



DELTA 2000 Soc. Cons. a.r.l.

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## New opportunities for tourist development through SLOWTOURISM

***In Comacchio, on Thursday 28 April, a conference to understand potentialities of this new tourism product was held***

COMACCHIO – Comacchio and Po Delta territory are the ideal place for a “slow”, eco-sustainable, eco-friendly tourist offer which is suitable to answer to tourist requests by a more and more careful and exigent Italian and foreign public. This is the main subject of “Slowtourism: a new key for local tourist development in the global market?” workshop which will be held on next Thursday 28<sup>th</sup> April at 10.30 a.m., in Manifattura dei Marinati Hall in Comacchio.

The meeting – organized by DELTA 2000 as lead partner of the project involving 30 partners between Italy and Slovenia – has the objective to check and define guidelines on new market potentialities of this rising tourist typology that could attract Italian and foreign public, from European one to Asian one, in Ferrara, Comacchio and Ravenna territory.

This important opportunity for operators and for the territory can be realized thanks to funds – **equal to € 3.815.700 for the whole Italian and Slovenian project area** – of SLOW TOURISM project funded by European Program for cross-border cooperation Italia-Slovenia 2007-2013, by European Regional Development Fund and National funds.

In fact, thanks to the project, for example, it will be possible to realize specific SLOWTOURISM tourist guides that will be realized jointly with specialized in tourism editors, to involve Tour Operators, to create packages and tourist offers to be proposed to Slovenian, European and international markets, informative initiatives to improve reception and hospitality by tourist operators, to participate in fairs at international level.

*“In this world definitely too fast – as Giancarlo Malacarne, President of DELTA 2000, explains – “Slow” tourism appeals and attracts. SLOW is fascinating, is new, it is a holiday based on the “slow” discovery of the territory and its peculiarities that interests hundreds of thousands of potential tourists, mainly from abroad, as a recent market survey effected in the field of SLOWTOURISM project shows. Our territory and our companies – Malacarne continues – have all requirements and possibilities to set a SLOW offer completely answering expectations by these future customers”.*

*“Slow Tourism” - Angela Nazzaruolo Director of DELTA 2000 and project coordinator says – is a lifestyle and a travel style, a way to become familiar with the territory requesting slowness and sensitizing demand and offer towards ethic aspects; it allows to get possession of time again, getting rid of anxiety and stress*

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



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REPUBBLICA 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
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2007-2013  
cooperazione territoriale europea  
programma per la cooperazione  
transfrontaliera  
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evropsko teritorialno sodelovanje  
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*caused by frenzied rhythms, it allows host being in harmony with himself and with surroundings, creating a new awareness thanks to a more deep and involving experience. This is a travel style imposing to the operator to create a careful and responsible offer net, with a logic of long term action and fruitful relations with the local communities, respecting and protecting environment”.*

There are several potentialities of High Adriatic Italian and Slovenian areas involved in the project, where there are remarkable naturalistic areas as Parks, Unesco sites, cultural and historical attractions constituting a huge potential offer for tourists and hikers – 3,7 millions of people every year are estimated – which is unique at international level. In order to be ready to welcome SLOW tourists, it is necessary that tourist offer is ready and equipped to answer to destinations demand and that it is able to offer services and products connected with slow Tourism.

In order to discuss about potentialities of “slow” tourism to the workshop will be present. Giancarlo Malacarne, President of DELTA 2000, Massimo Medri, President of Emilia-Romagna Po Delta Park, Davide Bellotti, Councillor responsible for Tourism of Ferrara Province, that will meet tourist operators of Ferrara area with the project coordinator Angela Nazzaruolo, Econstat experts Stefano Dall’Aglia and Moreno Zago from Trieste University, RSI Tour Operator to discuss jointly with operators how to be equipped to build SlowTourism net. Emilia-Romagna Region delegates from European cooperation for territorial development sector Enrico Cocchi and Michele Migliori will participate to the debate.

Besides the Interprovincial Development Agency DELTA 2000, protagonists for SLOWTOURISM product creation are Ferrara Province, Emilia-Romagna Po Delta Park, Ravenna Province, Ravenna Municipality and Emilia-Romagna Region, participating to the project also through the realization of territorial pilot projects turned to structuring SLOWTOURISM offer.

For further information about the project: DELTA 2000 – +39 0533 57693  
[www.slow-tourism.net](http://www.slow-tourism.net).

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