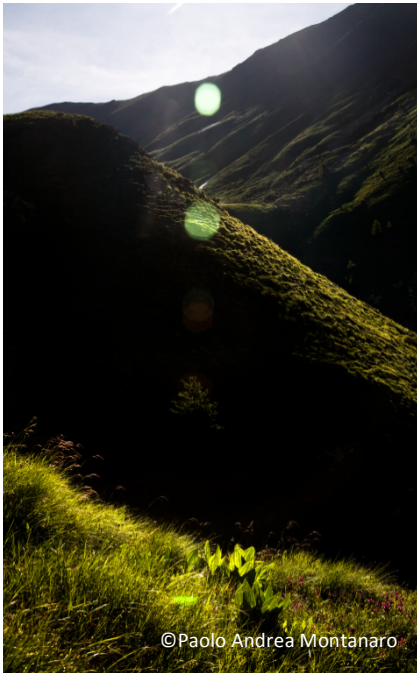




Slow Food[®] Travel



A SLOW FOOD IDEA OF TRAVEL



In creating a system of tourist excellence, it is necessary to identify the concepts of quality we are referring to.

Our aim must be to achieve quality, not only in terms of the efficiency of the services offered or of the promotion of agrifood products. We refer to quality closely connected with the local food culture hence based, on the one hand, on the uniqueness of the characteristics of a local area and, on the other, on the environmental and social sustainability.

Uniqueness is vital to involve visitors (we travel to gain experience of something different from our own context, to appreciate the diversity of somewhere else).

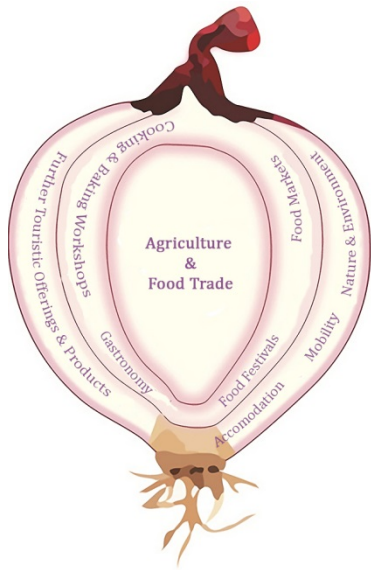
The aim is to make sure that the whole local socioeconomic system develops according to this definition of quality, which must be diffuse and accessible. Quality must be achieved and maintained.

A SLOW FOOD TRAVEL DESTINATION:

- *is attentive to its agricultural and food biodiversity and the need to protect it and promote it as a unique resource for local development;*
- *respects the landscape and works to maintain and restore it;*
- *stimulates group work and promote social connections;*
- *encourages the discovery of nature and promote life in contact with nature;*
- *is open to offer hospitality to foreigners or outsiders keen to discover new cultures and viewpoints in order to acquire new stimuli;*

INTRODUCING SLOW FOOD TRAVEL

MODEL AND OBJECTIVES



Meeting and having exchanges with people has always acted as a spur to travel. The excitement and pleasure of traveling come from living experiences, hearing new stories and meeting new people. Slow Food Travel is a Slow Food project whose aim is to develop and promote a travel experience that is in line with the Slow Food philosophy. The Slow Food Travel project consists of different components that can be represented graphically as an onion.

At the center of the project are food and food production. Unique and biodiverse gastronomic identities constitute the heart of the project and underpin all its activities, interlinking the various attractions at the outer layers. The latter include osterias, agriturismo, restaurants, inns, bars and leisure venues, and connected activities such as fairs, events and food and wine tastings. The result is a convivial community that interacts and works as a system, welcoming visitors who discover it through food. The project seeks to develop tourist itineraries and services through the promotion of local cultural, agri-food and gastronomic biodiversity, thanks to the participation of visitors (visits to food companies and farms, tastings, events, etc.). Its ultimate goal is to educate and raise awareness among visitors about the conservation of biodiversity and cultural heritage, identities and local gastronomy, as well as to develop connections between virtuous businesses in different locations in order to spread a more sustainable model of tourism.

WHO IS INVOLVED AND HOW DOES IT WORK?

Slow Food Travel is a project of Slow Food International and its appointed entities. As a matter of course, it involves one or more Slow Food Convivia (or other local bodies recognized by Slow Food) in the local area. Slow Food International reserves the right to approve or refuse initiation of the project on a case-by-case basis, as well as use of the logo which has to be used as defined by its code of use.



Moreover, in order to develop the project, as well as actively involving local producers and hospitality operators, it is strongly recommended to involve:

- ***The local tourism organization and its public and private stakeholders;***
- ***Local institutions;***

These entities play a crucial role to promote the project within the area and beyond, through assistance, support and communication. In developing the project, the Convivium must involve actors in the local area to ensure participatory management. Membership of the local Slow Food Convivium (or other local bodies recognized by Slow Food) and adherence to the guidelines are required of all the local producers, hospitality operators and other participants involved in the project.

The Convivium—preferably in cooperation with the local tourism organization—sets up a management committee whose members, besides the representatives of the Convivium (or another local body recognized by Slow Food), should:

- ***Local institutions (in particular the local tourism organization and/or those responsible for tourist/cultural activities);***
- ***Food producers, restaurateurs, hoteliers, etc. in the local area;***
- ***Civil society entities interested in the project (social and cultural associations, other bodies etc.).***

Slow Food International, or a legal entity authorized by Slow Food International, signs the agreement directly with the local management committee.

ACTIONS AND WORKING PHASES



The project aims to involve the actors of the territory in a participatory plan on actions of **training, promotion, education and communication**.

The development process is articulated in different working phases and specific actions:

ANALYSIS

0. Area identification

The area identification is based on a broad analysis of the local network. A number of elements are considered from the actual presence of producers to the interest of local institutions interested in follow the project future development

DEVELOPMENT

1. Starting meeting

Series of preliminary open meeting to present the project and involve the local actors. The meetings also allowed to focus the main area of intervention for the strengthening actions for the specific destination

2. Participatory area mapping

The project area will be mapped with the specific tools (different application forms and questionnaires for the different businesses).

Once the mapping is finalized will be defined the Management Committee of the project

3. Training for participants

Training represents one of the core activities of the project. The training activities are based on practical and multidisciplinary approach.

4. Development of specific destination guidelines

Participants are involved to debate and define the specific guidelines for the destination according to the local status and the needs of the area

5. Development offered experiences and opportunities

Participants are involved in develop experiences for the available for the tourists, preparing proper workshops to extend the touristic experience regarding their businesses and context

COMMUNICATION

6. Data and communication materials collection

Next step is represented by the collection of communication materials both for the destination and for each participants

7. Final participatory evaluation

The project activation need a final moment of self evaluation of the offer to complete the exchange between the participants

8. Communication plan and project launch

Once collected the communication material a communication plan is elaborated and defined in order to officially launch (both on- and off-line) the new destination

STRENGTHENING ACTIONS

The project structure allowed the activation of some strengthening actions with the Slow Food tools.

It is the case of project international project to valorize the local heritage

9. Development of Slow Food promotional projects

Development of other Slow Food international project for the valorization and promotion of the local food biodiversity. Projects such as: Ark of Taste, Slow Food Presidia, Slow Food Chefs' Alliance, Earth Markets)

10. Participation on Slow Food international events

Participation on Slow Food international events in Italy (events such as: Terra Madre and Salone del Gusto, Turin) or around the world.