

PROJECT NAME

KeyQ+ | Culture and Tourism as keys for quality cross-border development of Italy and Croatia

DESCRIPTION

The project KeyQ+, is capitalizing the IPA Adriatic KeyQ project, and is aimed at protecting and preserving historical traditional cuisine and less-known cultural heritage sites, in order to foster the cross-border economy. To that scope the project will ensure the definition of innovative tourist itinerary that will be focused on enhancing the local eno-gastronomic attractiveness, and supporting synergies creation among the didactic kitchens, local producers and cultural sites operators.

MAIN OUTCOMES

Guide carrying the description of typical and historical recipes
Online map of the points of interest, itinerary and activities
KeyQ+ Gastronomic guide and touristic itinerary (7 destinations - 3 languages)
Didactic kitchen
Video tutorials and trainings for chefs
7 two-days Festivals in low season periods
Restyling and qualification of less known cultural assets in 7 point
Exchange of good practices and study visits for 16 economic stakeholders

TARGET GROUPS

Individual tourists and groups
Local, regional and national public authorities
Regional and local development agencies, enterprises
Education and training organisations

TOTAL BUDGET

871.925 €

DURATION

1.01.2018 - 30.06.2019

CONTACT

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PROJECT PARTNERS

Agency for Rural Development of Istria AZRRI | Pazin LP
CIVIFORM Soc. Coop. Company | Cividale del Friuli 1
City of Pula 2
Municipality of Cividale del Friuli 3
Market of Pula 4
Central vocational Training School | Venice 5
Tourist Board of the Town of Mali Lošinj 6
Casa Artusi | Folimpopoli 7
Slow Friuli Venezia Giulia | Udine 8