ANNEX 1: APPLICATION FORM FOR RECOGNITION OF HERA VISITOR CENTRE

IN ORDER TO APPLY FOR RECOGNITION OF HERA VISITOR CENTRE PLEASE FILL IN THE FOLLOWING APPLICATION FORM

Applicant	
Applicant's name:	Consorzio Punto Europa – Europe Point Consortium
Implementing partner(s)name(s) (if any):	Consorzio Punto Europa - PP1 of Hercultour Italy-Croatia Project

Contact details	
Contact person's name:	**Galluccio Emiliano**
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Name and type of the visitor centre
- *Medium (from 50 to 200 m²).*
Teramo" IAT and Virtual Visitors' Centre" is a medium size Visitors' centre (118 sqm) divided in three halls which are multipurposes and interconnected. As a IAT (Acronym of "Informazione e Assistenza Turistica" – Torusim information and assistance - which nationally identifies a centre that is deputed to the provision of a set of specific institutional services) is connected to the activity of sharing information and distributing published materials on the natural, historical, artistic and religious heritage of the Teramo province territory. As a Virtual Visitors' Centre, the premises will provide a unique travelling experience of the cultural and natural heritage of the territory through Virtual Reality information systems. The conference hall will be dedicated to the organisation of meetings with operators and stakeholders and to didactical purposes

Theme interpreted in the visitor centre
- *Please describe the theme of the visitor centre in short. Why did you decide for this theme? Who was included in the participatory process?* - *Describe main target groups to whom the visitor centre is oriented.*

The theme developed (and graphically enhanced by the setting up of interiors) in the premises of the IAT & VVC is focused on the cultural and historical heritage of a City which is suspended between adriatic sea and the highest Apennines mountain peak of Gran Sasso d'Italia.

Three different areas (corresponding to the 3 halls) have been decorated and equipped in the logic representation of the geographic position of the city in the real environmental context.

The theme, developed by architects contracted by Europe Point Consortium, has been evaluated and finetuned primarily by the Teramo Municipality Administation (owner of the Centre) and by the DMC Agency that will manage the services provided.

The idea individuated by the theme aims at the promotion of the territory addressing the seasonality of tourism with a diversified strategy which contributes to the improvement of the attractiveness of tourism destinations thus enabling to move beyond the traditional 3S model ("sun, sea and sand") towards 3E model ("excitement, education, entertainment") and extend the season, producing multiple benefits, among which are:

- The reduction of the environmental, economic, social impact and pressure caused by concentrating tourism into a few weeks/months of the year;
- the creation of new activities/projects idea collection supporting the preservation and development of the area's natural and cultural heritage.
- The relink of the coastline with its natural hinterland, mainly whereas are located protected natural areas and/or towns and settlements, which had historically performed cultural, economic and social cohesion function, in order to re-shape the identity and distinctiveness of the area.

Teramo has been therefore identified as the most suitable location for the development of such innovative visitors' centre in line with a research on the cultural and historical heritage on the territory carried out by University and cultural experts and with the environmental, archaeological and monumental itinerary route which has been promoted also through the realisation of specific software supports.

The territory, as a matter of fact, unifies many relevant elements that need to be valorised for the success of the diversified strategy abovesaid:
   a) History:
      - Vestiges of Picens and pre-Roman populations
      - very important presence of prehistorical roman vestiges (Theater and Amphiteather, domus and Mosaics relics)
      - proximity to one of the most famous Italian military fortresses (in Civitella, being the only one resisting the military assaults of Unified reign armies)
   b) Environment: proximity of Adriatic sea locations and highest Apennines mountain peak with the perfect union of uncontamined mountains, rivers and valleys
   c) Unique religious and civil architecture: Teramo and Atri Cathedrals, teather.
   d) Culinary traditions: the rich and famous gastronomy with many nationally renowned dishes

Such thematisms connect a wider range of actors operating in close sinergy with the Local Entity (Business operators, Handicraft workers et alia) and insitutional stakeholders (primarily, Teramo and Atri municipalities, Teramo Province, Teramo and Atri Episcopate, Museums managers) and are adressed to the wider target groups, from general public to travel operators and researchers.

Describe the technical infrastructure of the visitor centre

- *Number and type of computer and multimedia equipment.*
- *Internet connection, Wi-Fi, etc.*
- *Additional technical particularities.*

Visitor centre has been equipped as follows (see the project attached):

Hall/Type of equipment	Furniture	Multimedia
IAT	- 1 reception desk - 4 Wooden chest of drawers and shelves - Wooden backgrounds - illumination	1 full equipped operator pc 1 QNAP server for operator 2 Samsung SmartTv 65" 1 LG Smarttv 55" 1 router-wi-fi repeater
Virtual Visitor Centre	- 1 wooden structure with roman arks for the Virtual centre fruition with tablets - Illumination	2 Htc Vive PRO headsets 2 PC dedicated to Vive usability 3 Oculus Go headsets 3 all-in-one pc + screens 1 LG 65" SmartTV touchscreen
Conference Hall	- 4 waves shaped sitting for the conference hall - llumination	1 LG Smart Tv 75" 2 LG SmartTv 65" 1 Audiosystem subwoofer

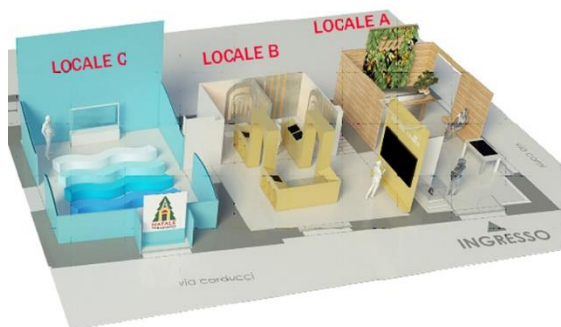Teramo VISITORS' CENTER
...dove monti e mare si baciano!

FUNZIONI
1 IAT (33,23 mq)
2 Sala virtuale (45,09 mq)
3 Sala riunioni (39,76 mq)

ARREDI
1 Desk
2 Espositore
3 Seduta

MULTIMEDIA
1 Tavolo interattivo
2 Video
3 Touchwall
4 Stazioni narranti
5 Area realtà virtuale
6 Proiezioni e videomapping

VISTA PROSPETTICA D'INSIEME

Infrastructural improvements

- *Where any infrastructural improvements implemented on the visitor centre? If yes, describe how this infrastructural improvement contributed to raising the quality of interpretation/tourist valorisation of content interpreted in visitor centre*

Being located in an historical and monumental structure, no infrastructural improvements have been carried out.