



Ref. 1/2009 / SLOW TOURISM
Valorization and promotion of
slow tourist itineraries between
Italy and Slovenia

Guide lines for the development of the Slow Tourism project

*Workshop with the stakeholders and the
operators*

WP 2.3 Local animation

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Italia-Slovenia

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program čezmejnega sodelovanja

Slovenija-Italija



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1. General introduction to the Slow Tourism project

How the project starts

- Project financed by the European Union and by Italy and Slovenia within the cross border Italy-Slovenia cooperation program 2007-2013.
- It is a “strategic” project, that has initiatives that with a high impact on the cooperation strategies and that contribute to the socio-economic development of the whole area or most of it (Reference Priority Axis: 2. Competitiveness and knowledge based society. First on the list).
- The financing for the project is 3,8 millions euro (May 2010-April 2013).
- The Lead Partner is: DELTA 2000 from San Giovanni di Ostellato (FE), an Agency for the local development of the Delta Emiliano-Romagnolo.

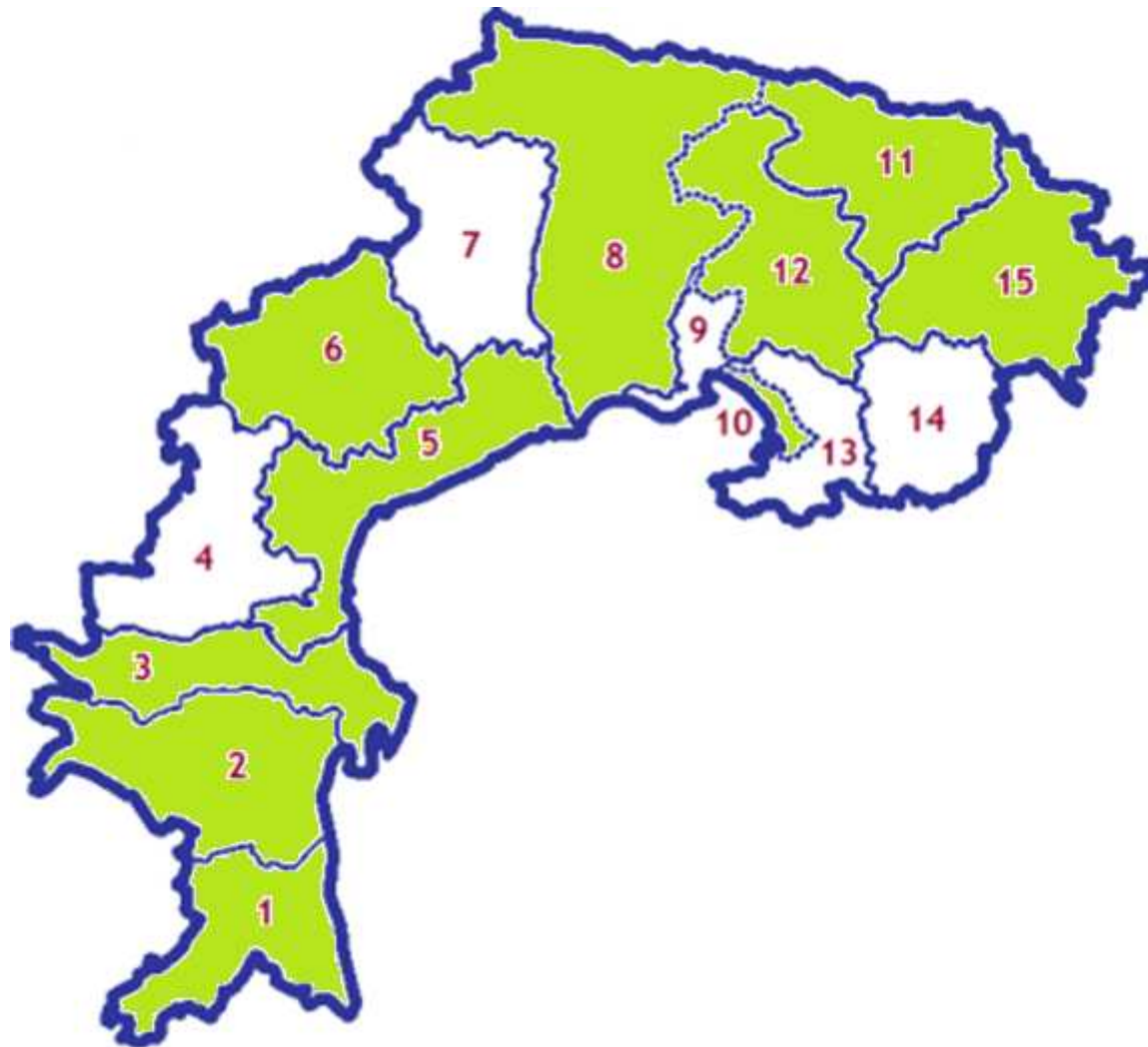
Project partners

Italian partners	Slovenian partners
<ul style="list-style-type: none"> • LP DELTA 2000 • PP1 Provincia Ferrara • PP2 Provincia Ravenna • PP3 Provincia Rovigo • PP4 GAL Polesine Delta Po • PP5 GAL Venezia Orientale, VEGAL • PP6 Consorzio del Parco Regionale del Delta del Po Emilia-Romagna • PP7 Ente Parco Regionale Veneto Delta Po • PP8 Dipartimento di Scienze politiche e sociali, Università di Trieste • PP9 GAL Alta Marca Trevigiana • PP10 GAL Terre di Marca • PP25 Provincia di Venezia • PP26 Provincia di Udine • PP27 Comune di Ravenna • PP28 Regione Emilia-Romagna • PP29 Associazione Nautica Nautisette 	<ul style="list-style-type: none"> • PP11 BSC poslovno podporni center d.o.o. Kranj • PP12 Turizem Bohinj, javni zavod za pospeševanje turizma • PP13 Zavod za turizem in kulturo Žirovnica • PP14 Center za trajnostni razvoj podeželja Kranj, razvojni zavod • PP15 Triglavski Narodni Park • PP16 Slovenska Turistična Organizacija • PP17 Občina Bled • PP18 Občina Bohinj • PP19 Občina Gorenja vas-Poljane • PP20 Občina Jesenice • PP21 Občina Kobarid • PP22 Občina Kranjska Gora • PP23 Občina Radovljica • PP24 Občina Žiri

The Slow Tourism area



The Slow Tourism area



Italy: Provinces	
1	Ravenna
2	Ferrara
3	Rovigo
4	Padova
5	Venezia
6	Treviso
7	Pordenone
8	Udine
9	Gorizia
10	Trieste
Slovenia: Statistical regions	
11	Gorenjska
12	Goriška
13	Obalno-kraška
14	Nostranjsko-kraška
15	Osrednjeslovenska

Description

The area in consideration

In the area in consideration there are many tourism products such as birdwatching, cycling, fishing, photographic hunting, water sports and tourisms. Yet the supply is fragmented and poorly organized.



Strategy

The idea is to develop a strategy for a combined development of slow tourism putting all the interventions in the areas characterized by the “water” element and through the carrying out of pilot projects aimed at the development of combined tourism products such as birdwatching, cycling, fishing, photographic hunting, water sports and tourisms.

Goals

General goal:

- Developing and promoting forms of slow tourism in the Italian and Slovenian areas characterized by natural-environmental valuable elements and by the “water” element, through intergrated and combined actions.

Specific goals:

- Introducing a new philosophy of travel: the Slow Tourism.
- Strengthening and developing tourism resources.
- Improving the accessibility and the fruition of the tourism resources connected to water according to the “slow” philosophy.
- Promoting forms of slow tourism and structuring exclusive ecofriendly tourism products.
- Integrating and putting into network the environmental and rural resources for the combined and integrated developmente of tourism potentialities.
- Organizing a “Slow Tourism” network in the cross border area in the Upper Adriatic Sea.
- Developing a common market strategy and putting the area in consideration at international level.
- Promoting forms of sustainable mobility.
- Creating new job opportunities for the local people in the naturalistic and environmental tourism field.

Project summary

Structuring of a new tourism supply in the Italian and Slovenian areas characterized by valuable naturalistic elements and by the water element through the development of forms of “slow” tourism that emphasize sustainability, responsibility and eco-friendliness.

The “Slow tourism”, a new philosophy of travel that aims at connecting Italian and Slovenian areas to slow and quality tourism and that will contribute to the configuration of a potential area of supply, that of the Upper Adriatic Sea with unique characteristics in the international setting.

Project's main activities

- Analysis of the area, developing of common strategic lines that aim at defining the “Slow Tourism” product and of a “Slow Tourism” for public and private operators that work in the area.
- Activities and local awareness campaigns.
- Development of pilot projects in the involved areas on main tourism products connected with water and naturalistic tourism (birdwatching, bio-watching e photographic tourism, cycling, sailing and other water sports – fish tourism, canoeing and other types of sport tourism).
- Development of combined promotional tools, planning of combined Slow events, participation to specialized fairs.



2. The slow approach to tourism



2.a. Slow Tourism definition

Slow Tourism:

- Is it a new concept / tourism product?
- Is it a different way to call concepts/tourism-environmental products that are already well known?

Environmental tourism

● Sustainable tourism

- Development of a model of tourism that can assure **different and long term benefits for all the involved subjects**: the community and the local environment, the tourist operators and the tourists.

● Responsible tourism

- Considers the centrality of the local people and its right to be protagonist in a sustainable and socially responsible development of its territory
- Works encouraging the positive interaction between tourism industry, local people and travellers.

Environmental tourism

● Ecotourism

- Travels to discover fragile, wild and usually protected (often exotic) areas, based on minimizing the impact and basati sulla minimizzazione. dell'impatto and on a small scale (alternative to mass tourism).
- Has ethic goals: educating the traveller, strengthening the respect toward different cultures and human rights, creating fundings for the environment conservation and the local development.

● Active tourism

- Travel that requires a physical and/or mental involvement of the traveller (alternative to *passive* tourism), based on sustainability, protection of biodiversity and cultural conservation.
- Important elements are: combination of entertainment and education (*edutainment*), of observation and respect, of action-exercise and interaction, of information and deepening.

● Slow Tourism?

Slow Tourism

- Slow travelling, a kind of travel that:
 - Sensitizes demand and supply of ethical values.
 - Allows to get possession of time again, relieving of anxiety and stress caused by hectic pace.
 - Allows the guest to be back in tune with himself and whatever surrounds him.
 - Creates a new form of awareness thanks to a deeper and involving experience.
- Working in Slow Tourism requires:
 - The creation of a more careful, responsible, less approximate, standardized and/or banal supply system.
 - A long-term logic of action.
 - Environmental conservation and respect.
 - Preference for products from short distribution chains.
 - Adoption of sustainable processes.
 - Establishing fruitful interactions with local people and between travellers.

Slow Tourism dimensions

- The study assessed that a Slow Tourism experience (supply, demand), in order to be considered as such, must at the same time satisfy the following dimensions:
 1. Time
 2. Slowness
 3. Contamination
 4. Authenticity
 5. Sustainability
 6. Emotion

Slow Tourism dimensions

- **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 termed 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.
- **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.

Slow Tourism dimensions

- **Contamination:** 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.
 - Between the guests.
- **Authenticity:** It is the capability to create and offer an experience:
 - 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).

Slow Tourism dimensions

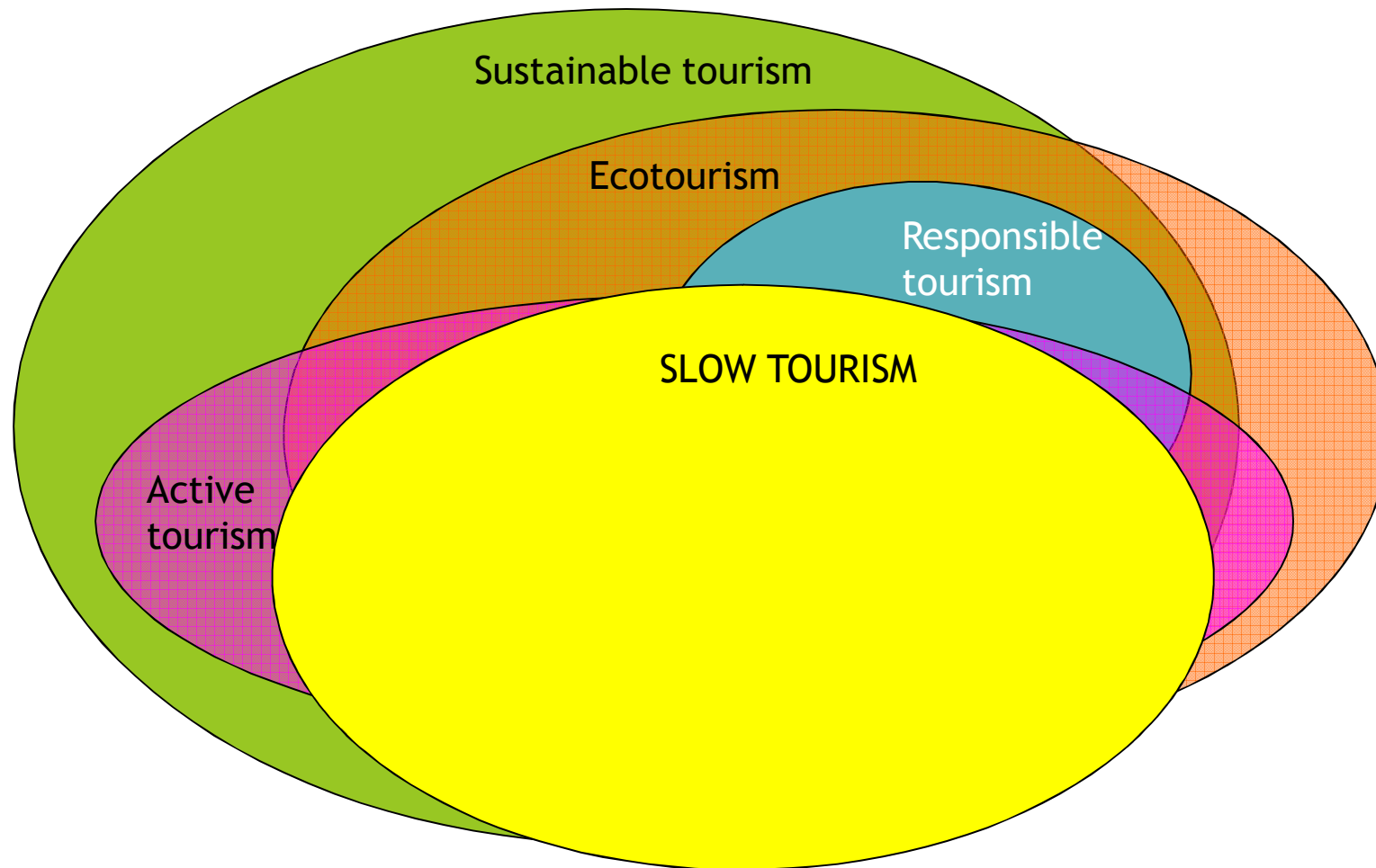
● Sustainability:

- 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.

● Emotion:

- 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.

Slow Tourism and other ecotourism products



Slow Tourism in action

- What is necessary so that an activity or a service are organized and lived as slow is the **coexistence of all criteria** (even though it might happen with different levels of intensity).
- If this does not happen, we are probably in front of more traditional forms of tourism.
- It must though be considered that the dimensions under consideration are independent, in fact:
 - What is “slow” usually is also “sustainable”.
 - What is “sustainable” often emphasizes “authenticity”.
 - An involving experience, an “emotion” is usually based on “contamination”.
- In part 3, we will go back to these dimensions because they are part of the *Guide Lines*.



2.b. Slow Tourism vs. traditional products

What are the *slow* tourism products?



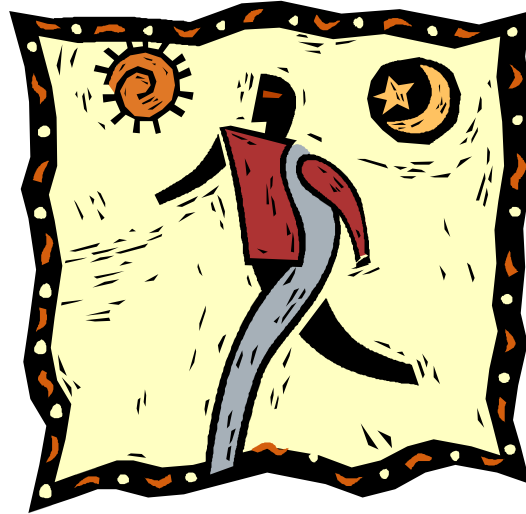
Slow products vs. Slow activities

- There are some **tourism products** that are “naturally slow”, because they have been originally thought and addressed to a slow availability and according to natural rhythms.
 - Nature tourism, Cycling, Trekking, Horse riding, River tourism, etc.
- This doesn't mean that other products can not be slow as well:
 - it depends on the way one offers/lives his stay
 - During a city break, the seightseeing bus tour is not slow, instead walking/cycling on theme-based routes is slow; in winter, alpine skiing is not slow, instead, snow shoeing is slow.
 - It is possible to **live experiences and/or to do slow activities** even in traditional tourism types/products (that are not usually slow).

Project goals

1. **Developing slow tourism products** so that they are chosen as the main reason for travelling.
2. **Developing slow activities** that are able to integrate and make a traditional vacation in the area different.





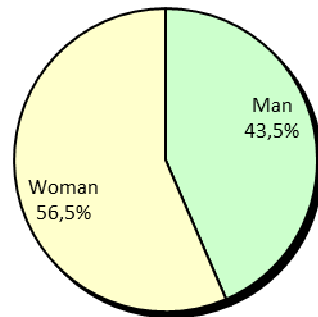
2.c. The slow tourist's profile

The slow tourist's profile

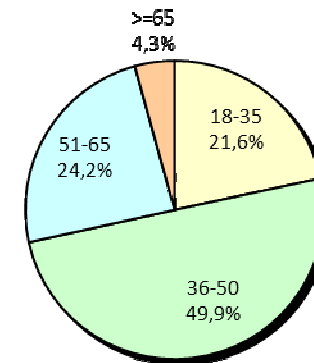
- In each partner area, during July-September 2010, a reasearch on tourists was carried out whose aim was to assess:
 - The user's profile.
 - Attitude and behaviour towards slow activities.
 - Pereception of the quality of the destinations.
- We made:
 - Overall, 800 interviews.
- Given the specific period of sampling:
 - The reasearch is not representative of the whole slow tourism but only of that in high season → slow activities in traditional tourism.
 - Yet, it gives a series of useful suggestions to understand the segment.

Profile of the interviewee

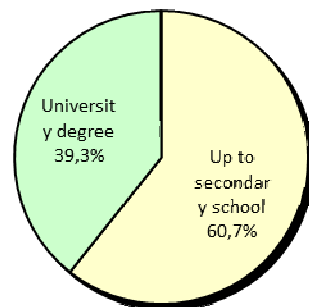
Gender



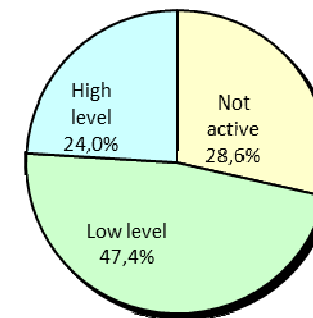
Age (average = 42 years)



Education

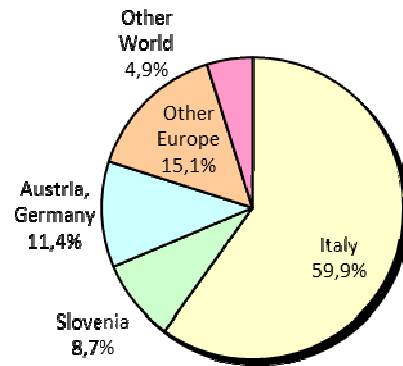


Occupation level

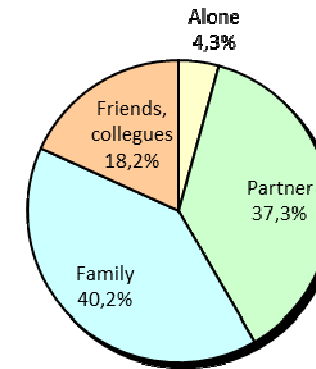


Profile of the interviewee

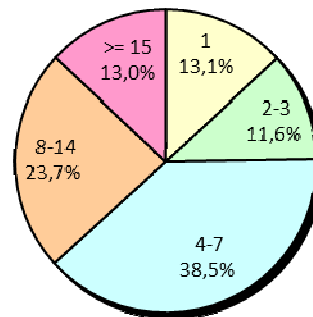
Place of origin



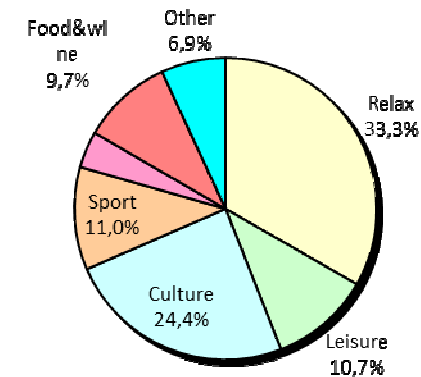
Fellow travellers



Stay (days)



Reason



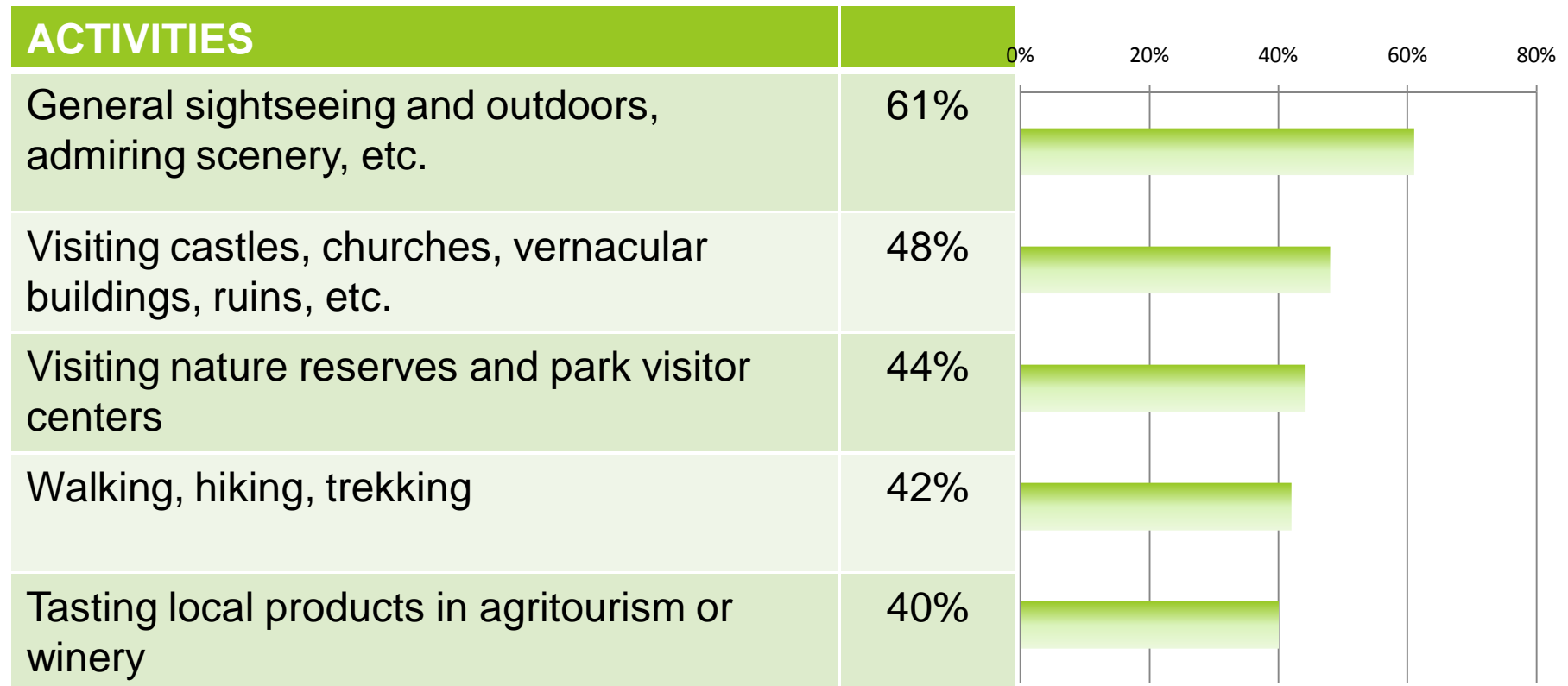
Main reason for the stay

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

Verified favourite activities

- Visiting castles, churches, vernacular buildings, ruins
- Visiting nature reserves and park visitor centers
- Wildlife viewing (birdwatching, etc.)
- Hunting, fishing, harvesting, etc.
- Village life and rural life (e.g. farms, Sunday markets, etc.)
- Participating in music, theatre events, festivals, etc.
- Visiting ethno, archaeological, historic museums, etc.
- Tasting local products in agritourism or winery
- Attending courses in local culture (cuisine, history, art and natural heritage, etc.)
- Staying in agritourism, guest rooms, youth hostels, mountain huts, campsite, etc.
- Going to a Spa (beauty farms, thermal centers, health, etc.)
- Walking, hiking, trekking
- Cycling or mountain biking
- Horse riding
- Practicing water sports (canoeing, windsurfing, water-skiing, swimming, etc.)
- Sailing or boating
- Practicing air sports (hang-gliding, gliding, ballooning, air tour, etc.)
- Practicing winter sports (skidooing, dog sledging, skiing, etc.)

Favourite activities



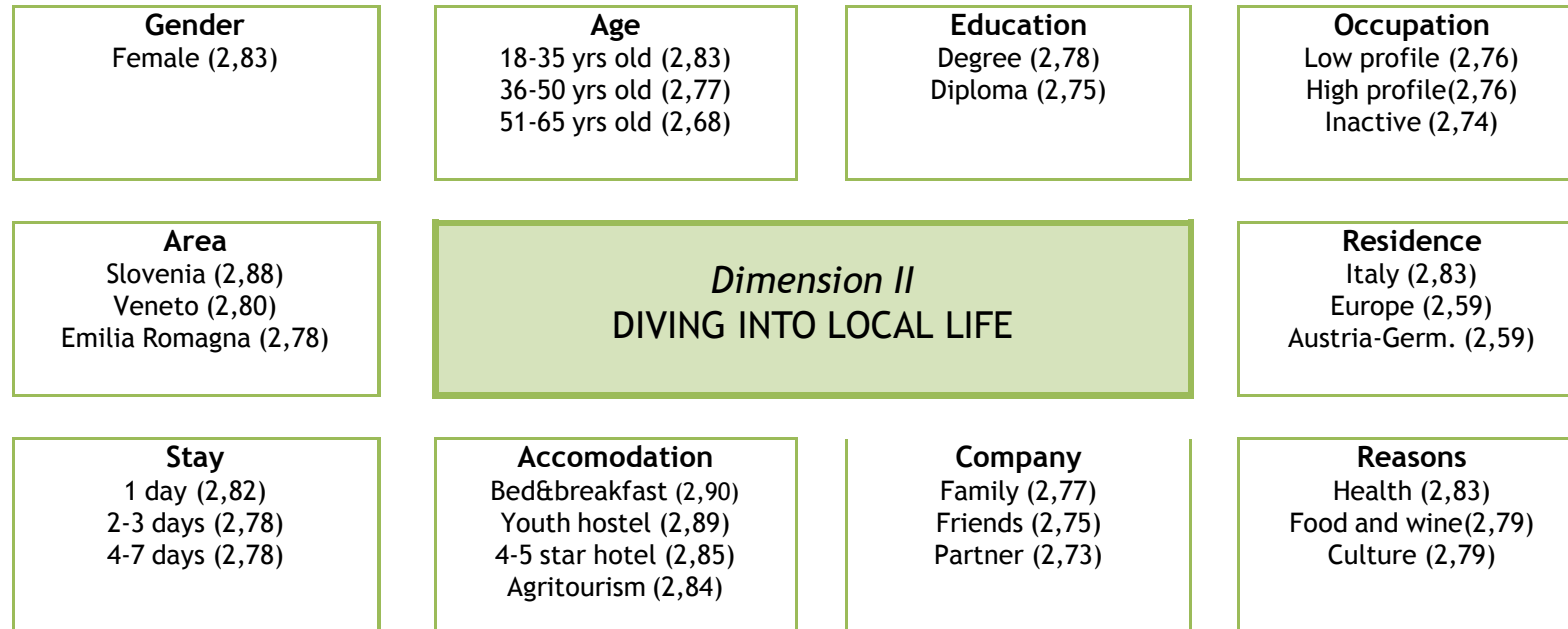
Macro-factors on favourite activities

- 1. Practicing sport activities** (24% of variance)
 - Stay seen as an opportunity to free one's own energies and to find one's own psycho-physical equilibrium practicing sports.
- 2. Diving into local life** (11% of variance)
 - Contact with the local culture and people.
- 3. Living the nature** (8% of variance)
 - Living the nature slowly. Watching wildlife in natural or protected areas.
- 4. Looking at the past** (6% of variance)
 - Visiting churches, castles, ruins and museums.
- 5. Getting possession of time** (6% of variance)
 - Absence of fast means and Choosing accommodation facilities different from hotels.

Profile A1: Practicing sport activities

<p>Gender Male (2,22)</p>	<p>Age 18-35 yrs old (2,49) 36-50 yrs old (2,21)</p>	<p>Education Degree (2,27)</p>	<p>Occupation Low profile (2,21) Inactive (2,15) High profile (2,12)</p>
<p>Area Slovenia (2,68) Emilia Romagna (2,21) Veneto (2,17)</p>	<p><i>Dimension I</i> PRACTICING SPORT ACTIVITIES</p>		<p>Residence Slovenia (2,34) Italy (2,20) Austria-Germ. (2,17)</p>
<p>Stay 1 day (2,23) 4-7 days (2,20) 8-14 days (2,20)</p>	<p>Accommodation: Campsite (2,34) Youth hostel (2,31) 1-2 stars hotel (2,26)</p>	<p>Company Alone (2,36) Friends (2,30) Partner (2,20)</p>	<p>Reasons Health (2,32) Relax (2,19)</p>

Profile A2: Diving into local life



Profile A3: Living the nature

<p>Gender Female (2,75) Male (2,76)</p>	<p>Age 18-35 yrs old (2,80) 36-50 yrs old (2,78) ≥ 65 yrs old (2,73)</p>	<p>Education Degree (2,82) Diploma (2,76)</p>	<p>Occupation Low profile (2,80) High profile (2,75) Inactive (2,71)</p>
<p>Area Slovenia (2,89) Emilia Romagna (2,81) Fvg (2,70)</p>	<p><i>Dimension III</i> LIVING THE NATURE</p>		<p>Residence Italy (2,86) Slovenia (2,85) Europe (2,59)</p>
<p>Stay 8-14 days (2,84) ≥ 15 days (2,81) 4-7 days (2,73)</p>	<p>Accommodation Tourist home (2,95) 1-2 star hotel (2,85) 4-5 star hotel (2,75)</p>	<p>Company Family (2,83) Friends (2,75) Partner (2,70)</p>	<p>Reasons Health (3,07) Relax (2,85) Sport (2,80)</p>

Profile A4: Looking at the past

<p>Gender Female (3,23)</p>	<p>Age 51-65 yrs old (3,23) 36-50 yrs old (3,14)</p>	<p>Education Degree (3,25)</p>	<p>Occupation High profile (3,21) Inactive (3,14) Low profile (3,14)</p>
<p>Area Fvg (3,25) Emilia Romagna (3,19) Veneto (3,13)</p>	<p><i>Dimensione IV</i> LOOKING AT THE PAST</p>		<p>Residence Italy (3,22) Slovenia (3,06) Austria-Germ. (3,06)</p>
<p>Stay 4-7 days (3,19) 1 day (3,19) 8-14 days (3,13)</p>	<p>Accommodation 4-5 star hotel (3,29) Bed&breakfast (3,27) 3 star hotel (3,23)</p>	<p>Company Partner (3,21) Family (3,12)</p>	<p>Reasons Culture (3,29) Food and wine (3,16)</p>

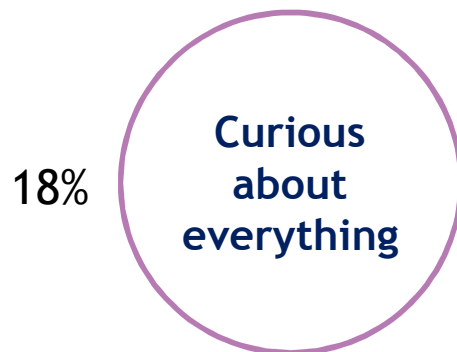
Profile A5: Getting possession of time

<p>Gender Male (2,88) Female (2,86)</p>	<p>Age 18-35 yrs old (2,99) 36-50 yrs old (2,91) 51-65 yrs old (2,65)</p>	<p>Education Degree (2,98)</p>	<p>Occupation Low profile (2,94) Inactive (2,81)</p>
<p>Area Slovenia (3,20) Emilia Romagna (2,88) Veneto (2,77)</p>	<p><i>Dimensione V</i> GETTING POSSESSION OF TIME</p>		<p>Residence Slovenia (3,03) Italy (2,92) Austria-Germ. (2,75)</p>
<p>Stay 8-14 days (2,91) ≥ 15 days (3,89) 4-7 days (2,86)</p>	<p>Accommodation Agritourism (3,06) Bed&breakfast (3,03) Campsite (2,90)</p>	<p>Company Friends (2,94) Family (2,91) Alone (2,86)</p>	<p>Reasons Sport (3,17) Health (2,96) Relax (2,94)</p>

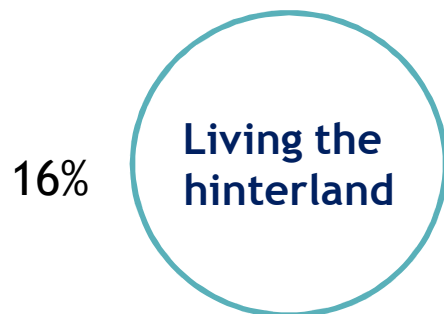
Segments of Slow Tourists



Mostly women, 51-65 years old, with partner. Educational level: medium and low. They are in: Emilia-Romagna e Veneto. Place of origin: Italy. Favourite activities: Visiting art/culture resources; Museums; Events; Tasting typical products; Courses in local culture; Going to Spa. Stay: in medium and high level hotel. Typically 1 week stay.



Mostly women, 18-35 years old (38 on the average), families. Economic level: medium. They are in: Emilia-Romagna. Place of origin: Italia. Favourite activities: All, except generic. Stay: in medium level hotel or apartments. Typically a weekend or 2 weeks stay.



Mostly women, 51-65 years old (45 on the average), with family. Economic level: high. They are in: FVG. Place of origin: Italy. Favourite activities: Visiting cultural and natural resources, wildlife, rural life; Museums; Tasting typical products; Walking. Stay: in B&B, without board. Typically a weekend or 1 week stay.

Segments of Slow Tourists

13% **Discovery & Movement**

51-65 years old (42 on the average), Degree. They are in: FVG. Place of origin: Austria/Germany. Favourite activities: Generic/cultural visit; Museums; Trekking, Water sports. Stay: in medium level hotel (3*); B&B. Typically, 2 weeks stay.

10% **Rural Relax**

Men, 36-50 years old (42 on the average), Tendentially with partner. Economic level: medium. They are in: FVG and Slovenia. Place of origin: Rest of Europe. Favourite activities: Tasting typical products; Staying in agritourism. Stay: in Agritourism, B&B, Medium low level hotel. Typically 1 week or long weekend stay.

9% **Very sporting**

Men, 18-35 years old (33 on the average), Students, alone and with friends. High educational level. They are in: Slovenia. Place of origin: Slovenia and Austria/Germany. Favourite activities: Cycling/mountain biking, Water sports, Sailing, Air sports, Winter sports. Stay: in campsite, B&B. Typically, 1 week stay.

Segments of Slow Tourists

12%

**Just
Nature**

Men, 50+ years old, (45 on the average). High economic level. They are in: Emilia-Romagna. Place of origin: Tendentially Italy. Favourite activities: Visiting parks, reserves; Watching wildlife; Walking/Trekking. Stay: in High and low hotel; Apartment. Typically, 2 weeks stay or longer.

9%

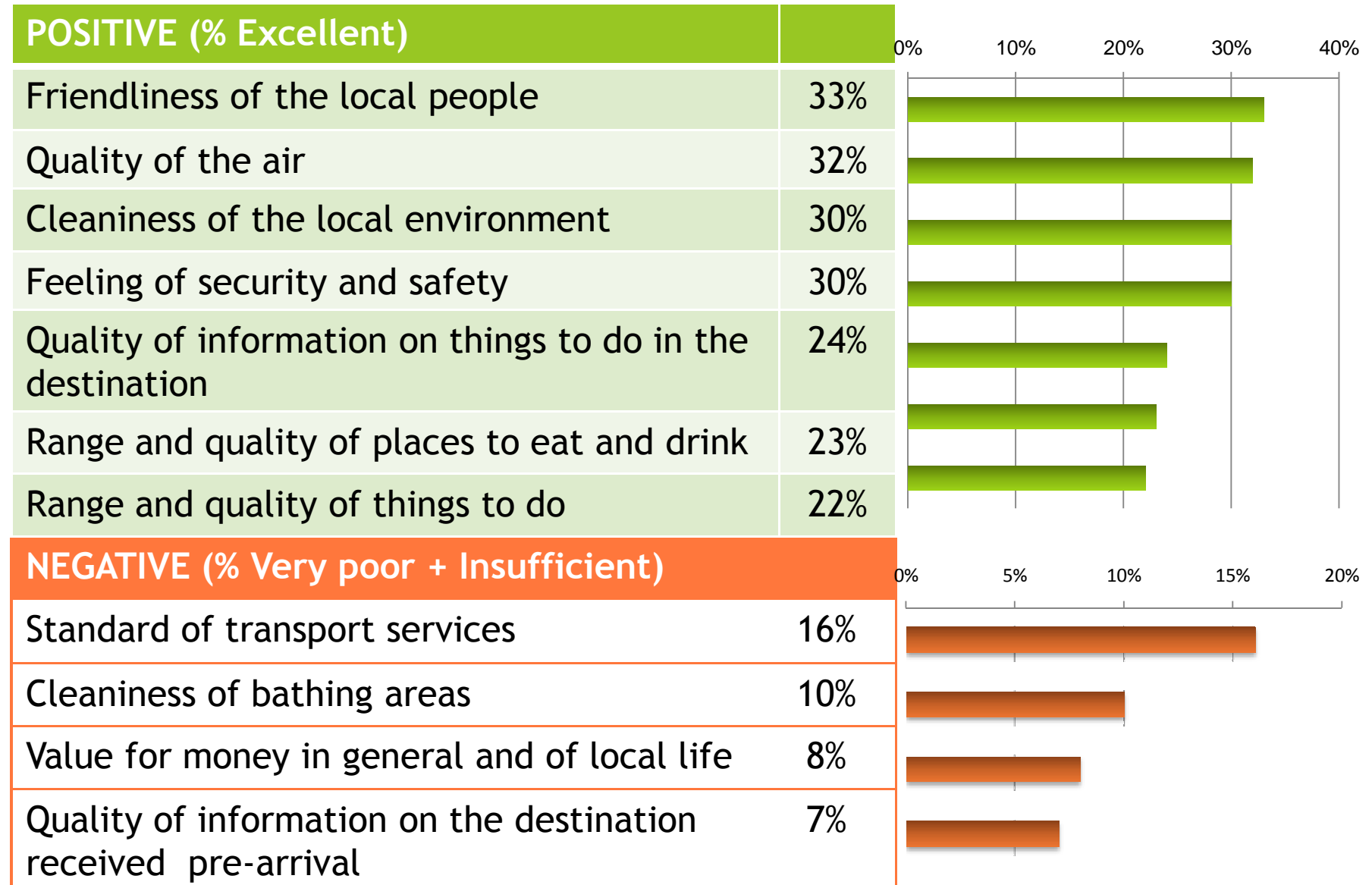
**Total
Relax**

Men, 50+ years old, (46 on the average), with partner. Retired. They are in: Veneto. Place of origin: Rest of Europe and of the World. Stay: in Agritourism, Low level hotel; Without board. Typically, 1 week stay.

Perceived quality in the slow areas

- The Slow Tourism cross border area offers a mix of products that is extremely interesting from the point of view of variety, significance and quality.
- Quality, which is vital for the success of a tourism product, has been assessed considering:
 - Transports
 - Promotion
 - Safety
 - Environment
 - Information
 - Accomodation supply
 - Food and Wine supply
 - Accessibility

Qualitative performance



Macro-factors on the Perceived quality

- 1. Quality of the place** (38% of variance)
 - Quality of the air or of bathing areas, but also feeling of safety, value for money of the local life, friendliness of the local people.
- 2. Qualità of the services** (11% of variance)
 - Quality of accomodation facilities, of restaurants, of things to do; friendliness of the tourism operators and of the local people.
- 3. Qualità of accessibility** (8% of variance)
 - Means of transport to reach the destination and to move once arrived; information of tourism services of the destination.

Profile Q1: Quality of place

<p>Gender Male (3,94)</p>	<p>Age ≥ 65 yrs old (4,04) 51-65 yrs old (3,99)</p>	<p>Education Degree (3,95) Diploma (3,91)</p>	<p>Occupation Inactive (3,97) High profile (3,96)</p>
<p>Area Slovenia (4,15) Fvg (3,95) Emilia Romagna (3,88)</p>	<p><i>Dimension I</i> QUALITY OF PLACE</p>		<p>Residenza Mondo (4,24) Slovenia (4,21) Austria-Germ. (4,06)</p>
<p>Stay 8-14 days (4,03) 1 day (3,98) ≥ 15 days (3,97)</p>	<p>Accomodation Campsite (3,91) 1-2 star hotel(3,89) Tourist home (3,84)</p>	<p>Company Friends (4,01) Partner (3,95) Family (3,90)</p>	<p>Reasons Food and wine (3,96) Relax (3,94) Health (3,93)</p>

Profile Q2: Qualità of services

<p>Gender Female (3,93) Male (3,93)</p>	<p>Age ≥ 65 yrs old (4,12) 51-65 yrs old (4,02) 36-50 yrs old (3,91)</p>	<p>Education Degree (3,97) Diploma (3,93)</p>	<p>Occupation Inactive (4,05) High profile (3,99) Low profile (3,85)</p>
<p>Area Fvg (4,05) Emilia Romagna (4,02) Slovenia (3,94)</p>	<p><i>Dimension II</i> QUALITY OF SERVICES</p>		<p>Residenza Mondo (4,24) Slovenia (4,03) Austria-Germ. (4,02)</p>
<p>Stay ≥ 15 days (4,04) 8-14 days (4,01)</p>	<p>Accomodation Agritourism (3,98) 4-5 star hotel (3,90) Tourist house (3,98)</p>	<p>Company Family (3,97) Friends (3,96)</p>	<p>Reasons Fun (4,08) Health (3,97) Culture (3,95)</p>

Profile Q3: Quality of accessibility

<p>Gender Female (3,77) Male (3,72)</p>	<p>Age ≥ 65 yrs old (3,93) 51-65 yrs old (3,79)</p>	<p>Education Diploma (3,76) Degree (3,76)</p>	<p>Occupation Inactive (3,85) High profile (3,81)</p>
<p>Area Slovenia (3,84) Fvg (3,80) Emilia Romagna (3,74)</p>	<p><i>Dimension III</i> QUALITY OF ACCESSIBILITY</p>		<p>Residence World (4,08) Europe (3,85)</p>
<p>Stay ≥ 15 days (3,81) 8-14 days (3,76)</p>	<p>Accommodation 3 star hotel (3,76) 4-5 star hotel (3,74)</p>	<p>Company Alone (3,93) Friends (3,76)</p>	<p>Reasons Food and wine (3,84) Culture (3,82)</p>

A “special” tourist ...

- The “slow” traveller:
 - Has little to do with the well-organized mass tourist, that depends on well-organized routes and places, where familiarity and reassurance dominate.
 - Prefers quality over quantity.
 - Emphasizes the travel more than the stay.
 - Likes new things, taking care of himself, discovering simple relationships, in touch with the culture in the destination.
 - Once the destination is reached, he looks for authentic elements, situations and objects rich in symbolic value.
 - Wants to learn, looks for cultural excitement, even if he doesn't mind calmness and fun (but not banal).
 - Likes to discover different life styles, whose values remain in his ordinary life.

... for a different offer

- The “slow” operators
 - Are not just services givers, but also of emotions.
 - Know, deepen and emphasize the themes of history/literature and of local culture/tradition/environment.
 - Are curious, enthusiastic supporter of authenticity: they avoid shortcuts, trivializations of the suggested contents, standardizations.
 - In structuring “slow” services, they use competent staff to build involving information and experiences.
 - Take care of their guests, give them advice and help them throughout their stay, establish non superficial relationships with them.
 - Have, toward their guests, an educational and didactic aim: they encourage their active involvement through learning and (re-)discovering of local reality.
 - Work for a low environmental impact of their activities and care for sustainability and safeguard of local environment.



3. The environment



3.a. The environmental setting

The area under consideration

- Is rich in attractions for the “slow” tourism:
 - of the utmost importance.
 - called "minor" but extremely interesting.
- Principal naturalistic-landscape:
 - Extremely varied landscapes and ecosystems (sea, lagoons, plains, hills, Karst sinkholes, lakes, mountains), very rich in biodiversity, important endemisms.
 - Unesco sites: Delta del Po, Dolomiti friulane and d'oltre Piave; in the neighbouring area: Škocjan cave.
 - Many parks such as: Delta del Po emiliano and veneto; Sile, Triglav
 - Many museums and visitor centers.

The area under consideration

- Principal cultural:

- Many offers in a land rich in history and traditions.
- Unesco sites: Ravenna, Ferrara, Venezia and the lagoon, Some Palladio's villas, Aquileia. In the neighbouring area: Orto Botanico di Padova.
- Many historical centers and villages.
- Castles (Miramare, Duino, San Giusto, Bled) and archaeological sites.
- Wide range of museums.
- Artistic and cultural events.

- Traditions:

- Many expressions of local craft: Maiolica (Faenza), Glass (Murano).
- Sailing and fishing (the whole area).
- Wine production (Collio, Vipava).
- Typical wine and food (the whole area).

Population and territorial size

Area	Population (thousands)	% pop	Surface (kmq)	% sur	Density	Total density=100
Ravenna	373	9,8	1.858	8,9	201	109
Ferrara	359	9,4	2.631	12,7	136	74
Rovigo	248	6,5	1.789	8,6	139	75
Padova	929	24,3	2.143	10,3	434	236
Venezia	859	22,5	2.462	11,8	349	190
Treviso	884	23,1	2.477	11,9	357	194
Pordenone	314	8,2	2.178	10,5	144	78
Udine	541	14,2	4.905	23,6	110	60
Gorizia	143	3,7	466	2,2	307	167
Trieste	236	6,2	212	1,0	1.113	606
Gorenjska	202	5,3	2.137	10,3	95	51
Goriška	119	3,1	2.325	11,2	51	28
Obalno-kraška	109	2,9	1.044	5,0	104	57
Notranjsko-kraška	52	1,4	1.456	7,0	36	19
Osrednjeslovenska	522	13,7	2.555	12,3	204	111
Total area project ST	3.821	100,0	20.796	100,0	184	100
Total	5.888	154,1	30.638	147,3	192	105



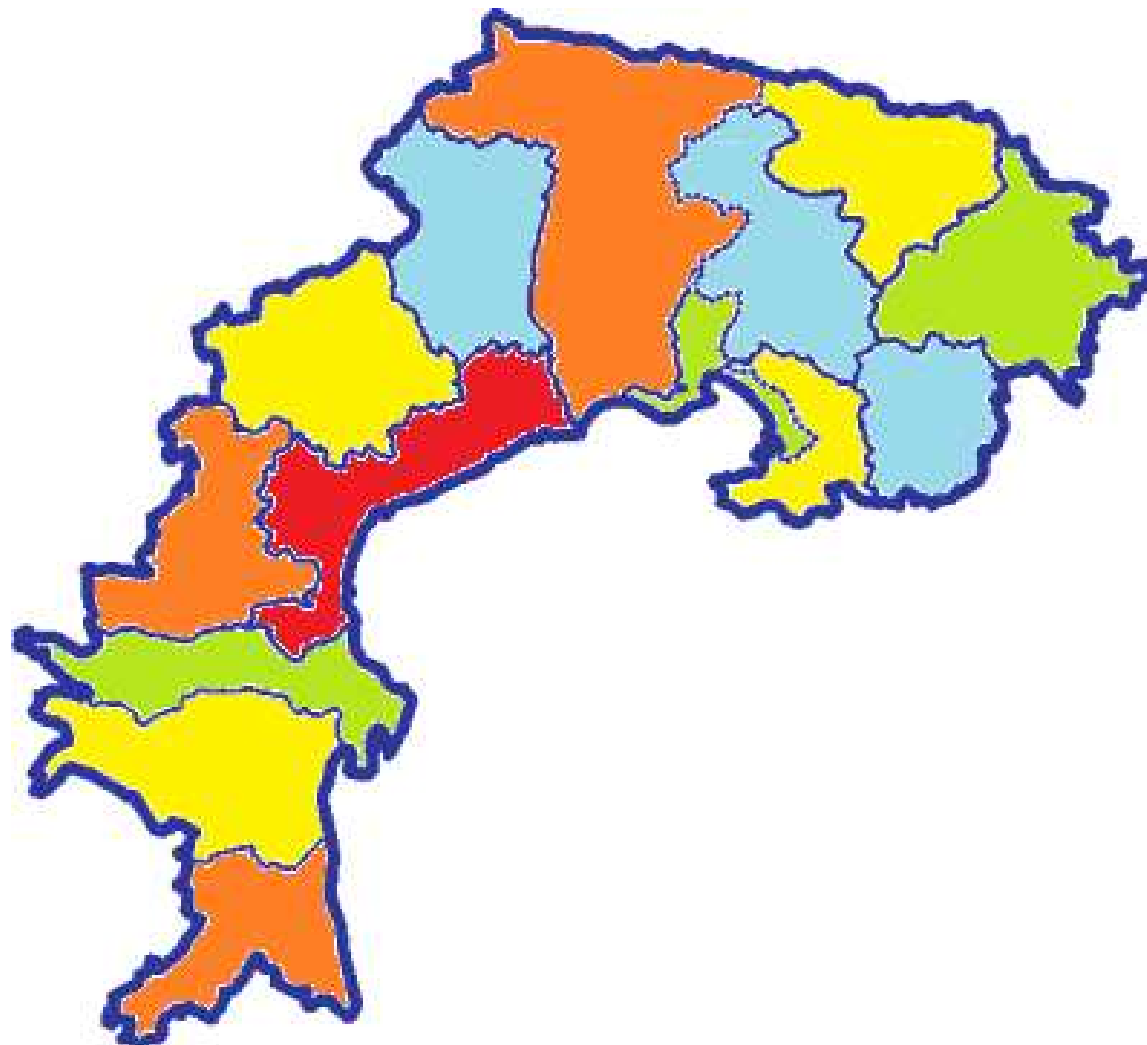
3.b The tourism phenomenon

Tourist movement in the area of the project

Area	Total (000)		Average stay
	Arrivals	Over-night stays	Nights
Ravenna	1.332	7.200	5,4
Ferrara	660	5.604	8,5
Rovigo	272	1.756	6,5
Padova	1.244	4.322	3,5
Venezia	7.236	33.585	4,6
Treviso	600	1.352	2,3
Pordenone	182	483	2,7
Udine	1.135	5.597	4,9
Gorizia	327	1.840	5,6
Trieste	315	910	2,9
Gorenjska	553	1.520	2,7
Goriška	236	554	2,3
Obalno-kraška	649	2.232	3,5
Notranjsko-kraška	43	65	1,4
Osrednjeslovenska	420	807	1,9
<i>Total</i>	<i>15.204</i>	<i>67.827</i>	<i>4,5</i>
<i>Tot. only area ST</i>	<i>12.338</i>	<i>58.078</i>	<i>4,7</i>
<i>% Area ST / tot.</i>	<i>81,2%</i>	<i>85,6%</i>	<i>-</i>

- **Arrivals:** 12,3 millions
 - Foreign: 7 millions
 - National: 5,3 millions
- **Overnight stays:** 58 millions
- **Average stay:** 4,7 nights
 - but high variability

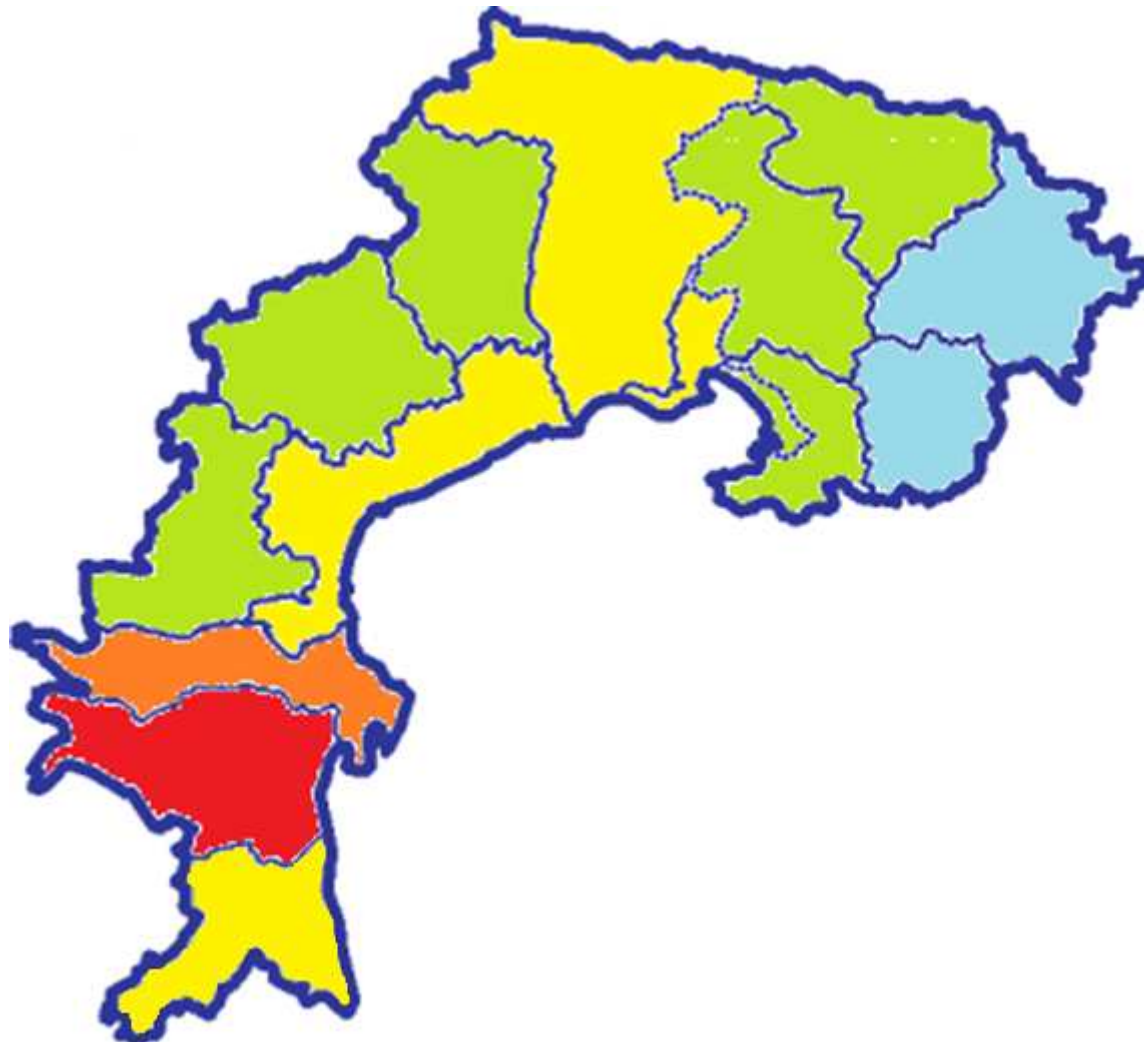
Arrivals (2009)



Legend	
Light Blue	0-250.000 arrivals
Light Green	250.001-500.000
Yellow	500.001-1.000.000
Orange	1.000.001-1.500.000
Red	≥ 1.500.001

•Arrivals

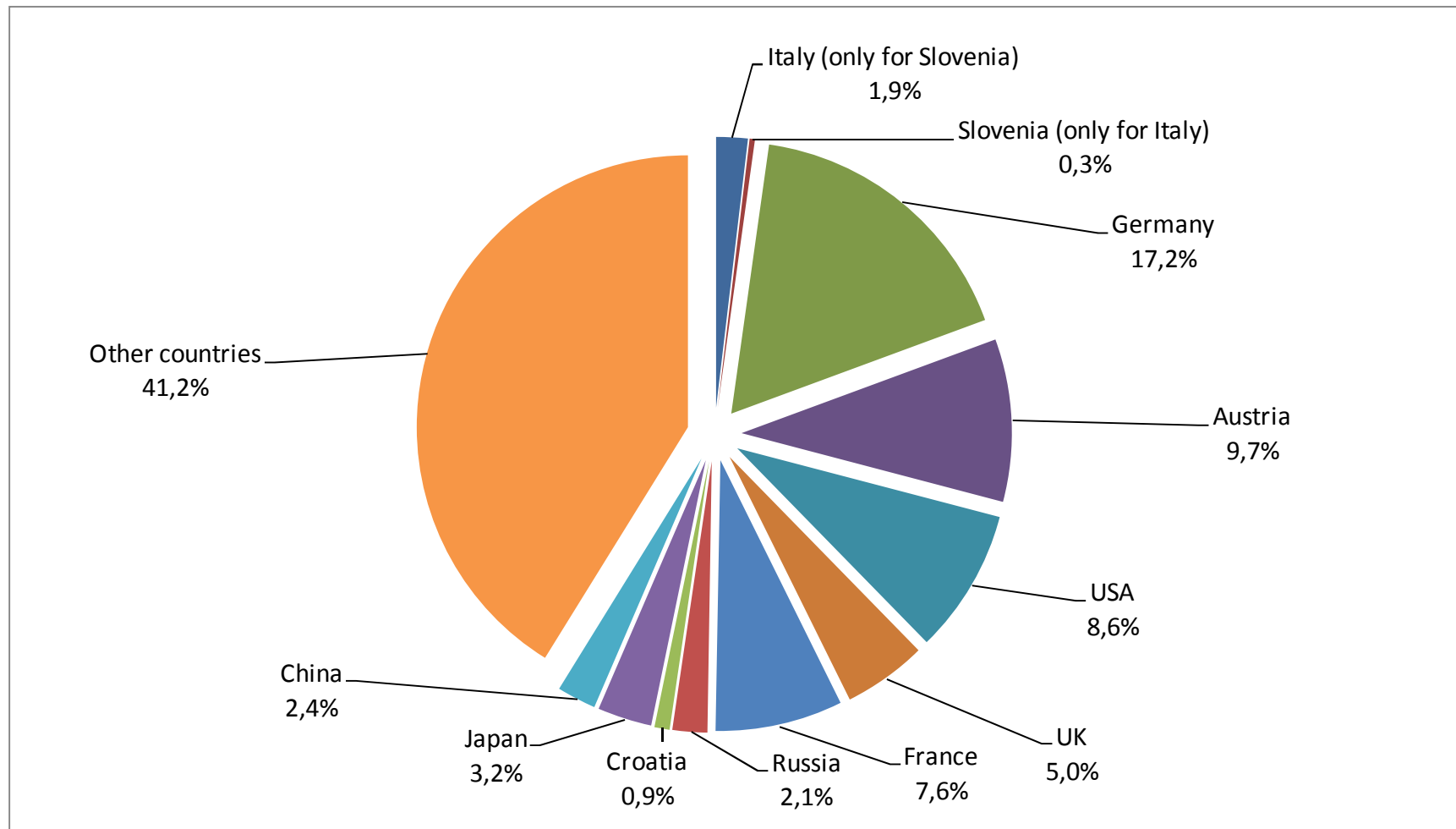
Average stay (2009)



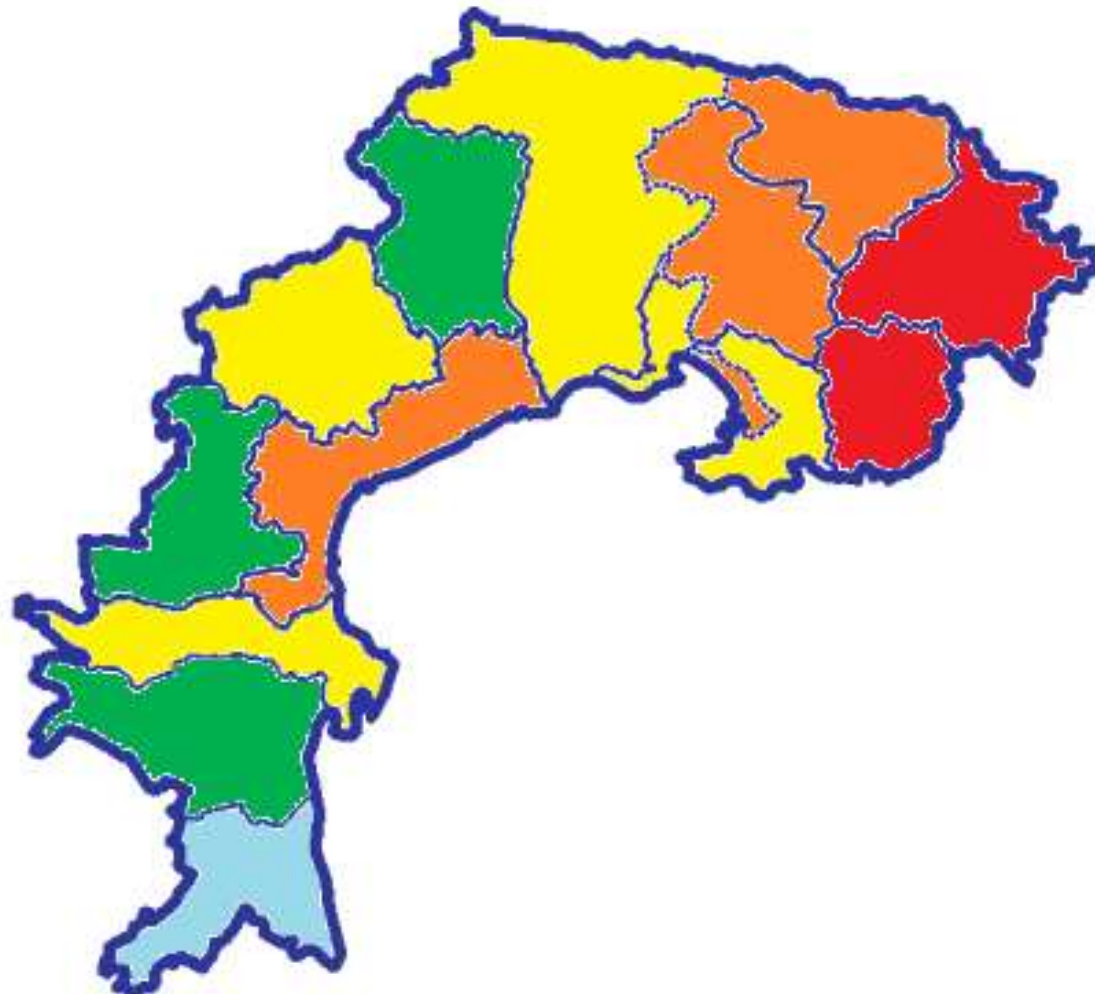
Legend	
Light blue	0,0-2,0 nights
Light green	2,1-4,0
Yellow	4,1-6,0
Orange	6,1-8,0
Red	≥ 8,0

•Average number of nights spent

Foreign arrivals distribution



Rate of internationalization (2009)



Legend	
Light blue	0,0-20,0%
Light green	20,1-40,0%
Yellow	40,1-60,0%
Orange	60,1-80,0%
Red	80,1-100,0%

* % of foreign tourists of the total

Accommodation supply in the area of the project

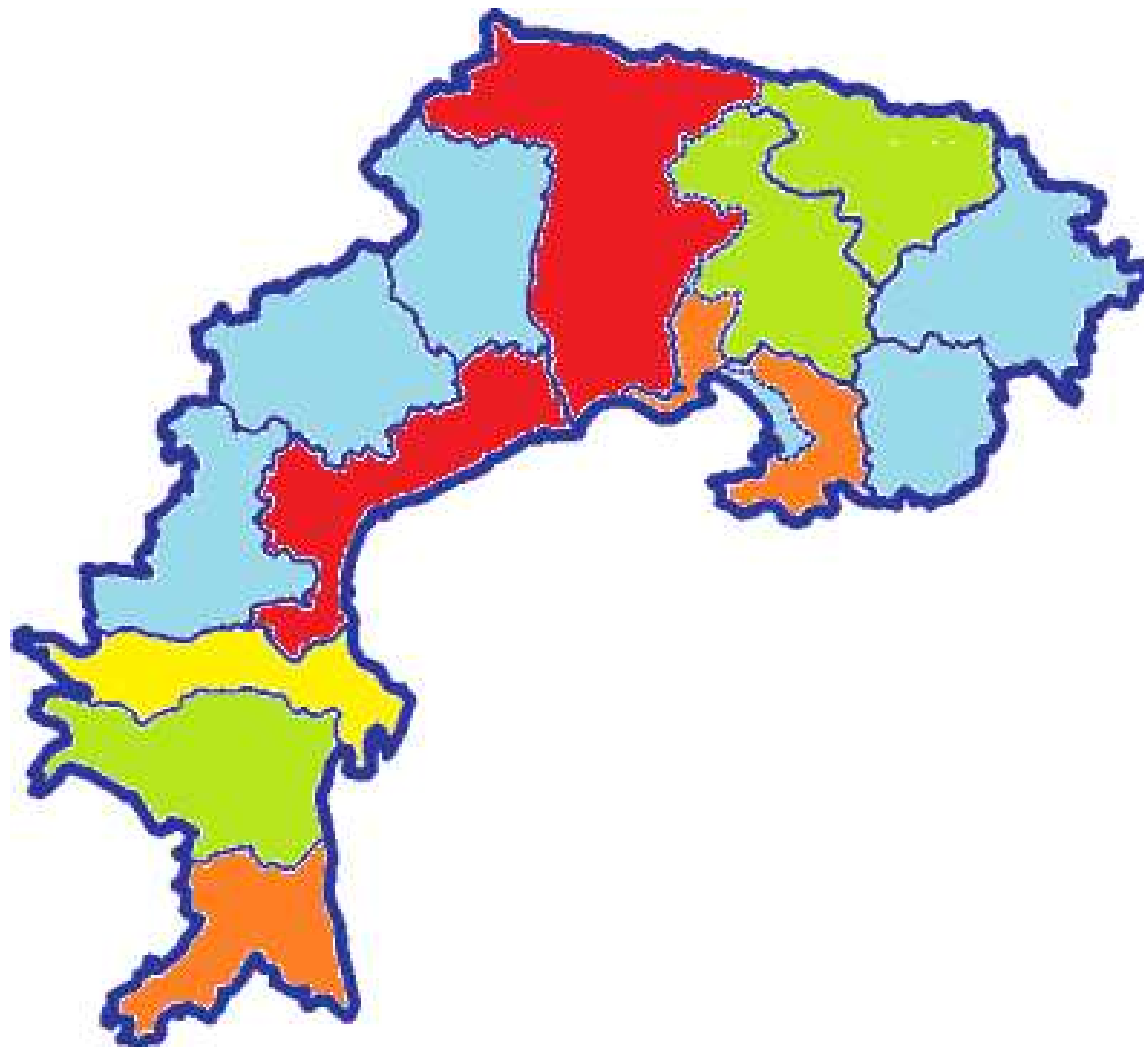
Area	Hotels	Other accommodation facilities	Total	
	Bed Pl.	Bed Pl.	Bed Pl.	% / Tot area ST
Ravenna	36.833	36.105	72.938	10,5%
Ferrara	6.131	25.905	32.036	4,6%
Rovigo	2.537	25.095	27.632	4,0%
Padova	26.811	6.681	33.492	
Venezia	92.843	300.302	393.145	56,7%
Treviso	8.456	6.161	14.617	2,1%
Pordenone	5.133	2.765	7.898	
Udine	25.299	87.082	112.381	16,2%
Gorizia	6.790	19.979	26.769	
Trieste	4.103	5.462	9.565	1,4%
Gorenjska	7.847	14.190	22.037	3,2%
Goriška	2.940	6.320	9.260	1,3%
Obalno-kraška	9.816	14.902	24.718	
Notranjsko-kraška	541	1.209	1.750	
Osrednjeslovenska	3.829	5.503	9.332	
Total	239.909	557.661	797.570	
Tot. only area ST	186.989	506.622	693.611	100,0%
% Area ST / tot.	77,9%	90,8%	87,0%	

- Total beds: 694.000
 - 187.000 in hotels
 - 507.000 in other accommodation facilities

Type of accommodation supply

Alberghiero (.000)		Extralberghiero (.000)		Area	Indice di qualità alberghiera
Alberghi 4-5*	58	Appartamenti	251	Ravenna	61
Alberghi 3*	98	Campeggi e villaggi	230	Ferrara	59
Alberghi 1-2*	28	Bed&breakfast	12	Rovigo	55
Totale	184	Alloggi agrituristici	10	Padova	69
			503	Venezia	64
				Treviso	68
				Pordenone	59
				Udine	59
				Gorizia	61
				Trieste	62
				Gorenjska	73
				Goriška	67
				Obalno-kraška	74
				Notranjsko-kraška	62
				Osrednjeslovenska	70
				<i>Total</i>	64
				Tot. Only area ST	63

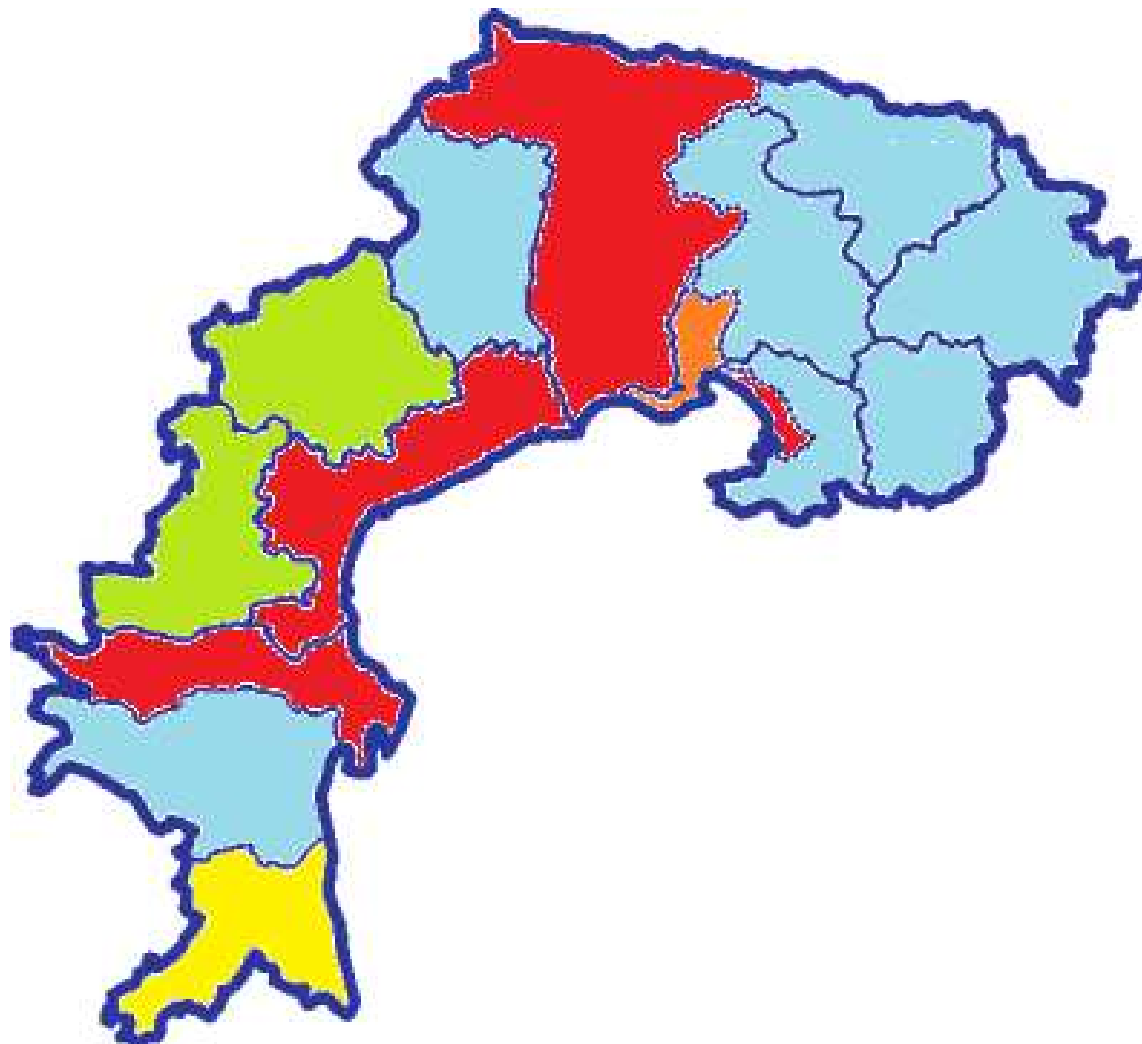
Rate of accommodation capacity (2009)



Legend	
Light blue	0,0-5,0 beds
Light green	5,1-10,0
Yellow	10,1-15,0
Orange	15,1-20,0
Red	≥ 20,1

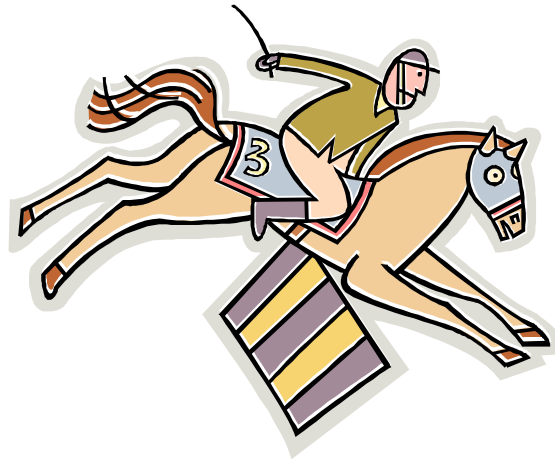
* Beds / resident population

Accommodation density (2009)



Legend	
Light Blue	0,00-0,25
Light Green	0,26-0,50
Yellow	0,51-1,00
Orange	1,01-5,00
Red	≥ 5,01

* Accommodation facilities / kmq



3.c. “Slow” supply in the area analysis

Analysis of the situation

For each area, these elements were collected and evaluated:

1. The tourism products (general ones and “slow” ones).
2. Background factors which could facilitate/slow the “slow” product development.

1. The tourism products analyzed

A. Welcome and entertainment

- Accommodation capacity
- Catering
- Entertainment, bathing and wellness

B. Natural tourism products

- Environmental tourism
- Cultural tourism
- Fluvial tourism
- Walking
- Cycling holiday
- Horse riding
- Birdwatching

C. Sport tourism products

- Winter sports
- Aquatic sports
- Air sports
- Sport facilities

● Collected elements:

- Supply (quantitative-qualitative analysis).
- Demand (type, promotional steps).
- Pros and cons.
- Possible development strategies.
- Main projects of the ST philosophy.
- Good practices in the ST philosophy.



- Through the various PP reconnaissance was done.

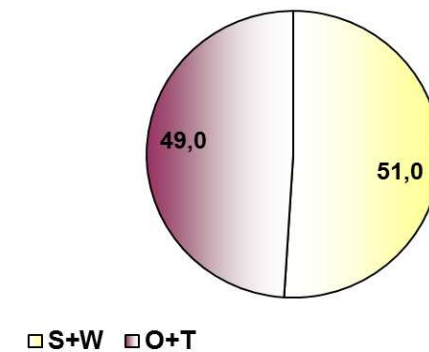
2. Background factors

- Aims of this part:
 - develop an overview of the limitations and potential for the development of the tourism sector and, in particular, that of slow tourism.
 - this overview was done for the project area as a whole and for individual partners.
- Analyzed element were distributed in categories:
 - Territory and environment (13 item).
 - Economy and society (14 item).
 - Accessibility (13 item).
 - Institutional support and image (21 item).
 - Tourism availability (20 item).
- SWOT analysis is the used method; it is based on a diagram divided in two parts:
 - Pros and cons of the area (internal and verifiable factors).
 - Opportunities and threats (external and unverifiable factors).
- Analytic evaluation (for territory):
 - was done separately from every technical team responsible for the area.
 - was developed from the University of Trieste.

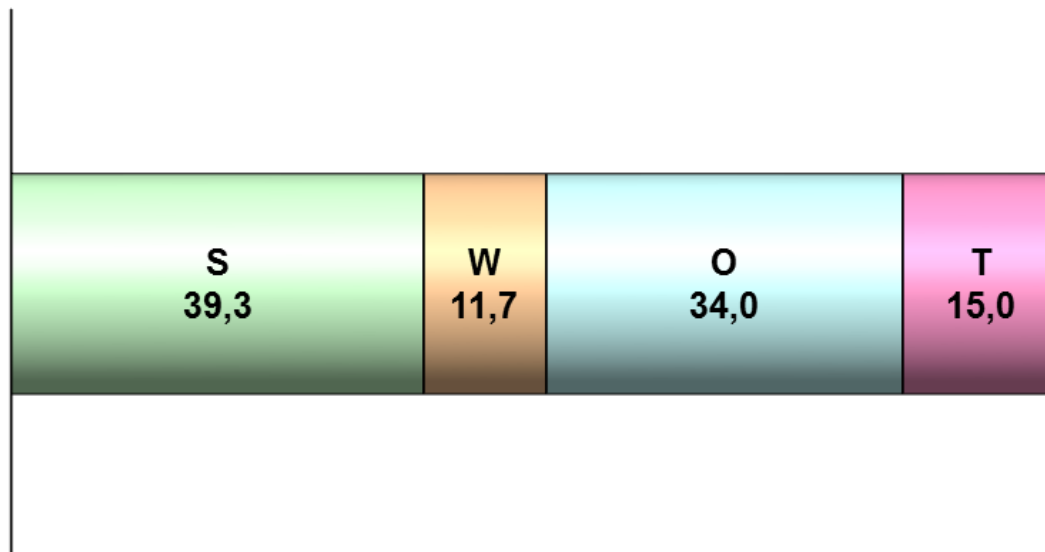
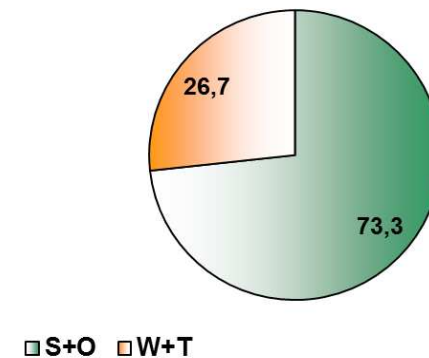
Weight of Swot factors in each category

Dimension	Pros	Cons	Oppor- tunities	Threats
	S	W	O	T
1. Territory and environment	61,2	9,9	11,8	17,1
2. Economy and society	30,1	4,8	44,0	21,1
3. Accessibility	51,9	15,4	19,9	12,8
4. Istitutional support and image	25,5	15,2	43,3	16,0
5. Tourism availability	38,8	11,4	39,6	10,2
Total	39,3	11,7	34,0	15,0

Endogenous vs. external factors



Positive vs. negative factors



Main guidelines for the area as a whole

A. Territory and environment

- Supporting recovery and preservation of the natural and cultural heritage, in particular **in rural territories**.
 - Avoiding degradation, which compromises the slow products supply.
- Identifying and supporting the **diffusion of excellences** on the territory to avoid the concentration of tourism fluxes.
- Developing transport forms as an **alternative to the car**, encouraging the use of public transport, to reduce the impacts on the territory .

B. Economy and society

- Increasing the value of local **competences and professionalities** to contrast the intellectual and creative impoverishment of the territory (depopulation and/or globalization).
- Supporting local entrepreneurship of **non tourism fields** to encourage the identity of the places in terms of traditions, abilities, lifestyles.

Main guidelines for the area as a whole

C. Accessibility

- Exploiting **European centrality** of the area and **good road links** in order to:
 - make a client a faithful customer and increase the repetition of visits.
 - attack new segment of market.
 - confirm/increase the fluxes from country of mid - north Europe (main demand basin).
- Potenziating **local transport network** to **increase** the short-break tourism and the **connection between coast and hinterland**.
- Supporting the **trasformation of the information centers** in service centers, in order to offer to the tourist the opportunity to stay longer.

Main guidelines for the area as a whole

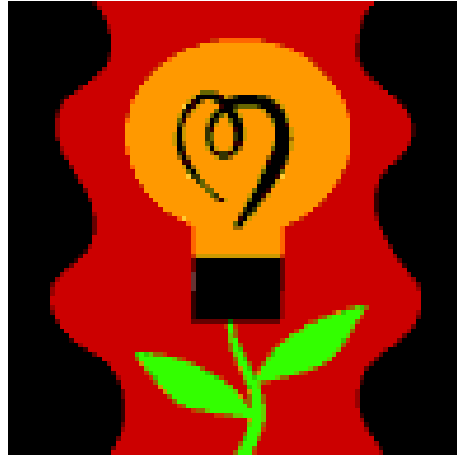
D. Institutional support and image

- Supporting the **creation of quality standard** for services, infrastructures and resources.
- Supporting the **creation of network between the operators**, through a centralized co-ordination, which develops planning activities, in order to diversify e personalize the supply.
- Supporting and developing the **image of “slow” destination**:
 - outwards, to communicate with the potential tourists and the increasing supply of activities in that field.
 - inwards, for the exchange of information between the public operators and private people and the creation of a common view between the operators and the local people.
- Managing “slow” image in an **organic** way.
 - mainly using the web.
 - avoiding the fragmentary way of the initiatives.
 - emphasizing the peculiarity of each single area.
- Developing **marketing plans**.
 - for the development of the "new" product Slow Tourism.
 - to support and increase the value of the traditional products (through Slow Tourism)

Main guidelines for the area as a whole

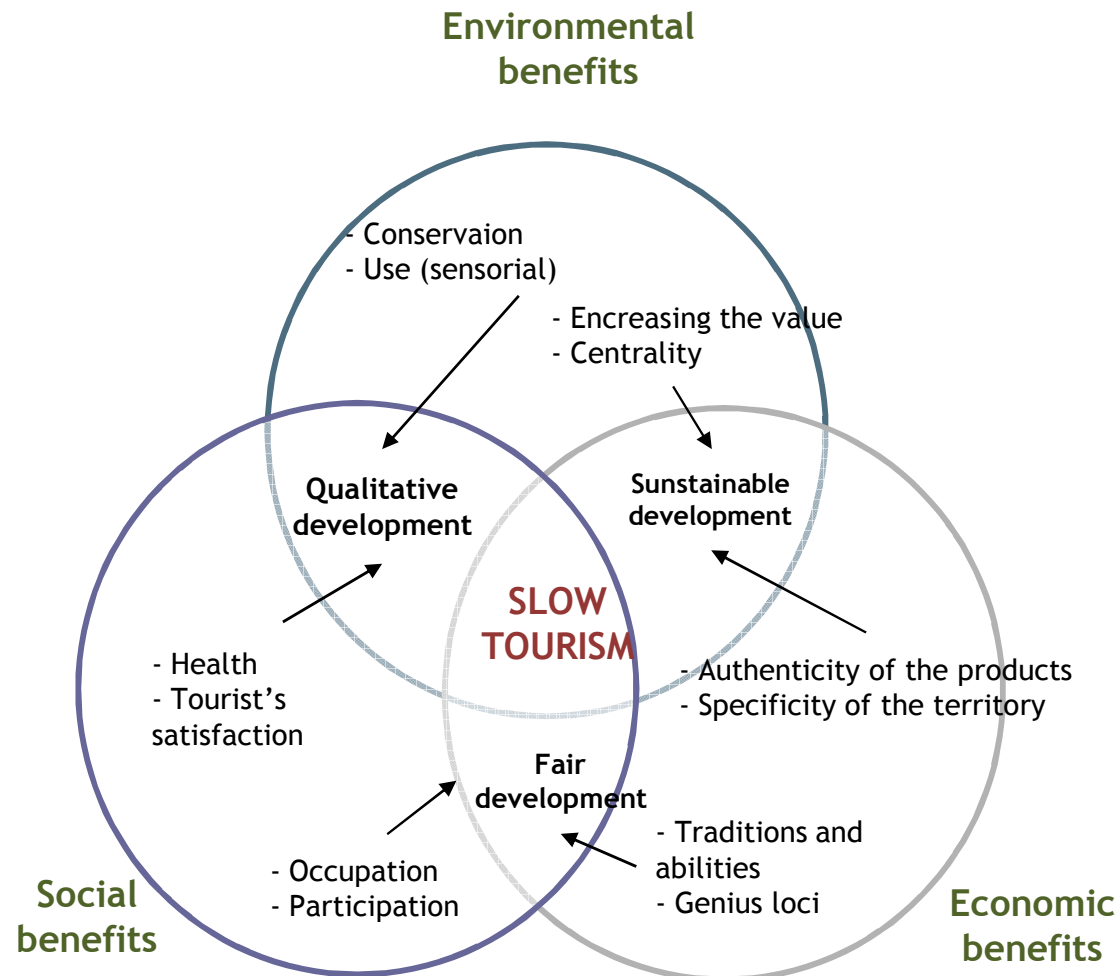
E. Tourism availability

- Developing the “slow” supply using, where it’s possible, the **already structured factors and advantageous aspects** of mature products (sea, mountain, city of art).
- Developing of **mix&match**:
 - i.e.: tour city-sea; mountain-wellness ecc.
- In slow tourism there is always **something new to do/see**:
 - working to favour the **return**.
 - working to favour the positive word of mouth.
 - developing of strategies aimed at the time wildening of the offert and at making the tourist go non only during the high season.
- Supporting the “**slow**” **vocational training**:
 - of those who work in the tourism field (specialistic) and of the local community (generic).
 - to improve the skill and the availability to the welcome and to the meeting.
- Supporting the **food and wine supply**.



3.d. Benefits and potentiality in the development of Slow Tourism

General benefits for the territory



Specific tourism benefits

- Make the tourist go not only during the high season.
- Make a client a faithful customer → return.
- Increase in the quality and in the competences of the offering system.
- Diffusion of benefits in all the territory.
- Increase in the income opportunity:
 - for the service firms.
 - for the people not directly involved in the tourism sector.
- Increase in value of the mature products .
- Increase in the competitiveness.

Potential fluxes of slow clients

The potential slow tourists are classifiable in three main types:

A. Main travel reason

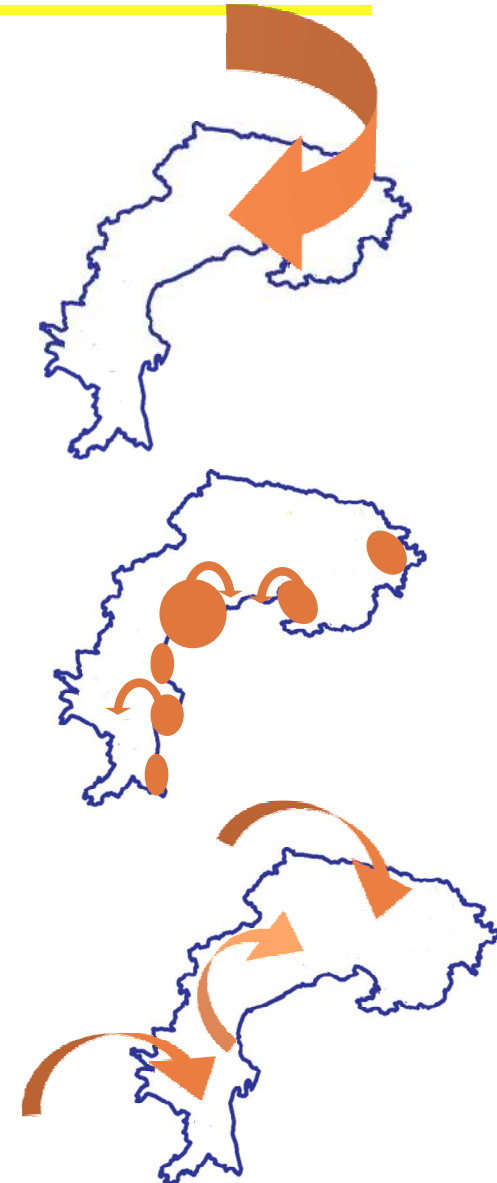
- Tourists that come in the area to do ST (products "naturally" slow).

B. Slow activities in traditional tourism types

- Tourists that come in the area for traditional reasons (bathing, art ecc.), but that want to do slow activities/experiences.

C. Slow tourism from the neighbouring residence basin

- People living in neighbouring areas that want to do short trips.



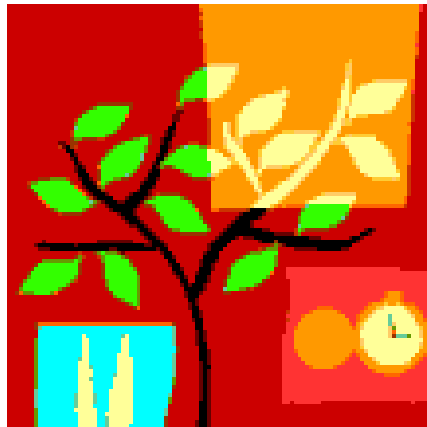
Dimension of the slow market in the area

Area	1. Main travel motivation (.000)	2. Slow activities in traditional tourism (.000)	3. Slow tourists from neighboring areas (.000)	Totale (.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

Considering tourists and trekkers, it is estimated that the Slow Tourism could represent, for the area of the project, about 3.7 millions of people per year.

**These benefits and potential results
justify a development strategy of the
Slow Tourism.**





4. Developing the Slow Tourism

The dimensions of the Slow Tourism





4.a. General guidelines

Non-specific guidelines (for all)

DIMENSIONS	DEFINITION/SPHERE OF REFERENCE
Time	<ul style="list-style-type: none"> - Dedicate time to get in touch with customers and to listen to their needs and curiosities - 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 - Have the whole staff to participate to training and refresher courses on how improve a service - Have the whole staff to be educated in the most peculiar elements of the destination (traditional events, food and wine, historical/cultural attractions, etc.) - Dedicate time to choose and check the supplier's coherency (in particular, of those who offer "slow" services), avoiding ambiguous situations from a ethic, qualitative and environmental point of view - Plan the timetable of services so that the customer has adequate time
Slowness	<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.)

Non-specific guide lines (for all)

DIMENSIONS	DEFINITION/SPHERE OF REFERENCE
Contamination	<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
Authenticity	<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	<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 - To encourage the providers to obtain also other environmental signs (like Green Globe etc.) - but not as an requirement
Emotion	<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



4.b Specific guidelines

1. Accommodation capacity

DIMENSIONS	GUIDELINES
Time	<ul style="list-style-type: none"> - Offer the guest more time for check-out.
Slowness	<ul style="list-style-type: none"> - Put on the bedside table some (extract of) books, etc. by authors that write and tell about the local reality
Contamination	<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
Authenticity	<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	<ul style="list-style-type: none"> - Demonstrate a regular improvement in energy conservation and in alternative energies production (white certificates, green certificates, etc.) - Put containers for the waste separation in the common spaces and in case in the rooms - Limit the use of single-dose packagings in the courtesy line - Limit the courtesy line, that can be provided on request (limit the adoption/use of the minibar, prefer the room service) - To encourage the providers to obtain also other environmental signs (like Green Globe etc.) - but not as an requirement
Emotion	<ul style="list-style-type: none"> - Offer the guest the home-like atmosphere

2. Catering

DIMENSIONS	GUIDELINES
Time	<ul style="list-style-type: none"> - (Re-)Define the menu periodically that includes typical and/or traditional products/recipes - In hotel restaurants and subject to agreement with the facility: possibility for the guest to buy typical products outside and have them cooked - Plan carefully the graphic layout and the contents of the menu, adding stories, images, traditions, that may contextualize the products and the recipes
Slowness	<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 - The menu stays on the table as long as the meal lasts, to encourage the customer to read and understand what he is eating
Contamination	<ul style="list-style-type: none"> - If possible (that is 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

2. Catering

DIMENSIONS	GUIDELINES
Authenticity	<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.) P - 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
Sustainability	<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, aluminium, paper, batteries, etc.) - Suggest and encourage the reduction of garbage (unbottled water and wine, doggy-bags, etc.)
Emotion	<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)

3. Mobility and accessibility

DIMENSIONE	GUIDE LINES
Time	<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	<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 velocipedes (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	<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
Authenticity	<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	<ul style="list-style-type: none"> - Use means of transport and feeding that make the transport less polluting - 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 ecofriendly products for the cleaning and maintenance of the vehicles

4. Guide, incoming, activities

DIMENSIONS	GUIDELINES
Time	<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	<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

4. Guide, incoming, activities

DIMENSIONS	GUIDELINES
Contamination	<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
Authenticity	<ul style="list-style-type: none"> - Provide tourists , before during and after the 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	<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
Emotion	<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 (edutainment) and the creation of unforgettable moments

5. Promo-communication and information

DIMENSIONS	GUIDELINES
<p>Time</p>	<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 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.)
<p>Slowness</p>	<ul style="list-style-type: none"> - In all the actions of internal and external promo-communication, 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)

5. Promo-communication and information

DIMENSIONS	GUIDELINES
Contamination	<ul style="list-style-type: none"> - The tourism operator encourages in many ways the customers to write reviews and comments on their experience; make these comments public - as long as they remain anonymous -in a transparent way - In his promotion, he encourages a presentation of the experience that is as “neutral” as possible, using comments and reviews made by other guests and by highly considered journalists/newspapers - The “slow” tourism operator is active on the social media and in spaces dedicated to slow tourism (that do not talk exclusively about his service) - Continues the dialogue and the relationships with his guests even after their stay; if possible, keeps durable relationships alive
Authenticity	<ul style="list-style-type: none"> - The images used in the “slow” promotion refer to real situations, without using pictures from other contexts, images banks, models
Sustainability	<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 merchandising, e-brochures, 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.) - The promotional materials always contain also indications of behavior for the tourist towards plants, animals and local traditions - In the roadsigns, minimize the visual pollution using formats, sizes, colors, supports, materials that are consistent with the context they have been placed
Emotion	<ul style="list-style-type: none"> - When communicating, use the photographs which provoke emotions, feelings

6. Destination Management

DIMENSIONS	GUIDELINES
Time	<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 doesn’t 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	<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 (nontrodden paths, original rereadings, unusual and reflective experiences) - Select Tour Operators and commercial partners in general that work with the same philosophy
Contamination	<ul style="list-style-type: none"> - The “slow” tourist management tends to prefer: networks between operators; exchange between tourists; meetings between tourists and local people; involvement of the local people in the local tourism field. The DMO activities constantly tend to support this articulated system of relationships

6. Destination Management

DIMENSIONS	GUIDELINES
Authenticity	<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
Sustainability	<ul style="list-style-type: none"> - A “slow” destination is deeply involved in sustainability (as local community and towards guests) and in the reduction of environmental impact. The systematic improvements in this sense must be monitored and certified in the many areas of the tourism field
Emotion	<ul style="list-style-type: none"> - A “slow” destination doesn’t measure just the satisfaction of the guest (for the availability of services); the emotion aroused and the uniqueness of the experience should be assessed, that are the final aims of the management/marketing action



5. Creation of the Slow Tourism network



5.a. The reasons for a quality network

Why a Slow Tourism network (CoP)

- Is it possible to promote the area of the project as a “slow destination” without detecting “slow” operators?
- Is it possible to embrace the “slow” philosophy without facilitating a tourist that is hard to please and prepared to find coherent solutions?
- How do we guarantee:
 - the operators of the trade that we will sensitize to develop slow package towards the area?
 - the tourists, that we will inform through the supports (website, brochure, etc.) that will be made?
- The project already has animation actions on the operators on the Slow Tourism theme

It's useful to transform these occasions into actions for creating a Slow Tourism network of quality (CoP, GEIE)

If we decide a transnational ST network

- It is a:
 - complex (also because it's transnational)
 - selective (only the operators in the network will be communicated/promoted by the actions of the project)
 - medium-term operation
- but ... once it is built:
 - it is a guarantee of the quality and coherency offered
 - the promo-commercial strength is improved
 - it is possible to have access to regional funds for projects of quality and to national funds for widespread consortia.
 - The project can be re-presented and continued, with a firm base of private operators

Aim: at least 80 operators in 2011



5.b The phases of the creation of the Slow Tourism network

Process

- The process of building a CdP usually follows these phases:
 - Definition of the governance rules
 - Definition of the Disciplinare
 - Drafting of the Action Plan
- Below, for each phase, the main constituent elements will be outlined

1. Definition of the governance rules

- At the base of the governance of a CoP there is a document that contains the body of rules that govern the relationships between the associated and the association (Regolamento)
- Such regulations are aimed at defining:
 - the type of association il tipo di associazione (forma giuridica)
 - the organisms (broadly speaking) of the association
 - how the brand articulate (levels, layout, etc) at the base of the CdP and the rules for its use
 - the process of entrance, confirmation and exit of the participants
 - the process of verification of the minimum requirements (as suggested by the Disciplinary) of the participants
 - The other regulations that govern the associative activity (fees, duties, rights, etc.)

1. Definition of the governance

For the possible Slow Tourism CoP we suggest:

- an organism that has a strong participation and private guide
- a central structure as “light” secretariat
- just one level of certification (in/out)
- assignment of the brand
 - Depending on the selfcertification of possession of the requirements in the *Disciplinare* (see point 2)
- A certain but light system of verifications:
 - activation of verifications only after receiving some complaints from the clients about the respect of requirements lacking in the facility

2. Definition of the *Disciplinare*

- The *Disciplinare* is a system of minimum requirements that establishes the identification of some kinds of tourism activities as “Slow”
- The cross approach of such concept suggests the inclusion in the network of different kinds of activities
 - recipients of specific requirements
- The requirements may include:
 - some of the items of the Guide Linesalcuni degli item delle Linee Guida (see point 3.), with priority to the certification already assigned to the business from other renowned and trustworthy brands of environmental quality
 - Identification from the businesses of a “Slow Tourism Person in charge” of the facility (RST)
 - training of the RST through actions planned in this project
 - Drafting of a mini-plan by the RST containing actions to be implemented at the facility in order to improve the “slow” approach

3. Drifting of the network Action plan

- The Plan of marketing of the CoP becomes fundamental to make potentially interested businesses aware of the advantages implied in the joining
- It must be considered a two-year at least Marketing plan that identifies and determines the actions to be undertaken and the tools to be activated to promote the network and the associated
- Among the initiatives to be considered, there are at least:
 - the website of the network and the relationships with the websites of the associated
 - the presence on the social media and the web 2.0 dynamics
 - the below-the-line actions le azioni below-the-line (PR, press agency, presentations, workshops, etc.)

3. General plans of the project

- The first step to start the network provides:
 - To check, among tour operators of the area, availability to get on board in this project.
 - To make a first selection from those who show interest in the project
- Second step is about awareness campaign and information:
 - To provide those tour operators who are interested in entering the network with further informations.

3. General plans of the project

- Third, to realize promotional material about ST product in the project area :
 - A brochure about itinerary
 - Guide (realized and published by professional publisher)
 - Catalogue to asiatic travel market (CN,JP)
 - Partecipation to following fairs:
 - International Po Delta Birdwatching Fair 2012 (Ferrara);
 - TTG Rimini 2012;
 - Jata World Travel 2012 (Japan);
 - COTTM 2013 (China)
 - Slow events in the Slovene-Italian areas project

3. General plans of the project

- Finally, under a marketing point of view:
 - To develop and promote touristic packages (provided by joint effort of travel agencies and subjects involved in the trade)
 - To organize educational tour for both Italian and Slovenian tour operators in the project area.

Thank you for your attention!

Grazie per l'attenzione!

Hvala za vašo pozornost!



Ref. 1/2009 / SLOW TOURISM/ Valorizzazione e promozione di itinerari turistici "slow" tra l'Italia e la Slovenia

Ref. 1/2009/ SLOW TOURISM /Valorizacija in promocija turističnih "slow" poti med Italijo in Slovenijo



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