

Human link

- Hospitality
- Experiences
- Interaction
- History and stories
- Individual services
- Food – zero km food
- Communication
- Landscape
- Cultural heritage
- Small is beautiful
- Quality
- Non mass tourism



Slow tourism

- Slow food
- Slow attitude
- Slow transportation

Slow food



Slow attitude



Slow transportation



Hospitality

- Individual services
- Generous / generosity
- Curiosity
- Open minded towards foreigners



Communication/Relations between local people/culture and visitors

- Time to meet with local people
- Stories (tell-stories, legends, true stories, self stories, oral history)



Landscape (nature and culture)

- Preserved
- „Small is beautiful”:
discret heritage, small
units, focus on
ordinary/every day
landscapes and
culture heritage
(example of trees in
the field), toponym...



Food

- Zero km food
- seasonality
- Tradition (hand made, stories, „know-how”, self recipe)
- creativity
- Organic
- Selling products and values
- Small unit of production (few people working - family, not a restaurant but a place to share food, traditions and values)



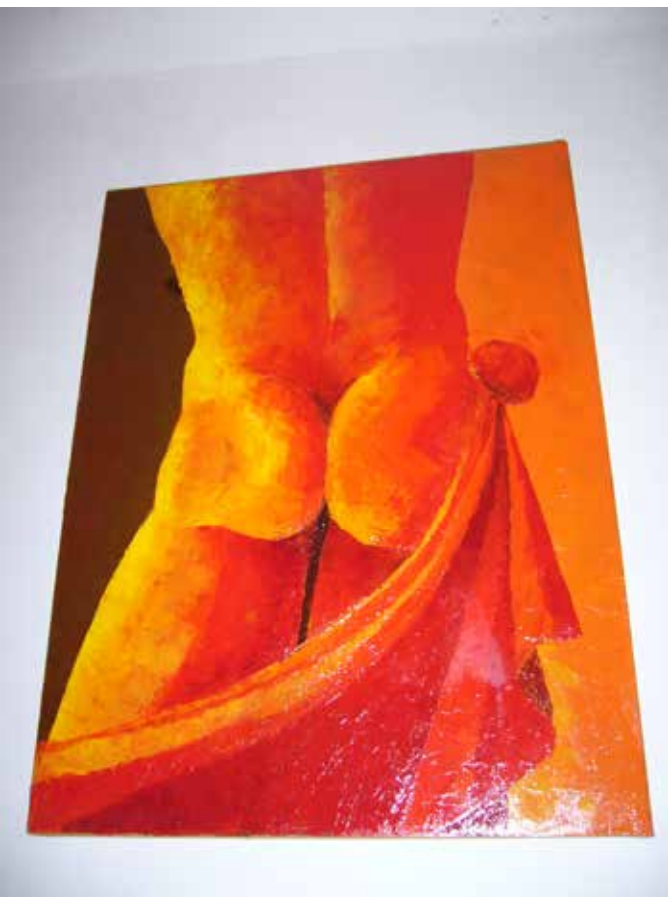
Cultural heritage

- „small heritage” (water mill, chapel...), „Monumental/national Heritage”
- Individual heritage (material and untangible): loom /weaving, cheese farmer, painter, francesco resto...)
- Common heritage (material and untangible): living archeological site from past to present

Cultural heritage



Cultural heritage...



Improvements

Ecotourism ? Agritourism ? rural dev. ? alternative tourism ?

- Better Network : material (more cooperation bet the „eco-entrepreneurs”:farmers, food, accomodations, museums: association ?) and virtual (website), maps, brochures...
- Use of „tratturo” : hiking paths, horse/donkeyriding, biking, skiing in wintertime... and information pannels
- Signs: guideposts to find the places
- More information beforehand and „in situ” (booklets, information pannels, ...)
- Better marketing of local small products
- Visitors can participate in cooking, weaving, pottery ...