

PRESS RELEASE OF <20/05/2010>

SLOW TOURISM Strategic Project starting

SLOW TOURISM Project, funded with € 3.815.700,00 by EU in the field of Italia-Slovenia cross-border cooperation program 2007-2013, is starting now.

Cervia (RA) - On Wednesday 19 May at Lungomare-Genzianella Hotel in Cervia SLOW TOURISM Strategic Project was presented, a project funded by the European cross-border Program Italia-Slovenia 2007-2013. It is a Program funding 13 projects, for a total amount of 41,176 millions euro, the 55% of them allocated to Italy.

6 Slovenian, 3 from Veneto, 3 from Friuli Venezia Giulia and one from Emilia-Romagna Lead Partners will guide the 13 projects: the last, SLOW TOURISM, headed by DELTA 2000. The Project, that obtained € 3.815.700,00 of public resources (3.243.345,00 euro of FESR funds, 572.355,00 euro of national Italian co-financing, 141.170,00 euro of national Slovenian co-financing and 70.585,00 euro of public obligatory financing by Slovenian partners) involves 27 partners.

The partnership is made of Local Development Agencies institutional bodies as Provinces, Municipalities, Park bodies, the Science Department of Trieste University and bodies specialized in tourist marketing sector having a deep experience and a main role in planning, realizing and managing territorial development projects aiming at valorising and promoting the tourist product of the program area. The presence in the partnership of public bodies (Udine, Venezia, Rovigo, Ferrara, Ravenna Provinces), Parks (Veneto Po Delta Regional Park and Emilia-Romagna Po Delta Regional Park, Trigal Regional Park in Slovenia), Slovenian Municipalities (Bled, Bohinj, Gorenja vas-Poljane, Jesenice, Kobarid, Kranjska Gora, Radovljica, Žiri), partners operating in tourist sector (Slovenian Tourist Organization, Tourism Bohinj, Žirovnica Tourism Body) and Local Action Agencies and Groups (LAG DELTA 2000, LAG Polesine Delta Po, Vegal, LAG Alta Marca Trevigiana, LAG Terre di Marca, Rural Development Centre of Kranj, BSC Regional Development Agency of Kranj, coordinator of Slovenian partnership), will contribute to reach results for structuring and promoting Slow tourism offer that will characterize Italian and Slovenian tourist circuit along water ways and in valuable naturalistic sites.

Therefore, SLOW TOURISM aims at supporting and valorising slow tourism forms and structuring eco-sustainable niche tourist products, through interventions to integrate and create a net of environmental and rural resources for the joint and integrated development of tourist potentials, by the creation of a circuit and with actions of promotion and valorisation of "Slow Tourism" net in Upper Adriatic cross-border area, as well as through pilot projects with concrete impact on the whole territory. Besides marketing, training, communication actions, the Project will be realized through the organization of real "Slow" points on Italian and Slovenian territories.

The attainment of the objectives is foreseen through the realization of several activities, named "Work Packages", including actions of Project Management and Coordination, by the constitution of a Project Committee; of Strategic Planning in order to analyze the contest, define guide lines to structure the "Slow Tourism" integrated tourist product, organize workshops in partner areas; of Joint Development of Slow Tourism with Pilot Actions, through the implementation of guide lines and the creation of a Slow Tourism circuit, the structuring of the Slow offer for cycle-tourism, river tourism, birdwatching, nature and sport tourism; of Joint Marketing, in order to define a promotional media planning and create a joint common logo; of Training for tourist guides and education for schools; of Preparatory Activities aiming at the joint definition of the project proposal; of Communication, through the definition of Press Conferences and dissemination activities.

For any information or explanation please contact the Project Team Manager by DELTA 2000 LAG: Doc. Angela Nazzaruolo, tel. +39 0533 57693, e-mail: deltaduemila@tin.it.

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SLOW TOURISM

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Project partners

- DELTA 2000
- 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 Caporetto
- Občina Kranjska Gora
- Občina Radovljica
- Občina Žiri
- Provincia di Venezia
- Provincia di Udine



Ministero dell'Economia
e delle Finanze



REPUBLIKA SLOVENIJA

SLUŽBA VLADE REPUBLIKE SLOVENIJE
ZA LOKALNO SAMOUPRAVO IN
REGIONALNO POLITIKO

