

TATRA

TASTES OF TRAPPISTS:

A SLOW TOURISM

EXPERIENCE

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Project co-
financed by the
European Union



SUMMARY:

TITLE	Tastes of Trappists: a slow tourism experience
ACRONYM	TATRA
DURATION	15 months (starting 1 st April 2014)
BUDGET	322.367,63 euro
EC CO-FUNDING	241.500,00 euro (74,91%)
PARTNERS	7 from Belgium, Germany, Italy and the Netherlands

TATRA PROJECT OBJECTIVES:

- 1) To develop a **sustainable tourism** strategy within the **Trappists'** sites area
- 2) To contribute to the creation of an environment favorable to transnational co-operation among tourism-related stakeholders with particular **emphasis on the SMEs**
- 3) To increase the visibility of the thematic **cycling/hiking routes** with links to the slow tourism standards
- 4) To create integrated and personalized **vacation packages**
- 5) To connect **partners** from Belgium, the Netherlands, Germany and Italy

TRAPPIST SITES



TATRA PARTNER ASSOCIATIONS:

- Belgian-Italian Chamber of Commerce (BEL)
- Toerisme Vlaanderen (BEL)
- Toerisme Provincie Antwerpen (BEL)
- Regio Hart van Brabant (NED)
- Bierevents (NED)
- Italienische Handelskammer für Deutschland (GER)
- Fondazione per le Scienze religiose Giovanni XXIII (ITA)



STAKEHOLDERS

- Public authorities
- Tourism local, regional and national boards
- Abbeys and dioceses
- Municipalities

BENEFICIARIES

- Operators of the horeca sector
- Local tour operators
- Tourism agencies
- Holiday-makers

TARGET GROUP

- Holiday-makers (excursionists, individual travelers, families with children, etc.)

ACTIVITIES

Research and analysis:

- mapping process
- historical background
- definition of vacation packages



International web-platform

- virtual galleries with photos and videos of the abbeys
- promotion of vacation packages



Capacity building workshops for SMEs:

- environmental sustainability
- communication and marketing strategies
- product/service development



Dissemination of results:

- open public events in Brussels and Rome
- newsletter and leaflet distribution



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