

# SLOW TOURISM

*Valorizzazione e promozione di itinerari turistici "slow" tra l'Italia e la Slovenia - SLOWTOURISM*

*Valorizacija in promocija turističnih "slow" poti med Italijo in Slovenijo - SLOWTOURISM*

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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

## WP 4.3

### SLOW EVENT FOR SLOVENIAN SCHOOLS

*Italia Slovenia Programme*

*ASSE / PREDNOSTNA NALOGA:  
2 Competitività e società basata sulla conoscenza  
2 Konkurenčnost in na znanju temelječa družba*

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## SLOW EVENT FOR SLOVENIAN SECONDARY SCHOOLS

### WHAT IS SLOWTOURISM?

*SLOW TOURISM project involves 30 partners coming from all the eligible areas of the European program and it has a total duration of 36 months. The partnership is made of Local Development Agencies and Local Action Groups, institutional bodies as Provinces, Municipalities, Park bodies, the Sciences Department of Trieste University and bodies specialized in tourist marketing sector. The project aims at increasing and promoting slow tourist itineraries in Italian and Slovenian area, particularly involving the territories with naturalistic and environmental peculiarities as park areas, protected areas, the presence of river courses, through the structuring of slow tourist circuits and itineraries. SLOW TOURISM in fact aims at supporting and increasing forms of slow tourism and at structuring eco-friendly tourist niche products, through interventions turned to the integration and putting on the net of environmental and rural resources for the joint and integrated development of tourist potentials, through the creation of a circuit and with actions of promotion and increasing of "Slow Tourism" net in the cross-border area of High Adriatic, as well as through impact pilot projects on the whole territory. Besides the interventions of marketing, training, communication, the project will be realized through the organization of real "Slow" points in Italian and Slovenian territories. The presence in the partnership of public bodies, park bodies, Slovenian Municipalities, partners working in tourist sector and Local Development Agencies and Groups will contribute to the achievement of the results for the structuring and the promotion of Slow Tourism offer that will characterize Italian and Slovenian tourist circuit along water ways and in valuable naturalistic sites. The achievement of the fixed objectives is foreseen through the realization of several activities, called "Work Packages", involving actions of project Management and Coordination; of Strategic Planning in order to analyze the context, to define guide lines to structure "Slow Tourism" integrated tourist product and organizing workshops in partner areas; of Slow Tourism joint development with pilot actions, the implementation of guide lines and the creation of the Slow Tourism circuit, the structuring of Slow offer for cycle-tourism, river tourism, birdwatching, nature and sport tourism; of joint marketing, in order to define a promotional media planning and to create a common joint logo; of training for tourist guides and education for schools; of preparatory activities aimed at jointly define the project proposal; of communication, through the definition of press conferences and dissemination activities. In this project the Province of Rovigo is organizing a Slow Event addressed to 100 Slovenian students of Slovenian secondary schools.*

### THE PROVINCE OF ROVIGO

*The province of Rovigo is the most southern of the seven provinces of Veneto Region, running for a length of over 100 kilometres, from the borders of Lombardia Region to the Adriatic Sea, with the two main Italian rivers, the Po in the southern and the Adige in the northern border.*

*The Polesine is in fact, a land of waterways, dreamy landscapes and infinite atmospheres, an extraordinary natural stage, where water moves majestically, between flood plains and sandy islands, where the Po, with its delta, arrives placidly to the sea through a labyrinth of waterways and cane fields, a paradise for a wide variety of wildlife. Moreover, alongside an amazing natural environment, the province of Rovigo boasts a cultural wealth within its cities, its little villages, in the architecture of its villas, such as Villa Badoer, declared Heritage of Humanity by UNESCO, historical buildings and churches, such as the Rotonda in Rovigo, in the museums, like the National Archaeological Museums of Adria and Fratta Polesine and the Museum of the Great Rivers in Rovigo, but also in its local traditions, its gastronomy and in the warmth of its people. There are places in which people savour history, the life of the past, where we can imagine the rituals, the customs, the events of the ordinary people, the families, the illustrious personalities who lived and operated in Polesine throughout its history.*



*A rich territory, which offers many opportunities, many different routes, so the traveller may enjoy a fantastic landscape and at the same time visit places which are rich in art and culture beside the river banks or which are criss-crossed by a canal, a little waterway, an ancient and friendly presence*

*And then there is the water... in the sea, the rivers, and the delta, a marshy area which is renowned internationally and one of the most important natural parks in Italy and in Europe, water that in a succession of landscapes, routes and itineraries offers to the more sensitive visitor, to those who love to submerge themselves in nature, to listen its rhythms, to take in its scent, a really unique experience.*

## **THE SLOW EVENT**

*The Province of Rovigo  
is glad to invite you  
to a SLOW EVENT IN POLESINE.*

### **WHAT IS SLOW EVENT?**

*The Province of Rovigo will receive Slovenian students and give them the opportunity to explore its territory slowly in order to appreciate variegated landscape, rich cultural and historical heritage, traditional elements and typical food products. The students will experience attractive itineraries going across the land of Polesine together with tour and nature guides. A visit to Birdwatching Fair in Comacchio might be planned. Their stay will finish up with a party, musical entertainments and shows specially organized for the last night.*

### **WHO ARE THE GUESTS?**

*100 Slovenian Students of Secondary Schools.*

### **WHEN?**

*April / May 2012 for 3 or 4 days .*

### **WHERE?**

*Province of Rovigo - North East Italy.*

### **WHAT ABOUTS THE EXPENCES?**

*The event / holiday is completely free of charges as all the expenses will be covered by SLOWTOURISM Financial Plan approved.*

### **CONTACTS**

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