

Italy – Croatia



Gusti, Gastro UpScaled Tourist Itinerary in rural regions of Croatia and Italy, is a European project funded by the Interreg Italy-Croatia 2021-2027 Programme, which aims to enhance gastro tourism, including an itinerary in the rural regions of Croatia and Italy.

Priority 4 - Culture and tourism for sustainable development

Specific objective 4.1 - Culture and sustainable tourism

Lead partner: Lika-Senj County (Croatia)

Partners:

- Regional development agency Dubrovnik Neretva County - DUNEA (CR)
- Emilia-Romagna Region – RER (IT)
- Apulian Public Theatre – Regional Consortium for Arts and Culture - TPP (IT)
- Public Institution Regional Development Agency of Karlovac County – JURRA (CR)
- Zadar County Development Agency ZADRA NOVA (CR)
- Venetian Cluster- VHC (IT)
- Spin Life S.r.l. (IT)

The **primary objective** of the Gusti project is to give value to the intangible cultural heritage of the Adriatic region by identifying, enhancing and promoting food and wine tourism.

Project specific objectives

Comprehensive analysis of intangible cultural heritage and sustainable tourism strategies to understand current destination management, tourism seasonality, and environmental impact in the Programme area.

Testing of innovative solutions and thematic insights to provide stakeholders with new knowledge, implementation of educational workshops for knowledge of local products, shortening supply chains and improving sustainable food and wine tourism in the area through small-scale pilot actions, creation of a cross-border network for sustainable tourism.

Launching activities to promote sustainable food tourism in the Adriatic regions and raise awareness of the importance of cross-border cooperation.

Below are the territories and topics that will be developed:

- “Gastro Lab” (Lika-Senj County)
- “Sustainable Heritage Journey” in Dubrovnik-Neretva County (DUNEA)
- “Crafting Experiential Stories for Sustainable Tourism” (RER)
- “GUSTI Tales: Celebrating Sustainable Heritage through Art and Culture” (TPP)
- “Honey Lab” in Karlovac County (JURRA)
- “Culinary Heritage Experience” in (ZADRA NOVA)

Project main outputs

Joint Cross-border Destination Management Strategy

Capacity building of stakeholders and transfer of knowledge, and know-how on sustainable tourism practices

Implementation of small-scale pilot actions

Start/end date: 30 months, from 01/04/2024 to 30/09/2026

RER budget: 343.080,00 €

Contact:

SETTORE ATTRATTIVITA', INTERNAZIONALIZZAZIONE, RICERCA

Area Ricerca - Progetti europei in ambito turistico, culturale e dei servizi. Reti europee in materia di turismo e cultura

[Project website](#)