



# CITTASLOW TOURISM

## WHAT'S CITTASLOW TOURISM?

Cittaslow Tourism is a new way to look at "productive activity" TOURISM by new eyes, respectful of the identity of places and communities, and respecting the natural environment

The main challenge is: "to transfer to all the tourist activities of Cittaslow concepts of:

- RESILIENCE ECONOMY
- THE MEANING OF THE LIMIT
- RESPECT FOR WHAT YOU HAVE AND WHAT YOU ARE
- IMAGINE A FUTURE VISION OF OUR COMMUNITY / PLACE

## CITTASLOW TOURISM IS ALSO EXPERIENTIAL TOURISM

Learn by doing, see the man at work, in the fields, in the artisan workshop, in the laboratory, for telling, for explaining

### ACTIVE COMMUNITY:

activate a permanent community supporting from within and from outside

Packages and tourist programs:

voluntary associations, schools, artisans, farmers, artists, tourist services, transport, etc.)

### COMMITMENTS: FOREWORD

- NOT ALL TOURIST STRUCTURES OR SERVICES ARE SUITABLE TO BE INCLUDED IN CITTASLOW TOURISM PACKAGES
- NOT ALL CITTASLOW OR TERRITORIES ARE ALREADY SET AND EQUIPPED TO ENTER CITTASLOW TOURISM PACKAGES



- A TRAINING PERIOD OPEN TO ALL INVOLVED IS VERY USEFUL SOMETIMES IN ORDER TO CREATE A NEW APPROACH: tour operators and gods services, resident citizens, public operators

### **COMMITMENTS - DO THE "SLOW" THING**

- the Mayor and public administrators work to coordinate the tour operators, craftsmen, farmers, traders, and services

- according to the guidelines of Cittaslow International and the Tour Operator in charge, finalize the package by appointing a technical contact, called "Antenna" for Cittaslow Tourism

- some operators will be selected (guides, operators and tour operators, cooperatives or soc. of services, tourist accommodation, catering, agriculture, craftsmen, social workers, sports, social or voluntary centers, etc.) for building the PACKAGE

### **COMMITMENTS - RESPONSIBILITY**

The antenna figure of Cittaslow Tourism will be in direct contact with on T.O. and Cittaslow Int'l offices in Orvieto

- the CITTASLOW TOURISM package at the level of each individual Cittaslow is carried out in gentlemen-agreement between the Municipality, operators and Cittaslow Int'l, with the technical and legal coverage of the T.O.

- permanent actions to monitor the quilt and results are activated



- the packages must be environmentally and socially sustainable
- The Tour Operator: package sales and promotion services

### **COMMITMENTS - RESPONSIBILITY: THE TOUR OPERATOR**

- technical and legal coverage
- administrative and fee calculation support for online sales
- collaboration with the end customer
- consultancy to optimize the Cittaslow Tourism package for the sale
- training activities: optional Cords will be organized (costs to be borne by the interested parties), on the principles, philosophy, methodology and design of Cittaslow Tourism

#### Packages

- Cittaslow International will host the packages on sale also in the PORTAL [www.cittaslow.org](http://www.cittaslow.org) and it is a formal and legal partner of the T.O. [www.cittaslow.org](http://www.cittaslow.org)

### **CITTALOW TOURISM BECAUSE:**

a piece of local development

### **Cittaslow Tourism is:**

- a concrete and innovative way for administrators and citizens to enter the debate on the re-enhancement of historic villages and quality territories
- a lever for sustainable development, for new formulas of residency and effective social cohesion, with positive effects on the entire local economy e in investment opportunities, including real estate, towards recovery and reuse.



- a contribution to improve or maintain essential services for citizens in the area and to fight social desertification more effectively

### **CITTASLOW TOURISM HOW:**

how do we organize it?

In Cittaslow it is easier than elsewhere to combine the dream with the project and execution:

- create (limited in number) tourist packages of Cittaslow Tourism in the name of the so-called "experiential tourism",

- activate a permanent community participation program (trade and tourism operators, associations, services, transport, agriculture, crafts, schools, volunteer citizens, etc.)

- offer always different visiting opportunities with the identity of places, with a slow, sustainable approach, in alliance with the natural environment, plants, animals, landscape.

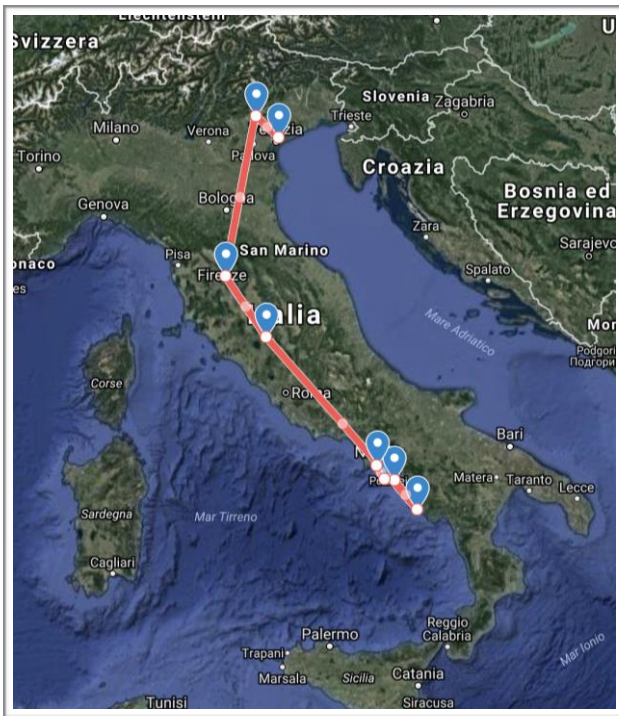
- to make the place live: the local cultural goods, both tangible and intangible, the goods natural experiences are thus not only "enjoyed" by tourists, but discovered and lived in a new, more participatory, subjective and objective light at the same time, with the contribution of the inhabitant.

### **CITTASLOW TOURISM: a pilot package**

- build the package for each city -  
ingredients:



- group of 8 to 30 people for sustainability
- foreign markets for the Italian product-package.
- Italian market for a foreign product-package
- unify multiple Cittaslow locations (3/4 to create a joint intinerant package)
- Cittaslow takes care of the proposal to be given to T.O. with costs related to a number range of participants
- T.O. assembles and harmonizes everything with the necessary means of transport
- would move according to the number of participants or by train or by a dedicated bus.
- a contact person of the agency that welcomes coordinates and accompanies the group.
- a contact person for each city ("local Cittaslow antenna") welcomes and the group follows the whole period in that Cittaslow, this person also deals with to option for T.O. , all ground services.
- selection of local reception facilities for accommodation (as far as possible not from large companies / chains, but family run).
- dedicated moments dedicated to the history and culture of the place with titled guides.
- good restaurants standard with local cuisine menus and explanation of the dishes
- local artisan experiences both in food and wine and craftsmanship and experience
- meeting with representative or successful associations or social projects of that territory, - small moment of greeting and explanation of one's strengths
- slow cities, free moments to go around in relaxation and autonomy (free time)

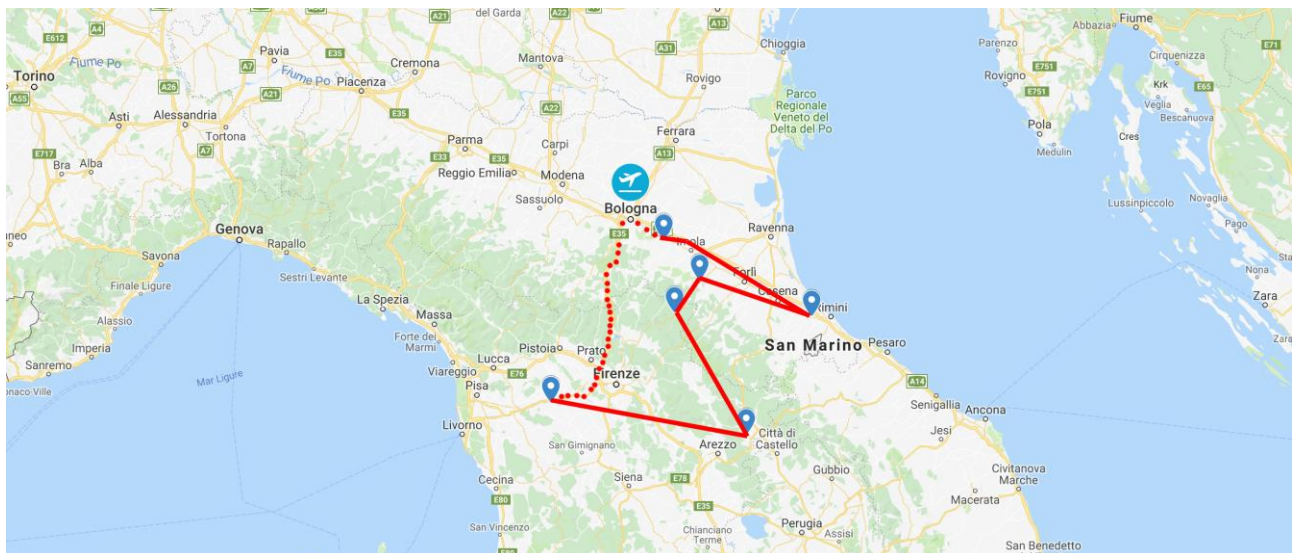


## First experimental package Cittaslow Tourism

**Venice - Asolo - Greve in Chianti -  
Orvieto - Pollica - Positano - Amalfi  
- Naples**

**-10 days**

**-25 people**



**-1 Bus**

**-1 Guide (English / language of the  
group)**

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**San Miniato - Anghiari - Marradi - Brisighella - Santarcangelo - Castel San Pietro Terme**

### **What's Cittaslow Tourism?**

Besides being one of the innovative projects of Cittaslow Int'l Projects area, approved during the Coordination of Falköping (SE) in November 2015, Cittaslow

Tourism is a new way of looking at "tourism production activity" in the cities of the network, in their territories, beyond them to the metropolises and suburbs

urban with their structural problems. The challenge taken by Cittaslow is in summary: "transferring all the economy of resilience into tourism activities, the

sense of limit, respect for what you were and you are, in function of what we will be in the near and remote future ". Tourism for discerning travellers e curious, as well as eager to enjoy the extraordinary opportunities that a place, a city, a community, beyond the obvious and the industrial standard. Doing

tourism without trivializing places, experiences, offers to visit, but on the contrary, knowing how to valorise them with competence, attention and numbers

limited or limited but never elitist ... A great challenge, possible here and now in Cittaslow, where it's easier than elsewhere to combine the dream with the project e



the execution. Here is a summary of what it means to create (limited in number) packages

Cittaslow Tourism tourism in the name of the so-called "experiential tourism", activate a permanent community participation program (operators of commerce and tourism, associations, services, transport, agriculture, crafts, schools, volunteer citizens, etc.) to offer visiting opportunities always different in the name of the identity of the places, with a slow approach, sustainable, in alliance with the natural environment, plants, animals, landscape.

The local cultural goods, tangible and intangible, are thus not only "enjoyed" by tourist, but discovered and lived in a new, more participatory light, subjective and objective at the same time, by the contribution of the inhabitant.

Cittaslow Tourism is also a concrete and innovative way for people administrators and citizens of Cittaslow, to enter the debate - for the truth in Italy sometimes crowded and often plethoric - about the re-enhancement of historic villages and quality territories: this address point for many can really represent a lever of sustainable development in tourism, for new formulas of residency and effective social cohesion, with positive effects on the entire local economy and in investment opportunities too real estate to the address of recovery and reuse. So they really keep essential services on the territory for the benefit of citizens fighting the social desertification in an effective way.

### **The commitments**

Not all facilities or services or businesses are suitable for being included into the offer packages





of Cittaslow Tourism. Not all locations are likewise already equipped to build a Cittaslow Tourism package right away, but they need a period of information / training with citizens

operators and businesses.

To carry out the project, is necessary a joint work between:

- associated Cittaslow, Mayors, Administrations, citizens, tourist businesses, services, etc.
- a Tour operator (TO) who provides technical and legal support during the accomplishment, promotion and sale of packages to be created together
- Cittaslow International HQ, which provides the necessary coordination and link city-products for web-sale platform for e-commerce

**The Tour Operator** that will be chosen by us for Cittaslow Tourism, as a whole will carry out the task of:

- tourist brokerage services pursuant to law: technical-legal coverage tour packages in the Cittaslow
- administrative and accounting support for the online sale of packages Cittaslow tourism and collaboration for contact with the end customer
- consultancy to optimize the tourist products on sale, formulate the offers, carry out local animation action among sector operators
- training activities: will be carried out (on payment by interested parties), training sessions on philosophy and concrete planning of Cittaslow Tourism.

**The Mayors and municipal administrations of the Cittaslow concerned,**

- they will diligently take part in coordinating local tourism operators, crafts, agriculture, commerce, etc., to finalize the creation of one or more Cittaslow Tourism packages
- in agreement with Cittaslow International and the TO partner, it will be selected in

every Cittaslow interested in Cittaslow Tourism, a reference figure technical-operational for the management of the package locally (guide, tour operator, cooperative or service company, etc.), "Local antenna



of Cittaslow Tourism ", which will be in direct contact with the TO and the offices of Cittaslow Int'l in Orvieto, and will be financed on the basis of the work done and the sale of packages.

- undertake under the fiduciary responsibility of the elected Mayor, to select in a special register the tour operators, services, of the culture, etc. which contribute to the composition of the Cittaslow package  
Local tourism, modifiable over time
- undertake a status of gentlemen agreement to collaborate with Cittaslow Int'l and the TO for the permanent control of the right compliance of services and structures, in terms of specific quality, sustainability (environmental and social), consistency with the methodological intentions of Cittaslow tourist product.

**Cittaslow International,**



- carries out the coordination of the project worldwide
- is the formal and legal interlocutor of the TO
- collaborates in building the packages locally
- collaborates in the sale of packages on its online platform [www.cittaslow.org](http://www.cittaslow.org) in the market space for e-commerce
- activates communication actions and promotion of local packages

## FIRST PILOT PACKAGE POLLICA CITTASLOW

MONDO ITALIA TIPOLOGIA IL BLOG SOLO VOLO CALENDARIO PARTENZE SPECIALE NATALE SPECIALE NATALE ITALIA ENGLISH

viaggimiraggi.org  
la rete del turismo responsabile

Cerca ... Mi piace 130 Condividi

CONTATTI

newsletter chi siamo

Viaggio a Pollica Città Slow, una delle "Città del Buon Vivere", alla scoperta di paesaggi incontaminati e borghi marinari in occasione del compleanno della dieta mediterranea, i cui vantaggi sono stati studiati proprio in questo territorio.

VIAGGIO IN CAMPANIA | WEEK END IN CILENTO ALLA SCOPERTA DI POLLICA

ITALIA ▶ CAMPANIA

versione Condividi

Stampa Mi piace 130 Condividi

RICHIEDI UN PREVENTIVO ✓

Mappe Satellite

PARTENZE ✕

17 novembre 2017 → 19 novembre 2017

La dieta mediterranea è stata dichiarata nel 2010 patrimonio immateriale dell'Unesco. Ma come e dove ha avuto origine? Viaggio in collaborazione con l'associazione internazionale Città Slow, le "Città del Buon Vivere", alla scoperta del territorio di Pollica, in Cilento, dove il paesaggio si è conservato pressoché inalterato e dove si portano avanti con sapienza antiche tradizioni e coltivazioni. Qui per 40 anni visse e studiò lo scienziato americano Ancel Keys, padre della Dieta Mediterranea, di cui dal 17 al 19 novembre si festeggia il compleanno.

PROGRAMMA DI VIAGGIO

Tour

- ▶ Borgo di Pollica (SA): Castello dei Principi Capano
- ▶ Borgo marinaro di Ploppi: Castello Vinciprova con museo vivente della dieta mediterranea e il museo vivo del mare
- ▶ Borghi collinari di Cannicchio, Celso e Galdo
- ▶ Borgo marinaro di Acciaroli

**1° giorno, venerdì 17 novembre**

Ritrovo presso la stazione ferroviaria di Salerno nel primo pomeriggio. Da qui sarà possibile noleggiare un'auto oppure, con un minimo di 6 persone, usufruire di un servizio bus per l'intero viaggio. Arrivo a Pollica e incontro con la referente locale. Sistemazione in B&B.

Spostamento a Ploppi, borgo marinaro del comune di Pollica e Capitale Mondiale della Dieta Mediterranea. Il viaggio inizierà dalla visita al Castello Vinciprova, che ospita il museo vivente della dieta mediterranea e il museo vivo del mare.

Cena presso il ristorante "A casa di Delia": Delia era la governante di Ancel Keys e, insieme al figlio e la nuora, ha deciso 2 anni fa di aprire un luogo dove riproporre le ricette che cucinava allo studioso, su una splendida terrazza affacciata sul mare, con l'antica città di Elea e Capo Palinuro di fronte. Passeggiata sul lungomare Ancel Keys e partecipazione alla 1° serata della "Notte bianca della Dieta Mediterranea" al Castello Vinciprova con concerto e teatro dal vivo.

Rientro in struttura e pernottamento.

**2° giorno, sabato 18 novembre**

Colazione e visita del centro storico di Pollica con il Castello Capano e dei piccoli borghi collinari di Celso e Galdo dove andremo alla scoperta del "caciocotta" di capra, Presidio Slow Food del territorio.

Pranzo a Celso presso il Ristorante Il Giardino dei Fiori e nel pomeriggio visita ai borghi di Cannicchio e Acciaroli. Aperitivo sul mare al tramonto, cena libera e partecipazione alla 2° serata della "Notte Bianca della Dieta Mediterranea".

Rientro in struttura e pernottamento.

PROGRAMMA COMPLETO E TARIFFE ↓

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