

TAKE IT SLOW. Promoting smart and sustainable tourism across Italy and Croatia

The second meeting of the [Italy-Croatia Programme-funded strategic project TAKE IT SLOW](#) - **Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow** was held – once again in videoconference - on February 25th and 26th, 2021. The **Abruzzo Region**, under the coordination of **Ms. Paola Di Salvatore**, is one of the partners.

TAKE IT SLOW has the ambitious goal of promoting smart and sustainable tourism across the Adriatic region along the coastline between Italy and Croatia, **deseasonalising tourist flows** and boosting tourism activities in the involved territories throughout the year. With the involvement of stakeholders from a number of sectors e.g. scientific, public and private at transnational level, TAKE IT SLOW **will develop a strategic framework**, which will avail of a common and shared methodology, thus allowing for the implementation of a monitoring, marketing and promotion system of tourist destinations, which is fully effective and **based on the real needs of the involved territories**. In the perspective of tourism market growth, it will contribute to bringing new products into the market and to strengthening the role of the natural and cultural heritage, as strengths for a **sustainable territorial development at transnational level**.

TAKE IT SLOW will apply the concept of *smart specialization* with a place-based approach, namely by identifying the best existing policies, financial tools and good practices and adapting them to the local sphere, thus allowing for a tangible and consistent development. An analysis of individual territorial contexts, their needs, key products and actors, will be underpinning the action at transnational level, so that EU policies will realistically mirror the needs of all regions.