



Med Pearls

# Research study on Slow Tourism international trends and innovations





# CHAPTER 5: Products with a Slow Tourism approach

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# Dolcevita Bike Tours

## A mine of Memories

*A mine of Memories* is a good example of a Slow Tourism package because it allows travellers to immerse themselves in Sardinia and its culture while they are moving around by bike, a green means of transport.

### SUMMARY

The package includes:

- Guided trip by experienced cycling guides
- Group size: 18 people maximum
- Accommodation for seven nights
- Local three-star hotels
- Half-board (breakfast and dinner)
- Baggage transportation
- Occasional support van
- Activities: cycling; sightseeing; cultural visits (museums and archaeological sites)

### HIGHLIGHTS

- Guided bike tour along the southwestern Sardinia
- Pedalling on routes off-the-beaten-path
- Low traffic roads and scenic beauty
- Charming family-run accommodations to experience local hospitality
- Selected hotels and restaurants to taste typical dishes and local wines
- Complete stay combining a wide array of activities: Active tourism, nature and gastronomy
- Helpful, knowledgeable and enthusiastic leaders

### WEBSITE

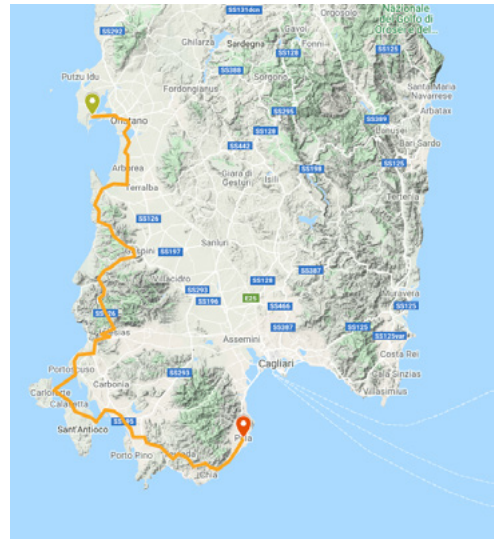
<https://www.dolcevitabiketours.com/en/leisure-cycling/guided/a-mine-of-memories>

### COUNTRY

- Country (of the company): Italy
- Country (of the destination): Italy

## REGION (DESTINATION)<sup>1</sup>

The route is located in Sardinia island, from San Salvatore Sinis to Pula. The itinerary passes by Costa Verde and dunes of Piscinas, Arbus, Mines of Sulcis, Gonnessa, Calasetta and Sant'anna Arresi.



## HOW TO GET THERE

There are two ways to travel to Sardinia: by plane or by boat. Dolcevita Bike Tours provides information on how to get to the departure point from the airport (Alghero (158 Km) and Cagliari (107 Km) airports ) such as private transfer services, schedules and public transports.

## PRODUCT PROMOTER

Dolcevita Bike Tours is an incoming travel agency established in Sardinia which has formed long-term cooperation with many tour operators. With over 14 years of experience in active tourism, they have unrivalled knowledge of its local territory and traditions.

All routes are carefully planned through the most beautiful parts of the island, selecting secondary roads and scenic areas, visiting unknown impressive spots and keeping in touch with its most ancient traditions. They monitor the itineraries at least twice per year in order to avoid any unexpected problems.



<sup>1</sup> Google Maps

## SLOW / SUSTAINABLE TOURISM ELEMENTS

### • General

- Small groups
- Sustainable and responsible tourism approach / promotion / philosophy
- Local tour operator

### • Transport

- Sustainable means of transport
- Actions to reduce the CO2 emissions
- Low traffic areas and roads

### • Food

- Local producers
- Seasonal products
- Culinary tastings and/or visits to local producers

### • Activities

- Local communities involved
- Cultural visits
- Immersion in the culture of the destination

### • Accommodation

- Local and family-run business
- Agritourism and/or small properties
- Sustainable ways to reduce emissions

## TARGET PROFILE

Travellers interested in cycling tours; active holidays; sharing experiences, and responsible travel.

## SEASON

Available from May to September.

## TRANSPORT

Most of the touring is done on bicycles. However, there are other means of transport such as ferries and support vans.

## ACTIVITIES

The activities included in the package are as follows:

- Cycling
- Scenic stops for sightseeing
- Cultural visits (museums, archaeological sites, towns, etc.)
- Birdwatching

## ACCOMMODATION

This travel agency proposes a list of hotel options, subject to availability. DolceVita Bike Tours only selects charming family-run accommodations where the guest can experience the traditional Italian hospitality: Agritourism properties, Italian villas, hotels and resorts.

## FOOD

The properties and restaurants are selected by DolceVita Bike Tours. To give guests a great experience, they take into account Italian products. For this reason, the proposed menus always include Sardinian specialities, meals made with products from local markets and wines from the Island.

## PRICING

From 1.190 € / Pax.

## PROMOTION & SALES CHANNELS

There are several sites to find and contract this package:

- In DolceVita Bike Tours website: [www.dolcevitabiketours.com](http://www.dolcevitabiketours.com)
- By phone
- By email
- Throughout an online form

## VARIATIONS\*

### Original package (8 days - 7 nights)

One-week guided tour designed to discover Sardinia by bike. A road trip to plunge into southern Sardinia. A package that allows travellers not only to enjoy the landscape of the road, but also to be involved in the Italian culture by visiting cultural sites and staying at local accommodation properties.

**1<sup>st</sup> day:** Start day

**2<sup>nd</sup> day:** The Sinis Peninsula (36 km)

**3<sup>rd</sup> day:** Costa Verde and dunes of Piscinas (46 / 54 km)

**4<sup>th</sup> day:** Arbus - Gonnese.  
The mines of Sulcis (41 km)

**5<sup>th</sup> day:** Gonnese - Calasetta. The island of Carloforte (43 km)

**6<sup>th</sup> day:** Calasetta Sant'Anna Arresi (40 km)

**7<sup>th</sup> day:** Sant'Anna Arresi - Pula.  
The South Coast (57 km)

**8<sup>th</sup> day:** End of tour

### Variation 1: Half tour 1 (4 days - 3 nights)

A potential adaptation would be to shorten the duration to a half week and focusing on one part of the route.

1<sup>st</sup> day: Start day

2<sup>nd</sup> day: The Sinis Peninsula (36 km)

3<sup>rd</sup> day: Costa Verde and dunes of Piscinas (46/54 km)

4<sup>th</sup> day: End of tour

### Variation 2: Half tour 2 (4 days - 3 nights)

A potential adaptation would be to shorten the duration to a half week and focusing on one part of the route.

1<sup>st</sup> day: Start day in Gonnese - Calasetta (43 km)

2<sup>nd</sup> day: Calasetta Sant'Anna Arresi (40 km)

3<sup>rd</sup> day: Sant'Anna Arresi - Pula. The South Coast (57 km)

4<sup>th</sup> day: End of tour

### Variation 3: Tour of northern Sardinia (8 days - 7 nights)

A potential adaptation would be a route that would be by villages and scenic routes of the northern part of Sardinia.

### Variation 4: Half tour of northern Sardinia 1 (4 days - 3 nights)

A potential adaptation would be a route that would pass by villages and scenic routes of the northern part of Sardinia.

### Variation 5: Half tour of northern Sardinia 2 (4 days - 3 nights)

A potential adaptation would be a route that would pass by villages and scenic routes of the northern part of Sardinia.

### Variation 6: Tour focused biking and wellbeing (8 days - 7 nights)

A potential adaptation would be to add one day of relaxing activities such as spa circuits, yoga sessions, local shows and events, traditional art crafts, and more to the original tour.

\* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package.

Note: All the information has been extracted from the tour operator website. Some information may vary due to COVID-19.

# Ecovoyageurs

## Italie: Séjour bien-être, yoga et rando dans les Abruzzes

This is a good option for a Slow Tourism package because it creates an experience to explore and discover a destination by combining activities related to introspection and personal development. This package consists in a tour of three days in which visitors will explore Abruzzo in southern Italy, and includes activities such as yoga sessions, meditation, cooking lessons, initiation to naturalist painting, hikes to discover churches, castles, palaces and landscapes of Abruzzo.

### SUMMARY

The package includes:

- Travel with a guide
- Group size between 8 and 15 people maximum
- Two nights' accommodation
- Full board (breakfast, lunch and dinner)
- Wine and water with meals
- Activities: FEBI Energy; Meditation & Yoga Flow training; visiting cheese makers and cheese tasting (gastronomy)

### HIGHLIGHTS

- A complete and varied stay combining nature, culture and well-being
- Visiting medieval villages
- Immersion in the heart of unspoiled nature
- Cooking classes and tasting of local products
- Accommodation in agritourism properties

### WEBSITE

<https://www.ecovoyageurs.com/voyage-italie/italie-sejour-bien-etre-yoga-et-rando-dans-les-abruzzes.html>

### COUNTRY

- Country (of the company): France (*Ecovoyageurs*) / Italy (*Wolfstour*)
- Country (of the destination): Italy

## REGION (DESTINATION)<sup>1</sup>

The package takes place in various destinations and villages of the Abruzzo region, located in central Italy.



## HOW TO GET THERE

The nearest airports are Rome Fiumicino (187 Km), Ciampino (161 Km) and Pescara (61,9 Km) international airport.

The transfer to the meeting point is not included but it is possible to book it as an extra service.

## PRODUCT PROMOTER

This package is available in Ecovoyageurs.com, a French website recommending travel that respects people and nature to tourists interested in travelling differently, far from mass tourism. However, the Tour Operator who designed the package is Wolftour, an Italian Tour Operator and incoming travel agency based in Abruzzo.

The selection criteria that Ecovoyageurs follows to recommend packages in their catalogue focus on giving new meaning to travel. These criteria take into account both the authenticity of (and the immersion into) every aspect of the tours and balances them with the overall approach and the ethos of Ecotourism. In addition, Ecovoyageurs works with partners that are local receptives, associations, French tour operators, voluntary organizations, ecolodges, labels and networks that share the same purpose: to build together the finest selection of responsible travel, and to share it as widely as possible.



<sup>1</sup> Google Maps



## SLOW / SUSTAINABLE TOURISM ELEMENTS

### • General

- Small groups
- Sustainable and responsible tourism approach / promotion / philosophy
- Local tour operator

### • Transport

- Sustainable means of transport
- Actions to reduce the CO2 emissions
- Low traffic areas and roads

### • Food

- Local producers
- Seasonal products
- Culinary tastings and/or visits to local producer

### • Activities

- Local communities involved
- Cultural visits
- Immersion in the culture of the destination

### • Accommodation

- Local and family-run business
- Agritourism and/or small properties
- Sustainable ways to reduce emissions

## TARGET PROFILE

Travellers interested in eco-friendly family trips, ecotourism, eco-friendly travel and responsible travel.

## SEASON

The period between May and September offers the best weather conditions to visit the Abruzzo region.

## TRANSPORT

There is no information about sustainable means of transport.

## ACTIVITIES

Activities included in the programme are as follows:

- FEBI Energy, Meditation & Yoga Flow training (mindfulness).
- Visiting cheese manufacturers and cheese tasting (gastronomy).

## ACCOMMODATION

Visitors stay in Agritourism properties.

## FOOD

Local gastronomy is one of the pillars of this package. The value proposition takes into account the origin of the food as well as how it is processed. As mentioned, this tour includes gastronomy activities such as:

- Cooking classes and tasting of local products.
- Cheese tasting (gastronomy).

## PRICING

From 440 € / Pax

## PROMOTION & SALES CHANNELS

There are several sites where this package can be found and contracted:

- Ecovoyageurs website: [www.ecovoyageurs.com](http://www.ecovoyageurs.com)
- Wolf tour website: [www.wolftour.it](http://www.wolftour.it)
- By phone (Wolf tour)

## VARIATIONS\*

### Original package (3 days - 2 nights)

Three days two-nights tour designed to discover and get immersed in Italian culture and gastronomy as well as enjoy wellbeing activities. During these three days, the participants will enjoy healthy meals based on fruits and fresh products, as well as practice yoga and mindfulness activities.

### Variation 1: One-week tour (7 days - 6 nights)

Lengthening the duration of the package to one-week is an alternative which would allow travellers to enjoy this package at a more relaxed pace. The idea would be to do the same with more time, allowing participants to immerse themselves deeply into the experience.

### Variation 2: One-week tour with cultural visits (7 days - 6 nights)

This variation adds some cultural activities as well as lengthens the duration of the package. The idea would be to combine original activities with cultural visits, such as visiting old villages, museums, historical sites, etc. in order to allow participants to get immersed in the local community and history of the destination.

### Variation 3: Veggie and vegan one-week tour (7 days - 6 nights)

This option is a variation of typology that focuses on healthy and veggie gastronomy. This variation would allow participants who are passionate about culinary arts to get immersed in the gastronomy of this destination while enjoying health-related activities in a natural and slow atmosphere. Apart from the activities of the original package, it could include activities such as tasting, show cooking, visiting local farms, etc.

### Variation 4: One-week cycling and hiking tour (7 days - 6 nights)

This option is a variation of typology that adds cycling. This variation would allow participants to discover the area by bike, letting them do a guided tour or non-guided rides to different spots of the destination.

### Variation 5: Shinrin-yoku and wellbeing activities week (7 days - 6 nights)

This option is a variation of typology that would add the well-known slow activity of Shinrin-yoku (forest bathing), that consists on a recreational trip in the forest for relaxation and wellbeing.

### Variation 6: Super Slow Tourism Tour (14 days - 13 nights)

This variation contains several new activities that would make it the best option to discover the area. It includes the original one (mindfulness and healthy food) with others such as bicycles rides, cultural visits and culinary activities. In addition, in order to live a really slow experience with enough time to enjoy the activities and the environment, the package would last two weeks.

\* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package.

Note: All the information has been extracted from the tour operator website. Some information may vary due to COVID-19.

# Km Zero Tours

## Fall in (love with) Tuscany

This package has been selected because it includes Slow Tourism dimensions like: Sustainability (sustainable and organic food); Emotion (visitors will be immersed in the grape harvest process while admiring the vineyards and landscapes); Authenticity (enjoying time with local communities); Slowness (visitors will enjoy this tour in a slow way).

### SUMMARY

The package includes:

- Private tour leader service
- Experienced local guide
- Accommodation for six nights in a farmhouse
- Full board (breakfast, lunch and dinner)
- Activities:
  - Cooking classes (one with a chef who is a member of a Slow Food Movement);
  - Grape Harvest Experience, visit wine producers and wine tasting, truffle experience, visit local farmers and producers, and cultural walking tours.

### HIGHLIGHTS

- Five-day travel immersion in Tuscany: Vineyard experience, contact with farmers, sustainable and slow cuisine, organic wine tasting, local healthy meals, discovery of cultural and historical heritage
- Live the experience of the grape harvest
- Share the daily life of local farmers
- Taste home-grown food
- Taste the wines that come from their own vineyards
- Get immersed in Tuscany's culture

### WEBSITE

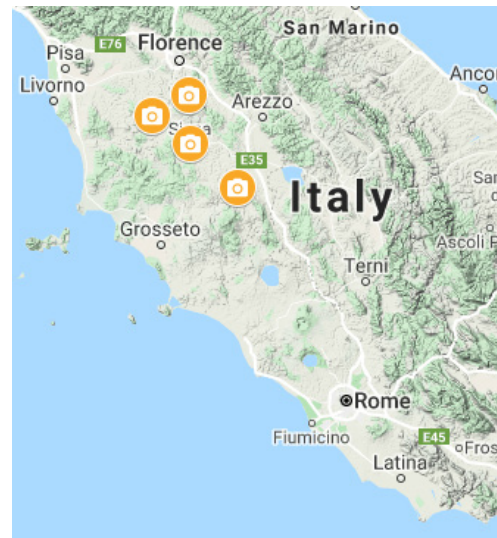
<https://www.kmzerotours.com/slowexperience/fall-tuscany-grape/>

### COUNTRY

- Country (of the company): Italy
- Country (of the destination): Italy

## REGION (DESTINATION)<sup>1</sup>

The tour passes by villages and farms in the Chianti Region of Tuscany, such as Siena, Greve in Chianti, San Gimignano and Pienza.



## HOW TO GET THERE

The main airport is in Firenze. From there, the company's transfer service picks up visitors.

## PRODUCT PROMOTER

KMZ TOURS is an incoming travel agency located in Italy. They are a small boutique travel company based in the Chianti region of Tuscany.

Its philosophy is based on slow and sustainable travel. They create meaningful and immersive travel experiences aimed at discovering the authentic cultural and culinary heritage of the Tuscan region.

They also support and value the craft and talent of passionate local farmers and artists, who deeply respect and love their land and deep-rooted traditions, and who are willing to share it with new visitors and friends.

This is the reason why the travel experiences they offer can last from one day to the whole week and have different themes according to guests interests and needs.

These include:

- Organic wine tastings
- Cheese making lessons
- "Slow food" cooking courses
- Local handicraft
- Sustainable cashmere
- Olive oil tastings
- Visits to local villages and art centres
- Hikes in nature and lots of time around the table
- Sharing stories and experiences



<sup>1</sup> Google Maps

## SLOW / SUSTAINABLE TOURISM ELEMENTS

### • General

- Small groups
- Sustainable and responsible tourism approach / promotion / philosophy
- Local tour operator

### • Transport

- Sustainable means of transport
- Actions to reduce the CO2 emissions
- Low traffic areas and roads

### • Food

- Local producers
- Seasonal products
- Culinary tastings and/or visits to local producer

### • Activities

- Local communities involved
- Cultural visits
- Immersion in the culture of the destination

### • Accommodation

- Local and family-run business
- Agritourism and/or small properties
- Sustainable ways to reduce emissions

## TARGET PROFILE

Travellers interested in tailor-made travel, culinary trips, meeting locals, sharing experiences and sustainable, slow and responsible travel.

## SEASON

There are two times of the year when this tour is available:

- Fall in Tuscany 1 (Grape Harvest) - From late August until early October
- Fall in Tuscany 2 (Olive Harvest) – From mid-October until the end of November

## TRANSPORT

There is no information on sustainable means of transport.

## ACTIVITIES

The package includes the following activities:

- Low-intensity hiking
- Cooking classes: Bread making and slow food cooking lessons
- White truffle hunting
- Grape Harvest Experience
- Saffron experience
- Wine producers visits and wine tasting
- Visiting a dairy farm or honey producer (includes a tasting)
- Cultural walking tours in villages of the region
- Craft workshop: Glass experience

## ACCOMMODATION

The properties that work with KM Zero Tours are all typical villas of the Chianti area, integrated in the environment with an amazing view of nature and are run by local owners. From a B&B built in a historical Medieval Tower to a typical Tuscan farmhouse. In total the package includes six nights' accommodation.

## FOOD

As it is a culinary experience, all food comes from local and sustainable products and most of the activities are gastronomic ones. These include:

- Homemade cooking with local products
- Cooking classes
- Visit and cheese tasting (gastronomy)
- Wine producers visits and wine tasting (oenology)

## PRICING

The all-inclusive price for the package is €1,150 / Pax.

## PROMOTION & SALES CHANNELS

There are several sites to find and contract this package:

- On the Km Zero Tours website: [www.kmzerotours.com](http://www.kmzerotours.com)
- Online Brochure
- By phone
- Official Social Networks

## OBSERVATIONS

A shorter program (3+ nights) is also available. Upon request they can create a customized itinerary tailored to visitors' specific interests and requests.

## VARIATIONS\*

### Original package (7 days - 6 nights)

The original package includes seven days and six nights in a villa located in the Chianti Classico region. This package is full of activities for discovery and learning about the gastronomy and oenology of this Italian region. Visitors will do activities such as grape harvest experience, historical sites and village visits and tastings, all accompanied by a local guide.

### Variation 1: Two-week Fall in (love with) Tuscany Experience (14 days - 13 nights)

An alternative to discover all the activities and experiences organized in the original package at a slower pace. The idea would be to do the same with more time, allowing participants to immerse themselves deeply in the culture and environment.

### Variation 2: Two weeks and two faces of Tuscany (14 days - 13 nights)

This option would allow visitors to discover two areas of the Chianti Region. It would be divided in two weeks. For the first week, the accommodation would be in one villa in Chianti. For the second week, they would stay in another villa near a different area of Tuscany. Through this, visitors could discover more places of Tuscany and its gastronomy.

### Variation 3: Fall in (love with) Tuscany Experience, veggie tour (7 days - 6 nights)

This option could be an alternative for vegetarian visitors that want to enjoy and experience Tuscany and at the same time feel immersed and included in the group. This package would include all the activities adapted for vegetarian people. There would be also the possibility to extend the package to two weeks.

### Variation 4: Sustainable mobility Fall in (love with) Tuscany (8 days - 7 nights)

This option is a variation of typology, that would allow participants to live the Fall (in love) with Tuscany Experience by using sustainable mobility such as electrical bicycles, horse riding, segways, etc.

\* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package.

Note: All the information has been extracted from the tour operator website. Some information may vary due to COVID-19.

# Luberon Experience

## The Luberon Experience

Luberon Experience offers a perfect Slow Tourism package for those who want to explore and discover a place in a sustainable and responsible manner, taking time to enjoy the way. The week-long Luberon Experience is a guided package that combines a well-structured programme with the right level of flexibility to offer visitors a wide array of activities to discover the Provence in France.

### SUMMARY

The package includes:

- Guided trip
- Seven-night accommodation in a small - eight-room - and charming 3\* hotel
- Full board (breakfast, lunch and dinner)
- Wine with meals
- Activities: cultural visits; market visit; walking tours; farm visit and tasting of farm products; low-intensity hiking; winery visit and wine tasting

### HIGHLIGHTS

- A tailor-made programme accompanied by the organisers themselves
- Full-in destination immersion
- A diverse stay that combines culture, gastronomy and nature
- Small group of like-minded travellers
- Helpful, knowledgeable and enthusiastic leaders
- Flexibility
- Cultural, gourmet and historical journey
- Relaxation and peace of mind
- A taste of La Provence

### WEBSITE

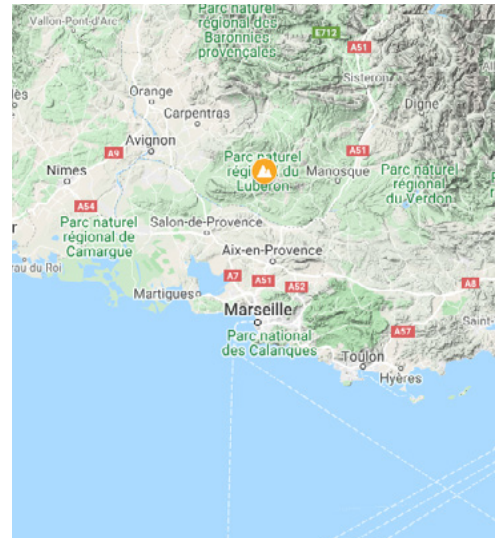
<https://luberonexperience.com/our-itinerary/>

### COUNTRY

- Country (of the company): France
- Country (of the destination): France

## REGION (DESTINATION)<sup>1</sup>

The Luberon consists of a long, narrow mountain range and the area that lies around it. It is located in the southernmost part of France, La Provence, and north of the Mediterranean coast. The Luberon mountain range is about 35 miles long and runs east to west.



## HOW TO GET THERE

The meeting point to get there is Avignon TGV station. The main airport is located in Avignon Provence Airport (12 km away).

- Transportation to the meeting point (Avignon TGV station) at the beginning of the trip is not included.
- Transportation back to the Avignon TGV station at the end of the trip is included.

## PRODUCT PROMOTER

The founders and leaders of The Luberon Experience are two retired Americans, Kathy and Charley Wood. They discovered Europe while on their honeymoon trip and settled in France in 2006. Apart from The Luberon Experience, they also organise other trips to different annual destinations such as The Chianti Experience, The Cotswolds Experience, The Alsace Experience, etc.

# The Luberon Experience

<sup>1</sup> Google Maps



## SLOW / SUSTAINABLE TOURISM ELEMENTS

### • General

- Small groups
- Sustainable and responsible tourism approach / promotion / philosophy
- Local tour operator

### • Transport

- Sustainable means of transport
- Actions to reduce the CO2 emissions
- Low traffic areas and roads

### • Food

- Local producers
- Seasonal products
- Culinary tastings and/or visits to local producers

### • Activities

- Local communities involved
- Cultural visits
- Immersion in the culture of the destination

### • Accommodation

- Local and family-run business
- Agritourism and/or small properties
- Sustainable ways to reduce emissions

## TARGET PROFILE

Travellers interested in tailor-made travel; doing more than sightseeing; absorbing natural beauty; experiencing unique cultures, and sharing such experiences with fellow travellers. People interested in quality over quantity.

## SEASON

Available from May to September.

## TRANSPORT

Private van for the group to move around the Provence area is included.

## ACTIVITIES

The package includes the following activities:

- Cultural visits: village, church, castle, museum, cellar, etc.
- Market's visit
- Walking tours
- Farm visit and tasting of farm products
- Low-intensity hiking
- Winery visit and wine tasting

## ACCOMMODATION

Travellers spend seven nights at the same property, a small and charming, eight-room hotel in the village of Bonnieux.

## FOOD

All food is sourced from local producers and farms:

- Meals made by the hosts with produce from the local market
- Access to a fully-equipped kitchen should guests want to make use of it
- Lunch/Dinner at friendly local restaurants
- Picnic lunch-bag prepared with local products
- Wine tasting (oenology)

## PRICING

From 3.300 € / Pax

## PROMOTION & SALES CHANNELS

There are several sites to find and contract this package:

- In the Luberon Experience website: [www.luberonexperience.com](http://www.luberonexperience.com)
- Throughout an online brochure
- By phone
- By email
- Traveller's trip planning guide

## VARIATIONS\*

### Original package (8 days - 7 nights)

Eight well organised days with activities to discover the Luberon area, which includes cultural visits, market visits, walking tours, a farm visit and tasting of farm products, low-intensity hiking, a winery visit and wine tasting.

### Variation 1: Luberon Experience in two weeks (14 days - 13 nights)

An alternative to discover with slower all the activities and experiences organised in the original package at a slower pace. The idea would be to do the same with more time, allowing participants to immerse themselves deeply in the culture and environment.

### Variation 2: Wine and food experience in Luberon (8 days - 7 nights)

This option would be a variation of typology that focuses on wine and food experiences, in order to discovery, not only the area and its main highlights but also its culinary traditions and products. This package would include activities such as tasting, cooking shows, grape harvest, visiting by electric bicycles the vineyards, etc.

### Variation 3: Wine and food experience in Luberon (14 days - 13 nights)

This would be an extension of Variation 2, with a total of 14 days tour in order to allow the participant to deeply and slowly discover the area.

### Variation 4: Sustainable mobility Luberon Experience (8 days - 7 nights)

This option would be a variation of typology, that allows the participant to live the Luberon Experience by using sustainable mobility such as electrical bicycles, horse riding, segways, etc.

### Variation 5: Sustainable mobility Luberon Experience (14 days - 13 nights)

This would be an extension of Variation 4, with a total of 14 days tour in order to allow the participant to deeply and slowly discovers the area.

\* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package.

Note: All the information has been extracted from the tour operator website. Some information may vary due to COVID-19.

# Responsible Travel

## Food and Wine tour in Croatia and Slovenia

Responsible Travel is a British tour operator pioneer in sustainable holidays. *Food and Wine tour in Croatia and Slovenia* is for travellers who love to discover and get to know the local gastronomy of destinations. Apart from knowing cultures of two lesser-known European nations, in a small group they will have experiences such as chatting with local people and local experts, visiting organic farms and immersing themselves in the rural life and its secrets at a slow pace. Thus, this package has been selected because it suits the Slow Tourism ideology.

### SUMMARY

The package includes:

- Guided trip by a tour leader and local guides
- Group size: Maximum 16-20 people
- Accommodation for 10 nights
- Full board (breakfast, lunch and dinner) including top restaurants
- Private car transport
- Activities: Wine tasting, olive oil tasting, honey tasting, pumpkin oil & truffle tasting, cheese tasting, sightseeing, cultural visits, museums and archaeological sites

### HIGHLIGHTS

- Ten-day food and wine tour
- Guided small group accompanied by local experts
- Meeting with locals (producers, farmers, restaurant owners, etc.)
- Selected family-run restaurants to taste regional dishes and local wines

### WEBSITE

<https://www.responsibletravel.com/holiday/12429/food-and-wine-tour-in-croatia-and-slovenia>

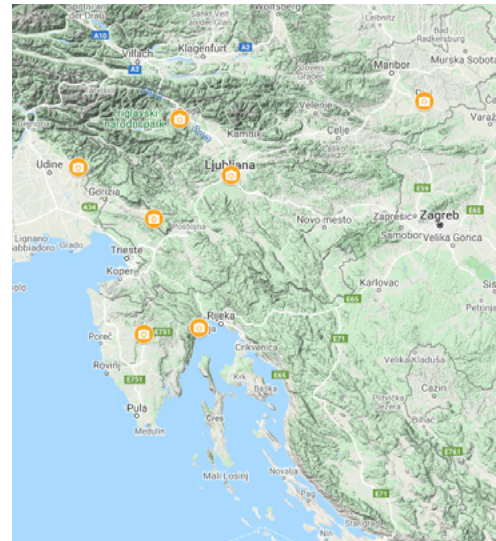
### COUNTRY

- Country (of the company): United Kingdom
- Country (of the destination): Croatia and Slovenia

## REGION (DESTINATION)<sup>1</sup>

This package passes by different areas and regions, which are:

- Friuli / Brda region, Slovenia
- Cividale, Italy
- Vipava Valley, Slovenia
- Istria region, Croatia
- Kvarner region, Croatia
- Ptuj, Slovenia
- Ljubljana, Slovenia



## HOW TO GET THERE

Travellers arrive in Slovenia by plane.

- Transfer from several airports
- Nearest airports are Ljubljana and Trieste (Italy)

## PRODUCT PROMOTER

Responsible Travel is a member of the Association of British Travel Agents with 19 years of experience. They define themselves as a pioneer in selling authentic and sustainable holidays, that are a matching service connecting travellers with more than 400 specialised and small travel companies who run the trips for them. Also, they consider themselves an activist travel company committed to making tourism a more caring industry.

Some facts about Responsible Travel:

- Founded in 2001
- Established in Brighton, United Kingdom
- First business to use the term “responsible tourism”
- First business 100% dedicated to responsible tourism



<sup>1</sup> Google Maps

## SLOW / SUSTAINABLE TOURISM ELEMENTS

### • General

- Small groups
- Sustainable and responsible tourism approach / promotion / philosophy
- Local tour operator

### • Transport

- Sustainable means of transport
- Actions to reduce the CO2 emissions
- Low traffic areas and roads

### • Food

- Local producers
- Seasonal products
- Culinary tastings and/or visits to local producers

### • Activities

- Local communities involved
- Cultural visits
- Immersion in the culture of the destination

### • Accommodation

- Local and family-run business
- Agritourism and/or small properties
- Sustainable ways to reduce emissions

## TARGET PROFILE

Travellers interested in wine and food, responsible travel, small group holidays, sharing experiences and tailor-made travel.

## SEASON

Available in October.

## TRANSPORT

Trips within the package are included and travellers will be transported by private cars which are energy efficient.

## ACTIVITIES

The package includes the following activities:

- Wine tasting
- Regional product tasting
- Cultural visits

## ACCOMMODATION

Responsible Travel offers travellers only small family-owned hotels, pensions / B&B's to stay in. Overnight stays in these locally owned lodgings enhances the visitors' experience, since they get an opportunity to be welcomed by a local host and receive better insights into the everyday life of local people.

## FOOD

On this tour the company works with many food producers and wine makers that are natural, organic and bio. This means guests not only get pesticide-free food and wines but know that their hosts are not polluting the soil and environment. Nearly half of the tastings they feature on this tour are with these types of producers. Furthermore, all the producers they visit are family-run and locally owned.

All meals included in the tours are locally owned and operated restaurants, farmhouses and pensions. This way, travellers have an opportunity to taste some of the typical specialties of the region and also help the local economy. Most of the food served at these places are from the owner's land, though a few items are supplemented from other local farmers and food producers in the region.

Many of the wines and food specialties on the tour (such as pumpkin oil or goat cheese) are not available anywhere outside of these countries. Some of these items are not even available in local shops; only at the home of the winemakers and food producers. This gives travellers a real unique chance to try something that they could never purchase at home, help put some money into the local economy and spread the word about these businesses, which is key to their sustainability.

- Restaurants cooking regional cuisine
- Typical lunch at local family's Agritourism establishment
- Organic and biodynamic wine tasting
- Gault & Millau Slovenia's top restaurant
- Dinner at a one-star Michelin restaurant

## PRICING

From 3.300 € / pax (ten days excluding flights)

## PROMOTION & SALES CHANNELS

There are several sites to find and contract this package:

- On the Responsible Travel website: [www.responsibletravel.com](http://www.responsibletravel.com)
- By phone
- By email
- Via an online form

## OBSERVATIONS

Regarding environmental issues, as a responsible company, they apply different actions to be sustainable:

- To reduce the amount of driving, Responsible Travels uses a hub-and-spoke approach. Guests stay in fewer lodging locations that become their 'base' from which they run many nearby day trips that are all close by to the base. This means less driving, less emissions and more time everyday spent with local businesses instead of sitting in cars. Being in one place for longer than a day helps guests get to know the regional communities better. They only use modern diesel vehicles that are energy efficient and comply with the strict standards of European Union.
- All invoices, travel information and travel documents are issued to the clients as a PDF - not printed on paper. The majority of brochures are disseminated via PDF downloads and emails rather than printed on paper. In the office, they operate mainly with computers. Emails are preferred over fax and, although some documents get printed, these are stored digitally on computers and in the cloud.
- Since the tour operator lives in the country where they operate, all the money from the tour gets reimbursed into the local community. It also puts guests in touch with people they would normally not come across while travelling. They communicate directly to these suppliers so there is no middle man who would get most of the money. Instead, the majority of money generated throughout tours goes into the pockets of small wineries, shops, farmhouses and other locally operated businesses.

## VARIATIONS\*

### Original package (11 days - 10 nights)

The original package consists of a road trip in Slovenia and Croatia focused on gastronomy and oenology, where travellers will learn and experience different culinary and gastronomic activities in order to be immersed in these cultures.

### Variation 1: Food and wine Experience - two weeks (14 days - 13 nights)

An alternative to experiencing the original package at a slower pace. The idea would be to do the same program with more time, allowing the travellers to immerse deeply in the culture and environment of the destinations.

### Variation 2: Food and wine Experience - on Mobile Home (11 days - 10 nights)

An alternative of the original variation that would offer customers the possibility to do the road trip on a Mobile Home.

### Variation 3: Food, wine and wellness Experience (11 days - 10 nights)

This variation consists of adding wellness and mindfulness activities to the original package. The idea would be not only to be involved in local communities and their culture by discovering their gastronomy, but also to relax and disconnect as well as practice healthy habits.

### Variation 4: Food, wine and culture Experience (11 days - 10 nights)

This variation adds some cultural activities to the original package for travellers that are not only interested in gastronomy and oenology, but also in culture and heritage. This variation would include cultural visits to villages and historical sites as well as museums and other interesting places in the destinations.

\* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package.  
Note: All the information has been extracted from the tour operator website. Some information may vary due to COVID-19.

# Voyageurs du Monde

## Du Douro à l'Alentejo - Loin des foules, le Portugal authentique

This package has been selected as an example of Slow Tourism proposal combining culture, hiking and enotourism. As a member of a French Responsible Tourism Association, the tour operator Voyageurs du Monde creates packages that suit the Slow Tourism philosophy from activities to accommodation.

### SUMMARY

During an eleven-day guided road trip in Portugal, visitors discover the rich heritage and sweetness of life in the Portuguese hinterland. This cultural, gourmet and historic journey, appeals to lovers of period architecture, castles with plural influences and medieval alleys full of charm. It also satisfies the desires of disconnection and tranquillity, thanks to many walks with views along the rivers and vineyards on the terraces.

The package includes:

- Private French-speaking tour guide
- Private travel (no group travel)
- Accommodation in different properties
- Meals included: Breakfast
- Activities: Cultural visits, wine tasting, boat / sailing boat trip
- French-speaking concierge service (throughout the trip)
- Traveller's notebook

### HIGHLIGHTS

- Eleven days of cultural, historical and gastronomical experiences
- Discovery of vines, hiking, moments of disconnection and tranquillity
- Road trip off-the-beaten track
- Discovery of a very rich heritage and the gentle lifestyle in the hinterland
- Cultural, gourmet and historical journey
- Disconnection and peace of mind
- A taste of an authentic Portugal, far from crowds

### WEBSITE

<https://www.voyageursdumonde.fr/voyage-sur-mesure/voyage-portugal-douro-alentejo-guimaraes-pinhao-coimbra-evora-alcacer-do-sal/voyage-en-voiture-au-portugal-de-guimaraes-a-evora/pei4711>

### COUNTRY

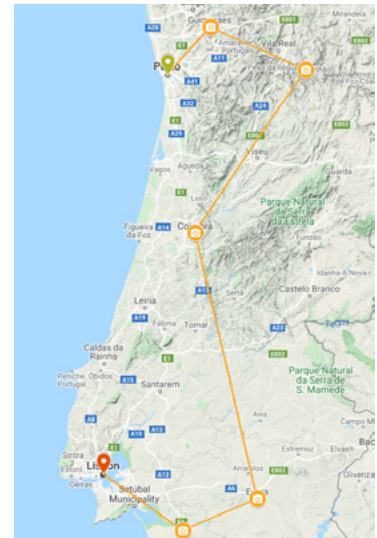
- Country (of the company): France
- Country (of the destination): Portugal



## REGION (DESTINATION)<sup>1</sup>

From North to Central Portugal.

Itinerary: Guimarães - Pinhão - Coimbra -  
Evora - Alcaccer do Sal.



## HOW TO GET THERE

Visitors will be travelling by rental car from the airport. The company assists them if they need help to rent a car.

## PRODUCT PROMOTER

*Voyageurs du Monde* is a tour operator and group with different brands: *Terres d'Aventure*, *Allibert Trekking*, *Nomades*, *Visages*, *La Pèlerine*, *Chamina*, *Destination Merveilles*.

Established in 1979, *Voyageurs du Monde* is a specialist in tailor-made individual travel. It is a member of the association *Agir pour un Tourisme Responsable (ATR)*.



<sup>1</sup> Google Maps

## SLOW / SUSTAINABLE TOURISM ELEMENTS

### • General

- Small groups
- Sustainable and responsible tourism approach / promotion / philosophy
- Local tour operator

### • Transport

- Sustainable means of transport
- Actions to reduce the CO2 emissions
- Low traffic areas and roads

### • Food

- Local producers
- Seasonal products
- Culinary tastings and/or visits to local producers

### • Activities

- Local communities involved
- Cultural visits
- Immersion in the culture of the destination

### • Accommodation

- Local and family-run business
- Agritourism and/or small properties
- Sustainable ways to reduce emissions

## TARGET PROFILE

Travellers interested in tailor-made travel, road trips, honeymoon travel, luxury travel and with a responsible travel attitude who care about sustainability.

## SEASON

The tour takes place all year round without season limits

## TRANSPORT

Car rental is the means of transport for the trip.

Committed for over ten years in the fight against global warming, Voyageurs du Monde now absorbs all emissions of CO2 linked to travels (in the air but also on land) of its tourists thanks to major reforestation projects around the world. The company also achieves carbon neutrality across the travel board of its employees.

## ACTIVITIES

The package includes the following activities:

- Cultural visits: City, cathedral, church, castle, museum, cellar, etc.
- Wine tasting with regional products
- Sailing boat trip
- Traditional boat trip
- Private French-speaking tour guide (5 visits)
- Optional: Private cruise, hot-air balloon ride

## ACCOMMODATION

As it is a road trip, the package includes several accommodations for ten nights:

- Two nights at a manor country house
- Two nights at an accommodation in a vineyard
- Two nights in a small charming accommodation
- Four nights at a Pousadas which are historic hotels

## FOOD

The package includes wine tasting (oenology). Moreover, Voyageurs du Monde is a specialist in organizing personalized trips. As such, they have a selection of restaurants and gastronomic products according to the tastes of their customers, in order to fulfil their expectations as well as letting them know about the gastronomy and culture of the chosen destination.

## PRICING

From 1.800 € / Pax

## PROMOTION & SALES CHANNELS

There are several sites to find and contract this package:

- In Voyageurs du Monde website: [www.voyageursdumonde.fr](http://www.voyageursdumonde.fr)
- Paper brochures
- Online brochures
- By phone
- On physical travel agencies

## OBSERVATIONS

- 100% CO2 Neutral  
Each trip has a measurable impact on global warming. Voyageurs du Monde precisely assesses the amount of CO2 emissions linked to all of its travellers' journeys. This precise calculation model, certified by Ademe (French Environment and Energy Management Agency), allows them to know how many trees should be planted in order to absorb the volume of CO2.
- Traveller's notebook  
Available both on paper and on smartphone, the package includes a traveller's notebook that helps the participant. These notebooks include:
  - Daily trip details
  - Maps and geolocation of places (hotels, services)
  - Good addresses World Travellers
  - GPS
  - Practical information and contacts
  - Visitors are able to give opinions on their accommodation, services and greetings

**VARIATIONS\*****Original package  
(11 days - 10 nights)**

The package consists of an eleven-day guided road trip to discover the culture and lifestyle of Portugal. It combines different types of activities: cultural visits and gourmet experiences as well as activities that facilitate relaxation and disconnection during the tour.

**Variation 1: Authentic Portugal - two weeks (14 days - 13 nights)**

An alternative to discovering Portugal at a slower pace, by going on a two-week road trip. The idea would be to do the same with more time, allowing participants to immerse themselves in the culture and environment, as well as spending more than one night at the same accommodation.

**Variation 2: Discovering Portugal in one week (7 days - 6 nights)**

An alternative of the original variation that would offer customers the possibility to do the road trip during one week. They could choose their preferred area of the original package.

**Variation 3: Discovering Portugal - on Mobile Home  
(11 days - 10 nights)**

An alternative of the original variation that would offer customers the possibility to do the road trip on a mobile home.

**Variation 4: Discovering Portugal in one week- on Mobile Home  
(7 days - 6 nights)**

An alternative of the variation 3 that would offer customers the possibility to do the road trip during one week on a mobile home. They could choose their preferred area of the original package.

\* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package.

Note: All the information has been extracted from the tour operator website. Some information may vary due to COVID-19.



# Med Pearls

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