

## Via Selinuntina, Sicily, Italy [hiddenmediterranean.net](https://hiddenmediterranean.net)

Via Selinuntina is an ancient route that goes along the **southern coast of the island of Sicily**, Italy. In the framework of the European project CROSSDEV Cultural Routes for Sustainable Social and economic Development in Mediterranean, the **pilot** area of the Belice Valley on this route was chosen to develop a **niche sustainable tourism offer** to promote **lesser-known** sites and the astonishing local cultural heritage such as the archaeological site of Selinunte, and to provide economic opportunities for local populations.

This practice example **showcases** how to enhance lesser-known, hinterland destinations by creating an attractive tourism offer for a **higher end target group** and involving different local actors in the process. The highlights of Via Selinuntina are the **ancient cultural heritage sites** with a **backdrop of stunning nature** to experience in a more private atmosphere, away from the tourist crowds, as well as the boutique experiences of quality local gastronomy and accommodation.



Currently, a Via Selinuntina **touristic product** has been developed – a **four-day package** with the title ‘The Magic of Via Selinuntina: a dream suspended between sea and countryside’ that offers this unique experience and includes: cultural sites visits, archaeological park in Selinunte, villages destroyed after the earthquake in 1968, tour of the Sambuca di Sicilia town; gastronomic experiences: different and surprising locations have been picked out, such as an Italian style Aperitivo in the harbour, dinner at the restaurant on the beach, lunch in the winery (including a wine tasting), lunch on the boat with a freshly caught fish dishes, other special experiences: afternoon relaxing at the thermal springs, morning fish tourism experience with local fishermen, evening bike tour through the vineyards to arrive for sunset.

**Target groups:** domestic and international travellers, couples, higher end cultural tourists.

