

# Tastes of Trappists

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