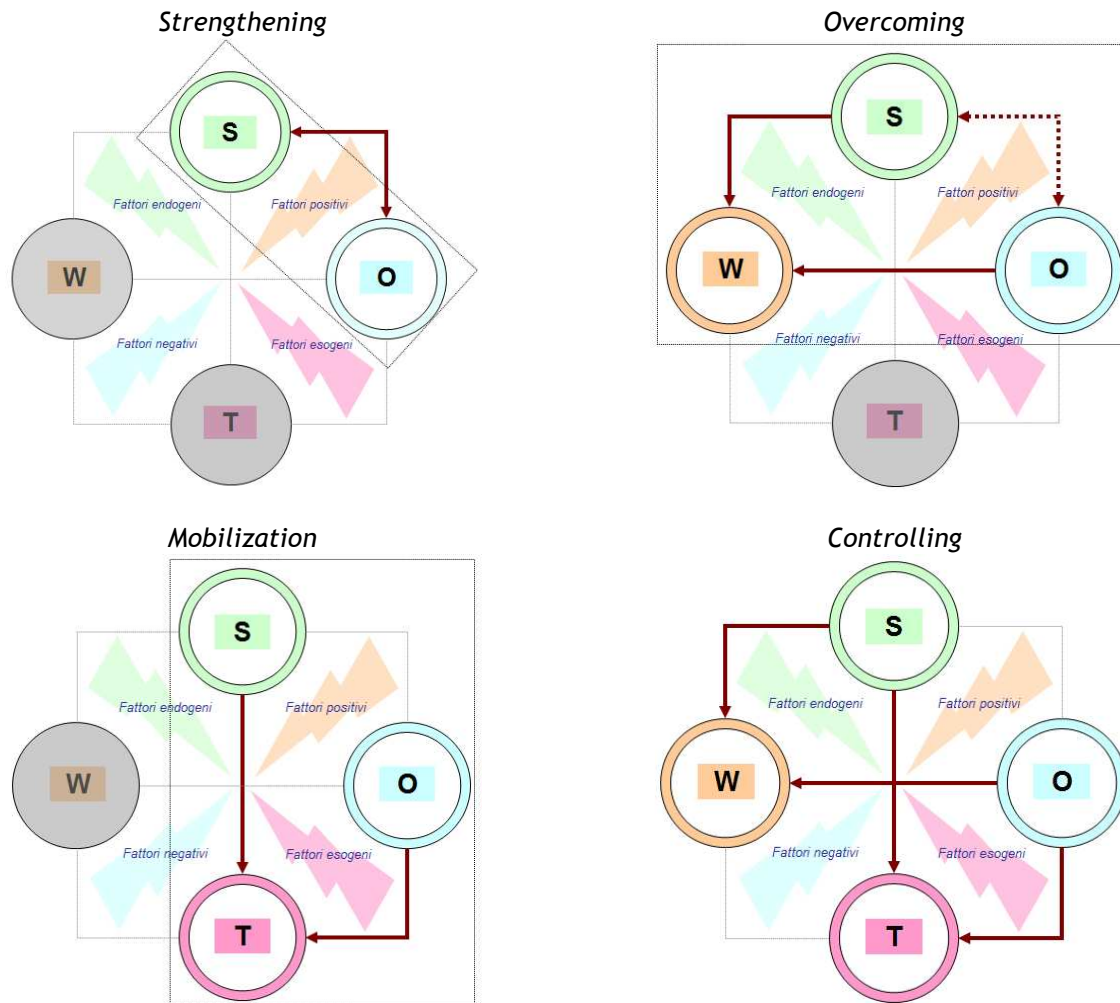
adopted when the threats (T) coming from the outside are so constraining and wide-spread that the area system has to mobilize its positive resources: strengths (S) and opportunities (O), to diminish the influence of threats (T) coming from the outside.

In the *fourth group* prevail the lack of internal and external positive factors (*Controlling strategy*). This strategy is based on the double role attributed to strengths (S) and opportunities (O) to reduce both weaknesses (W) and threats (T) and, therefore, to reduce the negative elements. This strategy is adequate when both weaknesses (W) and threats (T) are strong. In these noticeably negative conditions, all available resources (even if not very consistent) must be mobilized to mitigate excessive unbalance and to neutralize the action of negative factors.

The selection of the models resulting from the activated factors and of the intervention strategies occurs starting from the percentage distribution of each Swot factor and from the percentage of the discriminating value. The latter is that value that at his achievement activates/deactivates the different combinations of the factors and, consequently, the selection of the different theoretic models. The theoretic model is selected if the sum of the factors reaches the given discriminating value. Fixing, for example, the discriminating value at 51% means that one or more factors weigh for more than half the Swot percentage distribution. The higher is the discriminating value, the lower is the number of activated models.

Considering the high value of strengths and of opportunities, it was chosen to keep the value of the discriminant high to reduce the number of models. By fixing it at 66%, five selected models (n. 3, 7, 11, 13, 15) have been obtained. These models correspond mainly to the three strategies of *Strengthening* and *Mobilization*. This means that the strengths and the weaknesses of the area will have to work together to get stronger reciprocally and to oppose mainly the action of external threats, as the internal weaknesses are easier to control and to get over.

Fig. 4: Strategies of intervention



Tab. 15: Activated models by the different combinations of Swot factors

N.	Theoretical models	Activated factors				✓	Strategies
I	1. Preponderance of internal strengths	S					Strengthening
	2. Preponderance of external opportunities			O			
	3. Preponderance of positive factors	S		O		✓	
II	4. Preponderance of internal weaknesses		W				Overcoming
	5. Preponderance of internal factors	S	W				
	6. Absence of internal strengths and external risks		W	O			
	7. Absence of external risks and threats	S	W	O		✓	
III	8. Preponderance of external risks and threats				T		Mobilization
	9. Preponderance of internal strengths and external risk	S			T		
	10. Preponderance of external factors			O	T		
	11. Absence of internal weaknesses	S		O	T	✓	
IV	12. Absence of internal strengths		W	O	T		Controlling
	13. Absence of external opportunities	S	W		T	✓	
	14. Absence of positive factors		W		T		
	15. Absence of predominant factors	S	W	O	T	✓	

5. Intervention guidelines

The last step in the Swot analysis is the individuation of *guidelines* needed to strengthen the “slow tourism” tourist product. The guidelines will emphasize issues that must be handled during the development process of the supply. This process will have to be undertaken together with the main protagonists of the tourism chain as a way to reach general consent as to the decision on how to handle the subject. A positive result will encourage the cooperation and the partnerships since the early phase of planning.

It will be, then, the institutional, economic, public and private operators to change the lines of action into concrete *actions* according to the feelings, the interests and the specificities of the belonging territory.

The analysis will focus on both the whole area and each Italian province and Slovenian region. In the latter case, the guidelines must be considered as new specifications compared to the general guidelines.

5.1. Swot guidelines for the transfrontier area

For the transfrontier area, the Swot analysis has produced the following result:

Dimensions	S	W	O	T	Strategies
1. Territory and environment	61,2	9,9	11,8	17,1	Strengthening
2. Economy and society	30,1	4,8	44,0	21,1	Mobilization
3. Accessibility	51,9	15,4	19,9	12,8	Strengthening
4. Institutional support and image	25,5	15,2	43,3	16,0	Strengthening
5. Tourist fruition	38,8	11,4	39,6	10,2	Strengthening
Total	39,3	11,7	34,0	15,0	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the recovery and the conservation of the natural and cultural heritage, especially of the rural areas in order to avoid their deterioration, compromise the supply of slow products and the economic development on local population's behalf.
- Identify and support the spread of excellence over the whole area in order to avoid the concentration of tourist fluxes.
- Support the use of transports alternative to car, stimulating the use of public transportation, in order to reduce impacts on the area (parking lots for exchange, limited access areas, etc.).

Economy and society

- Develop the local competences and skills in order to fight against the creative and intellectual impoverishment of the area (depopulation).
- Support the local entrepreneurship in non tourist fields in order to strengthen the iden-

tity of places in terms of traditions, skills, life styles.

Accessibility

- Use the central position of the cross-border area in Europe and the several road and infrastructural connections in order to increase the number of tourists in emerging countries.
- Supplement the local road network in order to develop short-break tourism and the connections between coasts or mountains and hinterland.
- Support the transformation of information centers into service centers in order to offer tourist the opportunity to stop and prolong his stay.
- Support the image of slow tourism product on the web, outside, in order to communicate with potential tourists and, inside, to exchange information between operators.

Institutional support and image

- Support the creation of quality standards for services, infrastructures and resources in order to intercept the increasing demand for quality.

- Support the creation of network models between operators, through a centered coordination that does planning activities, in order to diversify and personalize the supply.
- Support and spread the image of slow tourism product in a coordinated and unitary way, though highlighting the specificities of each area.
- Support and spread the image of an area rich in cultural and natural heritage and where to live unforgettable moments outdoors or practicing sports to intercept the increasing demand for sport, walking, cycling and wine and food.
- Explore marketing plans in order to support traditional tourist fields (development of slow tourism product) in order to fight against the competition of emerging destinations, of new and far attractions but easily reachable.
- Support and spread slow tourism principles through an effective information circulation system in order to develop a common view of operators and local people.
- Support the specialist training of the people in charge in the tourist field in order to offer a service from a slow perspective.

Tourist fruition

- Use the positioning and the maturity of sea, mountain and city of art products in order to develop an additional supply of visit of the area from a slow perspective.
- Develop and promote the tourism supply for groups of products (sea and city of art, mountain and wellness, cycling and wine and food, etc.) in order to make the experience lived by the tourist unforgettable.
- Develop common strategies aimed at the extension of the supply and at the de-seasonalisation of tourist fluxes.
- Spread slow tourism principles between operators and population in order to improve the welcoming skills (opening times flexibility, willingness to talk with the client, etc.).
- Support the unitariness of slow tourism product in order to avoid the fragmentation of supplies at a promotional level.
- Support the typical, local wine and food supply and protect food farming productions in order to safeguard culinary traditions and to intercept the increasing demand from gastronomists.

5.2. Swot guidelines for the province of Ravenna

For the province of Ravenna, the Swot analysis has produced the following result:

<i>Dimensions</i>	<i>S</i>	<i>W</i>	<i>O</i>	<i>T</i>	<i>Strategies</i>
1. <i>Territory and environment</i>	53,3	20,0	13,3	13,3	Overcoming
2. <i>Economy and society</i>	35,0	-	40,0	25,0	Mobilization
3. <i>Accessibility</i>	41,2	23,5	17,6	17,6	Overcoming
4. <i>Institutional support and image</i>	28,6	14,3	46,4	10,7	Strengthening
5. <i>Tourist fruition</i>	38,7	12,9	38,7	9,7	Strengthening
<i>Total</i>	37,8	13,5	34,2	14,4	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the recovery and the conservation of the natural and cultural heritage, especially of the rural areas in order to develop a sustainable slow product.

Economy and society

- Support the province image with a high quality of life in order to promote non mass tourism, outside traditional circuits and to intercept the demand for a healthy and of quality life style.
- Mobilize institutional operators in order to support the interest of entrepreneurs in slow tourism in order to attract external financings and to strengthen non tourist fields (craft).
- Use the image of slow tourism product in order to fight against the globalization of markets and to obstruct the importation of non authentic products.
- Support the qualification of high level management capable of transferring values to all organizational levels.

Accessibility

- Support local transport service and connections between hinterland and coastal centers throughout the year.
- Complement bathing product with *unforgettable* routes to fight against one-day trips or weekend getaways.

Institutional support and image

- Improve management training in order to deal with the little use of marketing and tourist branding tools.
- Improve coordination and cross-border cooperation between operators in order to deal with the inadequate support from the state and with the poor strategic view of national stakeholders.
- Support the image of slow tourism product on the web, outside, in order to communicate with potential tourists and, inside, to exchange information between operators.

Tourist fruition

- Support the diversification of the supply in order to deal with tourist market fluctuations and with the maturity of the bathing product.
- Support the training of people working in the field in order to improve the level of the service.

5.3. Swot guidelines for the province of Ferrara

For the province of Ferrara, the Swot analysis has produced the following result:

<i>Dimensions</i>	<i>S</i>	<i>W</i>	<i>O</i>	<i>T</i>	<i>Strategies</i>
1. <i>Territory and environment</i>	56,3	6,3	12,5	25,0	Mobilization
2. <i>Economy and society</i>	27,8	11,1	33,3	27,8	Mobilization
3. <i>Accessibility</i>	55,6	11,1	11,1	22,2	Mobilization
4. <i>Institutional support and image</i>	36,7	3,3	40,0	20,0	Mobilization
5. <i>Tourist fruition</i>	34,6	11,5	46,2	7,7	Strengthening
<i>Total</i>	40,7	8,3	31,5	19,4	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the recovery and the conservation of the natural heritage in order to develop a sustainable slow product and to avoid future deterioration.
- Support the recovery and the conservation of the cultural heritage, especially of the rural areas, not always of quality.

Economy and society

- Support the province image with a high quality of life in order to promote non mass tourism, outside traditional circuits and to intercept the demand for a healthy and of quality life style.
- Stimulate the local entrepreneurial spirit in order to fight against the globalization of markets and to develop authentic and specific products belonging to the identity of the territory.
- Spread between operators and population the awareness of the potential of slow tourism product to generate income and employment.

Accessibility

- Support local transport service and connections between hinterland and coastal centers throughout the year.
- Develop attractive routes in rural areas in order to develop a private interest and to improve quality of accommodation capacity.

Institutional support and image

- Improve management training in order to deal with the little use of marketing and tourist branding tools.
- Improve coordination and cross-border cooperation between operators in order to deal with the inadequate support from the state and with the poor strategic view of national stakeholders.

Tourist fruition

- Develop strategies in order to anticipate and to handle the increasing interest in rural, naturalistic and wine and food tourism.
- Develop strategies in order to adapt the supply to the new needs of the demand: last minute, supply personalization, here today gone tomorrow, etc.
- Use the expanding demand for cruise tourism in order to suggest one-day naturalistic and cultural trips and to promote the territory.
- Improve quality and number of accommodation facilities.

5.4. Swot guidelines for the province of Rovigo

For the province of Rovigo, the Swot analysis has produced the following result:

Dimensions	S	W	O	T	Strategies
1. Territory and environment	50,0	16,7	16,7	16,7	Overcoming
2. Economy and society	25,0	6,3	43,8	25,0	Mobilization
3. Accessibility	46,7	20,0	20,0	13,3	Overcoming
4. Institutional support and image	15,4	19,2	46,2	19,2	Overcoming
5. Tourist fruition	5,3	47,4	36,8	10,5	Controlling
<i>Total</i>	25,0	22,7	35,2	17,0	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Promote slow tourism product in order to support the development of local productions of quality (biological) and to reduce the phenomenon of pollution.
- Develop the area of Po Delta Park in order to sensitize local people's awareness of environmental issues, to spread ecological principles even in the hinterland, where higher polluting values are recorded.

Economy and society

- Strengthen naturalistic product, interest of operators in slow tourism product, demand for specific products in order to stimulate local entrepreneurship.
- Use and spread the image of slow tourism product in order to generate income and employment.

Accessibility

- As the improvement of the infrastructural network of connections is expected, develop local road system in order to prolong the duration of tourist season.

Institutional support and image

- Use the naturalistic resources of the Po Delta Park in order to get over weaknesses of an offer based mainly on bathing product.
- Support the involvement in *ad hoc* fairs and events for the promotion of typical products, the introduction of systems for the control of quality and the creation of marketing structures in order to promote the image abroad.
- Use the availability of financings for activities of rural development in order to develop slow tourism product and a strategic view within a network approach.

Tourist fruition

- Support the development of the naturalistic supply, still at an early stage within an economy with rural characteristics and related to certified typical products.
- Use the cultural and artistic value of the area which is capable of attracting significant tourist fluxes intercepting those coming from neighboring areas as well.
- Match an attractive wine and food element with bathing product.
- Upgrade the system of tourist accommodation capacity.

5.5. Swot guidelines for the province of Venice

For the province of Venezia, the Swot analysis has produced the following result:

<i>Dimensions</i>	<i>S</i>	<i>W</i>	<i>O</i>	<i>T</i>	<i>Strategies</i>
<i>1. Territory and environment</i>	52,4	14,3	9,5	23,8	Mobilization
<i>2. Economy and society</i>	35,3	-	58,8	5,9	Strengthening
<i>3. Accessibility</i>	72,2	-	22,2	5,6	Strengthening
<i>4. Institutional support and image</i>	48,4	6,5	45,2	-	Strengthening
<i>5. Tourist fruition</i>	37,5	12,5	37,5	12,5	Strengthening
<i>Total</i>	47,9	7,6	35,3	9,2	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the conservation of the rich natural and cultural heritage that has a strong image worldwide but it is within a fragile context.
- Support the development of productions of quality (typical local and biological) in order to satisfy the growing demand for wine and food products.

Economy and society

- Support the strong entrepreneurial spirit by promoting the interest in slow tourism as a tool to attract external financings and to strengthen non tourist fields (craft).

Accessibility

- Development (already planned) of the regional and local road system, though being already very good.

Institutional support and image

- Support the conservation of the cultural heritage and develop shared marketing strate-

gies capable of attracting public and private financings.

- Support the coordination between operators already aware of market and territory dynamics suggesting products related to slow philosophy.
- Support the image of slow tourism product on the web, outside, in order to communicate with potential tourists and, inside, to exchange information between operators.
- Use the image of Venice worldwide in order to promote additional routes from a slow perspective out of the lagoon.

Tourist fruition

- Promote naturalistic, historical, cultural, etc. routes and the connections with neighboring provinces.
- Use the tourist potential coming from emerging countries in order to develop a supply alternative to the provincial capital and the coastal cities.
- Support the development of a personalized supply in order to fight against the prevailing supply of mass tourist products.
- Improve the taste in welcoming of local people.

5.6. Swot guidelines for the province of Treviso

For the province of Treviso, the Swot analysis has produced the following result:

Dimensions	S	W	O	T	Strategies
1. Territory and environment	58,8	17,6	11,8	11,8	Strengthening
2. Economy and society	40,0	-	50,0	10,0	Strengthening
3. Accessibility	72,2	5,6	22,2	-	Strengthening
4. Institutional support and image	44,0	4,0	48,0	4,0	Strengthening
5. Tourist fruition	35,7	10,7	50,0	3,6	Strengthening
Total	48,1	7,4	38,9	5,6	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the conservation of a rich natural and cultural heritage where to develop slow tourism product.
- Support the development of productions of quality (typical local and biological) in order to satisfy the growing demand for wine and food products.

Economy and society

- Use the province image with a high quality of life in order to promote non mass tourism, outside traditional circuits and to intercept the demand for a healthy and of quality life style.
- Support the entrepreneurship of young people aware of preserving traditions and local genius.
- Stimulate the growing interest of operators in slow tourism product in order to strengthen non tourist fields (craft).

Accessibility

- Development (already planned) of the regional and local road system, though being already very good.

Institutional support and image

- Support *Marca Trevigiana* brand that concentrates tourist opportunities of the area, encourages synergies between operators and attracts public and private financings.
- Support the coordination between operators already aware of market and territory dynamics suggesting products related to slow philosophy.

Tourist fruition

- Support supplies of wine and food products and diversify leisure supplies (especially sports) in order to intercept tourist presences in the neighboring areas.

5.7. Swot guidelines for the province of Udine

For the province of Udine, the Swot analysis has produced the following result:

Dimensions	S	W	O	T	Strategies
1. Territory and environment	65,0	-	10,0	25,0	Mobilization
2. Economy and society	20,0	5,0	45,0	30,0	Mobilization
3. Accessibility	42,9	14,3	28,6	14,3	Strengthening
4. Institutional support and image	6,7	23,3	46,7	23,3	Controlling
5. Tourist fruition	35,5	6,5	41,9	16,1	Strengthening
Total	31,3	10,4	36,5	21,7	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the recovery and the conservation of the natural and cultural heritage, especially of the rural areas in order to develop a sustainable slow product and to avoid deterioration.

Economy and society

- Use the province image with a high quality of life in order to promote non mass tourism, outside traditional circuits and to intercept the demand for a healthy and of quality life style.
- Stimulate the local entrepreneurial spirit, especially of young people, in order to fight against the globalization of markets and to develop authentic and specific products belonging to the identity of the territory.
- Stimulate the growing interest of operators in slow tourism product in order to strengthen non tourist fields (craft).
- Spread between operators and population the awareness of the potential of slow tourism product to generate income and employment.

Accessibility

- Develop (already planned) the internal road system and between neighboring regions, es-

pecially the road system that connects coastal places with hinterland slow areas.

- Develop and care for the cycle and pedestrian system as an important resource for the development of slow tourism.

Institutional support and image

- Promote excellences in the areas in order to make them immediately identifiable.
- Improve coordination and cross-border cooperation between operators in order to deal with the poor strategic view of stakeholders and to handle competitiveness.
- Support synergies between operators suggesting products related to slow philosophy.
- Support the image of slow tourism product on the web, outside, in order to communicate with potential tourists and, inside, to exchange information between operators.

Tourist fruition

- Support supplies of wine and food products and diversify leisure supplies (especially sports) in order to intercept tourist presences in the neighboring areas.
- Match mountain and bathing products with *unforgettable* routes to fight against one-day trips and weekend getaways.
- Support the diversification of the supply in order to deal with tourist market fluctuations and with the maturity of the bathing product.

5.8. Swot guidelines for the province of Trieste

For the province of Trieste (areas of Basovizza and San Dorligo della Valle, in particular), the Swot analysis has produced the following result:

<i>Dimensions</i>	<i>S</i>	<i>W</i>	<i>O</i>	<i>T</i>	<i>Strategies</i>
1. <i>Territory and environment</i>	73,3	6,7	13,3	6,7	Strengthening
2. <i>Economy and society</i>	22,7	9,1	36,4	31,8	Mobilization
3. <i>Accessibility</i>	61,1	5,6	22,2	11,1	Strengthening
4. <i>Institutional support and image</i>	-	38,7	35,5	25,8	Mobilization
5. <i>Tourist fruition</i>	46,9	9,4	34,4	9,4	Strengthening
<i>Total</i>	35,6	16,1	30,5	17,8	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the recovery and the conservation of the natural and cultural heritage, especially of the rural areas in order to develop a sustainable slow product and to avoid its deterioration in a very fragile ecosystem.

Economy and society

- Use the province image with a high quality of life in order to promote non mass tourism, outside traditional circuits and to intercept the demand for a healthy and of quality life style.
- Stimulate the local entrepreneurial spirit in order to fight against the globalization of markets and to develop authentic and specific products belonging to the identity of the territory.
- Use and spread the image of slow tourism product in order to generate income and employment.
- Promote slow tourism product in order to preserve identity and memory of places.

Accessibility

- Support the road system for alternative and public transports and the creation of parking

lots as an important resource for the development of slow tourism.

Institutional support and image

- Improve coordination and cross-border cooperation between operators in order to deal with the poor strategic view of stakeholders and to handle competitiveness.
- Support synergies between operators suggesting products related to slow philosophy.
- Support the image of slow tourism product on the web, outside, in order to communicate with potential tourists and, inside, to exchange information between operators.

Tourist fruition

- Improve management training in order to deal with the little use of marketing and tourist branding tools.
- Support the training of people working in the field in order to improve the level of the service.
- Promote few hours routes that can be accessed by everybody in order to intercept cruise tourism that is expanding in the Adriatic Sea and to promote the area.
- Improve the taste in welcoming of local people.
- Support the production of authentic local products in order to satisfy the growing demand for wine and food tourism and here today, gone tomorrow tourism.

5.9. Swot guidelines for the region of Gorenjska

For the region of Gorenjska, the Swot analysis has produced the following result:

<i>Dimensions</i>	<i>S</i>	<i>W</i>	<i>O</i>	<i>T</i>	<i>Strategies</i>
1. <i>Territory and environment</i>	70,6	-	11,8	17,6	Strengthening
2. <i>Economy and society</i>	38,9	-	44,4	16,7	Strengthening
3. <i>Accessibility</i>	47,6	14,3	19,0	19,0	Strengthening
4. <i>Institutional support and image</i>	16,7	13,3	43,3	26,7	Mobilization
5. <i>Tourist fruition</i>	46,7	-	40,0	13,3	Strengthening
<i>Total</i>	41,4	6,0	33,6	19,0	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the conservation of the natural heritage in order to develop a sustainable slow product and to avoid its deterioration in a very fragile ecosystem.
- Support environmental awareness of operators and local people through information and education in order to guarantee tourist a true green experience.

Economy

- Use the province image with a high quality of life in order to promote non mass tourism also, outside traditional circuits and to intercept the demand for a healthy and of quality life style.
- Support the development of non tourist fields (craft) in order to avoid the loss of specialization for those products related to slow tourism supply.
- Support entrepreneurship and training at all levels in the tourist field in order to fight against the high unemployment rate and the depopulation of the area.

Accessibility

- Strengthen (already in progress) the road system of the area, especially the one related to local transport, in order to improve the accessibility to an area that already benefits from a favorable position for the presence of important road infrastructures.

- Extend and diversify the tourism supply in order to prolong the tourist season to spring-time and falltime as well.

Institutional support and image

- Improve coordination and cross-border cooperation between operators in order to deal with the poor strategic view of stakeholders and to handle competitiveness.
- Improve management training in order to deal with the little use of marketing and tourist branding tools.
- Promote the image and the identity of less-known destinations in order to make them more visible and identifiable.
- Support the image of slow tourism product on the web, outside, in order to communicate with potential tourists and, inside, to exchange information between operators
- Involvement in *ad hoc* fairs and events for the promotion of typical products and use of communitarian financings in order to strengthen the image of slow tourism product abroad.

Tourist fruition

- Emphasize local identities where to build tourist excellences in order to differentiate the supply from those of the neighboring regions.
- Strengthen and diversify the supply in order to intercept the tourist potential in emerging countries.

5.10. Swot guidelines for the region of Goriška

For the region of Goriška, the Swot analysis has produced the following result:

<i>Dimensions</i>	<i>S</i>	<i>W</i>	<i>O</i>	<i>T</i>	<i>Strategies</i>
1. <i>Territory and environment</i>	68,4	10,5	10,5	10,5	Strengthening
2. <i>Economy and society</i>	26,7	13,3	46,7	13,3	Strengthening
3. <i>Accessibility</i>	23,5	47,1	17,6	11,8	Controlling
4. <i>Institutional support and image</i>	34,4	12,5	40,6	12,5	Strengthening
5. <i>Tourist fruition</i>	57,7	3,8	30,8	7,7	Strengthening
<i>Total</i>	43,1	15,6	30,3	11,0	

Legend: Percentages.

The main guidelines for intervention are:

Territory and environment

- Support the conservation of the natural heritage in order to develop a sustainable slow product and to avoid its deterioration in a very fragile ecosystem.
- Support environmental awareness of operators and local people through information and education in order to guarantee tourist a true green experience.
- Stimulate the local entrepreneurial spirit in order to fight against the globalization of markets and to develop authentic and specific products belonging to the identity of the territory.
- Extend and diversify the supply, suggesting alternative leisure activities in case of adverse climate conditions.

Economy and society

- Strengthen non tourist fields (craft) in order to support slow tourism product and, most of all, in order to fight against the high unemployment rate and the depopulation of the area.
- Spread between operators and population the awareness of the potential of slow tourism product to generate income and employment.
- Support the entrepreneurship of young people aware of preserving traditions and local genius.

Accessibility

- Support development plans in order to strengthen a poor road system: difficult access to many built-up areas, public transports that do not keep up with expectations, long travelling times.

Institutional support and image

- Use the availability of communitarian financings in order to develop slow tourism product and a strategic view within a network approach.
- Support collaboration between institutional operators of the area in order to reduce competition and to develop common marketing strategies.
- Involvement in ad hoc fairs and events for the promotion of typical products and use of communitarian financings in order to strengthen the image of slow tourism product abroad.

Tourist fruition

- Promote the area betting on authenticity and non-massification of places in order to intercept a supply that is slow and in step with the habitat of the region.
- Use the hospitality of the population in order to offer an authentic and familiar supply.
- Use the tourist presence in the neighboring regions in order to promote the area, using the increasing demand for a here today, gone tomorrow tourism.



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