

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*

*Ref. Bando pubblico per la presentazione di progetti strategici n. 01/2009
Javni raxpis za predložitev strateških projektov št. 01/2009
Rif. AF./ Št. Vloge: 22*

Guidelines for the slow tourism

Italia Slovenia Programme

ASSE / **PREDNOSTNA NALOGA:**

**2 Competitività e società basata sulla conoscenza
2 Konkurenčnost in na znanju temelječa družba**

Workpackages:	2. Strategic planning
Activity:	2.2. Guidelines definition
Output:	Handbook for operators
Version:	v2
Date:	20.03.2011
Language:	Italian
Status:	Final
Type:	Handbook
Availability	Public
Responsible Partner	PP8 DiSPeS, University of Trieste
Editor	Moreno Zago et al.
Contributor	PP8
Other PPs contributor	LP, PP11, PP16

Progetto finanziato nell'ambito del Programma per la Cooperazione Transfrontaliera Italia-Slovenia 2007-2013, dal Fondo europeo di sviluppo regionale e dai fondi nazionali.
Projekt sofinanciran v okviru Programa čezmejnega sodelovanja Slovenija-Italija 2007-2013 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.



Ministero dell'Economia
e delle Finanze



REPUBLIKA SLOVENIJA
SLUŽBA VLADE RS ZA LOKALNO SAMOUPRAVO
IN REGIONALNO POLITIKO



Lead Partner



Project partners

Provincia Ferrara
Provincia Ravenna
Provincia Rovigo
Gal Polesine Delta Po
Gal Venezia Orientale, Vegal
Consorzio del Parco Regionale del Delta del Po Emilia-Romagna
Ente Parco Regionale Veneto Delta Po
Dipartimento di Scienze Politiche e Sociali, Università di Trieste
Gal Alta Marca Trevigiana
Gal Terre di Marca
Bsc Poslovno Podporni Center d.o.o. Kranj
Turizem Bohinj, Javni Zavod za Pospeševanje Turizma
Zavod za Turizem in Kulturo Žirovnica
Center Za Trajnostni Razvoj Podeželja Kranj, Razvojni Zavod
Triglavski Narodni Park
Slovenska Turistična Organizacija
Občina Bled
Občina Bohinj
Občina Gorenja vas-Poljane
Občina Jesenice
Občina Kobarid
Občina Kranjska Gora
Občina Radovljica
Občina Žiri
Provincia di Venezia
Provincia di Udine
Comune di Ravenna
Regione Emilia-Romagna
Associazione nautica Nautisetete



2007-2013
cooperazione territoriale europea
programma per la cooperazione
transfrontaliera
Italia-Slovenia
evropsko teritorialno sodelovanje
program čezmejnega sodelovanja
Slovenija-Italija



Slow Tourism

Italia ↔ Slovenia

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

GUIDELINES FOR THE SLOW TOURISM



2007-2013
cooperazione territoriale europea
programma per la cooperazione
transfrontaliera
Italia-Slovenia
evropsko teritorialno sodelovanje
program čezmejnega sodelovanja
Slovenija-Italija



Investiamo nel
vostro futuro!

Naložba v vašo
prihodnost!

www.ita-slo.eu

Progetto cofinanziato dal Fondo europeo di
sviluppo regionale

Projekt sofinancira Evropski sklad
za regionalni razvoj



Credits



This Guidelines Handbook has been carried out under the scientific responsibility of the Department of Political and Human Sciences of the University of Trieste in collaboration with the Lead Partner Delta 2000 and with the Project Partners BSC Poslovno podporni center d.o.o. Kranj and Slovenska turistična organizacija.

People who have contributed to the compilation of texts under the scientific direction of Moreno Zago Zago (DiSPeS, University of Trieste) and of Stefano Dall'Aglio (Econstat, Bologna): Simone Baldi, Econstat, Bologna; Chiara Beccalli, DiSPeS, Università di Trieste; Andrej Bertok, Centro Italiano Carlo Combi di Capodistria; Emilio Cocco, Università di Teramo; Paolo Corvo, Università degli Studi di Scienze Gastronomiche di Pollenzo; Debora Dal Don, Studio giornalistico associato Parole in viaggio, Trieste; Stefano Dall'Aglio, Econstat, Bologna; Cinzia Defend, DiSPeS, Università di Trieste; Elena Del Maschio, DiSPeS, Università di Trieste; Thomas Ferlin, DiSPeS, Università di Trieste; Hermann Graziano, Econstat, Bologna; Chiara Meriani, Studio giornalistico associato Parole in viaggio, Trieste; Michela Monsalvi, DiSPeS, Università di Trieste; Angela Nazzaruolo, DELTA 2000; Daniel Spizzo, Agemont, Udine; Roberta Vincoletto, Centro Italiano Carlo Combi di Capodistria; Moreno Zago, DiSPeS, Università di Trieste. Moreover, people who have contributed to the gathering of information: BSC, Poslovno podporni center d.o.o. Kranj; Slovenska turistična organizacija.

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



Ministero dell'Economia
e delle Finanze



REPUBLIKA SLOVENIJA
SLUŽBA VLADE RS ZA LOKALNO SAMOUPRAVO
IN REGIONALNO POLITIKO








Publication funded under the Programme for Cross-Border Cooperation Italy-Slovenia 2007-2013, by the European Regional Development Fund and national funds.

The present publication can be found on line here: www.slow-tourism.net.

The content of the present publication does not reflect the official positions of the European Union.

Printed in Trieste, April 2011

Contents

	Introduction	7
1	 The slow approach to the tourism	9
2	 Marketing and slow promotion	15
3	 Ict technologies: fast for slow	19
4	 Slow moving: natural and mechanical	25
5	 Accomodation with slow quality	35
6	 Slow food in slow tourism	39
7	 The slow user: body and soul	43
8	 Designing and living the slow style	51
	Bibliographical references	73



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 "Guidelines for the Slow Tourism" manual defines the slow tourism and gives some suggestions to approach the slow philosophy, elaborating them in eight chapters for different actors in the tourism field.

What are the aspects that characterize the slow tourism? In the FIRST CHAPTER, a series of dimensions in slow tourism can be declined: the watchword is to decelerate discovering the right of laziness and the generating force from idling. But practicing slow tourism also means to be able to build a society made of *different* people based on *equality* and to look for a unique place where to find the peculiarities that characterize exclusively the chosen territory and the people that lives there. No doubt, then, on the importance of the emotional quality of a trip, which is the true quality. Finally, all resources should be managed so that the economic, social and esthetic needs can be satisfied maintaining the cultural integrity, the

essential ecological processes, the biological diversity, the life systems in the area. In one word: sustainability.

In the SECOND CHAPTER, people in charge of promotion are invited to "talk green", besides "thinking green". If communication within the tourism field is a crucial element, those who work in the promotion field are asked to become more and more socially responsible, to preserve the environment and to develop a kind of tourism that is sustainable. Therefore, the marketing techniques to be adopted not only will have to promote a product, but also to make a change in the public opinion and in the *forma mentis* of the traveler.

The many profiles of the technoslow tourist are described in the THIRD CHAPTER, on the base of his attitude towards technology and its use. From the extreme antitechnological to the extreme protechnological tourist, the tourist operator must give each one the right answers, using the most appropriate Ict channels for promotions and offers.

Not to forget how to reach the destination, an important moment of the trip that is widely treated in the FOURTH CHAPTER. For those who want to live the trip as a path and not just as moving from one place to another, as in the case of the *slow* tourist, the means of transport is fundamental because choosing between car, bicycle, horse or simply one's own feet *makes* the travel. Recovering the sense of moving helps each of us to better appreciate the reached places, using means of transport as a wonderful opportunity.

The FIFTH CHAPTER is for managers of accommodation facilities. Being the tourist more and more conscious of the consequences its trip might have on the environment, the accommo-

dation facilities must work in order to satisfy the ecological standards promoted locally, nationally and internationally that emphasize their commitment in environmental preservation.

If in some contexts the *fast food* is without rivals, a different way to approach food is gaining more and more *appeal* and interest, careful of the quality and freshness of food and contemplating a more relaxed time for the main meals, the *slow food*. The SIXTH CHAPTER is, therefore, dedicated to wine&food tourism, which surely represents one of the most interesting kind of contemporary tourism. The new-found centrality of food makes the quality of catering fundamental for the success of the vacation for all tourists, not only the so-called wine&food tourists.

Fast tourist or *slow* tourist? The SEVENTH CHAPTER outlines the slow tourist, moved by curiosity for the world and by the need to slow down. One of the aspects that characterize tourism is participation, but the removal of the obstacles that exclude people for their economic or physical conditions is needed so that tourism is real-

ly participative: disabled individuals, old people and children among all; they also slow down, even if they are forced to.

The last chapter, the EIGHTH CHAPTER, after reconsidering the criterions that characterize the slow tourism presented in the opening chapter, defines the areas of the slow tourism not as backward or critical areas, because the slowness that characterizes them is not indicative of lateness, but a distinctive feature of development. The main qualitative benefits that can be potentially connected with the development of slow tourism within these territories are shown later on in the chapter. Considering that slow tourism is not anymore a niche, but a florid market, its numbers are shown. The general aims are then defined in order to develop the slow tourism product within a territory that accepts it, and some suggestions are given to the operators that offer *slow* services, declined in the already mentioned dimensions of the Slow Tourism approach and to the tourist that wishes to approach them and live them slowly.



THE SLOW APPROACH TO THE TOURISM



The quality of the tourist experience is not a “touch-and-go” holiday where stamps on the passport are collected or the greatest number of places is visited. The quality of travelling responds to the concept of relax, deep understanding and knowledge of the territory. In one word it responds to “slowness”: few places to discover and to experience with calm.

1. The emergence of new tourisms

In the transition from the modern age to the contemporary one, time dimension has changed together with space dimension. The world becomes smaller and the patrimony of the goods and the knowledge begins to assume social relief. Furthermore, the technological evolution has allowed great mobility increasing a phenomenon that from millennia involves the human being. What has changed in the way of travelling and how the traveller has evolved? In presenting the social effects of the journey, Leed (1992) shows that travelling generated sociality and socialization, as well as being a mean of social identities transformation.

The trip is a model of transformation, an experience familiar to all human beings, in which the arrival is not considered a moment, but as a process; Therefore, as shown by Corna-Pellegrini (1996), the journey should be an opportunity to grow: “Exploring the planet is a way to love it!”

The link between land development and tourism continues to strengthen. The decline of mass tourism, since the eighties, has created the post-tourist identity, who does not identify himself as a collective dimension, but he seems to seek confirmation of his existence and his own identity within the diversity and originality of their holiday experience.

To confirm this, the hotels have suffered a fall in attendance in the face of growing presence in camps, bed & breakfast and in cottages, the ef-

fect of a desire for greater autonomy from the travellers, where “the place *where to go* to becomes more important to the place *where to stay*” (Stroppa 2006). It is essential that those who practice slow tourism has an idea of territory as a spread cultural good (Dal Pozzolo 2002), which requires the overcoming of the *identification* idea for the *sustainability* idea. Increasingly, we talks about *responsible* and *sustainable* tourism. Tour operators, for their role in the tourism industry, together with local communities and public institutions, must be the main players who are motivated to implement marketing strategies based on sustainability principles (Sambri, Pegan 2008). As Grasso (2008) claims, the human inability to internalize responsible behaviours (from the environmental point of view), becomes a barrier against the principle of sustainable development.

Those that follow are the main post-tourism forms which can be reviewed in a “slow-key”, without forgetting that the slow tourism is a way to live the vacation and, therefore, it crosses all types. During a city break, for instance, the bus tour that takes the tourist to the main attractions of the city in an hour is not slow; what is slow is a walk or a theme-based bike tour with an expert guide.

(a) *Environment* tourism: The request for nature, seems to be the result of the transformation of industrial societies, such as a fundamental feature of post-modernity (Martinengo,

Savoja 2006). Therefore, ecotourism focuses its interest on a specific area (the natural environment) within the tourism sector, according to the principles of sustainability, which however, should be applied to any kind of tourist activity (Gonfalonieri 2006).

(b) *Food and Wine Tourism*: Currently, in opposition to the standardization brought about by globalization, local products and cuisine of a region find their room for growth. This reinforces the tendency of local cultures to cultivate its own uniqueness, and to implement solutions to fight a general assimilation in a world increasingly standardized. This is a change that is causing great modification in the territories, especially those not suited to traditional tourism and forced during the time to possible depopulation.

(c) *Rural Tourism*: The *rural* environment is intended as a slow area capable of restoring the balance between humans and the environment. According to Merlo (1997), rural tourism can be perceived in different ways: as a micro community, as synonymous with agriculture, as synonymous with socio-economic backwardness or as interstitial space. According to the author, this follows the need to rediscover the natural environment by the post-industrial society. It is a tourism which accommodation facilities are the farmhouse, the spread-hotel, bed & breakfast, camping, the open museum.

(d) *Cultural Tourism*: The cities of art, but not only, have become places of a new and growing touristic and cultural offer. The cultural herit-

age defines the identity of a community that promotes social cohesion through tourism, becoming a strategic socio-economic development in the area. Gilli (2005), in reference to the *heritage tourism*, insists on the concepts of interpretation, identity and the need for the man to know the past.

(e) *Social Tourism*: The transition from the *development of tourism* to the *tourism development* requires the involvement of families, including children, elderly and disabled, according to the action model of 7C (Sangalli, 2005), the new operator must have *knowledge, relational and organizational skills, understanding, character* (values and empathy), *courage, practical sense* and *awareness*. If the family vacation contributes positively to the link between family members, as authoritative studies has underlined (Lehto et al. 2009; Province of Modena 2000), it is essential to be able to effectively bring the younger generation to the sustainability thematic.

(f) *Sports Tourism*: During the twentieth century, travel and sport, moved from an elitist level to a mass level, involving effectively also the social dimension (Di Marco 2006). Sports tourism combines the motion experience of sport, and its cultural factors, and the concept of travelling and lodging. Sport today is lived in a hedonistic way, as a pleasure, with a strong call to nature. This makes it an ideal leisure activity for the free time (Pigeassou 2002).

2. The dimensions of slow tourism

The postmodern tourism, reviewed in a “slow-key”, assumes importance in the knowledge dimension, as self and others understanding (i.e. the hosting venues, the locations, the cultures, etc.). According to Giddens (1991), through the journey, the anticipation of the journey and its describing, individuals construct an image of who they are. The experience of the tourism happens in relation to world views, practices and discourses that tourists make at home and on the context in which the encounter takes

place, since the interpretation of tourism experience is a dynamic and creative process (Favero 2000). Since that the perfect traveller does not exist, it is yet clear that a new ethics of tourism is developing and the tourist who becomes aware, curious and willing to unexpected events, thanks to a growing awareness that can give meaning to the pleasure of the trip.

What follows is the dimensions slow tourism can be reviewed in.

2.1. Time

Modern society lives a controversial experience, that seems to be characterized by a marked ac-

celeration of the present and the loss of the future: we make less plans, we have less hope, re-

relationships are less stable (Crespi, 2005). Time is freedom and, at the same time, is tyrant. Contemporary society has only recently become aware of the catastrophic consequences of the work, described accurately by Lafargue (1996) which recognizes, inter alia, the right to laziness, right the slow traveller should also regain,

2.2. Slowness

Time, idleness, laziness, in short, the watchword is slow. Today, nobody has time anymore: "Time is money" we hear. The man has become greedy of time, perhaps even more than money. Bauman (2009) highlights that we live in a society that has lost sense of time and that has emptied the criteria by which it is possible to distinguish the enduring from the ephemeral, the essential from the superfluous. The real waste of time is deceived by the speed. Even on vacation. Often the journey is seen as an *obligation*. Get the plane, take just two photos and then come home to show them to friends: the more exotic show is full of strange tales, the more it guarantees social consideration. The

2.3. Otherness

Practicing slow tourism also means being able to build a society of different people based on equality. Break free from negative stereotypes, or just superiority stereotypes towards the other, appreciating, however, their qualities is the first step to a fruitful confrontation with otherness, especially considering that 80% of international travel concerns residents of only twenty richest countries (Canestrini 2003), sometimes little interest in the environmental and social damage caused by tourism. Consequently, even ecological problems can be analyzed by an anthropological point of view, as did Manghi (2007) who argues that the ecological crisis is ultimately a question of communication between humans, seen as bio-social-cultural animals immersed in pragmatic, linguistic,

2.4. Authenticity

The concept of authenticity is eclectic and changes over time. Today, travellers and tourists are brought together by an insatiable hunger for pristine places and cultures. According to recent studies (Sedmak, Mihalic 2008), authenticity has proved to be an important factor

freeing themselves from the guilt that hanging around causes, the other way around bringing out the force-generating (Goyen 2005). The slow tourism can help to refine this ability, so precious in these days, and at the same time discredited as a brake to a western capitalist mentality, already ill.

slow travel teaches, instead, to enjoy the luxury of wasting time, to understand, to enjoy, to *enter into the journey*, not to do it: an experience that involves all the senses, because it is not we who *make the trip*, but it is the trip *which makes us*. The journey is not just go from one place to another, but it gains consistency only by living. New forms of slow travelling are emerging in contemporary society. Duiz (2002) points out that the traveller necessarily tends to slow down. The vehicles become slow and this allows you to gradually assimilate the progressive changes of landscapes, faces and costumes, smells and colours, without any sudden fractures.

communicative and living ecosystems larger than themselves. If tourism has become the first company in the world, it remains the problem of cultural dialogue between the culture of those who welcome and the culture of those who leave (Bernardi 1997). Living the journey trying to understand ourselves better by others is certainly the best way to deal with otherness (Lucchesi 1995). Castells states: "... When the two structures come into contact, the structure with the larger organization tends to dominate the other, to disjoint the internal structure and absorb the energies of the other to their advantage" (1978: 13). Words that reflect the strong contamination caused by the phenomenon of tourism, seen as unauthentic traditions.

of choice, a factor that will tend to be regarded as increasingly important in the future. If the traveller and the tourist share the same desire, what changes is the way they interpret and enter into relationship with the diverse situations and environments. Who practices slow tourism

wishes to be in an unique place, in a place where to find the peculiarities that characterize exclusively the chosen area and the people who live there. The slow tourist, though, does not mind the artificial reconstruction of traditions, as long as original traits of the culture which is represented are preserved. Regarding this, an example is a city in Kansas, United States, called Little Sweden where the streets are lined

2.5. Vertigo

The slow tourism must rise, first of all, from the desire to get involved. The journey is not just the final entering harbour, but it is the verification of many experiences and sensations. The contemporary tourist is a multisensory tourist (Costa 2005) in search of playful, liminal, experiential component, and of sense gratification.

As shown by Bruno (2006), places become generators of moods, feelings, emotions that come along, going through known roads or unusual places, but of which we perceive the soul. All of this is *emotional geography*. You need to share the natural landscape, but also the urban sites

2.6. Sustainability

According to the Commission Brundtland World Commission on Environment and Development (1988), the development is sustainable if it meets the present needs without compromising those of future generations. For in the words of Ronchi (2000): “a development capable of future”. It is essential to promote a shared social responsibility, in a land *deal for everyone*, that comes from the territories themselves, stimulated by social actors who can act as bridge-heads to involve an increasing number of people as individual and collective (Citterio, Lenzi 2007). Sustainable tourism becomes “Tourism

with shops that offer an adventure in the tradition of the Swedish, and many festivals reproduce Swedish folk customs (Schnell 2003). If on the one hand this mise-en-scene is fully rejected by the academics labeling it as rough commercialism, on the other hand tourists perceive those streets as places where popular culture has been passed down from generation to generation.

as soul nuances. The memory, like history, it becomes a question of geography, in which reality is redrawn by the suggestions. Thus, the desire to map and discover places rises from the need to discover oneself during moving through spaces, where tactile, visual, perceptive in all its forms sensibility arises. A feeling that, despite being very personal, it is at the same time shareable. There is no doubt about the importance of emotional quality, without which the essence of tourism is lost. We can define the emotional quality as the real quality.

that meets the needs of tourists and host regions and by providing increasing opportunities for the future. All resources should be managed in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, the life systems in the region. The sustainable tourism products are those that act in harmony with the environment, community and local cultures, so that they are they are the beneficiaries and not the victims of tourism development” (Unwto 1996).

3. For a new moral action

Promote the slow tourism means then, raise humanity to a new moral action, as Bauman (2008) hopes, who stresses that modern man has lost the idea of common good, he has created new types of poor, he has made unstable social reality and he has brought mankind to the emotional exposure of the hyper technological society. Therefore, it is imperative to propose a new morality. It is therefore essential to initiate a cultural change that promotes the well-being,

also through the slow tourism. The man must regain their time! He must get rid of anxiety, stress and depression that are caused by the frenetic pace of the Western world. And why not start with the holidays? Slow journey can be identified as a style of travel that allows you to fall in tune with ourselves and with our surroundings through a new consciousness that is formed by a more attentive and less rough information. Therefore, it does not only mean

meeting the ancestral needs of man, such as physical contact with unspoiled nature, but also the needs of modern man, like for example the need for culture. Learning how to manage time, demands *attention for the future*. Breaking free from the bondage of time, requires a logic of long term action, subject to the protection of the environment, to prefer consumption of products derived from so-called *short chains*, the preference for renewable energy, in the at-

tempt to build links not only with travelling companions, but especially with local communities, while respecting the cultures of otherness, making, therefore, our contamination bearable. Leisure time is asking to be freed (Tonini, 2007: 56). Therefore, it is precisely time dimension, or rather its re-appropriation, which cuts across the different *slow travel* choices.



MARKETING AND SLOW PROMOTION



“Think green” could be the new claim for promotion, or even better: “Talk green” considering that talking and listening to customers’ needs is one of the main activities if you want to satisfy your guests and build customer loyalty.

1. Communication in tourism

Communication in tourism is certainly an important element and if the early marketing theories from the 60’s to the 80’s used to stress purchasing activities and therefore the importance of advertising needed to make a product popular and sell it, nowadays the goal of those who deal with communication is to satisfy the client’s needs, to gain new clients, but also to *build customer loyalty*.

Recent business philosophies express the will of reaching the objectives identifying the needs of possible customers and satisfy them in an efficient and effective way. therefore not just *what* is being communicated is important, but *how* a new destination is promoted and, in the tourism sector, it is also important to promote a new attitude towards travelling, which is considered by slow tourists not only a way of relaxing or

entertaining themselves, but also of discovering and getting to know other places, traditions and, above all, people.

It is therefore very important to give a sense of responsibility to travellers and make them understand what social and economic consequences their choices produce, without condemning completely the development of tourism, but rather by spreading the awareness that also tourism has to respect some limits. So, the marketing techniques to be adopted have not just to promote a product, but to change the public opinion and the cast of mind of travellers. Those who are responsible for promotion are asked to become socially responsible, to protect the environment and to develop a sustainable form of tourism.

2. Think green

It’s undeniable that *social networks*, web communities where people meet and exchange experiences and opinions, if used correctly, can be of great help in the difficult duty that the promotion sector has to carry out. If the *word-of-mouth* advertising is one of the most efficient forms of promotion, with social networks - as, for example, Facebook, MySpace and YouTube and all the numerous blogs - this form of advertising has reached exponential dimensions and reaches a considerable amount of people. These instruments represent the opportunity for marketing people to communicate and interact with

their customers and with potential customers creating an exchange process rather than firing ads at them that are felt by the customers as one way instruments.

So, one of the strategies that has recently been adopted by enterprises is the *Green Marketing*, a strategy turned to eco-sustainability which is gathering approval above all by online consumers. This promotion model tries to overcome traditional models and aims at combining economic results with social well-being, embracing ecology and adhering to a common project of sustainability. A union of environment and eco-

conomic well-being, where marketing takes on a responsibility role.

It is curious, but Eni has been among the first enterprises that made a sustainable online advertising campaign and started a new way of doing marketing, talking to its customers and loyalizing them, by aiming at a very important aspect for contemporary consumers, that is power saving, which is a very important aspect for everybody, especially for one's children. In 2007 Eni launched the website www.30per cento.it with the intent to inform and sensitize public awareness on power saving and environmental sustainability. Website users can give their own contribution and exchange advices on how to save Energy. In this way the enterprise has been able to take advantage of the characteristics of the web 2.0, that are the participation of the users and the sharing of information, creating this way a real network.

There are other examples in the tourist sector as for example the networking project *ermes.net*. The aim is to make tourism become a mean for developing destinations and the involved communities with contents and holiday proposals made by small and mid size tour operators, as well as to promote fair tourism with low impact on environment and based on principles of consciousness and sustainability. The means provided by *ermes.net* are structured in a way that there is a direct connection between tour operators offering sustainable holidays and travellers. On the same network travellers themselves share their experiences. This platform also gives the opportunity to analyse social, environmental and economic impact of all holidays which makes travellers aware of his own actions.

So it's thanks to means given by the web 2.0 that nowadays the word-to-mouth advertising is strongly developed. As a matter of fact the public space of the net is characterised by four technical characteristics that are not new in the media sector, but that interact in a new way giving the public the power to decide on the quality of the offer. These characteristics are:

(a) *persistence*: all comments posted online on social networks, blogs and forums are automatically registered and recorded;

(b) *replicability*: it is easy to duplicate and link all comments posted by the users;

(c) *scalability* the potential of visibility is very high and the users' opinions can go all around

the world even if traditional mass media do not talk about the given topic;

(d) *availability*: thanks to search engines the users' comments can be easily found by the consumers.

It is desirable that promotion for slow tourism goes in this direction: besides paying attention to the used materials (from environmental friendly paper for brochures, to vegetable colours for printing, to sustainable gadgets, etc.), promotion has to actively involve all users and guarantee transparency and correct information. In this way it is possible to develop a view that focuses the attention on the well-being of society and not of single individuals.

In Friuli Venezia Giulia the promotional campaign used in 2005 by the local tourist board (Agenzia *TurismoFVG*), used images that recalled the natural and cultural heritage that characterize the region as well as words taken from the different dialects spoken in the region. In this way, it combined the images to the values of the destination. Eg: the word *luse* (light) was combined with the lagoon, *aur* (gold) with wine and food and *verdor* (green) with the mountains in the Summer. So the communication of the destination was made by combining the tourist offer with the local identity.

The Slovenian Tourist Board, expresses its *green* commitment in its logo with a green background. Moreover, there is a link in the institutional website dedicated entirely to accommodation facilities having an environmental certification: from facilities with the European daisy label, to environmental friendly farms, marked with the EKO certification, to all places that received the blue flag. The Slovenian Tourist Board has suggested some guide lines for the development and the marketing of the sustainable or the *green tourism* arranging, at the same time, some *green steps* to be reached daily. The Slovenian Tourist Board is also aware of the environment and nature preservation in order to emphasize a sustainable form of tourism. Through the *Slovenia - Friendly Office - SLOVENIA GREEN*, the tourism industry and the travel destinations are encouraged to not only follow the rules for the environmental preservation but also to develop some standards both of management and of environmental development.

Best practices 1 *The educational leaflets of the Triglav Park*

Slovenia, besides having institutional brochures dedicated to the products offered, has other brochures made to promote its wide range of nature parks, with walking paths, paths for bikes and mountain bikes. Looking through the leaflet *Cycle route Triglav*, for instance, you can find some pictures that show how to behave during a walk or a bike ride in the park. The same educational technique can be found in other leaflets with similar pictures or with five rules on the first page, to be followed within the visited area. Sentences as: never feed animals in the wood, don't leave rubbish behind you or never leave the marked trails and other similar sentences help visitors to never forget where they are and that nature and its inhabitants have to be respected.

Best practices 2 *Adopt a cow*

There are more and more adoptions initiatives that involve visitors in the reality of the destination chosen for their holiday. So, if in Trentino Alto Adige it is possible to adopt a cow, choosing it from a catalogue, and pay a visit to it in the Summer, in Sardinia and in Abruzzo you can adopt a sheep and receive twice a year dairy products and wool. In Sicily you can adopt a tree, in Liguria a bee hive, in Veneto a goose and in Friuli Venezia Giulia you are given the opportunity of adopting vines and become a vine dresser. In return you receive the wine produced by your own vine, a certificate of vine dresser ad honorem and an invitation to the national wine event *Cantine aperte*, as well as a constant update on the development of the season in the vineyard. The goal of all these actions is to make visitors become more familiar with the destination, with its traditions and its products, experiencing themselves rhythms and periodicity of the finished products and getting closer to the environment where the animals, the trees, the vines grow and feeling part of this land which otherwise could be easily forgotten.

Best practices 3 *Locals signal that ...*

Spotted by Locals is an idea of a Dutch married couple that loves to travel. *Spotted by Locals* is nothing but a series of blogs, city guides as Pdf files and iPhone applications that allow to have updated information and suggestions collected by local bloggers. Today such service is available for 33 European cities. The bloggers, besides being inhabitants of such cities, are selected and the used language is the local one. The updates are constant and the information change from season to season. Moreover, the spotters do not accept favors in exchange for a positive review and all information are totally free. This innovative way to collect information on the place of vacation allows to get in touch with the local culture and people.

www.spottedbylocals.com



ICT TECHNOLOGIES: FAST FOR SLOW



There are different types of technoslow tourists. They can be defined by looking to the tourists' attitude towards technology and to their concrete usage of it. Technoslow operators have thus to give the right answers to specific client niches by communicating product offers through the most appropriated lct channels.

1. Tour slow, lct fast

The impact of Information and communication technologies (lct) on contemporary tourism has been very deep. It has influenced mainly two dimensions of touristic products: their *time sensitiveness* and their *information sensibility*.

New time and information needs have thus appeared on the international market of tourism. If we look at time sensitiveness, a major acceleration has been produced by internet and by mobile technologies. Temporal rhythms of perception of the market by tourists have changed: there are new rhythms for holiday organisation, new rhythms for what concerns the offer and demand of touristic prices, new rhythms for payments.

For what concerns *information sensitiveness*, the diffusion of Web 2.0, of web applications for smartphones, of sites for mobiles and of social networks has segmented the available information for tourists: demand and supply of products have found new definitions following interests of old and new niches of consumers. Flexibility has become a dogma: touristic information does not tolerate rigidity; it should be easily available, transparent and verifiable. Touristic marketing has as a consequence moved from the traditional 4 "P"s (product, price, promotion, point of selling) to the actual 6 "P"s approach (personal customization, peer to peer, participation, prediction, process and performance).

Best practices 1 ***The 6Ps and the time factor: the official website of English tourism***

An empirical example of the application of the contemporary 6 Ps philosophy (personal customization, peer to peer, participation, prediction, process, performance) in the world of touristic marketing and on-line promotion of tourism is certainly the official website of English tourism *EnjoyEngland*. It has made of interactivity and time-sensitiveness two key variables. The first question that is put to the visitor of the website is the following: how much spare time do you have? A lot? Or just a limited amount? How would you like to invest your spare time? On the homepage you can directly find different touristic packages that have been subdivided in general time categories: 1 hour, 1 day, 1 weekend, 1 week. By choosing one of these 4 temporal categories you can start a more detailed query on different specific supplies, that have all been centred on specific time needs of tourists. In addition to usual promotional channels such as the social networks, you can find also an interactive map where you can obtain performance feedbacks sent by customers on a thematic map freely available to users.

www.enjoyengland.com



2. The technoslow tourist: what does he demand?

There is not just one type of technoslow tourist (Tst), there are many (Savelli 2006). It's possible to distinguish four types of them. We just need to clarify which position our Tst occupies

on two dimensions: its *attitude* towards technology (pro or contra) and its disposition (high or low) towards *using* concretely technology (including Ict).

Tab. 1: Technology and slow tourism: a typology of touristic demand

		Usage level of technology	
		Low	High
Attitude towards technology	Pro	Moderate protechnological	Extreme protechnological
	Contra	Extreme antitechnological	Moderate antitechnological

Different concrete examples can be cited to illustrate our different types. Let's look here to several extreme figures that operate in the sector of "mountain tourism" and of mountaineering in general. It is certainly a touristic sector in which we can make different interesting consideration on the relationships between man-

kind and technology, on one hand, and usage of technology and respect of nature, on the other. Beginning with extreme case studies, we will then be able to apply some general considerations also to our cities, lowlands or coastal areas for a general approach on slow tourism.

2.1. Extreme antitechnological slow tourism

A paradigmatic example for this type could be taken from the free-climbers movement. Let's look for example to Paul Preuss, pure traveller and extreme free-climber, who has opened several new climbing ways refusing to use securing techniques and technologies. It's a man who refused technology quasi in toto, at philosophical and also at concrete level. His relationship with nature is direct, there are no technological filters between him and the wild world, a naked man who loves in being continuously in symbiosis with mother earth. His time perception is constructed by natural rhythms: slow rhythms and times, endless patience, continuous con-

centration, deep breaths, empathic osmosis, with rocks and stones.

This ideal type of touristic consumers who ask for specific goods is made of persons who belong e.g. to the wilderness movement, to radical green and environmentalists, persons that practice some specific extreme sports in the wilderness, etc. They have a very limited demand of technology, and as a consequence Ict for them is not relevant. For the technoslow tourism, this category has little weight in terms of product demand.

2.2. Moderate antitechnological slow tourism

In this case too we can observe a refusal of technology and a profound exaltation and defence of nature. But at the same time there is the approval of an instrumental use of technology in order to reach common goals. Reinhold Messner's way of life is in this case very significant. By defending the value and dignity of mankind in asserting that one man can renounce to the support of advanced technological devices for its own adventurous expeditions, he also shows that in some cases it is possible to

use technology as a useful mean to obtain certain results.

In this type of tourism we can include several supporters belonging to the ecosustainability movement, green parties, persons that are actively involved in the defence of our planet through an approach that defends general principles of sustainability, rural communitarism, bio power and so on.

Antitechnological tourists of moderate orientation are also prone in using Ict when they have to organise their trip. Their idea of slowness is

very respectful of the natural rhythms of nature, but technology could also be used with an ecosustainable approach.

<p>Best practices 2 <i>The Time Valley: a technoslow paradise</i></p> <p>An impressive number of travellers around the world have looked to their big boards indicating names of destinations, airline flights, subway stations, arrival and departure schedules. Thousands and thousands of people a day still pose their eyes on their large clocks on the top of the church towers or on the walls of school corridors, on the facades of town halls and railway stations. The manufacturers of these contemporary systems of communication and information everywhere in the world of travelling are the well-known Fratelli Solari. In their homeland, the Pesarina Valley in the Region Friuli Venezia Giulia, you can visit an open air museum that commemorates the creativity of the producers of these devices, that were once purely mechanical, then electromechanical and finally pervasively Ict. Today, the village of Pesariis shows to technoslow tourists directly in its streets and courts a wide range of devices for time measurement, sundials, waterclocks and mechanical clocks with giant paddles or with the representations of zodiac signs that indicate also the position of the stars in the sky. In the time valley, the technoslow tourist can touch with hand the infinite variety of tools and technologies that have been used in the past to measure, speed up or slow down time. And if you really want, you can even discover that time can be stopped: in the evening at sunset, when the sun disappears behind the mountains, you'll be surprised by the giant sundial of the village.</p> <p>www.prolocovalpesarina.it</p>
--

<p>Best practices 3 <i>Always at slow pace: the Mountain Messner Museum</i></p> <p>The Reinhold Messner Foundation has built an impressive network of museums, from the Ortles to the Dolomiti of the Cadore Region, which is dedicated to mountains. This network aims to give a series of responses to travellers and tourists that are particularly devoted to mountaineering and/or oriental religions, many of whom obviously love slowness. From the point of view of the usage of Ict and innovative marketing in tourism, what matters are both the promotion method that has been used and the products that are offered to the technoslow tourist. In fact, the myth of a great alpinist like Messner has been promoted with a pervasive marketing campaign on the press and modern mass media, exalting his thoughts on books, articles, documentaries, on Tv, Dvd, etc. This is a clear demonstration that for certain tourist target, press and media in general remain the most credible means for marketing and advertising campaigns. Obviously, in this case, the living legend of Messner releases all its appeal also through contemporary Ict devices,, even if the contemporary anti-technological thought of the great mountain-climber seems very radical. Slow-tourists can thus discover many interesting things. The slogan at the entrance of the museum of Firmiano is indeed a summary of slowtourism philosophy: "Immer ruhigen Fusses", "Always at slow pace".</p> <p>www.messner-mountain-museum.it</p>
--

2.3. Moderate protechnological slow tourism

The tourists that could be included in this type are committed to a technological world, although they have a profound respect for nature. They prefer to live in a human controlled world or on territories that are in some way urbanised. They feel at home in metropolitan areas with their natural parks, in historical centers or medieval towns that are touristfriendly. Moderate protechnological tourists prefer a rather controlled and domesticated nature that satisfies their psychological needs of security. *Real* nature is, therefore, just a background; the most important thing for them is to see conti-

nuously the "reassuring" presence of men's intervention

In alpine tourism we could cite here all those persons that participate to low profile expeditions on secured tracks/paths under the guidance of mountain guides. Here we find persons that travel along already secured pathways, that sleep in refuges of national mountain societies, that use all the facilities that could be found on mountain paths and that look at the weather forecast on internet before starting their trip. The slowness they love is thus defined by the devices they use: Often they use Ict to gather information about their route, be-

fore starting a trip, sometimes they use also

modern Ict during their stay.

2.4. Extreme protechnological slow tourism

We can find extreme protechnological tourists e.g. in most of the recent commercial expeditions that have been organised in the Himalayan mountains, in the North Pole or in the Sahara desert. Tourist of this kind live of and for technology. When they leave their hometown they take their metropolitan technology with them also in the most wild areas. Surrounding nature is not at the top rank of their life priorities, what matters is that what is a means/instrument for the others it has become a purpose for them. Time rhythms of hypertechnological tourists are measured by the last invention in mechatronics, domotics, digi-

talisation, etc. that can be used during the conquest of the peak of a mountain.

The time conception of extreme protechnological tourists could be fast or slow. In this case time is measured by the needs of every single tourist, who indicates in which way technology could be used to satisfy his time needs. These technologies should allow them to enjoy different touristic spaces: a mountain trip, a beach stay, an adventure park or even a postmodern megalopolis. This is the most demanding tourist who looks positively at the most innovative Ict products.

3. The supply of technoslow products

In the technoslow sector there clearly emerges a rather variegated touristic demand of products. This demand requires the development of product offer channels that can satisfy a deep differentiated request of time sensitive informations. Strong and efficient communication and marketing channels should be directly activated on territories. New spaces for local entrepreneurship are thus available as touristic products for slowtourists should be first of all prepared by those who possess specific resources on the territory. Only local actors can present a competitive product that integrates all the richnesses of a specific territory in a coherent way in order to be attractive to the four above mentioned tourist types. Nowadays homogenous destinations that want to be attractive for Tst should first of all possess an efficient information system that keep in touch with contemporary Ict. These technologies require a typical 6P marketing approach (Ejarque 2009).

You need first of all *personal customization*: the technoslow product must be constructed for the specific needs of the final consumer, by using his communication codes, by offering emotions, *pathos* and rich experiences that give an answer to technology and nature needs that we have already seen for our four types of Tst. Then, second, you have to adopt a *peer to peer* approach, which is able to enter in the communication networks of persons that have a common identity; an identity that can be used to build

up a strong feeling of community. The third crucial aspect is *participation* of the tourists that from a traditional consumer status should become an effective prosumer of products, i.e. a role in which he actively promotes product through social networks, websites, word of mouth, etc. Fourth, a strong *prediction* capacity is also required, in order to anticipate new trends in the market through active listening practices. The fifth point insists on the fact that new *processes* of product invention should be activated in order to keep always in contact with the Tst. And, finally, *performance* is also important: a constant monitoring of produced results should always be done at the end of a specific marketing action.

Besides time factor, sensible information then should be orientated towards specific goals. A neat divide appears certainly on the protechnological/antitechnological divide. To antitechnological Tst you have first of all to communicate values connected with non-polluted nature, sustainability, renewable energies, bio and slow-food. Territories should present themselves under uncorrupted natural dimensions (fishing in natural lakes and rivers, biking in wild areas, certified quality for food of territorial origin); travelling means for voyagers and touristic sports have to be eco-compatible and non polluting (hypotourism, Mtb, kayaking, canoeing, hydrospeeding, etc.). It is very difficult to involve moderate antitechnological Tst in an intense usage of Ict. Their usage will be centred

mainly on information gathering on internet, comparative price seeking, initial programming of trips and travels. In some cases there could be also an on-line booking and buying or a very limited usage of Gps systems.

To involve tourists in a wide usage of Ict one has to look prevalingly to the two protechnological Tst types. In this case we find consumers who are also interested in last generation Ict gadgets or in buying innovative products directly on virtual storefronts.

Extreme protechnological Tst are obviously the most receptive towards Ict. The resulting saving

of time and money allows them to make their tourist experiences last much longer. Think of the new allotment systems for beach umbrellas, menu offers that are sent via bluetooth in affiliated hotels, Gps maps with points of interested that could be directly downloaded on mobiles and smartphones, pervasive guidebooks that organise visits in historical towns, national or maritime parks. From this point of view, devices for low cost travel booking, which help economising time and money, set much time free that can be invested in ... slowness.

Best practices 4 *Whaiwhai pervasive guidebooks*

For protechnological slowtourists, those who are not obsessed by time, the pervasive Whaiwhai guidebooks by Log607 are certainly of great interest. These persons can visit a place, normally a historical city of art, by using two instruments: a paper guidebooklet with a text formatted in an original way and a mobile or a smartphone. The Whaiwhai guidebooks tell surprising stories about an already well-known town. With a series of original and engaging stories they lead tourists in a sort of adventure trip that is shaped as a treasure hunting. The technoslow tour begins simply by sending a text message from any location: it is the tourist who decides how long the trip will last and how to live it: by walking quietly and calmly while enjoying the discovery of original historical treasures or by living a rapid experience considering, in a race against time. In 2009, the Whaiwhai guidebooks received by the Italian President the National Award for innovation in the category of tourism.

www.whaiwhai.com

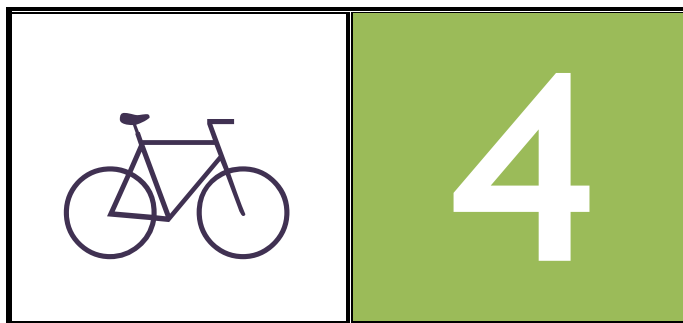
Best practices 5 *On line booking: the success of jesolo.it*

It's not easy to build a website that can successfully manage reservations online. In the case of the new websites of Jesolo good results have been almost immediate. The first data referring to from summer 2010 are clear: on-line booking system has exceeded one million euro of turnover (compared to almost € 400,000 in 2009), corresponding to 2,248 reservations that have produced more than 20,000 admissions in the hotels (Data: Il Sole 24 ore, 01.09.2010). The greatest result has been achieved by the institutional website, an increase of over 400% compared to the year 2009. Eye-catching graphics, excellent placement in search engines, georeferenced map of the structures of the territory which has been managed by public actors such as the Municipality of Jesolo, the Consortium for touristic promotion Four Seasons, the Apt and the Hoteliers Association of Jesolo. All this constitutes a clear example of synergic interaction whose positive impact falls on the great majority of the players of the seaside resort. From this website you can download a programme for a mobile guide which has a wide range of information about the seaside, the surrounding nature, entertainment, shopping and local products and which can also be managed directly by a smartphone also in a technoslow perspective.

www.jesolo.it



SLOW MOVING: NATURAL AND MECHANICAL



Wheels, feet, hoofs or a hull: it is the means of transport that “makes” the trip, characterizing it with its rhythms, living emotions, experiences, adventures that are different from time to time. Moving, far from being a marginal phase, is the heart of the travel: choosing it “green”, ecosustainable and, obviously, slow is up to us.

1. Reflections on a slow mobility

Today, the transfer experience is influenced by the transportation systems, more and more rapid, isolated from the over travelled area: one may leave from an airport eventually in the deepest winter, leaving Christmas flavours and market places, to land a few hours later under a warm tropical sunshine. You may start wearing a heavy jacket and arrive with a light shirt on you, impatient to dive into the crystal-clear waters. And what happened to you travel? What did you gain from your transit if not an unpleasant delay of the desired pleasure of new places and tastes?

For who wants to live the travel experience as an itinerary and not as a mere transfer, the transportation is fundamental, it is the basic choice for the journey. The choice of the means of transport *makes* the travel. An effort to recover the journey and travel meanings may help everyone to better appreciate the visited places, taking full advantage of the opportunities offered by the various transportation systems. If one can't help doing without comfort

and velocity, after his destination will be met, he should at least live and thoroughly appreciate staying in a place with the most positive feeling and not with a consumer attitude. As a matter of fact, one could choose the means of transportation not only on the basis of velocity, comfort and costs but possibly also on its ecological impacts. Furthermore, as the Italian Association for Responsible Tourism recommends (Aitr), in order to fully learn about a country (our own included) it is appropriate to prefer the public transportation and if the reader is a tour operator, the Aitr suggests many good practices to become sustainable and responsible. An advice is also given for the choice of transportation. “The organizers (tour operator, agency, cultural association, etc.) should commit themselves for an ethic approach to the environment, choosing transportation means compatible with the local needs” and those public services which may favour the meeting between travellers and local people.

2. Moving naturally

2.1. Walking

The most ancient and simplest way to travel is to go on foot: it is the most natural way although in today's world it seems forgotten. In contemporary society walkers are unique people who choose to leave the present hasty society

and approach the world with a different attitude, literally to feel travelling on their own skin. Walking, in fact, amplifies all the emotions because extends perceptions and experiences. By walking time and space regain their meaning:

the travel follows the natural rhythms of day and night and the traveller, who must rest to recover strength, learns to wait, to be patient and to endure. Walking allows a long and intimate dialog with ourselves, it facilitates thoughts and reasons to slowly develop and reach consciousness. While walking one can gather ideas, relax his mind and give free course to fantasy (Meriani 2004).

Several opportunities may be offered to those who have not yet experienced walking, because they prefer only organized journeys:

(a) The association *La Boscaglia*, as an example, is specialized in “deep walking” travels: not only on foot but also by spirit. Walking becomes an opportunity to explore meditation techniques. Listening, conviviality and empathy are practiced on one side, reading and silence on the other (www.boscaglia.it).

(b) Other travels on foot are lived as sporting activities: this is the case of the Nordic walking, a discipline born many years ago among the cross country skiers in Finland who developed it during their summer training (www.nordic-walking.it).

(c) One can walk even to move from one town to the other, from one village to the next, for instance, following the old pilgrimage routes. Taking into account that ancient and famous routes unfold through more adjacent countries, walking tours based on them have been inserted in the trans-national activities of projects such as the *SlowTourism* project. The Santiago Path, the Francigena and, within the area of the *SlowTourism* project, the Via dei Romei which

follows the Roman Via Popilia, touching Venice, Ravenna, Classe, Cervia, Cattolica and where pilgrims used to find important prayer centers, such as the San Marco Basilica in Venice, or the Pomposa Abbey and Sant'Apollinare in Classe in Ravenna.

(d) One can also walk to discover each single city, even the one where we live in. The urban trekking is a sustainable tourism approach that should relieve overcrowding of the city centres and slow down the tourist turn over. The tourists that walk the cities build an active and participated relation, establishing a fidelity growth attitude towards them. The first city that invented the urban trekking has been Siena and today there are more than forty Italian municipalities that joined the initiative. Among them Ravenna and Treviso have proposed, respectively, sensory paths touching either the various waters sources or the smells and noises of old handicrafts, taverns and markets (www.trekkingurbano.info).

(e) An interesting experience of responsible urban tourism can be lived today in Torino, with the Intercultural Walks with company of the migrant guides. Crossing Torino may look like an impossible journey, because within a few kilometres one can visit Romania, Morocco, Senegal, China and Peru. The same migrants are called to guide the visiting tourists through the shops, religious places, restaurants and markets, new citizens, who have mastered a special training course to become “Ciceroni” (Tourist Guides) of the territory where they live and work (www.viaggisolidali.it).

2.2. Cycling

In opposition with the so many “no places” that continuously take over our surrounding (Augé 2005), cycling returns time and space to their real dimensions in a world where technologies give the impression that space and time are shortened and unbound. Who rides a bicycle regains his territory by freely choosing his own itineraries. Cycling up and down is limited only by how trained is who rides the bike: from one side cycling requires to take the age factor into good account, but on the other it helps to fight sedentary life habits and to grow healthier in age, especially if used every day. Bicycle could bring many more benefits if its use could be spread all over in general: a real revolution

might take place. Fully ecological, the bicycle is also a rather efficient transportation means: with 100 calories, produced by the cyclist, almost 5 km are covered, while an automobile covers less than 100 m with the same amount of energy produced by the fuel combustion (Berry 2010).

Herein following, some good practices of bike tourism are reported.

(a) The Alpe Adria bike-route, that connects Friuli Venezia Giulia with Austria and Slovenia, is a winning idea both in trans-border cooperation and in sustainable tourism. It also represents a good example of how to recover an

abandoned public infrastructure: fact, part of the cycling itinerary is built over the old rail-road track. There are 177 Km of paved cycling roads - between Grado and Fusine - where from many mountain bike trails start. The spot in which the three borders meet is Tarvisio: there is a crossing where one may decide to proceed to Austria and continue to the Drava cycling route, or choose to move further on cycling into Slovenia, where many more trails can be undertaken.

(b) The trans-border project *Carso/Kras* is just being started, it will transform the nearby borders area, from Muggia to almost Gorizia, in a territory densely crossed by a network of trails and cycling routes. A special itinerary connecting some Natural Sciences didactic Centres is in foresight. An open-air trans-border museum and geo-park will be realized, in order to preserve the uniqueness of the Carso territory and its heritage.

(c) With the project *Slow Collio 2009-11* the first part of a new cycling route has been inaugurated. Its aim is to rise the attention of tourists and visitors to the Collio landscape and territory by offering cycling routes with three new itineraries: one through the hills, with wines and cherries suggestions; the second in the valley, where the historic castles are located; the third through the Collio towns and villages. During the summer, thanks to a public service from Monfalcone and Grado, a number of transportation means will allow tourists to reach the cycling routes without being obliged to use their private cars (www.turismofvg.it)

(d) *Bicidiffusa* is a Friuli Venezia Giulia Region project that joins the love for vacation on the

bicycle and the staying at one of the many “spread hotels” of Comeglians, Forgaria, Lauco, Ovaro and Sauris, by offering all the services that a cycling tourist may need (www.turismofvg.it).

(e) The tour operator Girolibero of Vicenza organizes journeys half on land and half on water. During the day one may ride the bike, while the nights are spent in a boat. The “floating hotel” follows along the river the cyclists’ travel stage and may become a resting point during the free time of the bike-day (www.girolibero.it).

(f) In Ljubljana, Slovenia, local tourist offices offer guided visits as short as a couple of hours to discover legends and histories of the city: eventually with the bike. The tourist offices may rent bikes to let you cycle through trails within and around the city limits. One can cycle along one of the most important historical open-air museums in Europe: where during the Second World War the occupying armies had encircled Ljubljana with about 30 km of barbed wire, a trail 35 km long has been constructed that one can go through either by bike or on foot.

(g) The city of Ferrara received in 2000 the first prize of the Ministry of Environment for the organization of the Bikes Agency aiming at the sustainable mobility. Among the offered services *The bike in your pocket* helps citizens to reach the parking area by car and continue by bike. *Panorama Wheels* are the pages of www.ferrara.info dedicated to the cycling tourism fans: a collection of interesting itineraries supported by maps, road books, gps data and Google Earth files to be downloaded in the computer.

2.3. Walking, trotting, galloping

The relationship between man and horse is a long lasting relation that endures since thousands of years accompanying men through their whole history. Like Mongolians, for instance, who used to say that “time is the space you ride through”. Today, although with different characteristics, this relation is still very active: in the western countries horses perform an important role in ecology, sport, and therapeutics activities. Getting a deep bond with our ... means of transportation may reveal each journey a very special experience. If your preferred tourism is the slow, horse-riding tourism allows to go by pace, trot and gallop, gifting you with

breathless landscapes, fully immersed in nature, through a proportionate physical activity, with simple itineraries good for beginners and binding trails for experts.

(a) The longest horse trail in Europe, 432 km, unfolds through the Lagorai mountain, the largest mountain chain in the eastern Trentino, from Mount Panarotta to Rolle pass. The horse trail is divided in 15 paces with resting stations, ranches, hotels, mountain lodges, bivouacs and shelters. Another breathtaking horse trail can be found in the Gran Sasso National Park: 300 km of trails comfortable for every horse back

rider, from beginner to advanced, well marked that encircle the mountain with tenths of shorter sideway paths (www.equitando.com).

(b) Leaving from Rendis Ranch in Piano D'Arta Terme, Udine on the horse, it is possible to cross the combat line of first World War between Italy and Austria, discovering trenches and camps, to follow the so called Templari route from Arta to Spilimbergo, to reach Vivaro moving through the Friuli and Slovenia hills. The Rendis Ranch offers also a special experience dedicated to the youngest: here children may spend a cowboys like summer, learning not only to ride but also to care for and manage horses (www.carnia.it).

(c) Emilia Romagna offers a lot of possibility to do equestrian tourism along horse trails. The web site www.wmilairomagnaturismo.it, in *Horse trail* section, shows 15 medium difficulty itineraries, furnished with maps, information packs, point of stages and stops. A search engine helps to choose the trail on the strength on travelling time, from few hours until more days, and the distances, as well as cultural, gastronomical, naturalistic and geographic options. We have to signal other two horse trails in Veneto: horse trail of Piave that follows the river itinerary through 25 municipalities and three provinces (Venezia, Treviso and Belluno), whereas the other one unravels along Brenta,

through 28 municipalities and three provinces (Venezia, Padova and Vicenza).

(d) It is becoming fashionable to travel with donkeys, following the traces of those who for centuries had used this nice and sympathetic means of transportation. Donkeys are fine animals for families with children (the only ones allowed to ride the donkey if and when tired). Excursions and journeys with the humble cousin of horses bring magically back to times when donkeys were companions of many travellers: a humble, patient and so much docile to be used for therapeutics for in general, disabled persons (www.asinomondo.org).

(e) In Gorenjska it is possible to travel on the back of a Lipizzan horse through the wonderful nature of the Triglav Park; trips can last from one day to half day in the Rodovna Valley or, for those who have no experience, it could be only a two hours ride. Continuing the naturalistic adventure on the picturesque plateau above the Soča Valley, it is the Pristava Lapena, an idyllic village built following the ancient Val Trenta style. Guides are specialized in cross-country riding, but it is also possible to attend a riding school and ride a pony (www.slovenia.info).

3. Moving carried by ...

3.1. 2, 4 and 6/8 wheels

The network of asphalt coated roads that wind over a large part of the world surface have a particular fascinating appeal. Driving a car is not the same thing as feeling as part of it and of the road. Almost everybody can drive cars and many, who may not even like it, do so. While driving they may hesitate, somehow resist to the car's motion, loose trajectory by changing lane and do not know how to comply with the rhythm of curves and turns. The true compliance to driving requires a full concentration,

demanding so much that other thoughts are drained out of our mind. then driving fully absorbs him to the point it may cause addiction, pushing other thoughts out of his mind and provoke a self up-kept satisfaction. This is within the road's spirit. The spirit by which Jack Kerouac wrote "road is life". Some of the travels are done on the road. Yet, let's make them *greener* choosing, among cars and motorcycles, those which are less polluting.

3.2. Coaches and buses

Only nine grams of carbon dioxide each km per person: for long distance surface travel coaches and buses are somewhat disregarded ecological transportation means. Although they are equipped with much larger engines than cars

and produce larger CO₂ quantities, even with a limited number of passengers their pro-capita CO₂ emissions are lower.

(a) The most popular European coach line is the *Eurolines*: it covers Europe with its fleet of characteristic white buses with blue and white marks. An extended network of lines that span from the warm area of Spain and Morocco to the northern Europe territories. Buses are not only means of a comfortable journey but places where generations of people met, exchanged their experiences, started friendly relations, contributed to building Europe with common daily life events.

(b) *Rotel Tours* offers a very special coach: an hotel on wheels, or better a large camper, a

multipurpose vehicle, perfectly fixed and equipped to run around the world, stopping here and there. It has been realized according to a German project that applies the vacations on-the-road philosophy. It can take 24 persons at a time, hosting them in a sort of beehive made of double berths, where passengers may rest during the nights or long distance transfers. Inside the vehicle there is everything needed, the kitchen comprised: some adaptation may be required, but in return the journey is guaranteed (www.rotel.de).

3.3. Portable Home: travelling by camper

The *en plein air* world has spread very much in the last years and it continues to give signs of further development: those who own campers are 800 thousands in Italy and 3 millions in Europe. This is a kind of travelling beloved for the freedom it gives and the strong links with the environment and the characteristics of the territory. The camper traveller may directly meet local people, see ambient and landscape, appreciate history, monuments and obviously the local products. He may do so not only during a special time of the year, the vacation, but almost during any week-end, discovering more

than any other tourists many places and persons, today's activities and historical heritage. This is the reason why the *en-plein-air* and the farm-tourism worlds are getting closer. There are more than 500 tourist farms (wineries, dairy farms, orange farms, olive farms and presses etc.) that have organized adjacent camping areas where travellers may stay using water and power connections and sewage facilities. Some of these camping areas are of free access, under the condition that you should buy their products or simply have your meals at their dining facility.

3.4. Four wheels

Notwithstanding technology progresses, contemporary cars' efficiency has increased rather scantily. There are several sites that provide information about fuel consumption of all cars present on the market: there are those that pollute more and those less, the so called eco-cars. The hybrid vehicles, for instance, combine a fuel combustion motor with an electric one, charged by the energy recovered by breaking. They produce quite less greenhouse gases since they are more efficient than cars used so far, the breaking energy of which is discarded as heat. Electric city-cars, on the contrary, need to be recharged through a regular electricity plug. They can run between 50 and 300 km, depending on the model and road type.

The reduction of the negative impact on the environment depends more on a different use of the cars, as it follows:

(a) *Car sharing*: Members of sharing community may use the same car at the same time. Once

you have registered, by telephone or on-line you can book and use your personal card to hire and drive a car. To use cars one should pay a registration fee and a time tariff. Each shared car is equivalent to six private, this may reduce the number of cars that crowd roads.

(b) *Car pooling*: it consists in the use of one single private car by a group of people, with the main idea of reducing transfer costs. Web sites as www.autostradecarpooling.it and www.tandemobility.com may favour contacts among persons with the same needs in transport, even occasional.

(c) A good example of how car sharing can be exploited in tourism can be found in the *chamonix.com*, the official site of the Chamonix Valley, that allows through the *careggio spartito* how to find and offer safe lifts to whom moves over and over again through the same itinerary, or parts of it, according to the car sharing philosophy. Another example of good practice

comes from Werfenweng, Salzburg Land, Austria, a town of only 650 inhabitants but 1800 beds for guests. Since there is no railways stop, they have organized a taxi service from the Bischofshofen railway station to the town that is 14 km away. Above all, they have organized auto and electric scooters rentals with car sharing service, both for tourists and local citizens (www.penelope-save.org).

(d) The routes where you can find the stations to recharge the electric cars, but cycles and scooter also, are located along a trail of 5 stops: Kranjska Gora, Bled, Jazersko, Preddvor, Bohinj. The project is part of the rural Slovenian development 2007-2010 project with various partners. The aim of the project is to promote the first interconnected road network and equipped for electric vehicles in order to visit in the full respect of nature all the places with nature interest. Each stations, to recharge their transport, acquires importance because is part of an educational program and because it want to spread to local population, the young people and tourist the awareness about the advantages of the electric transport. The project, also, wanted to stimulate the economy giving the op-

portunity to start up economic sustainable activities linked to the continuing operated the recharging stations and also of the entire trail.

(e) Who decides to park his car for the whole vacation period and gives the key to one of managers of the Tourist Consortium Alta Badia in Alto Adige, may receive some prizes: local products and surprises, the reimbursement of mountain pass, a card that allows boarding the twelve cable cars running during the summer and the public transportation connecting the various places of Alta Badia and local Dolomitic passes (www.altabadia.org). The *Mobilcard* allows riding public transportation means in the whole Alto Adige. Citybuses, urban and extra-urban buses, various cable cars, regional trains, the Renon Valley train, the Mendola cable car and one round trip between Malles and Semez with the PostAuto Schweiz, all these are included (www.mobilcard.info). For tourist people keen on culture, Alto Adige proposes the *Museunmobil Card* that to the transportation services included adds up the free admittance to museums and exhibitions (www.museunmobilcard.info).

3.5. Two wheels

If compared with the automobile, the motorcycle produces much less carbon dioxide, but it carries at most two passengers. In order to become eco-motor-bikers one solution would be to use electric bikes. Unfortunately many are still at the prototype stage. However, surprises should rise in the next future: brands as BMW, Mini, Mercedes plan electric scooters and motorbikes whereas the KTM, cross and enduro bikes producers, is planning to bring to the market its *Zero Emission* model, a motorcycle with zero impact.

(a) Already popular, electric scooters well match the eco-tourism: some places rent them to incoming tourists. One example is the Logarska Dolina, one of three valleys of the Sol_ava In Slovenia, declared natural park back in 1987. The small and efficient tourist office rents during the summer electric scooters and, obviously, gives the opportunity to recharge them, even if they are private, with which the tourist may have reached the valley! (www.logarska-dolina.si)

3.6. Rails

Every day, trains in countless number cross the old continent; in Italy alone there are more than 16 thousands km of railways: this is a travelling mode opposed to flying, fairly good friend of the environment and sometimes also of our wallet. If compared to the airplane, train is more practical and convenient, especially for distances of less than 800 km.

Trains are of various kinds and with different ecological impacts. Without going into the high velocity trains and their implications with the landscape, trains can be divided into two large groups: those driven by Diesel motors that emit 69 g/km/passenger of carbon dioxide, and the electric trains that produce only 51 g/km/passenger. Some trains allow the loading of cars on some special carriage to cover the long distances on rails.

And, if in modern trains it is possible to connect on the Internet, older cars have a particular atmosphere: the charm of those trains which made history, such as the legendary Orient Express.

Unfortunately, the booming of motor vehicles around the middle of the past century caused railways being disregarded together with the dismantling of many urban tramways. Fortunately, some were maintained in service, others have been recovered and restored, often for a tourist use, as for example the following:

(a) The *Trans-Alpine Railways*. One may leave Gorizia Station for a unique and touching journey that, from Nova Gorica takes to Bled station, goes through part of the historic *Trans-Alpine Railway*, inaugurated on the 19th July 1906, to complete the network connecting Vienna and the Central Europe to the Adriatic regions of the Austrian Hungarian Empire and the harbour of Trieste in particular. The historic train is pulled by a steam locomotive that resides in the Railway Museum of Ljubljana.

3.7. In the clouds

The most used transportation means, unfortunately, is the jet-plane: with an average passengers number, a long distance jet-liner produces from 230 up to 510 g/km/person of carbon dioxide, whereas during the short distance the amount produced is not less than 500 g/km/person. Air travelling continues to rise and it is going to become one of the principal causes of the global green-house effect. However, if we cannot do without flying, one should at least try to reduce his personal passenger impact. One can choose air companies more ecology oriented than others (Air France, Air New Zealand, All Nippon Airways, Cargolux, Gulf Air, Japan Airlines, Klm, Sas e Virgin Atlantic Airways joined efforts to accelerate the process of bio-fuel utilization) and - when possible - one can prefer companies that use turbo-propelled machines instead of jets that require 30% less fuel.

3.8. On the water roads

The many water roads, rivers, streams, lakes, small bays, open sea, ocean, lagoons, slat and sweet waters offer other means by which to

(b) Motor-bicycles, cars, bicycles, even campers and caravans can be loaded on the train that connects Bohinjska Bistrica and Tolmin, in Slovenia: it is the most comfortable and most ecological way to reach the Julian Alps from the natural park of Bohinj. More than anyone else, the less trained cyclists will appreciate the offer: the train, in fact, will take them over the breath taking, in a true meaning, Soriška Planina (1.277 m).

Finally trams and electrical small trains deserve a special mention. There are several in Italy: some spectacular, some old, always fascinating. People in Trieste can be proud of the *Tram de Opcina* (or Tram of Opicina) a century old tramway that connects Trieste centre with the suburb Opicina, located on the Carso Plateau, 330 m above sea level. It is not a tourist attraction, but a public transportation mean, a piece of public transportation history, dating back to the Hapsburg dominion.

Definitely slower but fully ecological, the Montgolfier balloon is becoming more and more popular again. When it flies driven by winds, one cannot rely on any steering device: some adaptation to an unexpected itinerary might be necessary and the balloon develops into an original transportation means for *eco-creative* travellers! This happens, for instance, in the skies above Lubiana, Accade, ad esempio, sopra i cieli di Lubiana, where also tourist operators offer balloon flights (www.visitljubljana.si). However, to dream about a sky full of coloured flying balloons, no other place beats the Ferrara Balloon Festival. This event has wisely introduced the balloons world within the tourist offers of the city: in a short time it became the most important Italian balloon festival and one of the best known in Europe (www.ferrarafestival.it).

move along these alternative ways, even just to enjoy a slow vacation ...

If sea and navy are so charming even in low-cost flights and high speed trains time, this is due,

among other things, to the ability of the sea to dictate times and rhythms which are different from those on the land and in air. The travel by sea, even in a technically evolved context, always has uncertainties and unpredictabilities: natural elements such as wind, currents and weather conditions influence inexorably and escape from any predetermination.

Particularly, the travels on the waters of the Upper Adriatic represents an interesting development of tourism and marks a change from the traditional mass vacation by introducing a new typology of consumption in coastal areas usually hosting mass tourism. Moreover, it looks like a personalized and creative type of mobility that involves a search for meanings and a will to transcend, materially and metaphorically, the narrow limits of the community. In other words, an exercise of borders stretching through relational experiences of encounters with the autochthonous dwellers, the crew members and other travellers coming from other and distant seas and that have reached the Upper Adriatic.

In this context, the fully wedged fruition of the sea enters the dimension of the quality of life, not just for the therapeutic functions of the waters or the relaxing contour of the seascape but in terms of a wider *life-style*, which is based on times, rhythms and places that bring about silence, open air, adventure, easy going sociality, fellowships, specific knowledge of traditions and technological innovations.

The nautical tourism works as an opportunity of development for coastal areas, not only considered as something important in itself, but as an integration tool between the *front sea, the coast and the inland*. In this context as well, there is the need for certifications that are able to encourage models of sustainable development, but also to answer users supply and yachtsman's needs. Among the most important international certifications an important place is taken by the blue flag (www.bandiera-blu.org). The main goal of the program is to promote an environmentally sustainable management of the coastal territories through a set of guidelines that put the environmental care at the core of all policies.

(a) There are many sustainable routes for sailing boats and technological innovations that make these boats more and more ecological. For instance, it is possible to rent electric boats or use photovoltaic energy to power the boat's engine. Italy also has its own solar powered

boats: electric boats powered by solar panels take you to discover the Po Delta Park. The visitors' centre is the starting point for excursions to the Cervia salt works facilities, through an itinerary that allows to get a deeper insight both of the history and economy of salt beneficiation activities and the naturalistic aspects of the area (www.atlantide.net/salinadicervia).

According to the principles of eco-mobility, among the good practices there is obviously the use of public transportation. Not to forget therefore the possibilities offered by ferries and the like, that can also carry your bicycle.

(a) There is no better place than the Venice Lagoon to make this kind of experience. The trip, almost thirty kilometers long, is enriched by a pleasant alternation of means of transport that allow to enjoy the beauty of a little known corner in the southern lagoon. Not only: if the weather is good, it is possible to stop along the way for a swim or a walk on the beaches of the Lido island (*taken from Speciale Qui Touring, Italia Slow*).

(b) In the summer, it is possible to sail the Slovenian sea with tourist boats. From Italy and Croatia, Slovenia can be reached by fast catamarans for passengers and by motorboats. All the crafts coming from foreign countries can land at the border posts in Koper and Piran, in the summer in Izola and the trip takes almost two hours (www.slovenia.info).

Related to bicycle, kayak and canoe they allow to travel at slow (more or less) rhythm, surrounded by the nature in a eco-friendly way, with direct benefits not only for the nature, but also for whom paddles.

(a) In Friuli Venezia Giulia, the association Canoa Kayak Friuli advises, for instance, to leave on a canoe from the St. Bartholomew's Bay, the Eastern furthest place of the national coasts, crossed by the border between Italy and Slovenia. In the bay there is a small port of fishermen where many fishing boats peculiar of the Upper Adriatic are still berthed and a nineteenth-century palace, originally raised to house a lazaret for the quarantine. The gaze can move from the vineyards that gently slopes to the Ancarano sea to the Koper's port and to part of the Slovenian coast (www.canoafriuli.com).

(b) In Slovenia, in Bovec, it is possible to go through the Emerald path, along the Soča river kayaking or canoeing followed by expert guides from the Top Extreme center. There are many

practicable routes and trips that can last even more than one day (www.slovenia.info).



Focus 1

The figures of the nautical sector

In 2009, in the Slovenia marinas were registered 7.300 boats: 1.965 were on land and 5.365 were left in the sea. 784 permanent ships were sailing boats whereas the temporary sailing boats were 3.129. One third of the boats anchored in Slovenia are domestic and two third have foreign registrations. Considering the geographical location in the upper Adriatic of all the three Slovenian marinas (Koper, Izola and Piran), is not surprising that among the foreign registrations the majority of them are of the closer countries: Italy (1.706), Germany (662) and Austria (584). With regards to the length of the boat, the majority of them are of 10-12 meters (Source: Statistical office of the Republic of Slovenia). In Italy there are about 71 thousand licensed boats and 320 thousand not licensed. Plus, 450 thousand vessels like canoes, kayaks and other types of small crafts. There are 117 thousand berth points, of which 50 thousand marinas, 46 thousand ports and channel ports, 19 thousand ports, quays, wharfs and 2.000 equipped beaches (Source: Ministry of Transports).



ACCOMODATION WITH SLOW QUALITY



Tourists are more and more aware of the effect that their holidays have on the environment. That is why accommodation facilities have to do their best to meet the environmental certification standards that are promoted at a local, national or international level, in order to bring out their engagement concerning environmental protection.

1. For an environmental friendly culture

In these times of economic conjuncture, tourism represents one of the rare activities with a positive index, even though it must be said that, as far as it concerns the standard accommodation facilities, it is quite difficult to gain satisfactory economic results. Various matters, as the lack of attention to the idea of *development limits* and *sustainability of the offer*, caused, particularly in the 60's, an expansion of accommodation and recreational facilities, that were considered to be the only way for developing local tourism. In this way, the requirement of increasing the business volume prevailed over the concern of putting some limits to the exploitation of the territory, going often beyond the limits of impact acceptability on the landscape. In this way, it has come to situations where the anthropic and facility load is too high. This might bring good results in short term, but it lowers the potential of the tourist attraction of a destination in the mid and long term.

Therefore the need of reorganising and renewing the present offer of standardised products, that are conceived in a traditional way, and of building up new facilities observing very modern concepts and using new technologies that the world market places at one's disposal.

According to a survey carried out recently by Anpa-Istat, it has come out that travellers pay more and more attention to the environment and to the consequences that tourism has on it in terms of environmental impact but also in

terms of social-economic impact. But this attention, at least as Italian travellers are concerned, is still in a passive phase, which means that the adoption of environmental friendly measures is very appreciated but does not yet represent the basic condition when making a reservation in an accommodation facility.

When it comes to the reservation, the criteria that occupy the first places, are the price (56% of the interviewed), the closeness of the facility to interesting places (49%) and the variety of the service offered (46%) and, only in the fourth position, the closeness to environmentally interesting places (45%). But there is no demand of quality (e.g. the seaside has been chosen as nature, but there are no questions about the cleanliness of the water). Only 33% of Italian tourists consider an important criteria an environmental friendly management in the chosen facility.

The same survey can give another model of evaluation by measuring the satisfaction of the customer. Customer satisfaction can be influenced by a wider range of factors than those that influence the choice of the facility or generally the holiday. Seen in this way, the results of the Anpa-Istat research are extremely positive. 92% of the interviewed consider the adoption of environmental friendly measures by the owner of the accommodation facility that lead to save natural resources or the reduction of waste material. Moreover, 92% says to be willing

to work actively for separating the waste. Further, 87% of the interviewed consider suitable that those accommodation facilities that are

engaged in respecting the environment are given a certification of environmental quality.

Focus 1 *EcoWorldHotelGroup*

This is a private Italian group. Hotels that want to be part of it just have to ask and a representative passes by to check that all requested requirements are met. With the certification of environmental quality *EcoWorldHotel* the engagement is taken of respecting the environment. The facilities that are part of this project are given a maximum of 5 leaves according to the number of respected requirements. The more environmental friendly solutions the more leaves you get. This group has also its own *Eco-Shop* where members can buy environmental friendly products for their hotel. Here you can find office supplies, furniture, environmental friendly washing detergents and much more.

www.ecoworldhotel.com



Focus 2 *Other slow accommodation facilities*

In the last few years new accommodation facilities have been created that better meet the requirements of slow tourism. Besides Youth hostels, B&B and camp sites, now there are farmhouses that offer lunch and dinner using local products and sometimes also have a few bedrooms that belong to the owner of the farmhouse. Recently many of these farmhouses have been certified by a regional institution to become a teaching farm. As the name itself suggests, these farmhouses offer different learning topics mainly for children and schools but also for adults. Thanks to these workshops visitors become familiar with typical products of the territory and with its production methods, so they feel closer to tradition and local products. Another kind of accommodation are the *Alberghi diffusi*. This project came into life in the 80's to avoid depopulation of mountain villages. These *Alberghi diffusi*, which are different apartments spread around the whole village, have one reception placed in the centre of the village which takes care of the guest's needs (blanket change, breakfast, cleaning, etc.). In the last few years also *bike hotels* can be found where customers can either rent a bike or find a room in the hotel where they can store and, if needed, repair and clean their own bike. The *Enchanting dwellings* are small hotels located in a castle or a villa with old charm. In the end, hotels and accommodation facilities located close to rivers more and more dedicate their tourist offer to fishing possibilities.

2. Certification standards

Certification standards help identifying those facilities that promote with facts, not just with words, a sustainable environmental policy and represent an incentive for the entrepreneurs because the visibility that these certifications can give to those who respect the required standards is really remarkable.

There is really no lack in certifications. Only on European level there are more or less forty eco-certifications on regional, national and international level. That is why in 2001 the project VISIT was financed with the aim of harmonising basic standards as criteria used to verify and assign environmental certification for hotels and

accommodation facilities generally, but also for seaside, camp sites and marina.

Nowadays there are different partners taking part in the VISIT standards, as for example the Swiss *Ö-Plus*: more or less fifty accommodation facilities, from four star hotels to Youth hostels spread on the National territory and marked with a maximum of five rock goats (www.o-plus.ch). Italy is represented by the ecolabel of *Legambiente Turismo* with more or less 400 accommodation facilities. Most of them are hotels but there are also some camp sites (www.legambienteturismo.it). *The Green Key* is the certification adopted by Denmark, Sweden,

Nederland, France and Estonia (www.green-key.com). Another important certification is the Scottish *Green Tourism Business Scheme* (www.green-business.co.uk). This certification can be found all over the United Kingdom and Ireland and is thought for accommodation facilities and camp sites, but also for tour operators and language schools. Austrians have done even more: their certification label *Umweltzeichen* can be adopted for accommodation facilities, schools and also shops that sell and/or produce environmental friendly goods (www.umweltzeichen.at).

In 1992 The European Commission introduced, at a European level, the Ecolabel, marked by a daisy (www.ecolabel.it). This certification was extended in 2003 to the tourist sector and certifies a reduced environmental impact of products and services over their all life cycle. 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.

All the standards aim at guaranteeing sustainability of accommodation facilities not only with measures concerning the reduction of environmental impact, but also involving the management, improving local attractions as well as economic and social benefits for the hosting community.

Environmental policies needed by the accommodation facilities to join the certification go from energy saving, for example by using low consumption lights, to the use of alternative energy sources (e.g. photovoltaic or wind power). But also the use of environmental friendly detergents is required as well as the purchasing of local products in order to avoid pollution due to transportation of the goods. The management is asked to train and involve all the staff in the philosophy that characterizes environmental friendly certifications and to be clear towards the clients about the adopted standards.

The presence of an environmental certification gives the tourist guarantees about the reduction of air, water and land pollution thanks mainly to the use of environmental friendly products, it also guarantees a separate collection of different rubbish, the reduction of waste of power and resources, the safeguard of biodiversity in areas controlled by the accommodation facility, a healthy and correct diet that purchases the goods from local biological productions.

On the other hand the accommodation facilities benefit from the prestige and the visibility of the given certification, which is a kind of advertising. Moreover, in the long term, the reduction of consumption of natural resources makes it possible to considerably lower management costs.

Best practices 1 *Igloo villages in Piancavallo and Krvavec*

It has been a few years now since in Piancavallo, 1800 m above sea level, there is the opportunity to spend a weekend in an igloo village realised by the Accademia Alpina. It isn't a proper accommodation facility, but you can sleep one or two nights in one of the igloos that are built every year at the beginning of the Winter season simply by compacting the snow into big bricks that are used to build the igloos. Rudimental techniques and the use of snow and low temperature make it possible to create really sustainable *accommodation facilities*. Besides sleeping in the igloo, visitors can go for a walk with snow shoes, go rafting on a dinghy, visit interesting nature places, practice survival courses.

www.accademiaalpina.it

In Krvavec it is possible to stay at an igloo village made of five standard igloos that can accommodate up to six people, plus two romantic igloos for a special vacation. The temperature inside goes from 0 to -4 ° C and thermic sleeping bags are given. It is also possible to taste a typical Inuit dish, the cheese fondue, reserving a place at the evocative and unique igloo restaurant and to continue the evening it is possible to refresh at the Inuit bar, characterized by a very good service and music.

www.eskimska-vas.si



Best practices 2 *Snovik wellness centre in Tuhinjska dolina*

A real jewel of sustainability: the thermal spa resort Snovik in Tuhinjska dolina, one hour drive from Lubiana, Celje or Kranj. Snovik makes a wide use of renewable resources as solar power and the heat of water. Also exceeding hot air merges into an air-water heat pump system; the use of wood biomass contributes to the reduction of emissions and therefore improves the surrounding environment. The resort is also equipped with a mechanical biological treatment system and the waste is sorted (the apartments are also provided with three-compartment recycling bins). The use of non-reusable products has been reduced to the minimum. To make power saving efficient, the entire resort uses low consumption lamps. Air conditioning and heating systems are automatically switched off. In the resort there is also the restaurant Potočka, whose menu offers dishes made with seasonal biological products. The apartments, called *little houses in the shadow of the wood*, where built according to environmental standards and respecting the original configuration of the terrain. Many activities can be done, such as Nordic walking, bike riding, walks with different degrees of difficulty, skiing and ice skating in the Winter.

www.termesnovik.si

Best practices 3 *Bohinj Park Hotel*

The Park Hotel in Bohinj was built respecting the environment and is among the most modern hotels in Central Europe of this kind. All walls are isolated with cutting edge materials that reduce waste of heat. As far as illumination is concerned, the Park Hotel is completely illuminated with led light which means a reduction of 2500% in power consumption if compared with a hotel of the same size using traditional or halogen lights. Nearby the hotel there is the Energy well which, together with the heat pumps, warms up sanitary water and the whole building. The hotel is also equipped with computer systems that, for instance, automatically switch off the heating/air conditioning in a room if the customer leaves the windows open when leaving the room.

www.bohinj-park-hotel.si



SLOW FOOD IN SLOW TOURISM



The approach to the journey of "what to do today" means that tourist interests be focused more on short holidays but favouring special interests. The food and wine tourism is an expression of this mode of discovery and knowledge of the territories, in search of authentic flavours and traditions.

1. A flexible food, possibly slow

Consumer choices related to food and tourism share in recent years profound changes, related to the dynamics of globalization and the processes of individualisation of society (Poulain 2008; Neresini 2008; Savelli 2008, Corvo 2007). There isn't doubt that the gastronomy and tourism represent significant and increasingly important dimension of social life, which affect other aspects of cultural and economic context, in view of a society of leisure (Blackshaw 2010).

In particular, the new consumer behaviour respect to food are now flexible (Franchi 2009): on the one hand, it's in presence of a progressive multi-ethnic cuisine that enriches the offer, both from the point of view of the plurality of the dishes, which of the different meanings attributed to the consumption patterns of food; the other, there is a growing interest in local produce and culinary traditions of the territory, in the context of a wider rediscovery of the historical memory and the tangible and intangible heritage of each resort. In addition, a renewed interest in food culture, as reflected by the proliferation of publications and magazines, the spread everywhere cooking courses and the growing popularity on media of chefs, that have become, in some cases, real stars.

While in some contexts the fast food seems to have no rivals (eg. lunchtime in the big cities), is gaining appeal and interest a different way to approach to food, with attention to its quality

and freshness and a longer relaxed time for the main meals, the slow food, which for two decades is also the name of an association that promotes the food good, clean and fair (Petrini 2005). Spend more time at lunch and dinner means to enhance the work of those who produced the food, knowing in particular the quality of each substance, ensuring the sustainability of the industry, finally, emphasize the socializing value of eating together. In this perspective, the dimension of interest to study is related to the desire of people to reserve more time for meals on festivities, as usual, but also during the holidays, wherever there's the practice of tourism. The rediscovery of the centrality of food means that for all tourists, not only those defined food and wine, the quality of food is crucial for the success of the holiday. Isn't a coincidence that the hotels have significantly improved the level of cooking, which instead in the past seemed less relevant in the judgments made by customers. And the quality is also expressed in the slow attitude of tourists who approach to the restaurants in holiday destinations.

Focus 1 The numbers of wine and food tourism

Italy is a country rich in gastronomic traditions and typical products that Italians have been capable to preserve. Our country is the largest world's producer of wine, with 316 varieties with Controlled origin denomination, 41 wines with Controlled and guaranteed origin denomination and 120 with Typical geographic indication. It is, also, important to mention the identification and valorisation of 118 products with Protected origin denomination and Protected geographic indication, 4.396 traditional regional specialities, 18thousand tourist farms, 4thousand restaurants, 61 thousand between oil mills, wine callers, chalets and farm-houses. The food and wine tourism produces, in Italy, an annual turnover of 2,5 milliard EUR and it has, approximately, 5 million of fans, that corresponds to the 60% of visitors from Europe, and 32% from Italy. These are people who abandon the traditional destinations (sea and mountains, cities of arts) to organize a short holiday devoted to food and wine. Nowadays, there are, approximately 140 Wine and taste roads and the municipalities included in this vast nets are 1.300, which incorporated about 400 territorial denominations of wines, circa 4thousand restaurants, about 33thousand wine products and more than 3,3thousand wine cellars that, often, offer wine tastings to tourists and curious people. The 62 % of factory producers, analysed by the survey made by the Observatory of Wine cities-Censis has seen, in 2008, an average increase of 19% for the number of visitors. People are more and more attracted by tastings (94%), visits of wine cellars (86%) and the direct sale of wines (57%).

Focus 2 Some certifications

In Slovenia, more and more farms have decided to develop a specialized supply, with which to satisfy all your needs on vacation and to help you with your choice. Experts in many fields have therefore prepared the compulsory and selective conditions that farms must satisfy in order to obtain the mark of a specialized supply. Since 2007, marks are given by the Slovenian Agriculture and Forestry House. *Wine and food club of Caporetto-Kobarid*: various restaurants and inns of Kobarid's area created this mark to offer typical dishes. These restaurants are characterized by a high quality of food. Their motto is: *De honesta voluptate et valetudine*. *BIO-Hotel*: the green leaf certified hotels that collaborate with biological producers and, consequently, offer bio products in culinary. *Eko*: It is a mark that distinguishes ecological tourist farms that offer, to their guests, a healthy environment, and especially dishes made with ecological homemade food certified by an authorized control organization. *Agritourism, friend of families with children*: offers vacations for families in a natural rural environment. Great attention is given to the animation for kids and it boasts an environment which is suitable for children (room furniture, toys, healthy food). Obviously in all the activities parents are also involved.

2. The food and wine tourism, the ideal model of slow tourism

The food and wine tourism is one of the more interesting models of contemporary tourism, both in socio-cultural terms, interpreting properly the new motivations of the tourists, both in economic terms, investing in various sectors of production and trade.

It is a type of integrated cultural journey and in turn can be easily mixed with other forms of organization of cultural tourism or environmental tourism, as the greenways, agritourisms, literary parks. In particular, is linked with the recent rediscovery of rural tourism, with the arrival of tourists, attentive to nature and tradition, led to a significant development in the sector, thanks to good spending power and the frequent trips inside the same territory.

The main reasons behind the success of wine tourism are:

- (a) *physical*, the pleasure of good food and good drink;
- (b) *cultural*, bearing in mind that holiday experience through food and wine to get in touch with a new culture; is especially the case of *mature* travellers, who have already made cultural holidays in the classic sense of the term and are seeking new destinations;
- (c) *interpersonal*, whereas the social function of food has a value comparable to the quality of what you drink and eat; at the table you meet new people, reinforcing existing relationships, playing social roles defined; recently it was realized that wine and food tourism can also be a

tool to establish relations between the host and the local community;

(d) *of status*: the ability to eat certain foods and to choose certain places has always been a distinguishing factor of social class and now has become an expression of a specific lifestyle and taste (Antonioli Corigliano-Viganò 2004).

The tourism industry and local communities have therefore rethought and reshaped the services offered, trying to adapt to new market demands. It recalls in particular the development of wine tourism, which has become a testimonial of the most distinctive features of many Italian locations: national associations have emerged as the City of Wine (1987, followed in 1994 by the City of Oil), is founded the Movimento Turismo del Vino (1993), organize events such as *Cantine aperte* and hundreds of fairs, exhibitions and festivals throughout the peninsula. The wine Roads have seen a growth of major importance and have gradually spread in all the peninsula. The qualitative dimension of the phenomenon is, however, more complex, because close to many positive experiences surely, that could include as good practice at international level, there are actually realities more problematic, where there is insufficient capacity to communicate the identity of the product and its core values. Missing, in these cases, the emphasis of a message strongly territorial, highlighting the link between leisure, agro-food production and *terroir*, for which the product loses identity and relevance. In addition, the farms do not always know how to welcome tourists in an appropriate manner, to better organize the visit at time of the tasting, which usually precede the purchase but may also disregard a purely consumerist logic, focusing on the relational and experiential aspects.

In light of these difficulties expressed in the complex and delicate relationship between agriculture and tourism, it seems important to point out some fundamental aspects of food and wine tourism, at personal and structural level:

(a) The need for many operators to combine the activities of production and tourism. The cultural background and professional skills needed in two different contexts are very different, so we need to create two levels of skills: this process provides the best results when the skills can be integrated. We need, therefore, new professional figures that combine *technical skills* (related to the sphere of knowledge and skills), *organizational skills* (on the side of the mode of

interaction), *professional culture* (the set of shared values that influence both the meaning of experience work that their professional conduct). The training takes, therefore, a strategic value because it is not only aimed at overcoming the skills gap, but it becomes a vital tool for cultural change of the food and wine tourism.

(b) The specificity of models of cooperation, which forces us to go out from one point of view exclusively tied to their company, for entering in system of operators, the formulation of a local politics of tourism requires the deep knowledge of the relationship between tourism consumption and production activities that make up the region's economy. Tourism is the only economic system that still requires the location of companies and resources: it is important to introduce local products to tourists and to make possible its purchase in any country of origin. In this way the wealth made by tourists in the territory may continue, either by purchasing products that have appreciated, both by strengthening the memory of places and bringing back the memory of the holiday impressions and positive experiences. The local network that acts on the territory of the parties to develop such tourism should also be sealed by a shared planning: it is necessary to create a "tourism system".

(c) Recognition of a specific function of the public, both in reference to the institutional role of subject deputy to the training and retraining of workers, both in terms of the timeliness of reaching a framework for coordinating the various initiatives that not cancel the specific needs, but optimizes the answers to customers. Another function of the public institutions is promoting a food and wine tourism sustainable and respectful of landscape and environment, through the involvement of indigenous peoples in decision-making and the insertion of tourists into the social life of the communities visited. Would be prepared a etiquette of food and wine tourists, including a set of attitudes and behaviours that the traveller should take, to respect places, people, products, landscapes, helping to strengthen good practice in sustainable and responsible tourism.

Moreover, not in all the territories you can do food and wine tourism, or at least not wherever you can do this in the same way. It should, in fact, possess and comply with certain requirements as a product of high organoleptic quality, originality and uniqueness in the perception of the consumer, rarity and limited production,

marketing prevalent in the place of production, historical and cultural roots. In addition, it should consider the perceived value of typical product, which is determined by consumer culture and the particularities of the production process, the opportunity of consumer and degree of satisfaction with food provided by the product.



Best practices 1

Osmice:

the meeting place of traditional tastes

We can find osmicas in Trieste's Karst and in the Slovenian part of Istria; they are places where wine and typical products are sold in inns or in winegrowers' wine cellars. Till the middle of XVIII century, the Trieste's winegrowers sold their wine to local traders; but the best production was exported in other provinces of Austro-Hungarian empire. So, only a small quantity of wine was destined to personal consumption. In 1784, an imperial circular introduced the possibility of selling wine at home without paying taxes, for a period of eight day. Considering that in Slovenian the number 8 is said "osem", these sales were called "osmica". Osmicas spread very fast and they became the most important manner to sell wine. Every osmica is marked with a fagot or a twig of ivy, hung at the door or at an evident point along the road that leads to the inn. This kind of "restaurants" has widespread among tourists who look for genuine tastes typical for the territory and its tradition. The osmica is a perfect example of "slow".

Per l'Italia: www.osmize.net

Per la Slovenia: www.osmice.info



THE SLOW USER: BODY AND SOUL



Fast tourist or slow tourist? The former, always in a hurry and making a noise with the rest of the group, the latter driven by curiosity toward the world and by the need to slow down. But to slow down are forced children, disabled and old people. To do the slow tourist as a choice or to be a slow tourist as a compulsion, require rules which observance involves benefits for everyone.

1. Not to leave your soul behind

Traveler or tourist? In today's society, against the typical image of whom practices global tourism, the *tourist*, always in a hurry and making a noise with the rest of the group, that never shows himself openly and less ostentatiously just goes, it is set the *traveler* who emphasizes his role of searcher for inner intimacy and for adventures. His pilgrimage is driven by curiosity toward the world, by considerable sensitivity, by thirst for culture and, since society has fallen into the fast's clutches, by the need to slow down. Furthermore, in most cases, traveler is imagined to be solitary, at most with a partner.

It must be said that the two roles that have just been so highlighted, thanks also to the recent rediscovery of living well and of travelling, do not seem to be so fixed anymore; they in fact almost overlap originating the new hybrid form *tourist-traveler* and starting a new epoch of slow, responsible, eco, ethic, environmentally-aware, social, etc. tourism.

In order to deeply comprehend this example of crossbreeding, here it is a paradox: traveler, to better understand his pilgrimage, should sometimes stop. One of the elements that define slow travelling is in fact the opportunity to become part of the local life and to connect with the place chosen as the destination of the trip and with its people, and all this, obviously, takes time. It is not time anymore for frenzied vacations where one moves from one must-see

to another and gets back home with the sensation that he needs some more time to rest. Only by *living* the destination rather than just passively *staying*, it is possible to appreciate and to be deeply aware of the place. It is a modern way (or maybe, after having addressed that little of history of tourism above, less old than what we are used to thinking?) of travelling to explore places, to confront different life styles, to stick in one's memory postcards of true life. A slow journey is almost like an inner journey, and travelling does not just mean eating up a lot of mileage anymore, but it entails having the courage to get out of one's own world, out of one's own dimension to let oneself throw into another. Slow tourism is permeable, that is open to new experiences.

The anthropologist Knaus, during an expedition in Borneo, wanting to "gain time" started marching fast to the head of the expedition, but the carriers suddenly stopped: "Are you tired?", he asked them. "No, but we're going way too fast and our souls have been left behind". To risk losing the soul should be a good reason to become a slow tourist.

Slow philosophy does not mean to go back to a slow world, that belongs to the past when slowness was natural condition and it was imposed by the technological level of the time. At the other extreme, it does not even mean to uncritically accept an ever speeding time, like to-

day's, when one has recourse to speed and ultra speed. It is to be considered, instead, a world with more than just one speed, where one goes sometimes fast, sometimes slow, and isn't there any better moment to slow down than while being on vacation?

Being slow tourists means visiting few places but getting into their souls, living them, enjoying them, assimilating them and at the same

time defending them as inestimable human and social heritage, which belongs to everybody and must be left to future generations. It means hoping for a kind of tourism based on reciprocal exchange, respectful to natural and cultural diversities; it means spirit of adventure and adaptability; the slow tourist loves to travel without peremptory schedules or deadlines, in the slow mood.

2. Anywhere and always there

The ideal candidate for the *slow tourist* label is the traveler who considers vacation as a moment of enrichment, of reciprocal exchange with the place that is hosting him, of genuine interest in new realities and as a chance to let his curiosity toward the rest of the world out.

The ideal candidate for the *slow tourist* label is the traveler who considers vacation as a moment of enrichment, of reciprocal exchange with the place that is hosting him, of genuine interest in new realities and as a chance to let his curiosity toward the rest of the world out.

When choosing his destination, the slow tourist's attention is caught neither from the latest trendy package tour in an exotic destination nor from last minute sale, *just to enjoy a few days of vacation*, instead he chooses with awareness his destination, going by what he is most interested in and, before leaving, he informs himself about history, culture, nature, religion and about other aspects of his destination. When possible, slow tourist plans his vacation at agencies close to environment and local people themes, flies with airline companies and stays in hotels as much close to these aspects. The acknowledgment of the centrality of the local people is, in fact, one of the principles of responsible tourism, that is the kind of tourism that obeys principles of social and economical justice, in respect of environment and different cultures: the individuation of the role played by local community allows the place to grow in economic and social sense and at the same time it allows the tourist to get in touch with it.

Once he has reached his destination, slow traveler goes native and complies with the place's rules, never being offensive or arrogant and never flaunting richness and luxury when these may clash with the local standard of living.

During his stay, he prefers services (transports, accommodation facilities, activities) run by local people and that guarantee the lowest environmental impact as possible, he leaves no traces of his passage; he won't get caught, for example, while throwing garbage on the ground, and, in protected areas, he follows the rules.

Slow tourist, then, follows a range of expedients sprang from common sense above all and from the love any of us should feel for the world we are living in, and that already adopts at home such as, for example, turning off the lights and the air conditioning if not necessary or saving water. He, then, knows that people are not part of the landscape and therefore asks for permission before pointing the lens of his camera.

He is sincerely open to new experiences offered by the place hosting him, starting from food, leaving willingly his home recipes or international food to the rest of the year and, once he has got back home, he dedicates time to think about the experience he has just lived, about the people he has met, about natural, historical and architectural beauties his eyes have had the chance to see and about, more important, the "baggage" of culture and experiences that has been eventually added to the other luggage.

Focus 1

10 rules to be a slow tourist

- Choose responsibly the destination and get as many information as you can on the place you are going to visit.
- Move outside the traditional circuits of the destination, choosing to rest and to make deviations to satisfy your rhythms.
- Try to establish a contact with whom you are sharing the travel and/or the destination using the public transportation, talking to know the origins of the products and the local traditions, preferring to receive the information from people rather than on tourist guidebooks.
- Try to adapt yourself to local customs and traditions and follow local rules without being offensive or arrogant and flaunting richness and luxury if this may clash with the local standard of living.
- Plan your vacation at agencies, stays in accommodation facilities and prefers services which are close at environment and local people themes.
- Buy product and souvenirs that support local craft and emphasize local identities.
- Get information on the regulations that govern protected areas and respect them carefully.
- Be aware of leaving no traces of your passage, of saving on electricity and water and ask about the eco-friendly commitment of the structures and services.
- Be open to all the experiences the place you are visiting has to give: be curious and let things surprise you.
- Once back home, dedicate some time to think over the experience you have just lived, the people you have met and the things you have seen.



3. Accessible by everyone

The tourist experience is increasingly recognized as a need which is not easy or possible to give up. Tourism is an opportunity to express one's individuality and satisfy their desires for achievement, exploration and knowledge of new worlds to face new adventures, or simply to do nothing. One of the aspects that distinguish tourism is the participation, i.e. the possibility to escape from everyday life, to socialize with other people, to give rein to their imagination to build and live, making the experience of travel unique. But why tourism is truly participatory, it is necessary to remove the barriers that marginalize people because of their economic or physical conditions.

The term *accessible tourism* means the set of services and structures which allow people with special needs to precede the use of vacation and leisure activities without obstacles and difficulties.

The services and facilities are available:

- (a) when information is readily available, understandable and effective;
- (b) when facilities are easily accessible and fully usable;
- (c) when the staff who work there is trained to respond to various needs;
- (d) when they are in a network of accessible accommodations, transports, restaurants, places of interest nearby.

People with special needs can be the old ones, people with temporary or permanent disabilities and people with dietary needs or allergies who require special facilities and concessions, or better they need services for an independent and satisfactory travel. According to estimates reported by the *European Disability Forum*, in Europe one in four family has an internal person with a disability, representing 50 million people, more than 10% of the continental population. If you add the number of people whose mobility is temporary reduced, it will be the 40% of the population. Older people 64-79 years, who are the other category of people involved in the definition of *Tourism for everyone*, represents 13% of the total population (491million) and that of over 79 represents the 4%. These percentages will increase gradually over the next until reaching respectively 28% and 14% in 2050 (Eurostat 2007).

Accessible tourism is also born from the need to include elements of ethics in tourism. Concepts such as responsibility, sustainability, ethics, and accessibility are becoming more and more the corner stones, the recognition elements of the broader concept of quality, not only for tourism services but with extended meaning, quality of life, something for everyone, both tourists and citizens. In this direction should be interpreted the *Global Code of Ethics for Tourism* adopted by the World Tourism association in Santiago Chile on 1 October 1999.

In the succession of years, documents, conferences and other initiatives have come to support these principles and objectives, in particular, there has been a turning point in 2002 when, in Madrid, home of the European Congress on Disability, it was decided to declare 2003 the *European Year for Persons with Disabilities*. Within this innovative context, space and attention was given to the issue of accessibility of tourism, both from the places to which the structures, as a factor to social inclusion on one hand and interesting economic potential on the other and. The main objective, then, becomes that of bringing the differently-abled to all securities market as a customer of the normal supply of the tourism industry in terms of access to information, reservation and access to facilities.

The slow travel to these categories has several meanings and we hope it will become a choice and not a constraint, because of this we suggest

interventions at different stages and methods by stakeholders in the tourist sector. The following are the critical points that emerge when planning a vacation.

(a) *In preparation of the trip*: the difficulties in consulting website, the difficulty in finding specialist guides, the difficulty of assessing the reliability of publicity information and the difficulty due to lack of willingness on the part of operators, to offer information detailed. In addition, the lack of detailed information on individual elements of the holiday availability on the spot, both specific aids, and personnel able to offer specialized care, and more generally on health care facilities.

(b) *During the trip*: the difficulties in moving, the longest delays for access to trains and planes due to carelessness in handling and storing the carried aids, the lack of signage and guidance and sufficient information to reach places and destinations of interest.

(c) *During the stay*: the oriented choice of destinations because of the conditions of accessibility, not up to your liking but to places already known and safe, the presence of architectural barriers, the inability to involve disabled people, by the operators of recreational activities.

Investments in accessible tourism are investment whose benefits will be available for the whole society: for older travelers and disabled people for whom travel is becoming easier and more attractive for holidaymakers as a result of greater value and convenience for suppliers of tourism services as a result of an increasing number of guests and a greater ability to use services for tourist destinations that enhance their competitiveness and gain added value.

An accessible environment is crucial for approximately 10% of the population necessary for about 30-40%, and convenient to 100% (luee 2002).



Focus 2 *Charter of the hospitable city*

The project partners CARE, *Accessible Cities of European Regions* in which the Emilia-Romagna is the leader, with this Charter sets out basic principles to make a hospitable city and affordable to everyone.

- To recognize and respect the principles of inclusion, equality, equal dignity and equal opportunities of choice for each person.
- To consider the tourist as the first player providing appropriate information so that he can choose based on his needs in autonomy and freedom.
- To apply the culture of acceptance based on the principle of hospitality through knowledge of the needs of all customers, whether these needs, embracing motor, sensory, cognitive, food, health, etc..
- To consider the tourist as a temporary citizen who enjoy the same rights and the same obligations of the resident.
- To improve the usability and accessibility of the territory, services and facilities of its own atmosphere.
- To use *positive communication*, avoiding the use of discriminatory terms for communicating information accessible to everyone.
- To consider usability and accessibility in its full meaning which involves everyday fields.
- To cooperate with all stakeholders at local, national and transnational levels to disseminate, share and achieve the objectives of the *Charter of the hospitable town* where the involvement of associations for the promotion and protection of persons with disabilities as experts on social inclusion and universal design.
- To promote the widest adoption of integrated and inclusive information on usability and accessibility of the hospitable system.
- To promote and participate in continuing education to best meet the needs of different types of tourists.

www.interreg-care.org

Focus 3 *Certificates of quality*

Much has been made to protect the *quality* of the services offered to people with special needs. The Ffit, Federation for Integrated Tourism, born in 1996 in London thanks to a group of traders who specialize in trips for people with disabilities, has focused on the creation of a European quality label for hotels, restaurants, leisure facilities which want to join the federation. In Britain the National Trust has always been committed to ensuring accessibility to all the locations that it administers and it each year publishes a guide (also available in macro characters or on audio cassette for the blinds) which lists all the structures that allow full or sufficient usability by disabled visitors. Even in Sweden, in 2001, was implemented a certification program called *Equality* with the aim of making the country by 2010 accessible to everyone. In France it was implemented a program of action called *Label Tourisme et Handicap* to provide reliable information to people with disabilities about the accessibility of tourist facilities, cultural and leisure activities. In Italy, EBIT, Bilateral tourism industry body made up of unions and Confindustria, and SIPU Association, National Laboratory for Tourism Facilities, presented a *Charter of Values* and a logo to certify the quality of the facilities belonging to the slogan *Here your needs are not so 'special'*. In Slovenia, thanks to the *Agritourism, friend of disabled people* certification, guests are free to move with wheelchairs around the structures and in the dedicated rooms, whose furniture has been adapted to their needs.

4. Everything baby-sized

For many years, rarely the studios of tourist phenomenon took into consideration the baby-tourist's point of view, disregarding his role in choosing the vacation and thinking he had a non-defined and irrelevant function. But this is absolutely wrong: babies examine and feel in a peculiar way the world around them and they can state their opinions and preferences; they have precise expectations and, therefore, they have a fundamental role in deciding the vacation, *where* to go, *what* to do and *why* choosing a place instead of another, into the family context.

It is very important to get use babies to travel from the very beginning of their life, especially, in a responsible and environment-caring way, teaching them immediately good manners, considering the absorbing skills of the babies' minds. Thus, we don't have to stop travelling because babies are born. It is true that the journey rhythm slows down travelling with babies and that we need to come to some compromises in order to fulfil their needs, but on the other hand travelling with the whole family is one of the most joyful experiences possible. Travelling is a perfect way to spend precious time with our babies, time in which we can help them learning, growing up and in which we can make them understanding that the world is definitely bigger than our city or than the village in which they were born. The possibility of slowing down the journey rhythm can be seen by parents as an opportunity to better appreciate the environment they are visiting, its landscapes, its typical dishes and its hospitality. While in holiday, we can provide to the baby a different autonomy and different cares compared to those of the everyday life, where everyone is forced by strict time, because of the job, the school and because of different obligations, which prevent us to talk with the baby and to give him time-spaces.

Our journeys are too frequently destinations and we don't focus on the process. Parents focus on the arrival and their children get used to this typically consumer approach: the journey will be successful only if we arrive. But this is not true: the journey will be successful if we travel; we can see, feel, learn, interfere and seek for adventure more while travelling than at the destination. Thus, it is fundamental to train ourselves and our children to that we can find while travelling, perhaps having some halt between the starting place and the arrival.

A fundamental marketing rule for the firms which offer products and services for children states that in order to persuade parents, we need first to win over children's side. This explains why children are considered nowadays very important consumers, because they represent a growing field. In fact the hotels which tend to create specific areas dedicated to babies are more and more numerous. There are receptive structures which create equipment, furniture and services trying to reach the highest comfort possible for adults and children: current-taps, endowed with safety devices, the towel-supports height, the menu, the toys set, the napkin basket, the service babysitting and the entertaining program for young guests in which the child could be alone or with his parents, but always under the qualified staff's cares.

Though, it has to be considered wrong to approach the vacation and the babies family tourism problem, like also the old or disabled people one's, as a separate category. We need to think about polyvalent structures able to offer services to everyone; even a specific hotel for sporty tourists, mountain bikers for example, needs services for babies.

The environmental conservation, for example, is a duty which involves everyone. If we chose to spend the vacation in close contact with nature, it would be necessary to teach the child to respect plants and animals, to pay attention to fires and to keep the wood clean. The child need to know that our planet resources are limited and, thus, we have to manage them carefully: we don't have to let the water flows while brushing our teeth, better a shower than a bath, turn off the light when we go out, don't keep the tv on, take care of toys and never waste food.



Best practices 1

Baby-sized examples

L'Arte del Palù is a teaching farm in San Firo, in the Province of Treviso, between a thick net of water flows and ditches. The surrounding flat land is characterised by a clayey land and the characteristics of nature are those of resurgences and wet lands. The farm produces mainly cereals and grapes and is engaged in cattle, swine, horses and poultry farming. It's about all these activities that the workshops offered to school children are based. Children learn to distinguish farming animals from free animals, they also learn which product grows in which season and they listen to stories and folk tales of the Palù, as this area with a unique ecosystem and many resurgences is called. There are also workshops where children become familiar with the resurgences, the drainage, the ditches and the geology of this area with walking tours during which they discover old stories and water works of the 60's.

www.lartedelpalu.com

In the Cervia natural park there is a baby-size refreshment-point: the railway 9 $\frac{3}{4}$ is unique because of its particular wood structure, because of the secular pine-forest landscape and because of the services it offers to adults and children. It is a place that has to be lived, in which refresh ourselves appreciating the calm of the park, an educative and magic refresh-point, where children can read, play and join creative activities, some of which take place in the pine-forest. The 9 $\frac{3}{4}$ railway also offers initiatives linked with alimentary education, considering that dishes and snacks are prepared with fruits and vegetables, with 0 km food and with typical products, healthy and of excellent quality.

www.atlantide.net

On the karst plateau of Trieste, in 2008 has been inaugurate a modern informative visiting point: the didactic naturalistic point of Basovizza, run by the regional Foreste ranger, which divulgates and forms to environmental themes. The internal interactive exhibitions fits also for children and focus on showing the classical Carso, through sensorial didactic materials, DIORAMI, and multimedia

supports, an amazing path which, starting with the biodiversity on Carso, reaches global naturalistic and eco-sustainable themes.

www.regione.fvg.it

At Andalo, in Trentino, there is a programm *Andalo for family*, expressly studied for guarantee relax and adventure to the whole family. There are 17 hotels, all specialized in welcoming children, with a lot of dedicated services: baby, mini and junior clubs, endowed with professional animators, menu for children, family rooms and many other facilities in order to let the parents relaxing and the children learning and having fun. During the summer, one of the strong point of the place is the big sporting park.

www.andaloforfamily.com

In Trebesing, in Carinthia, there is a town for kids and their families; it is in the middle of an idyllic landscape, between two national parks, the Milstättersee and many other tourist attractions: farm for kids, indoor and outdoor adventure playgrounds, hotels with baby-sized furniture and security measures promise relaxing and regenerating vacations.

www.babydorf.at



DESIGNING AND LIVING THE SLOW STYLE



Slow tourism aims at cultivating passions, rather than satisfying needs. The passion, unlike the latter, do not ever meet. It is slow to grow and infinite in the desire to satisfy it. Thus, tour operators must be able to excite the slow tourist and not simply satisfy a temporary need.

1. The slow seduction

The modern life is dominated by fast: from fast food to sms, from speed dating to the high speed train, from zapping to tourism “hit and run”. In parallel, there is the need to return to manage their lives with a more human and more contact with nature and with others. As a reaction to a world that is, movements have been born to the standard of long-time and of slowness: *slow food*, *slow cities*, *slowUp*, *slow shopping*, *slow work*, *slow travel* (Scramaglia 2008).

Slow living is becoming a way of life, since the everyday life to the holiday rhythms. In the holiday focus expectations and hopes of winning a new social identity, creativity, self-realization in the development of communicative relations. The holiday is especially a time for relations with a strong symbolic character, a place of recovery of the identity lost in the working time and everyday life. In this perspective, the timing and rhythms have to be different from those of everyday life, so the slow dimension acquires special significance, of slowness which recover the depth of the actions, of relations and knowledge of the territory.

So while everything speeds up, the challenge becomes to slow to really enjoy some free time and savor every moment of our own holiday. The real luxury today is in the slowness. The quality of the tourist experience is not made by holiday “hit and run” about collecting stamps on the passport, or visiting as many places as possible. The quality satisfies the concepts of relaxation, deepening knowledge of the area: in a word, slowness. A few steps then, to discover and enjoy slowly. But the journey itself, transit indeed, claims its dignity and searches the quality of the slow. It is difficult to enjoy the present, savor the atmosphere and absorb the places along the way if you are always projected to the next stage or the final goal. Travel in the movement becomes a means of perception: the traveler feels observer of a world go by. And in the pace of change, the traveler is the only point of reference: the personal conscience is the center of the trip.

The areas favored by slow tourists are those related to environment, but there is also the attention to the cultural dimension in the broadest sense; the real achievement for the traveler is when time becomes his own.

2. A tourism full of meanings to live slowly

Slow tourism is not a particular activity or even a specific product. Slow tourism is a way of life or to organize the tourist experience. Every activity and every service offered can be

experienced slowly or not-slowly, depending on how it is organized and lived. A walk in the woods with family and friends is definitely slow, but it is less so if these behaviors have little

respect for the environment around them. A stay in a luxury hotel is definitely not slow, but it can be if the structure complies with the certification of environmental quality. Tasting the products on a farm is certainly slow, but it is less so if the food does not belong to the tradition of the place or do not respect the rules of authenticity.

In the first chapter, we have given the coordinates within which moves the philosophy of slow tourism. A slow activity should include the following six criteria:

(a) *Time*: it is the time dimension of the business and territorial organization and reflects in such aspects as, for example: strategic orientation and with an explicit medium-long term planning; dedicating time to analyze, understand, plan quality improvements of the business at the destination: for the customers and the employees; time availability of various services, offering the guest a comfortable and in step with his time experience.

(b) *Slowness*: it is the demand and the building, the promotion, the supply, of services and products of slow tourism, that is at not hectic pace, non-massified, able to involve the guest in a more complete, deep and involving experience, that allows him to gradually assimilate the relationships with the local people. Slow means *reducing* quantity and focusing on quality of experiences.

(c) *Contamination or otherness*: confronting with other people helps personal growth. This dimension is the sphere of relationships between individuals (with different opinions, beliefs, knowledge, cultures) and the capability of the supply system to create fruitful opportunities of exchange between them. The relationships under consideration are in particular those: between the guest and the local people (not only autochthonous), between the guest and the tourism supply and between the guests themselves.

(d) *Authenticity*: it is the capability to create and offer an experience which is characterized, non artificial, strongly connected with culture and local traditions. It is aspects connected with the capability to offer non standardized/global products and services that emphasize the differences, pointing out to the guest that he couldn't be *anywhere else* but in that place, with all its characteristics (more or less pleasant).

(e) *Sustainability*: it is the impact of the tourism activity on the local environment, broadly speaking (both as impact and as environment). It claims the need of a sustainable approach, that is ecologically *light* in the long term, economically good, ethically and socially fair toward local people.

(f) *Emotion or vertigo*: it is the capability to generate *memorable* moments, that make the guest leave as a different person, marked by a true involving and gratifying experience. It is to act on the project, the planning, the supply of service in order to try to arouse or at least facilitate emotions through events and situations that are planned ad hoc (external environmental stimulus), that join individual answers (internal), different by definition between individuals.

Condition because an activity or service are organized or experienced as slow must provide for the contemporaneity of all these criteria. It is not enough, therefore, the presence of one or more criteria, but their coexistence, although this can be done with different degrees of intensity. If it does not, you are probably in the presence of other forms of tourism, already widely recognized and codified by institutions, traders, travelers, media and general public.

The criterion of authenticity is the hallmark of *active tourism* defined as tourism that involves active engagement of the visitor (sports, hiking, etc.) and not the mere observation of the places in the company of expert guides (Tiessen Active Tourism).

The only criterion of sustainability refers to the *eco-tourism*, defined as: a responsible travel to natural areas that conserves the environment and enhances well-being of local people (The International Ecotourism Society).

The criterion of otherness, although accompanied by sustainability and authenticity, is typical of *geo-tourism* (introduced by the Travel Industry Association of America and National Geographic Traveler magazine) and *responsible tourism* is defined as: a journey implemented according to principles of social justice and economy, while protecting the environment and cultures (Italian Association for Responsible Tourism). But it also distinguishes *social tourism* defined as tourism that promotes the meeting and socializing (Bureau International du Tourisme Social); and *ethical tourism* defined as tourism that respects

the host culture, so as not to encourage offensive behaviours (World Tourism Organization).

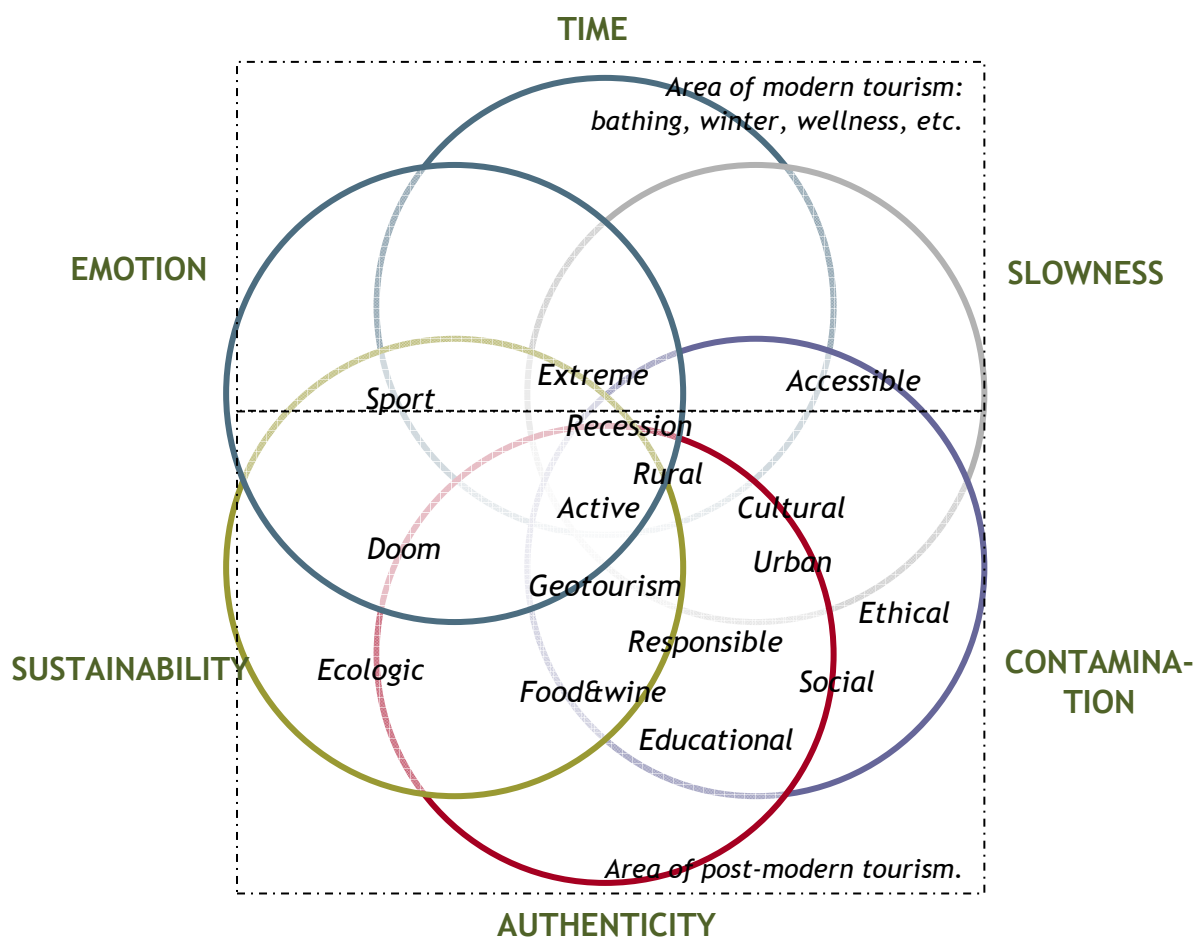
The only criterion of vertigo could refer to the *sports tourism*, energy and the banner of the movement, or the slowness to the *accessible tourism* defined as a friendly tourism for travelers with special needs - elderly, people with disabilities or food - in order to make the tourism an experience accessible to all (European Network for Accessible Tourism).

The criterion of vertigo together with that of the slowness belongs to the *extreme tourism*, where the risks associated with the activity require attention: slowly, precisely.

The criterion of vertigo accompanied to the sustainability of tourism refers to the catastrophic (*Doom tourism*), that is, those trips where sites are threatened by natural causes or other (Chernobyl).

But of course, *time* and *slowness* are the criteria that best define the slow tourism.

Fig. 1: Slow tourism dimensions and types of post-modern tourists



3. A slow tourism for slow territories

Slow tourism involves a re-definition of many concepts of traditional tourism. By policies focused mainly to qualify the capacity of the territory, increasing the number of hotels and to a lesser extent, complementary structures, especially for traditional products sea and mountains, has shifted the attention to the attractions of tourism that does not mean only the number of beds, but above all leisure activities. The offer entertainment that satisfies different types of consumers is the tool to support traditional products, where the ability to innovate and deliver new entertainment elements loyal tourists even in critical situations (crowding, pollution, etc.).

The slow tourism is attentive to the sustainability of the places, the quality of life for its residents to avoid the conflict that occurs in high concentration of tourism destinations. The slow tourism thus becomes an element of attractiveness for those territories which are defined as "slow".

The slow territories are areas not related to a situation of backwardness or crisis situation, as the slowness that makes them does not indicate a delay, but a distinguishing factor of development, not focused on growth and where the

landscape becomes a common good of the community (Lancerini 2005). It should be emphasized as the center of development policies in these areas there is more than just competitiveness, but the *interior space*. The slow territories attract people looking for a different quality of life, where less frenetic pace of life, harmonious relationship between tradition and innovation, care for the urban environment levers are undisputed and also recognized the value of tourism. Tourism is an increasingly economic activity linked to the territory, so this should be promoted in its entirety: landscape quality niche agriculture, art and excellent production, quality of life and environment in order to propose an area as a place of *knowing be* and *knowing do*. Consider the process of intensification of identity in the Langhe and the project principals of Terra Madre, Slow food, the cultural policies of cities of the second level, the actions of the Venice Lagoon Park or North Delta Po able to offer not only as factors of landscape and environmental protection, but also as a ransom for those who live a marginal part of the territory. And most importantly, experience as laboratories where new forms of relationship between man and nature, new trajectories of development in sensitive environments.

3.1. Qualitative benefits

The main qualitative benefits, potentially related to the development of the slow tourism mainly for these territories, but not only, are:

(a) *Low-season supply*: the supply for slow tourism, by its nature, does not depend relevantly on specific climatic conditions; it prefers the period from spring to autumn, but it is developed throughout the year. It is therefore a segment that helps low seasons. This is particularly important in the intervention area, where the supply for *leisure* has a strong seasonal concentration (it represents 70% of the bathing supply), with the supply system dealing with a short season and a scarce supply during low seasons.

(b) *Customer loyalty*: unlike *mass* approach, which emphasized a destination for its main attractions, slow tourism tends to work on the idea that the territory offers many keys to the reading and, therefore, many reasons to visit again and opportunities to come back. It is,

therefore, a product which works more on *retention* than on *seduction* of people who have already been there than on conquering more and more customers.

(c) *Growth of quality and skills of the supply system*: two aspects act towards this direction. On the one hand, the customer loyalty highlighted previously implies for the operators to act more on the quality of the product/service than on its marketing (communication/distribution). On the other hand, the slow tourist is a cultivated tourist, who is very familiar with the travel, extremely demanding (if not for the service standards - which is ready to exchange with a genuine hospitality - surely for as far as the desire for experiences and the possibility to relate with people and competent, involving, authentic structures are concerned). Structuring the supply for the slow tourism means, therefore, inevitably, developing entre-

preneurial skills and deep knowledge of the local culture, broadly speaking.

(d) *Creation of opportunities for the local community*: creating experiences for the slow tourist means using elements, stories, knowledge which are deeply rooted in the local culture; it is about knowledge and memory belonged by people who do not often interact with the traditional tourism system. Using these elements to develop new visit themes, dramatize routes, experiences and suggestions to give the slow tourism, imposes the involvement in the tourism process, on people who the *own genius loci*. For the local community, this means new opportunities, but also the need to be prepared to non natural and not necessarily appreciable activities.

(e) *Wider spreading of benefits*: for the slow tourism, the field is the whole area. The attention moves from each *knot* and *symbol places* (the beach, the primary cultural resource, the old town, etc.) to the many *paths* and *routes* that plough through the territory. This way, it is

a product that encourages the territorial extension of supply system (above all from coast to inland parts), giving the possibility to develop the opportunities of visiting (and of income for the services) those minor resources and routes (often just because they lack notoriety but not relevance).

(f) *Increase in value of the mature products*: developing slow tourism also means better characterizing and offering more reasons of preference and choice, to mature destinations and products. The activities related to the slow tourism - that work on elements of authenticity, original experiences, emotion - can contribute to a real increase in the perceived value of a vacation in the area, particularly referring to products/motivations that are very exposed to the international competition (such as bathing).

(g) *Growth of competitiveness of the supply system*: all the previous elements highlight how the development of the slow tourism can actually contribute to a growth of the competitiveness of the supply system.

3.2. Quantitative benefits

It must be said, thug, that slow territories can offer opportunities to practice slow tourism only if there are slow tourists. The truth is that one cannot go always fast, or slow and that in many fast places it is possible to practice a slow tourism (e.g.: urban tourism), and in many slow places it is possible to practice a fast tourism (e.g.: when visits are too short).

Slow tourism, it must be highlighted, is not a niche segment, but a florid market. In confirmation of this, it is possible to estimate the numbers that it is potentially able to move within the project area.

It is initially possible to distinguish between three main types of slow tourist:

(a) *Slow tourism as the main reason*: This segment is made of people who visit the destination in order to do activities which are naturally slow (trekking, cycling, nature tourism, river tourism, outdoors sports, etc.) as the main reason of their stay. Such a flux should be estimated using specific researches, in the different regions of the project, on the main reason of stay. In the absence of such data, a proceeding of indirect estimation has been used. The Eurobarometer source (2008) gives some data related to the reasons of vacation of the residents

in different European countries. The reasons "Sport" and "Nature" (both close to the slow vacations) amount to 9,7% of Europeans (5,7% Italians and 7,5% Slovenians). But then the main factors for choosing the destination are "Environmental" and "Social" (these are also close to the slow vacations), 12,3% Europeans (12% Italians and 17,5% Slovenians). The average of these attitudes has been considered a good compromise and has led to the estimation of the "naturally slow" product in 11% of European tourists, 8,9% of Italian tourists and 12,5% of Slovenian tourists. These quota have been then applied to the arrival fluxes in the different sub-areas of the project, to determine the estimation of this first component (see Tab. 1). We are aware that applying quota "in origin" to fluxes in the destination might lead to strong distortions of the estimation; in this case, the resulting percentages and the estimation process are strengthened also by data coming from direct surveys on destination with morphological characteristics which are similar to those of the area under consideration.

(b) *Slow activities in traditional tourism products*: Another segment is made of those who, even though they do not have a slow motivation as the main reason, are tourists already present

in the area (for other reasons) that do, during their vacation, activities close to the slow tourism. The procedure followed to estimate the value of this segment is very similar to the one used previously. The amount of those who during their vacation do activities close to the slow tourism has been overall estimated equal to 17,3%. A study from ONT highlights that 25,8% of tourists in Italy has done activities aimed at "Knowing and discovering local culture", whereas 8,7% has done sport activities; since they are activities that can be done during the same vacation, the chosen amount (17,3%) looks like a good compromise. It has been therefore considered, according to the Eurobarometer data (2009): tourists are more likely to do slow activities during cultural vacations rather than bathing vacations; foreign tourists are generally more likely to do slow activities than Italian tourists. In the light of these considerations, the resulting quotas of penetration of slow activities for Italian and foreign tourists with bathing and cultural/city of art as the main reason of vacation. The penetration quotas are respectively: 11,1% Italian tourists bathing; 18,8% foreign tourists bathing; 19,3% Italian tourists city of art-inland parts; 19,8% foreign tourists city of art-inland parts.. Such quotas are not different from those resulting from direct surveys on specific destinations (Gargano 2007). Such quotas applied to the arrivals in the many sub-areas give an estimation of the aggregate (see Tab. 1). It is, it must be pointed out, an estimation of tourists that dedicate an important part of their time to slow activities (e.g.: the use of slow means of transport - such as bicycle, to move from the accommodation to the beach - has not been considered).

(c) *Slow trekkers who live in the nearby areas*: they are people who live in the area and in the nearby areas, inclined to do activities close to the slow tourism. Unlike the previous segments, this is not about arrivals but rather about number of potential people (mostly not overnight-

ing). Also on the base of previous studies (Ciset-Econstat 2004), the penetration quotas have been set at 7,5% of the resident population for the in or up to 1 hour travel range and of 3,75% for the between 1 and 2 hour travel range. The application of such penetration quotas to the residents in the two ranges, for the project area, gives the estimations in Tab. 1.

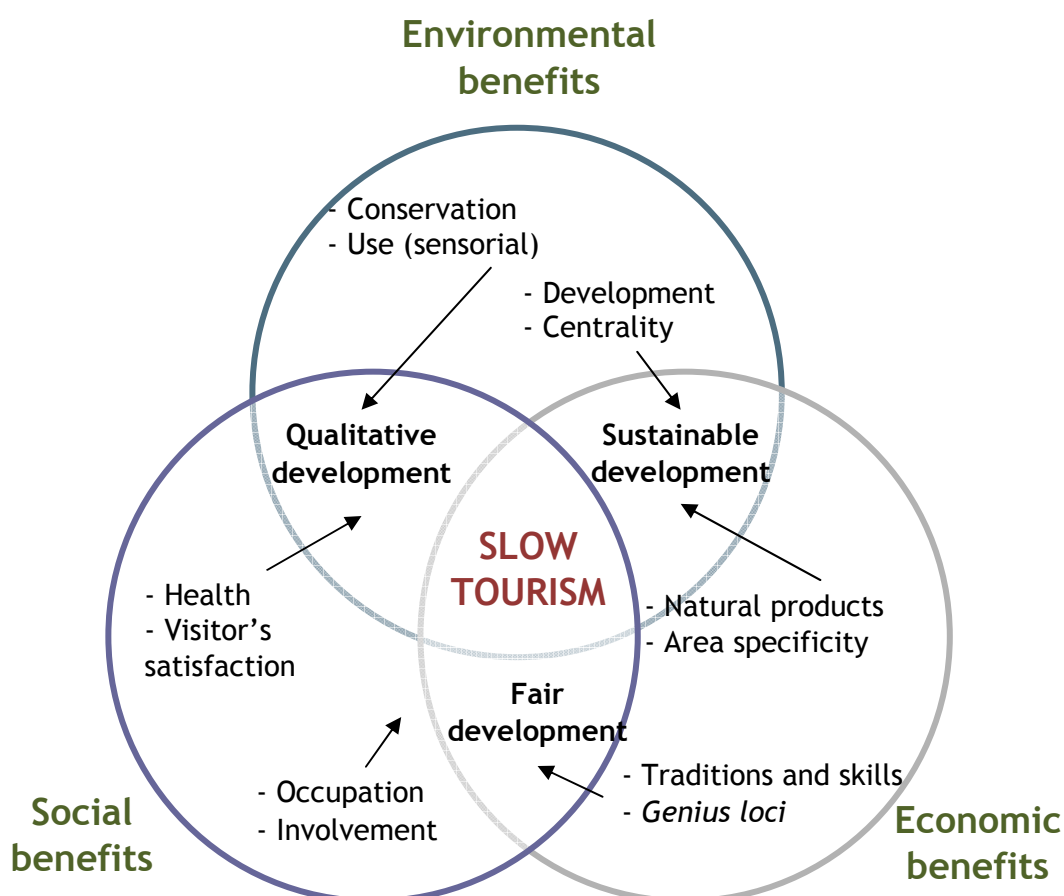
The analysis highlights that the slow tourism product can generate almost 3,7 million people each year in the project area. More elements lead to assess this conservative estimation and make hypothesize even more considerable volumes of supply. The resulting qualitative benefits, such as the potential volumes of supply, well support the reasons for developing the slow tourism in the area and show how such product must become a priority for the enterprises and the territorial-tourist strategies of the project areas.



Tab. 1. Estimation of the potential slow tourism users in the project areas

Area	1. Main reason (000)	2. Slow activities in traditional tourist products (000)	3. Trekking who live in the nearby areas (000)	Total (000)
Ravenna	122	211	158	492
Ferrara	61	62	103	227
Rovigo	27	27	103	157
Venezia	375	1.061	463	1.900
Treviso	59	35	197	291
Udine	112	107	42	261
Trieste	31	24	25	79
Gorenjska	63	9	90	162
Goriška	27	11	61	99
Totale	877	1.548	1.243	3.668

Fig. 2: Slow tourism advantages for slow territories ... and vice versa.



3.3. Operating suggestions

The general aims for developing the slow tourism product within an area (slow or fast) that accepts it basically are:

(a) Developing a network with all the tourist attractions and services, creating advantageous synergies for the tourist able to develop and present outside the territory under consideration.

(b) Developing an integrated and full supply, which aims at involving all realities and economic operators of the area.

(c) Involving local people: it is a very important element, where the past (*tradition*) arrive and the future (*modernity*) transforms itself.

(d) Being aware that the visitor is not just a consumer, but a careful subject and that his behavior becomes a critical position in the control processes of production and of selling of tourist products that give the operator a sense of responsibility.

These four points sum up the behaviors of the territorial actors - institutions, economic and social operators, population, visitor - in the management of the resources.

In particular, it is advisable to be aware of:

(a) Using the appeal given by the slow tourism

concept in order to offer a global product around which the supply must be organized, even in the areas not included in the *SlowTourism* partnership.

(b) Strengthening the image of the area and of its slow supply through press, Internet, involvement in fairs and info points.

(c) Satisfying a supply sensitive to mixed suggestions that integrate different products: nature and culture, sport and wellness, etc. above all where there is not a supply of single strong products.

(d) Encouraging, through training and start up support of the enterprises, the supply of new slow services that integrate those missing in the specific areas. In particular, supporting those activities not directly related to tourism, but that are a key element in the slow approach (craft, biological farming, etc.)

(e) Favoring the young entrepreneurship and the occupation of young people and women, as elements (and narrators) of preservation of traditions and habitability of a place.

(f) Supporting the quality of products and the expertise of the operators in order to develop a supply that highlights what is typical and what identifies the destination.

4. Guidelines for slow operators and tourists

In the context analysis handbook, despite the differences that might be between each area in terms of environmental quality, tourist dimension, quality and quantity of the supply, competitiveness, synergy between operators, etc., we have shown how the cross-border area is a good area for the integrated development of a slow supply.

There are many products that may be re-viewed in a slow key: walking, cycling, horse riding,

birdwatching, etc. The same is for the reception, catering and entertainment fields pay a particular attention to the environmental context in which they work. The following are some suggestions for operators who offer slow services, re-viewed in the six dimensions of the *Slow Tourism* approach and for the tourist who wants to approach them and live them with a slow style.

4.1. General guidelines for all operators

Dimensions	What the slow tourist wishes for	How the operator answers	What the operator must do
Time	Follow his own rhythms and look for information and suggestions from specialized staff	Dedicate time to plan the services trying to make them adaptable to the customer's needs	<ul style="list-style-type: none"> ▪ Dedicate time to get in touch with customers and to listen to their needs and curiosities ▪ Have the whole staff to participate to training and refresher courses on how improve a service and on the most peculiar elements of the destination (traditional events, food and wine, historical/cultural attractions, etc.) ▪ Plan periodic meetings with the staff to talk on how to answer more coherently to customer's needs and how to improve the working environment ▪ Plan checks (direct, indirect) on the given service ▪ Act in the immediate future but plan improvements and interventions in the long-medium term ▪ Dedicate time to set goals (quantitative and qualitative) and to check the results that have been achieved compared to those planned ▪ Plan the timetable of services so that the customer has adequate time
Slowness	Explore with calm, even outside the traditional circuits, the destinations carefully looking at the offered services	Invite the customer to go out from the classical vacation circuits and try alternative routes and experiences	<ul style="list-style-type: none"> ▪ Sensitize the customer's awareness of a different experience of the destination: slow routes; unusual trips, events and attractions; peculiar experiences, presented through different kinds of supports (showcase, blackboard, room TV, folder, etc) ▪ Promote other network complementary operators (transports, restaurants, guide services, etc.), who offer experiences of slow tourism ▪ Adopt solutions that are appropriate for the fruition of services and of facilities for customers with reduced mobility (old people, people with deficiency, etc.)
Contamination	Get in touch with the local reality and be able to gather/give opinions on the experience	Plan initiatives and events that allow the contact with local people and between guests	<ul style="list-style-type: none"> ▪ Add the meeting and the exchange between guests and local people to the suggested initiatives ▪ Stimulate - both in loco and online - exchange of experiences, suggestions, impressions, ratings, between guests ▪ Keep relations with the customers even after their departure, through both <i>community</i> (social media, blog, etc.) and <i>one-to-one</i> tools

(continued)

<i>Dimen- sions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Authenticity	Know and experiment with the reality of the destination	Offer supports, activities and spaces trying to emphasize local traditions, social and environmental aspects	<ul style="list-style-type: none"> ▪ Provide tourists with supports (i.e.: a small bookstore/mediastore), on culture, traditions and local environment in general ▪ Have a list of “experts” in different aspects of the local reality that can be activated (even through call) to advice/plan characteristic experiences ▪ Plan meetings (in case periodic) in behalf of the customers to present/emphasize typical aspects of the local culture (readings, screenings, tastings, little performances, art exhibition, etc.) ▪ Use local manufactures (furniture, furnishings and fittings, images, etc.) and materials (fabrics, etc) to furnish the spaces used by the tourist and to dress the staff
Sustainability	Know the ways to protect the environment and for a fair development	Make known the commitment and the attention of the structure for a sustainable and fair development	<ul style="list-style-type: none"> ▪ Tell the guest about the involvement of the facility in the development of a sustainable , responsible tourism that respects the environment and the values of the local people ▪ Respect the criterion of environmental , energy , economic and social quality ▪ Dedicate time to the choice and the verify of coherence of suppliers (in particular of those who offer slow services), avoiding ambiguous situations from a ethic, qualitative and environmental point of view ▪ Involve in your activities and initiatives other professional categories (craftsmen, traders, educators, etc.), to show attention to the territory and interest in the context
Emotion	Live deeply the experience with curiosity, desire to know and to be surprised	Plan carefully the activities to make them as involving as possible	<ul style="list-style-type: none"> ▪ Carefully plan the experiences to be developed (script, setting, organization, spaces) ▪ When doing the activities, make use of staff who is able to actively involve the visitors ▪ Check the results through regular surveys on clients ▪ Use technological/multimedia devices to create situations that stimulate the attention and the emotional involvement of the customer

4.2. Guidelines for the promotion field

Dimensions	What the slow tourist wishes for	How the operator answers	What the operator must do
Time	Dedicate time to analyze the offers being aware of not only <i>what</i> is communicated but, above all, <i>how</i> it is communicated	Plan carefully the marketing actions, taking as much time as it is needed	<ul style="list-style-type: none"> ▪ Dedicate time to ideate and build complete and accurate promotional supports (prefer in-depth examination, care, detail, original reading, ethic involvement and avoid banality) ▪ Dedicate time to train the collaborators in order to develop a sensibility towards slow themes ▪ Dedicate time to gather materials (pictures, books, stories) that may adequately support the “slow” promotion of the area ▪ Dedicate time to write all the information pack in at least three languages (depending on the area and the places of origin of the tourists) ▪ Give high priority to a friendly and accessible use of technologic supports for all the potential users (easiness, accessibility standard, etc.) ▪ The operators joining in the network make themselves available for their clients to provide a service of information and suggestions on the place, even through mobile services (social media, chat, etc.) ▪ Make a web site that respects the 6Ps philosophy (customization, peer to peer, participation, prediction, process and performance)
Slowness	Never let hurry overtake you: haste makes waste!	Do a careful job following the right rhythms of vacation and developing ICT products that are aware of time management	<ul style="list-style-type: none"> ▪ In all the actions of internal and external promotion, make the tourist aware of the involvement of the destination in the development of the slow tourism ▪ In the tourist information offices, a person who knows about the “slow” supply chain ▪ In the destination website/portal exists a specific section dedicated to the “slow” tourism that identifies resources, routes, activities and operators ▪ In the website, have different progressive levels to deepen the information, depending on the user/tourist’s needs to know (more details, wider and more complete routes, attached materials, etc.) ▪ Encourage the preparation of the “slow” travel in the area by the traveller, making materials on the destination available on the website (presentations, films, music, images, documents, etc.) ▪ Develop solutions to give information based on mobile technologies that may facilitate a richer experience of the local reality (both specific sites and destination)

(continued)

<i>Dimen- sions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Contamination	Look for in-formation on alterative channels (blogs, social networks) where even minor desti-nations are treated, out-side mass tourism cir-cuits	Develop marketing strategies based on web 2.0	<ul style="list-style-type: none"> ▪ Encourage in many ways the customers to write reviews and comments on their experience; make these com-ments public - as long as they remain anonymous -in a transparent way ▪ Encourage a presentation of the experience that is as “neutral” as possible, using comments and reviews made by other guests and by highly considered journal-ists/newspapers ▪ Be active on the social media and in spaces dedicated to slow tourism (that do not talk exclusively about his ser-vice) ▪ Continue the dialogue and the relationships with his guests even after their stay; if possible, keeps durable relationships alive
Authenticity	Receive in-formation and true comments on the destina-tion and on the product	Communi-cate what the destina-tion can truly offers in terms of quality and preservation of the things to see	<ul style="list-style-type: none"> ▪ Give true information on the natural context, the local culture, the historic-cultural heritage ▪ The images used in the “slow” promotion refer to real situations, without using pictures from other contexts, images banks, models, etc.
Sustainability	Have certain-ty that the promotional material (leaflets, gadgets, etc.) and in-formation material (posters, etc.) is eco-friendly	Use technol-ogies and materials that respect the environ-ment	<ul style="list-style-type: none"> ▪ In the promo-communication activities, use solutions that minimize the environmental impact (FSC or PEFC marked paper; vegetal inks; local production merchan-dising, etc.) ▪ Spread as much promotional material as possible through information supports that allow the reuse and the print only on request (e-mail, download, pen drive, cd, dvd, etc.) ▪ Create web sites with low energy consumption (light backgrounds, opportunity to print without images, etc.) ▪ The promotional materials always contain also indica-tions of behavior for the tourist towards plants, animals and local traditions ▪ In the road signs, minimize the visual pollution using formats, sizes, colors, supports, materials that are con-sistent with the context they have been placed
Emotion	Let himself get involved by the im-ages and claims sug-gested	Communi-cate what the destina-tion truly of-fers using a multisensory approach	<ul style="list-style-type: none"> ▪ Use images and pictures that provoke emotions and sen-sations ▪ Use technologies that encourage the virtual immersion in the destination (3d software, etc.)

4.3. Guidelines for the mobility and accessibility field

Dimensions	What the slow tourist wishes for	How the operator answers	What the operator must do
Time	Travel, when it is possible, following night and day natural rhythms taking, also, some time to enjoy the moment of transit	Prefer means of transport, itineraries and connections that allow to travel during the day, following slow biological rhythms, avoiding <i>tour de force</i>	<ul style="list-style-type: none"> Plan easy paths, that are not too long, that give priority to the observation of places Provide the travellers with supports that allow them to know better the territory and/or the theme of their travel (editorial material, audiovisual, etc.), that can be used during their movements Identify providers/renters of slow means of transport to suggest to the guests
Slowness	Move admiring the landscape, choosing to stop and make deviations, without hurrying	Prefer itineraries and suggest means of transport that allow to stop and rest and to start the trip again following slow and customizable rhythms	<ul style="list-style-type: none"> Arrange commercial offers that have reductions on the cost of the stay in case of use of public means of transport to reach the destination (i.e.: by train, by bus) For those who arrive by car: provide appropriate places for cars, that is come to an agreement with private garages that let the auto rest during the stay, preferring slow means For little movements, prefer to use velocipides (rickshaw, tandem, bicycle, skate, etc.), providing them to the guests by involving the local suppliers In case of movements that take more than 60 minutes, consider the break as a moment to visit and of personal enrichment Equip with means/solutions that allow the access to people with reduced mobility
Contamination	Choose, when it is possible, public transportation that allow to get in touch with local people and appreciate the territory	Offer itineraries that include the use of public transportation that allow the traveller to get in touch with the territory	<ul style="list-style-type: none"> Encourage the use of shared means of transports (i.e.: car sharing) With groups, propose dynamics that encourage the exchange and the dialogue between the travellers Encourage the use of means of transports that are also use by the residents

(continued)

<i>Dimensions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Authenticity	Choose typical means of transport, including those ancient and traditional	Choose typical means of transport and the recovery and the development of traditional ways	<ul style="list-style-type: none"> ▪ Use forms of movements that are typical of the tradition and local history, pulled by horses, donkeys, mules, oxen, dogs, etc. and like carts, with external or internal decoration, etc.
Sustainability	Choose eco-friendly means of transport	Offer and provide with eco-friendly means of transport	<ul style="list-style-type: none"> ▪ Use means of transport and feeding that make the transport less polluting ▪ Encourage forms such as car-sharing and car-pooling, through free parking and match with tourist offers ▪ Make sure that spent oils and batteries, tire treads, spare parts in general or other are correctly scrapped, in order to encourage recycling ▪ Use organic and eco-friendly products for the cleaning and maintenance of the vehicles
Emotion	Choose means of transport that involve and attract emotionally	Let the tourist discover the territory through means of transport that stimulate emotions and involvement	<ul style="list-style-type: none"> ▪ Encourage the use of unusual means of transport (donkey, horse, electric trains, houseboats, electric bicycle, balloons, etc.) ▪ Encourage the simultaneous use of many alternatives means (bicycle and boat, by foot-by horse, etc.) ▪ Encourage the use of extreme means with expert guides (hang-glider, glider, etc.)

4.4. Guidelines for the accommodation facilities field

<i>Dimensions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Time	Be flexible with times in the use of services	Re-think the planning times of the structure	<ul style="list-style-type: none"> ▪ Offer the customer more time for checking out ▪ Offer flexibility in times during breakfast and catering ▪ Guarantee the customer off-hour welcome
Slowness	Enjoy what the structure and the destination has to offer, taking time to explore and look around	Create common spaces making them comfortable with tables, books, magazines e the possibility to take a coffee	<ul style="list-style-type: none"> ▪ Put within the common and private spaces materials on the destination, its history, its natural and cultural aspects
Contamination	Find news and typical products of the local tradition	Introduce the customers to the local traditions, the typical products and the producers also through the posting of posters	<ul style="list-style-type: none"> ▪ Plan periodically at least one evening of socialization, that encourages the exchange between guests on experiences, suggestions, impressions, things bought, etc. ▪ Plan little courses/labs (gastronomy, enology, craft, etc.) with the active participation of guests ▪ Recommend places and typical events belonging to the culture of the place, that the guest can go to in order to live an experience as if he is one from the place ▪ Put on the bedside table some (extract of) books, etc. by authors that write and tell about the local reality

(continued)

<i>Dimensions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Authenticity	Try typical local products throughout the day	Use instruments and offer products of the local tradition	<ul style="list-style-type: none"> ▪ Use local handicrafts in the courtesy line (i.e.: terracotta dispensers, natural soaps, etc.) ▪ Offer traditional food for breakfast (desserts, cakes, jams, etc.) ▪ Use paper or fabric tablecloths for breakfast that reproduce patterns, environments, local information
Sustainability	Be informed on how to separate waste, to save energy and water	Respect the criterion of environmental quality and inform customers on how to save energy and water	<ul style="list-style-type: none"> ▪ Demonstrate a regular improvement in energy conservation and in alternative energies production (white certificates, green certificates, etc.) ▪ Install technologies that allow to save water in showers and sinks ▪ Put containers for the waste separation in the common spaces and in case in the rooms ▪ Prefer ecological, biodegradable detergents, concentrated and/or rechargeable ▪ Limit the courtesy line, that can be provided on request (limit the adoption/use of the minibar, prefer the room service) ▪ Limit the use of single-dose packagings in the courtesy line ▪ Encourage the operators to join quality marks, yet considering it a requirement which is not compulsory ▪ Inform the collaborators about the commitment of the organization with the environment to favor the raising of conscious attitudes
Emotion	Enjoy welcoming and the local reality	Make the guests feel like home and have them taste the territory and its people	<ul style="list-style-type: none"> ▪ Plan events (thematic evenings) on the local folklore ▪ Use the new technologies to offer suggestions on the destination (touchscreen kiosks, interactive videos, etc.) ▪ Be always nice: smiling and helping the customers are important

4.5. Guidelines for the catering field

Dimensions	What the slow tourist wishes for	How the operator answers	What the operator must do
Time	Inform and look for restaurants that offer local specialties	Promote slow specialties broadly (Internet, leaflets, etc.)	<ul style="list-style-type: none"> ▪ (Re-)Define the menu periodically that includes typical and/or traditional products/recipes ▪ Plan carefully the graphic layout and the contents of the menu, adding stories, images, traditions, that may contextualize the products and the recipes In hotel restaurants and subject to agreement with the facility: possibility for the guest to buy typical products outside and have them cooked ▪ Offer wide information that allows the customer to easily find what and where to eat so that he has more time to discover the territory or to dedicate to other activities
Slowness	Take time to enjoy and taste food	Guarantee a service quality that allows to slowly enjoy the food, discovering tastes and fragrances often forgotten	<ul style="list-style-type: none"> ▪ Add to the menu a slow section that contains dishes that belong to the tradition. Such section, in case separated from the menu, will have to tell suggestive elements of the dishes/products (places of production, makings, alternative traditional recipes, curiosities, etc.) ▪ In the slow menu, put (even if only in specific days and/or turns) at least one “long” tasting menu, made of tastings of different courses that compose a specific “path” (in the local food and wine or not) ▪ Use different supports (menus, walls, tablecloths, furnishings and fittings, etc.), to tell about the elements linked to the wine and food and typical products ▪ Leave the menu on the table as long as the meal lasts, to encourage the customer to read and understand what he is eating ▪ Encourage the operators to join quality marks, yet considering it a requirement which is not compulsory
Contamination	Talk with the owners to know about the origins of the products and the local cooking traditions	Let the customers know about the local wine&food traditions, by suggesting local dishes and presenting typical cooking traditions	<ul style="list-style-type: none"> ▪ If possible or in specific occasions, bring together the customers, using common tables ▪ In specific occasions, provide places where to cook/prepare recipes together, present rituals and preparations of the local cuisine made by representatives of the local people ▪ Use the Internet and the social networks to create a community with the users on the offered services, exchanging information and experiences about wine&food

(continued)

<i>Dimensions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Authenticity	Recover and rediscover original tastes by choosing traditional dishes	Offer traditional food and dishes, prepared following old recipes, passed down from generation to generation	<ul style="list-style-type: none"> ▪ Use typical quality products ▪ Suggest/encourage the consumption of dishes following the ways linked with the typical traditions (i.e.: using hands, with a different succession of dishes, with unusual pairings, etc.) ▪ Show in the places typical wine and food products and handicrafts, dedicating a short description about the history/origin of the product and suggesting buying it ▪ Keep the staff up to date about the local cookery traditions ▪ Plan thematic events in collaboration with local operators (dishes from ancient Rome or Middle Ages, seasonal tastes) in order to get over competition and emphasize local resources
Sustainability	Look for restaurants that offer dishes prepared with natural and biological products	Use natural and biological products in the making of dishes	<ul style="list-style-type: none"> ▪ Use typical products that are seasonal and from organic productions ▪ Use flatware, dishes, glasses, containers that respect the environment (biodegradable, made of wood, paper, glass, organic material, etc.) ▪ Do separate collection of garbage for as many materials as possible (organic, glass, plastic, spent oil, aluminum, paper, batteries, etc.) ▪ Suggest and encourage the reduction of garbage (unbottled water and wine, doggy-bags, etc.)
Emotion	Look for traditional restaurants that make tastes known by presenting the dishes	Look for restaurants that reflect the local reality and traditions (typical buildings, rural places, etc.) to discover the territory	<ul style="list-style-type: none"> ▪ The cook or the maître can prepare/cook some courses, both in front of the customer and with his active participation ▪ The cook is at customers' disposal to satisfy their curiosities linked with wine and food products and local recipes (origin, history/relation with the territory, secrets for a better preparation/cooking/presentation) ▪ Encourage initiatives in food and taste education

4.6. Guidelines for the guide, incoming and activities field

Dimensions	What the slow tourist wishes for	How the operator answers	What the operator must do
Time	Dedicate time to appreciate and deeply enjoy the activities chosen	Dedicate time to the tourist, to know him better and offer him a custom-made visit or service	<ul style="list-style-type: none"> ▪ Dedicate time to redefine and/or build ex-novo routes, theme-based routes, stories, experiences and involving activities ▪ Get to know better about the history, the material culture, the peculiarities of the place in order to have elements to add in the experiences, activities and in the services ▪ Develop connections, relationships, networks between suppliers of activities involved in the slow circuits, in order to make them more aware, proactive and oriented towards the segment
Slowness	Consider slowness not as boredom, but as a moment of personal enrichment	Plan stops where tourists are invited for a multisensory moment that requires time and peace	<ul style="list-style-type: none"> ▪ In order to encourage the “slow” experience of the destination (urban also), the range of suggestions must also show stays, routes, guided visits, activities, that last longer than one day (i.e.: 3-4 days “full immersion” in contexts usually visited in 1-2 days) ▪ The content of the proposed tours depends on how long it lasts and in general priority is given to the focus and the deepening rather than the quantity of the visited resources (i.e.: in the catalogue, there are limited -long tours but that drastically reduce the number of visited attractions) ▪ Use specialized guides for each theme that is present in the travel proposal and avoid “generic” guides/experts. With groups of “evolved” demand, the required specialization level of the guide increases ▪ Give the possibility to customize proposals that are also “flexible”, depending on the needs (of time, contents/interests) of the tourists ▪ Avoid crowd-pulling situations, instead suggest an original reading/visit, that distinguishes from the traditional one ▪ Be prepared to modify/adapt the tour depending on the composition of the group, in particular in case of people with reduced mobility
Contamination	Establish a dialogue with whom the experience is being shared and with local people	Encourage the dialogue and the constructive relationships through activities that include collaboration	<ul style="list-style-type: none"> ▪ Encourage the interaction between the participants (role assignments, exchange of comments and suggestions on the visited attractions, etc) ▪ Add in the tour meetings with witnesses of the place (artisans, farmers, expert people in the local culture, etc.) with whom the tourists can actively interact

(continued)

<i>Dimen- sions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Authenticity	Get the peculiarities of the territory where the activity takes place, that make it authentic and unique	Develop the activities trying not to change the original natural environment, preserving its authenticity	<ul style="list-style-type: none"> ▪ Provide tourists , before during and after their visit, with materials useful for a different reading of the place ▪ The script of the tour/experiences uses autochthonous elements and stories without trivializing them, caricaturing them, forcing fake/artificial situations
Sustainability	Be informed on the behaviors that rule the activities and the natural and historic-cultural heritage	Emphasize the environment preservation even through educational activities	<ul style="list-style-type: none"> ▪ Sensitize tourists of the visited places avoiding behaviors that may damage the environment (clothing, garbage, smoke/alcohol, confusion/noise, adaptation to local custom, etc.) ▪ Avoid too large visit groups ▪ Prefer, during tours, to buy goods and services of the local community (i.e.: farms, markets, artisan shops, etc.) so that not only field operators strictly speaking benefit from the tourist stream ▪ Give out leaflets containing behavioral suggestions towards flora, fauna and local traditions
Emotion	Let what surrounds you catch you, without raising barriers against the other and letting the activities sweep you away	Be able to move the tourist making him part of the beauties through a multi sensory approach	<ul style="list-style-type: none"> ▪ Develop a guide-theme for each tour/experience, that will provide the many attractions and the modalities of the “script” with coherency ▪ Select and develop the many components of the supply following the structure and the principles of the storyline and coherently with the chosen theme ▪ Use enthusiastic and competent guides. ▪ Enthusiasm and playing are important elements for the learning (<i>edutainment</i>) and the creation of unforgettable moments

4.7. Guidelines for the destination management

Dimensions	What the slow tourist wishes for	How the operator answers	What the operator must do
Time	Have time and receive information on how a slow activity is planned and to which characteristics it responds	Dedicate time to involve the subjects, to their training and education in the deep meaning of the slow product	<ul style="list-style-type: none"> ▪ The development of the “slow” product is complex; it requires time and a constant guide action from the tourism management/marketing subject ▪ The slow approach does not depend much on the “physical” or organizational requirements, but on the people of the supply system, on their active involvement, enthusiasm, qualification. Working on these factors requires training, report work, longer time of realization ▪ The slow product is first of all an educational product: it works on persistence
Slowness	Enjoy a destination or a product following your own rhythms	Make your own tourist offer slow trying to use structures and staff present in the area	<ul style="list-style-type: none"> ▪ Being slow is a value: use the slow product as an element for the positioning and the differentiation of one’s own tourism supply ▪ Plan solutions, services and routes for the “slow” tourism and for people with reduced mobility in the tourist-territorial planning ▪ Develop forms of alternative tourist capacity based on natural solutions (mountain huts, treehouses, sleeping in straw, etc.) ▪ Plan some crowd-pulling events based on the “slow” logic (bad-trodden paths, original re-readings, unusual and reflective experiences) ▪ Select tour operators and commercial partners in general that work with the same philosophy
Contamination	Get involved in the local operators networks	Encourage the implementation of networks between operators and local people	<ul style="list-style-type: none"> ▪ Encourage networks between operators, exchanges between tourists, meetings between tourists and local people, involvement of the local people in the local tourism field.

(continued)

<i>Dimen- sions</i>	<i>What the slow tourist wishes for</i>	<i>How the operator answers</i>	<i>What the operator must do</i>
Authenticity	Look for authentic services, which are peculiar of the territory and know their origins	Select the offered services from the territory that emphasize the authenticity of the place	<ul style="list-style-type: none"> ▪ Working in the slow segment means opposing to standardization, globalization and trivialization, at least in those services - necessarily selected - that join in the network ▪ The “digging”, the finding, the confirmation of typically autochthonous elements become not only a factor of differentiation towards alternative destinations but also the “nourishment” of the stories and experiences that turn into tourism products ▪ Develop lct products that do not alter the reality so as not to push the slow tourist away from an authentic contact with nature and culture
Sustai- nability	Be up to date on the environmental and social conditions of the destination	Pay attention and monitor constantly the environmental and social conditions	<p>A “slow” destination is deeply involved in sustainability (as local community and towards guests) and in the reduction of environmental impact.</p> <p>Monitor e certify the systematic progresses made by the many activities in the tourism fields</p>
Emotion	Get involved in the activities that allow to feel unusual emotions and sensations	Stimulate the customer’s emotions taking him into the local reality	<ul style="list-style-type: none"> ▪ Create moments when guests become protagonists and are in touch with the local reality (thematic evenings, traditional games, etc.) ▪ Dedicate moments to observe the unique or changeable aspects that involve emotionally the customers (e.g.: stop to look at the sunset, etc.)



Bibliographical references

- Antonioli Corigliano M., Viganò G. (2004), *Turisti per gusto*, De Agostini, Novara.
- Augé M. (2005), *Nonluoghi. Introduzione a un'antropologia della surmodernità*, Elèuthera, Milano.
- Bauman Z. (1998), *Globalization. The human consequences*; trad. it. 2001, *Dentro la globalizzazione. Le conseguenze sulle persone*, Laterza, Roma.
- Bauman Z. (2009), *Vite di corsa. Come salvarsi dalla tirannia dell'effimero*, Il mulino, Bologna.
- Bauman Z. (2007), *Consuming Life*; trad. it. 2008, *Consumo, dunque sono*, GLF editori Laterza, Roma.
- Bernardi U. (1997), *Del viaggiare. Turismi, culture, cucine, musei open air*, FrancoAngeli, Milano.
- Berruti A. Delvecchio E. (2009), *Turismo*, Effatà, Torino.
- Blackshaw T. (2010), *Leisure*, Routledge, Abingdon.
- Bruno G. (2002/2006), *Atlante delle emozioni. In viaggio tra arte, architettura e cinema*, Bruno Mondadori, Milano.
- Canestrini D. (2003), *Andare a quel paese. Vademecum del turista responsabile*, Feltrinelli, Milano.
- Castells M. et al. (1978), *Spazio geografico e spazio sociale*, in Vagaggini V. (cur.), *Scritti di Manuel Castells. Spazio geografico e spazio sociale*, FrancoAngeli, Milano.
- Ciset-Econstat (2004), *Le potenzialità turistiche del Delta del Po*, rapporto di ricerca.
- Citterio A., Lenzi I. (2007), "Il territorio «affare di tutti». Esperimenti di responsabilità sociale condivisa", in *Equilibri*, 2.
- Commissione Brundtland (1987), *Our Common Future: The World Commission on Environment and Development*, Oxford University Press, Oxford, trad. it. 1988, *Il Futuro di Noi Tutti. Rapporto della commissione mondiale per l'ambiente e lo sviluppo*, Bompiani, Milano.
- Corna-Pellegrini G. (1996), *Pianeta blu. Paesaggi e atmosfere nel mondo*, UNICOPLI, Milano.
- Corvo P. (2007), *Turisti e felici?*, Vita e Pensiero, Milano.
- Costa N. (2005), *I professionisti dello sviluppo locale*, Hoepli, Milano.
- Crespi F. (cur.) (2005), *Tempo vola. L'esperienza del tempo nella società contemporanea*, Il mulino, Bologna.
- Croce E., Perri G. (2008), *Il turismo enogastronomico*, FrancoAngeli, Milano.
- Dal Pozzolo L. (cur.) (2002), *Fuori città, senza campagna. Paesaggio e progetto nella città diffusa*, FrancoAngeli, Milano.
- Di Marco M. (2006), *Manuale del turismo sportivo*, FrancoAngeli, Milano.
- Duiz R. (2002), "Andamento lento", in *Equilibri*, 2.
- Ejarque J. (2009), *Destination Marketing*, Hoepli, Milano.
- Econstat (2006), *Piano strategico turistico dell'area del Gargano*, Comunità Montana del Gargano.
- Eurobarometro (2008, 2009), *Survey on the attitudes of Europeans towards tourism*, Flash Eurobarometer.
- Eurostat (2007), *Living conditions in Europe. Data 2002-2005*, European Communities, Luxembourg.
- Favero P. (2000), "O' Sole Mio: Italian Charter Tourists' Experiences of the Midnight Sun in North Cape, Norway", in *Anthropological Quarterly*, 1.
- Franchi M. (2009), *Il cibo flessibile. Nuovi comportamenti di consumo*, Carocci, Roma.
- Irujo, Instituto Universitario de Estudios Europeos (2002), *Libro verde de accesibilidad en España: diagnóstico de situación y bases para elaborar un plan integral de supresión des barreras*, Universidad Autónoma des Barcelona, Madrid.
- Giddens A. (1991), *Modernity and Self-identity. Self and Society in the Late Modern Age*, Polity Press, Cambridge.

- Gilli M. (2005), "Heritage tourism, appartenenza e ricerca d'identità", in *Equilibri*, 2.
- Gonfalonieri M. (2006), "Il turismo sostenibile e la sua misurabilità", in *Economia e diritto del terziario*, 2.
- Goyen J.L. (2005), "Aspettare gli altri, Ascoltarli sempre", in *Equilibri*, 2.
- Grant J. (2009), *The Green Marketing: il Manifesto*, Brioschi, Milano.
- Grasso M.E. (2008), "Per uno sviluppo sostenibile: interiorizzare i comportamenti responsabili. Il ruolo dell'educazione ambientale tra scuola e comunità adulta", in *Culture della sostenibilità*, 3.
- Kotler P. et al. (2010), *Marketing del turismo*, Pearson Italia, Torino.
- Lafargue P. (1880/1990), *Il diritto alla pigrizia*, Erre emme, Roma.
- Lancerini E. (2005), *Territori lenti*, in Innocenti R. et al. (cur.), *Mutamenti del territorio e innovazioni negli strumenti urbanistici*, FrancoAngeli, Milano.
- Lavarini R. (cur.) (2008), *Viaggiare lento. Andare adagio alla scoperta di luoghi e persone*, Hoepli, Milano.
- Leed E.J. (1992), *La mente del viaggiatore. Dall'Odissea al turismo globale*, Il mulino, Bologna.
- Lehto X.Y. et al (2009), "Vacation and family functioning", in *Annals of Tourism Research*, 4.
- Lucchesi F. (cur.) (1995), *L'esperienza del viaggiare. Geografi e viaggiatori del 19° e 20° secolo*, Giappichelli, Torino.
- Manghi S. (2007), "Contratto naturale e contratto sociale. La questione ecologica come questione antropologica", in *Culture della sostenibilità*, 2.
- Martinengo M.C., Savoia L. (2006), "Il Parco Naturale. Da attrazione ambientale a prodotto turistico integrato", in *Sociologia urbana e rurale*, 81, pp. 105-123.
- Martini U., Ejarque J. (2008), *Le nuove strategie di destination marketing. Come rafforzare la competitività delle regioni turistiche italiane*, FrancoAngeli, Milano.
- Meriani C. (2005), *Il senso del viaggio: un percorso attraverso la storia del viaggio e la psicologia del viaggiatore*, Tesi di laurea.
- Merlo V. (1997), *Sociologia del verde. Lo spazio rurale in Italia*, FrancoAngeli, Milano.
- Neresini F., Rettore V. (2008), *Cibo, cultura, identità*, Carocci, Roma.
- Osservatorio Nazionale del turismo (2010), *Le dimensioni ed i comportamenti della domanda turistica italiana attuale e potenziale*, agosto, Roma.
- Petrini C. (2005), *Buono, pulito e giusto*, Einaudi, Torino.
- Pigeassou C. (2002), *Il turismo sportivo: quadro d'analisi e contesto. Il caso francese*, Conferenza del 19/11, Dipartimento di Informatica e Studi Aziendali dell'Università di Trento, Trento.
- Poulain J.P. (2008), *Alimentazione, cultura e società*, il Mulino, Bologna.
- Provincia di Modena (2001), *In viaggio con mamma e papà. Il turismo delle famiglie*, Atti del convegno 2000, Centro stampa della Provincia, Modena.
- Ronchi E. (2000), *Uno sviluppo capace di futuro. Le nuove politiche ambientali*, Il mulino, Bologna.
- Sangalli F. (2005), *Organizzare il turismo sociale: contenuti e metodi per il turismo dello sviluppo*, FrancoAngeli, Milano.
- Savelli A. (cur.) (2006), "Il Turismo in Italia: dinamiche globali e dinamiche locali", in *Sociologia urbana e rurale*, 79.
- Savelli A. (cur.) (2008), *Spazio turistico e società globale*, FrancoAngeli, Milano.
- Schnell S.M. (2003), "Creating Narratives of Place and Identity in "Little Sweden, U.S.A."", in *Geographical Review*, Vol. 93, 1.
- Scramaglia R. (2008), *Valori, modi e mezzi del viaggiare lento*, in Lavarini R. (cur.), op. cit.
- Sedmak G., Mihalic T. (2008), "Authenticity in mature seaside resorts", in *Annals of Tourism Research*, 4.
- Sambri C., Pegan G. (2008), "La domanda di turismo responsabile. Un'indagine esplorativa sui turisti italiani nel Nord-Est", in *Mercati e Competitività*, 2.
- Sian Berry (2010), *50 Idee per viaggiare in modo ecologico*, DeAgostini, Milano
- Stroppa C. (cur.) (2006), *Turismo e società. Contributi per un'analisi sociopsicologica*, Aracne, Roma.
- Tonini N. (2007), *Viaggio attorno al turismo sociale, sostenibile e solidale*, FrancoAngeli, Milano.
- Unwto (1996), *Agenda XXI per il settore dei viaggi e del turismo*, Madrid.
- Zago M. (2008), *Costretti al lento viaggiare*, in Lavarini R. (cur.), op. cit.
- Zago M. (2009), "Conoscere e ospitare ... con più gusto. Viaggio nel turismo enogastronomico", in *Tigor: Rivista di Scienze della comunicazione*, 2 (luglio-dicembre), Eut, Trieste.

Slow Tourism

Italia ↔ Slovenia



Scoprici con lentezza
Kjer doživetja
ustavijo čas
Discover us slowly



REPUBLIKA SLOVENIJA
SLUŽBA VLADE RS ZA KULTURNO SAMPROMOTIVO
IN REGIONALNO POLITIKO

Tagline: SLOW TOURISM
Slovenija - kraj za počasi
Slovenija - kraj za počasi

Tagline: SLOW TOURISM
Slovenija - kraj za počasi
Slovenija - kraj za počasi

Info: www.slow-tourism.net

