

EU PROJECTS

SMART SPECIALIZATION IN TOURISM

Adriatic Heritage for Tomorrow

Italy and Croatia have joined forces to protect, manage and valorise
rich natural and cultural heritage of the Adriatic coast
making it more accessible to tourists, especially in these challenging times.

PROJECT INFO

Project: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

Acronym: TAKE IT SLOW

Project ID: 10255545

Programme: [Interreg V-A Italy-Croatia CBC Programme](#)

Duration: 01 June 2020 – 31 December 2022

Budget: 3.764.695,71 EUR

Funding: 85% by the European Regional Development Fund

Lead Partner: [Dubrovnik Neretva Region](#)

Project Partners: [Public Institution RERA SD for Coordination and Development of Split-Dalmatia County](#);
[Public Institution Development Agency of Šibenik-Knin County](#); [University of Zadar](#); [Region of Istria](#); [PromoTurismoFVG](#);
[Veneto Region](#); [Sviluppo Marche Srl - SVIM Srl Regional Development Agency](#); [Molise Region](#); [Apulian Public Theatre - Regional Consortium for arts and culture](#)

Assimilated partners: [Emilia-Romagna Region](#); [Abruzzo Region](#)

Associated partner: [Puglia Region](#)

ABOUT THE PROJECT

“Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” (TAKE IT SLOW) is a strategic project in tourism of Italy and Croatia designed to manage and promote the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination.

The Adriatic Sea is surrounded by numerous small communities in the islands, coastal and inland rural areas whose lifestyle has remained authentic, in harmony with the environment and based on traditional knowledge and skills.

Therefore, easily applicable micro tourist destination management will be developed to boost local communities in addressing the tourism industry impacts and at the same time protecting and promoting rich natural and cultural heritage.

The core of the project is cross-border partnership of the private, public and scientific sector and joint support to excellence and innovation in the tourism value chain based on smart specialization concept.

The inspiration is taken from the self-sufficient, sustainable, green and smart renaissance Adriatic monastery complexes who thrived in scientific discoveries, food production, trade and art. Such an example is 16th century Blace Hermitage on the island of Brač perfectly fitted in the karst caves and valley with an astronomic centre, extensive library, vineyards, etc. enlisted on the Tentative list of UNESCO World Heritage.

Within the TAKE IT SLOW project, the accessibility to the Blace Hermitage will be improved along with 6 others heritage sites in Croatia and Italy.

Also, 10 cultural and natural heritage sites will be promoted: in the historical-town of Ston (also on the Tentative list of UNESCO World Heritage), **Adriatic Heritage Interpretation Centre** will be established.

The focus of the interpretation is gastronomy as a sector present in all tourism niches and ideal for presentation of the natural and cultural tangible and intangible heritage.

Moreover, “the Mediterranean diet emphasizes values of hospitality, neighbourliness, intercultural dialogue and creativity, and a way of life guided by respect for diversity. It plays a vital role in cultural spaces, festivals and celebrations, bringing together people of all ages, conditions and social classes. It includes the craftsmanship and production of traditional receptacles for the transport, preservation and consumption of food, including ceramic plates and glasses” and as such is part of the UNESCO’s Representative List of the Intangible Cultural Heritage of Humanity.

In addition, 10 traditional farming entrepreneurs will be guided during the process of obtaining the ecolabels / green certifications; producers of traditional products such as wine, olive oil and others that pave the way of excellence in their field will be supported through concept clusters, networking, cross-border partnership, marketing and promotion.

Therefore, the TAKE IT SLOW project will foster protection and promotion of the landscape, vernacular architecture, gastronomy and lifestyle through green and slow tourism products, creative industries, art and ICT technologies and will develop tools for timely response to the tourism market demands.