



Discussed in Venice new borders for tourist development

To the Intermediate Meeting of Slow Tourism Strategic Project over than 40 participants from partner areas

During the Intermediate Meeting held in Venice in the field of Slow Tourism Strategic Project participated 47 partners, among those Emilia-Romagna Region, Provinces of Venice, Rovigo and Udine, two Provinces of Ferrara and Ravenna, different Italian LAGs, among those the LP DELTA 2000, Slovenian Tourist Organizations, Italian and Slovenian national and regional Park bodies, the University of Trieste.

In particular, the project aims at increasing and promoting forms of slow tourism and structuring eco-friendly tourist products, in order to put on the net environmental and rural resources, to create a circuit, through actions of promotion and valorization of "Slow Tourism" net in High Adriatic area, realizing pilot projects of impact on the whole territory, marketing, training, communications actions and organizing real "Slow" points on Italian and Slovenian territories.

Several steps were agreed during the meeting, among those the structuring of a "Slow Tourism" integrated tourist product having a tight relation to the numerous and differentiated tourist potentials of project areas, thanks to the identification of guide lines following a participatory approach jointly with local operators of each territory.

In particular, the interventions foreseen in Emilia-Romagna territory aim at structuring the SLOW offer for **cycle-tourism**, for example completing the cycle-pedestrian path on Savio river in Castiglione in Ravenna, experiencing a cycle-tourist fluxes analysis model through the use of mobile bicycles-counters in province of Ferrara. In Rovigo area a cycle path along Adigetto canal will be realized. There is a great attention for **river tourism** structuring also, through the foreseeing of the building of a wading on Lamone river and the environmental recovery of Spinaroni Island in Pialassa Baiona in Ravenna, but also with interventions turned to favor the internal sailing of Po river, involving 3 stations of Po Delta Park (Campotto, Comacchio Valleys, and Ravenna's Pialasse). In Veneto Po Delta Park "Slow" points will be organized along the Po di Gnocca and Po di Goro rivers. In order to structure the river tourism on the basis of the slow philosophy, there also are some interventions involving Venice Lagoon and the numerous water ways flowing towards Marano and Grado lagoons in Udine province, the systematization of the access/exit ways on Sava Bohinjka river and the reconstruction of a boat house on Bled Lake. Therefore, several pilot projects will be realized by Italian and Slovenian partners, particularly aimed at structuring the SLOW offer for **birdwatching, nature tourism and sport tourism**. To be noticed: the organization of observatories for wild birds along the left riverside of Piave river in Treviso province; themed paths in Dolina Valley in Trieste Karst territory and in Slovenian localities of Gorenja vas and Poljane, Kobarid, Kraniska Gora; recreational and sport centers near Livenza river, and in particular in order to equip green areas, sport and leisure services in Slovenian Municipality of Žirovnica (Walley of Završnica), Žiri, Jesenice and Radovljica.

Focused tourist packages will be defined jointly with different Travel Agencies, tourist companies and T.O., in order to realize an exchange activity to promote the circuit, in Slovenian area as well as in Italian area.

Therefore, "slow" itineraries are in progress of definition, to promote them through the related informative material will be produced during fair events, meetings, workshops and public interest activities organized in the field of the project.

In fact, the project foresees partners' participation to different fair demonstrations with particular attention to European markets, through the presence to TTG in Rimini and to the International Birdwatching and Nature Tourism Fair in Comacchio (FE), as well as to Asian markets, as the Japanese one, to Jata World Travel in Tokyo, and the Chinese one, to the COTTM 10 China Outbond TTM in Beijing.

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