

Tastes of Trappists

Start date: 1st April 2014, duration 15 months

The project aims to create an extensive transnational base for the development and recognition of a multiple choice sustainable tourism strategy within major Trappists' sites areas. Different touristic interests will be gathered in this project: passion for beer and cheese typical productions, religious devotion for the abbeys' sites and traditions, cultural interest for the countries involved and touristic approach based on hiking and cycling experiences.

The main objectives are:

- To support the enhancement and promotion of sustainable transnational thematic tourism products contributing to the development and promotion of sustainable tourism in Europe by improving their visibility and market uptake;
- To contribute to the creation of an environment favourable to transnational co-operation among tourism-related stakeholders with particular emphasis on the SMEs.

The project broadens the **visibility of the distinctive production method typical of Trappists abbeys**, such as *Orval, Chimay, Rochefort, Westvleteren, Westmalle, Achel, Koningshoeven and Mariawald*.

The project, leads

- to the promotion and development of more sustainable and responsible tourism solutions and
- to facilitate the exchange of information among SME's involved in the slow tourism sector.

Indeed, with the creation of integrate **bordering cycling/hiking areas** and **holiday packages** connecting **eight main Trappists sites**, the project also aims at mapping and registering services, bikes and accommodation providers located near the path identified.

The full development of the Tastes of Trappists project passes through **four main macro-areas** of activities:

- the creation of **integrated and personalized vacation packages** - in collaboration with local SMEs - inclusive of cycling and hiking routes coordinates, environmentally friendly accommodations and restaurants, along with excursions to the Trappists' sites.
- the promotion of the defined vacation packages and sub-packages through the development of an **international web-platform** connected to other existing similar platforms nationally delimited.
- a **structured capacity building moment** consisting of:
 - five capacity building workshops (one for each country or federate state involved) targeted to tourism SMEs operators and focused on three main topics: environmental sustainability, communication and marketing strategies, product/service development (enhancing the vicinity to the Trappist abbeys);

- preparatory work and awareness raising activities targeted to Trappist sites and local dioceses with the objective to suggest or evoke tourism friendly practices (i.e. dedicated Trappist tourism helpdesks)
- **project “valorisation”**: through the definition of an optimization plan structured around the dissemination and exploitation of the project results among the stakeholders and the coordination of a Quality Assurance Board.

Lead partner/coordinator: Chambre de Commerce Belgo-Italienne – CCBI (Belgium)

Partners:

- **Toerisme Vlaanderen – TVL (Belgium)**
- **Italienische Handelskammer für Deutschland – ITKAM (Germany)**
- **Toerisme Provincie Antwerpen – TPA (Belgium)**
- **Lekker Belangrijk – BIEREVENTS (The Netherlands)**
- **Regio Hart van Brabant – RHVB (The Netherlands)**
- **Fondazione per le Scienze Religiose Giovanni XXIII – FSCIRE (Italy)**

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