



European Union



Rural Development Programme 2014-2020
European Agricultural Fund for Rural Development
LOCAL ACTION GROUP - RAZLOG





Идея за проект **Project idea**

Местни храни и „бавен туризъм “ в селски
територии на Европа, населявани от
потомци на славяните

**Local food and slow tourism in rural
Europe populated by Slav descendants**

- The development and promotion of culinary destinations can also help the development and promotion of what is known as 'slow tourism'.
- In Bulgaria this is still a less common type of tourism, but in some European countries it is widely developed and successfully implemented.

Slow travel/Slow tourism

Slowly, with respect for the details

The main idea behind the Slow travel concept is not only to abandon standard and popular tours, but also to the fast-paced, congested tourist programs. The followers of the new movement think that instead of seeing some of the landmarks, it is better to gather many small and unique impressions that best allow the spirit to rest.

The concept „Slow travel”

Slowly, with respect for the details

To do this, it is recommended that you literally immerse yourself in the local lifestyle, neglecting hotels at the expense of local accommodations, and not try to see too much for too little time. Excursions to some of the landmarks are not prohibited, but the focus is on non-standard experiences and spontaneous discoveries, without a guide and guides.

The concept „Slow travel”

- The main objective of the project is to present in an appropriate way the traditions and culture of the rural areas as a valuable tourist resource, with a focus on the promotion of typical local dishes and their varieties, the common Slavic basis and interpretations in the specific regional culture, traditional rituals and customs of the partners' territories.
- Promoting slow tourism, full of personal experiences and culinary delights as a healthy alternative to a vibrant work-life and a unified urban lifestyle.

Goals



Traditions are preserved...



Local dishes according to old recipes

The project is in the planning stage.

LAG-Razlog is **looking for partners** –
LAG's and local public-private partnerships
from the following countries in Europe:

 **Croatia**

 **Czech Republic**

 **Poland**

 **Serbia**

 **Slovakia**

 **Slovenia**

 **Ukraine**

Potential partners

- The link between the partners will be sought on the basis of similarity of historical roots, language, culture / folklore, food / and their contemporary varieties and interpretations in territories inhabited by descendants of Slavs.
- The main activities will be related to the development and presentation of a joint tourism product for the so-called slow tourism, and promotion of its supply from tourist sites in the territories of the partners.

Cooperation

HISTORICAL REVIEW

Once upon a time, while inhabiting their ancestral homeland in the lands of present-day Poland, Belarus, and Ukraine, the ancient Slavs probably had their own common cuisine, but there is hardly any information about it. In the first centuries of the new era, their tribes gradually began to occupy new territories in Central, Eastern and Southeastern Europe, where they later established their own countries.

Today's Slavic languages have evolved from the common Slavic language in which common features and many common words have been preserved.

The same must have happened with the ancient Slavic cuisine. Both languages and culinary habits over the centuries have taken on foreign influences, but something in common, close and leading to the ancient Slavic root, still remains.

Descendants of the ancient Slavs ...

With the presentation of its idea, **LAG-Razlog invites potential partners to participate in the project:**

- We offer to work in collaboration;
- To present the uniqueness of our local communities in their natural environment;
- We hope together to encourage community activities, tourism and services, as well as people's active participation in local initiatives.

Become a partner of LAG-Razlog



Razlog - modern times and living traditions...



... and the typical slow-moving local foods... with a lot of love...

THANK YOU FOR YOUR ATTENTION!

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