

I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”

Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”

Title of deliverable (as in SIU): **reports of the Laboratories**

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3.2 Awareness Raising Actions

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TEATRO PUBBLICO PUGLIESE AWARENESS RAISING ACTION REPORT

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INTRODUCTION

On these 17th, 18th days of the month of May of the year 2018 the Local "Awareness raising action" (act 3.2) has taken place in Bari at TPP premises.

The Laboratory has been aimed at:

- creation of spaces of awareness on the potential of economic development of the territory of reference (Conversano, Rutigliano, Mola di Bari and Polignano a Mare);
- identify possible collaborations among the participants in the Laboratory for the implementation of the projects of tourist thematic itineraries;
- contribute to the elaboration of the "Charter for the evaluation of the quality of services" of the public-private Cluster that will be established within the Project;

The "Pool of Experts" I-Archeo.S . has intervened as follows:

- Rossana Cotroneo, 10.30-18.00, 18 May 2018;

in Video Conference:

- Ottavia Ricci, at 16.30, 17 May 2018;
- Michele Trimarchi, at 15.00, 18 May 2018;

PARTICIPANTS

Attendees:

1. PRIMATO PUGLIESE
2. POLYXENA
3. AGENZIA TEO VIAGGI
4. TEATRI DI PACE
5. MASSERIA SANTANNA B&B
6. IRIS
7. MADE IN PUGLIA
8. FONDAZIONE PINO PASCALI
9. ECORENT
10. ULIXES s.c.s
11. CARTEINREGOLA ASS.
12. CIPS ass
13. CONFCOMMERCIO DELEGAZIONE CONVERSANO
14. ASSOCIAZIONE RISTORATORI "PIAZZA CASTELLO"

MUSICA E DANZA POPOLARE PUGLIESE has been invited as possible stakeholder by CIPS ass.

The Municipalities of CONVERSANO, RUTIGLIANO and MOLA di Bari, stakeholders of the Project, didn't participate in the workshop, because considering that their territories are the area on which the itineraries will be developed, they are automatically involved in all the projects of tourist thematic itineraries. They will participate in the next meetings.

KALE' SRL was absent and has given power of attorney to POLYXENA

CONSORZIO I MAKE, SENSAZIONI DEL SUD and WORLD DANCE MOVEMENT have communicated by phone their impossibility to participate and have expressed their strong interest in the activities of the project. They have given their availability to be updated and contacted by the other stakeholders.

THE 3 WORKING GROUPS

TOPICS

After a short presentation of the Project by Lino Manosperta, Stakeholders, that already met the 20th of April 2018 in Conversano for an informative meeting about the Notice to collect "expression of interest" to participate to the "Awareness raising action" and the "Creativity vocational training" of I-Archeo.S., have introduced shortly themselves, in order to have a clear idea of the profile of the participants.

Lino Manosperta has made a recap of the 7 "details of the itinerary proposals" elaborated by

- CIPS
- FONDAZIONE PINO PASCALI
- MADE IN PUGLIA
- TEATRI DI PACE
- ULIXES
- POLYXENA
- TPP

According to:

- i) the main themes addressed by the 7 proposals;
- ii) the profile of the stakeholders;

participants have been divided in 3 working groups:

Scholastic Tourism

- POLYXENA
- KALE' (absent)
- ECORENT
- CARTEINREGOLA
- IRIS

Culture and Art

- CIPIS
- MUSEO PINO PASCALI
- I MAKE (absent)
- PRIMATO PUGLIESE
- TEATRI DI PACE
- WORLD DANCE MOVEMENT (absent)
- TPP
- TEO VIAGGI

Food and wine

- ULIXES
- RISTORATORI PIAZZA CASTELLO
- MASSERIA SANT'ANNA
- SENZAZIONI DEL SUD (absent)
- MADE IN PUGLIA

The 3 stakeholders that have expertise in the tourism field have been identified as aggregator of each working group.

IRIS, MADE IN PUGLIA, TEO VIAGGI have accepted their role.

Lino Manosperta has underlined that:

- the 3 working groups have to develop a project of tourist thematic itinerary within July 2018;
- I-Archeo.S. Project will favour the proposals that are sustainable, transferable and durable.
- the stakeholders have to sign an Agreement for Public-Private Cluster of min. duration 5 years;
- the Itineraries will be conceived as new creative products;
- the Clusters will develop the above mentioned creative products for the preservation and valorisation of Natural and Cultural Heritage.
- considering the presence of 3 different proposals of tourist thematic itinerary that have in the same time something in common , it could be useful to create 3 different Clusters, with some shared stakeholders.

Ottavia Ricci has analysed the 7 “details of the itinerary proposals”, remarking 3 fundamental things that miss:

- the sea;
- empathy, an emotional part. People want to bring home something to remember;
- free time;

Ottavia Ricci's suggestions have been:

- choose things that are targeted and well done;
- the laboratories foreseen in the itineraries must last more than two hours, with a convivial moment;
- it is a travel, we must not give the anxiety of everyday life;
- do an online search and look for new ways to get children involved;
- give children the possibility to have fun, allows them to assimilate more;
- the traveler is no longer a spectator but becomes an actor;
- look for new forms of heritage enhancement;
- the itinerary must be interchangeable;
- the itinerary must be slow;
- image yourselves as user of the itineraries;
- tourism gives the possibility to be very creative;

Keywords to go on with the work on the itineraries have been:

- fun, fruition, pleasure

Rossana Cotroneo has given to the participants a general picture of tourism in Puglia according to the latest data of the "Report of Italian National of Statistics about trips and holidays in 2017".

Seaside tourism, followed by business tourism, 16% cultural tourism, religious tourism, 2% tourism for well-being. Above all residential tourists. From the ISTAT data, most tourists choose to travel by themselves.

Rossana Cotroneo's suggestions have been:

- think about your target;
- keep in mind the transfer;
- enhance your strengths;
- give a varied offer;

Rossana Cotroneo has followed the working groups as facilitator.

ABSTRACT OF THE ITINERARIES

After the brainstorming of the stakeholders divided in working groups, each group has presented an abstract of the itinerary and delivered a report (in attachment):

1. Food and wine + typical products and handicrafts

Target group: 35-70 years old people, they travel in small groups with children;
Able to spend 120 € a day;

Keyword of the itinerary:
authenticity, usability, biodiversity, sustainability, widespread hospitality.

Experiences in the artisan laboratories, such as the production and processing of dairy products;
creation and packaging of local products; live the territory in a dynamic way.

2. Scholastic Tourism

target: school
path of 5 days, 4 nights;

Laboratories linked to local traditions of the territory

- Rutigliano: Pottery Lab;
- Putignano: Papier-mâché Lab
- Alberobello: Trullo Lab
- Monopoli: naturalistic experience on bike starting from "Lama degli Ulivi" + Flora and fauna Lab

3. Culture and Art

experiences of:

- storyteller tourist guides in traditional dresses;
- experiences of typical craft workshop at Pino Pascali Museum;
- cycling experiences to promote the coast;
- to be part of a work of art;
- dinner with actors;

Michele Trimarchi has given his suggestions about the 3 abstracts:

- on the table there are many ingredients but they must be recombined;
- every traveller must be free to choose without having to stay in a loop;
- realize an adaptable project with a stable dorsal spine, on which you can graft other activities that can respond in real time to the traveller's needs;

- the personnel that will manage the project in the territory must be of “variable geometry”;
- there is no single-subject traveller,
- create a range of activities in the area that can be connected in many ways, and that certainly are virtuous rebounds for tourists that extend their stay and spend more money;
- connect your proposals;
- the only limit is our imagination;

Lino Manosperta has reminded that based on the expectations of the stakeholders, the project also includes a Mobile App that can support the modularity of the activities.

Stakeholders have given the approval to communicate their own contacts to all the participants.

DEADLINES

Within July, IRIS, MADE IN PUGLIA, TEO VIAGGI have to elaborate the final proposals, that have to be translated in terms of communication.

Moreover, to communicate and promote in the right way the itinerary of Scholastic Tourism, that has as target the Schools which decide at the beginning of September 2018 where to go, the final proposal of itinerary has to be ready within June 2018, in this direction it has emerged the necessity to anticipate the Local “Creativity vocational training course” for the group “Scholastic Tourism” to be held in Bari.

The dates have to be anticipated from 4-5-6/07/2018 to **22 June 2018**.

Considering this need, TPP commits to anticipate the workshop for the group “Scholastic Tourism” .

NEEDS

Finally, it has emerged:

- i) the necessity of the following services to implement some itineraries:
 - o digital and printed educational material;
 - o operator manual that guarantees the replicability of the itineraries;
 - o promotional-informational printed material;
 - o mapping of the services present in the itinerary;
 - o technical sheet for the natural and cultural assets inserted in the itineraries,
 - o promotional video for the visual storytelling;
- ii) the necessity to facilitate the work of the stakeholders in order to develop modular tourist thematic itineraries, this is due to the project time constraints and the need for a timely delivery of the Project outputs.

Considering all the above, TPP has recognized such needs and commits to activate the necessary procedure to:

- i) acquire a list of creative products and services necessary for the implementation of the itineraries. The new creative products will combine innovation, multidisciplinary approaches to promote values expressed by Natural/Cultural Heritage and develop a symbolic attraction of the consumer-tourist to the territories, proposing an efficient model of valorization.
- ii) identify an additional human resource dedicated to the above mentioned task.

Bari, 18/5/2018