

# Cultrips 2.0 European Slow Travel Experiences / European Agricultural Fund for Rural Development (EAFRD) / LEADER 2014-2020



## Product Template of SLOW TRIPS

### 1) Title of your Slow Trips product / service

(max. 40 characters):

Choose a title which certainly makes your potential guests curious. It should be clear what is meant with your idea by reading the name (e.g. a curious name could be „The Train Driver’s Dream“), include also the duration of your Slow Trips-offer in your title (e.g. 4 hours, 4 nights, A.M., P.M.). Don’t name the Slow Trips offer after your company name as this clearly appears from the factsheet anyway.

**Nonne Chef : experiential journey between knowledge and flavors of the Lucanian tradition.**  
½ day- 1 day

### 2) Category of your Slow Trips offer (choose your options):

There are three options, **multiple options are allowed**. An **experience offer** is an innovative offer with which you can book a Slow Trips experience that allows you to get in touch and to connect with locals in an authentic and participative way. **Accommodation offers** are extraordinary Slow Trips-accommodations that give you a good sight into the life of your charming hosts and their all-day life. Those buildings have an innovative or special architectural aesthetic (don’t choose big hotel complexes or building ruins). **Local attraction(s)** are points of interest which you can’t book directly, but still they are very important for the frame story and also interesting to visit or to look at (e.g. special photo points, hidden treasures, backyards, architectural interesting places, or possible guided tours).

Multiple options are allowed. An experiential offer is an innovative offer with which you can book a Slow Trips experience that allows you to get in touch and connect with the locals in an authentic and participatory way.

Accommodation offers are Slow Trips accommodations that give you a good insight into the life of the home owners and their all day life

- experience offer
- accommodation offer
- must-see-place(s), frame story, local attraction(s)

### 3) Who shall experience your Slow Trips offer?

Choose your right target group, **multiple options are allowed**.

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> women    | <input type="checkbox"/> adventurers                          | <input checked="" type="checkbox"/> drivers                |
| <input checked="" type="checkbox"/> men      | <input type="checkbox"/> sportspeople                         | <input checked="" type="checkbox"/> flyers                 |
| <input checked="" type="checkbox"/> children | <input checked="" type="checkbox"/> gourmets                  | <input checked="" type="checkbox"/> lovers of arts         |
| <input checked="" type="checkbox"/> adults   | <input checked="" type="checkbox"/> romantics                 | <input checked="" type="checkbox"/> lovers of architecture |
| <input checked="" type="checkbox"/> pairs    | <input checked="" type="checkbox"/> creative minds            | <input checked="" type="checkbox"/> lovers of culture      |
| <input checked="" type="checkbox"/> groups   | <input checked="" type="checkbox"/> health-conscious people   | <input checked="" type="checkbox"/> lovers of nature       |
| <input checked="" type="checkbox"/> singles  | <input checked="" type="checkbox"/> thrill-searching people   | <input type="checkbox"/> lovers of luxury and wellness     |
| <input checked="" type="checkbox"/> families | <input checked="" type="checkbox"/> tradition-oriented people | <input type="checkbox"/> water lovers                      |
|  |   | <input type="checkbox"/> do-it-yourselfer                  |

**number of participants:**  
10-persons to 15 persons  
(e.g. 15 persons)

### 4) Describe your Slow Trips offer (max. 300 characters):

Here you fill in the selling text about your particular Slow Trips offer! Highlight positive things and write in a way that attracts guests to book. In this box, focus on describing the product itself.

Living the tradition as a protagonist with the NONNE CHEF is an experience that becomes a journey through time, marked by slow domestic activities, following the good-natured art of ancient cuisine, made of knowledge and i

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of pasta, anecdotes and stories will make the laboratory a unique experience! Retired farmers who call themselves "grandmothers in the field". form an association, leaving the purpose of the seminars unchanged: promotion of traditional dishes, anti-waste cuisine, reducing the transition from the field to the table, transmit to the new generations the ancient recipes of the peasant cuisine because they say - tradition comes from the past, is cultivated in the present, and then it sprouts in those who represent the future. Rotondella's GREETERS will be together with the Nonne Chef. Greeters are volunteers that love their city so much that they want to show their place to you; for free! Not as a guide, more like a newly met friend! Greeters can show you special places that have a personal meaning to them and often are 'hidden treasures'

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## 5) Name 5 advantages of your Slow Trips offer:

Enter 5 reasons why guests should book your Slow Trips offer (e.g. Is the place of your offer a hidden treasure? Your guests don't have to stand in line. Are tastings included that you can't buy somewhere else? What is the very innovative part of your Slow Trips product?). Describe your unique selling proposition. Think about the 8 Slow Trips criteria (contact to locals, learning together, authenticity, storytelling, hidden treasures, social sustainability, ecological sustainability, economic sustainability)

- advantage 1: direct contact with the locals
- advantage 2: authenticity and learning through the narration of traditions and place
- advantage 3: social sustainability (active grandmothers and exchange between generations)
- advantage 4: environmental sustainability (products from sustainable agriculture ) economic sustainability (repercussions for local economic operators who undertake to respect reception and authenticity parameters)
- advantage 5: revaluation, enhancement and promotion of the rich intangible cultural heritage such as the memory of our grandmothers - custodians of the ancient Lucanian traditions.

## 7) Specific time period availabilities of your Slow Trips offer:

Can guests book your offer every day a year or are there specified time periods which should be considered? (e.g. May – June, Monday – Thursday, time (starttime), duration, time (starttime))

Reservations required 60 days in advance  
from Monday to Friday  
e mail [prenotazioni@tourlink.it](mailto:prenotazioni@tourlink.it)

## 9) Price and payment modalities (max. 300 characters)

## 6) What does your Slow Trips product / service contain (max. 300 characters)?

Enter what your Slow Trips offer contains:  
number of days / duration, type of accommodation, breakfast/lunch/dinner, possible limitations in the number of people (max / minimum number for implementation or with regard to capacity), which experiences?

Half day experience (hd) you will visit the village and the grandmothers chef laboratory (pasta preparation); for the fd: grandmothers chef laboratory, lunch at the partner structure and a visit to the village Rotondella (3rd most beautiful village in Italy). Min number of people 10, max 15. Possibility of hosting in one day max 50 people to be divided in 3 groups.

## 8) Which language is spoken there?

Fill-in your possible language options. Is there a possibility to get a translation and if so in which languages? Are there extra costs which should be considered for translation?

Italian and English.

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Fill in your \_\_\_\_\_ calculated price per person, stated in EUR or your currency of your country (use the same pricing model for all Slow Trips offers). Please also give information if there are special discounts (e.g. is there a group discount? Discounts for children?). Also, the payment modalities have to be clear and for all comprehensibly described (e.g. in cash, per card, in advance, etc). Also consider optional costs for the booking offer, e.g. things that are available but cost extra (for instance transfer service, final cleaning, rental equipment like special clothes/shoes, guide services, other equipment, ...). Give a clear description of (digital) bookability and reservation possibility (e.g. via website-link, telephone number, on the spot ...). The price is presented as "price from".

half day Grandmother's laboratory chef / visit to Borgo Rotondella: € 100.00 per person.

full day: Nonne chef laboratory / visit to the village of Rotondella / lunch: € 100.00 per person.

Children up to the age of 4 years free workshop and visit.

Methods of payment: IBAN advance bank transfer:

30% deposit by bank transfer upon confirmation of participation in the event 70% balance within 30 days of the same

Reservations (2 weeks in advance) email from Monday to Friday

e mail [prenotazioni@tourlink.it](mailto:prenotazioni@tourlink.it)

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## 10) What should be considered when booking the offer? (max. 300 characters)

How long in advance must potential guests book your offer? What else should be considered? (e.g. guests should bring their registration confirmation with them, for best experience it is recommended to bring solid shoes, rain protection and comfortable clothing with you, etc.

Comfortable clothing is recommended.

Bring with you the copy of the registration/ booking confirmation experience Nonne chef

## 12) Where is the meeting point?

The meeting point shall be illustrated on a map, therefore fill in the exact address and the geographic coordinates (longitude and latitude, system WGS84, e.g. 47°12'51.0"N 15°52'40.6"E). If the meeting point is somewhere else than the company that offers the Slow Trips product, then also enter this information here.

Belvedere , Balcone dello Jonio –  
Rotondella (MT) Italy.

## 14) The name of the company or supplier, including contact details:

This is not necessarily the place where the Slow Trips offer takes place. This are the contact details if any questions arise.

Tourlink, via Lazzaro 1 - 75100 Matera Basilicata  
[www.tourlink.it](http://www.tourlink.it)  
Telephone 0835-700028  
E-mail [info@tourlink.it](mailto:info@tourlink.it)

## 11) What is not allowed? (max. 150 characters)

Describe the limitations of the offer (e.g. animals, children, long hair, alcohol, clothes, etc.)

During the workshop ban on smoking, alcohol.  
Comfortable clothing is recommended..

## 13) Cancel modalities?

How long is it possible to cancel or modify the booked offer? How do I cancel/change a booking? Which costs are involved in doing cancellations?

- Free until 15 days before the event date or ignored
- Penalty 30% from 14 days to 1 day before the event or ignored
- 100% in case of no show or failure to notify.

## 15) Which person stands behind the Slow Trips offer:

Is there a special story about this person? Why does it make sense to meet this person? What is curious about this person?

Antonia Buccello (born in 1932),  
Annunziata Parisi (born in 1943);  
Antonietta Nucera (born in 1942);  
Rosina Nucera (1931).

The GRANDMOTHER CHEF are a good practice, the ingredients are simple: a group of grandmothers, passion for cooking, desire to get involved and have fun in intergenerational workshops that can range from the care of the garden to the preparation of recipes and dishes of the local tradition.

Grandmothers with I

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Nirvardo, Antonio, Liliana are Rotondella Greeters as a part of the [International Greeter Association](#).

Rotondella Greeters are volunteers who will share their love for the city with you in an enthusiastic and hospitable manner.

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## 16) Description of the region where the Slow Trips Offer takes place (max. 300 characters):

What makes the region special? Are there hidden treasures, special „Must-See-Places“ on the way to the Slow Trips offer? Where is a perfect photo point? Give your guests an insight about the surroundings, tell a frame story about this special place.

Rotondella is placed in the south of Lucania and looks on the Ionian Sea, far 15 minutes by car. It is set in landscape which is characterized by descending plains crossed by many torrents that flow into the sea and, in the south-eastern area, by the mountains. It is located in the middle of the Siritide dominated by the ancient Siris-Heraclea and it is known as the Balcony of the Ionian Sea, because of its favourable position; in the past it was called Rotunda Maris.

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## 17) Pictures belonging to the Slow Trips product / service:

The Slow Trips offer shall contain at least 3 pictures related to your idea. Please make sure that you have the rights of these pictures and that we can use these pictures for Slow Trips purposes. If you want to use your pictures also for further use of reproduction and print please make sure that the resolution of your images should have at least 300 dpi, for web-based quality at least 150 dpi. If you want to upload more pictures, then please make a selection of 3 best-of-pictures. Please also make sure to upload one picture from the person who stands behind the Slow Trips offer. Enter here the file names of your pictures related to the offer and upload them on our common G-Drive-Platform. For smooth uploading click this link

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### **Additional Booking and Contact Information**

Are there special websites which are connected to your offer? (e.g. links to a special website, from your supplier, from your regional website, etc.)

<https://www.facebook.com/lenonnechef/>

### **19) Additional information**

Other information not found on the other pages. If possible, try to get a place in the boxes which are listed above as they are the one that visitors will read first. This box is especially useful for very complex Slow Trips offers that contain many parts and therefore cannot fit all in the boxes above. Examples of this can be when a weekly program increases the marketing value and makes the Slow Trips offer even more attractive if described in more detail.

<https://www.facebook.com/lenonnechef/>

<https://www.rotondella-greeters.com/>

email [nonnechef@gmail.com](mailto:nonnechef@gmail.com)

<https://www.youtube.com/watch?v=CS4hbp4bAKE>

<https://www.amazon.it/NONNE-CHEF-quante-storie-mangiare/dp/170160857X>