

TECHNICAL CROSSBORDER DEMONSTRATION PLAN

Template

The aim of this document is to provide ATLAS project partners with concrete instructions to complete their pilot actions' demonstration plans, so as to meet all the information requirements which make the plan consistent and relevant. In order to do so, the template is mostly drawing back from the action plan model explained in the methodological document TECHNICAL CROSSBORDER DEMONSTRATION PLAN.

TO DO: fill in the spaces in the following table that are colored in white (blanks) with the information related to the pilot project(s), using the instructions provided in each space. You can then erase the instructions and leave only the ultimate text. See the methodological document for further explanation and if in doubt.

0. GENERAL INFORMATION

Goal: Introduce the project providing the basic information relating to it

Project Name:

PUGLIA EXPERIENCE AROUND MATERA

Geographical Area :

The programming includes experiential "products" in the area of the following municipalities of the Murgia of Bari and Taranto, otherwise called "Magna Graecia, Murgia and Gravine" bordering Matera: Gioia del Colle, Altamura, Gravina, Laterza, Ginosa, Santeramo.

Topic:

- Tourism experience
- Enhancement of cultural heritage
- Accessibility

The experiential tourist itinerary concerns experiences to be lived in an area that presents a rich and fascinating landscape, today not sufficiently valued in a tourist key, and only recently re-evaluated by the Matera Capital of Culture 2019 phenomenon.

Deep and inaccessible canyons, crypts and caves, woods, pastures, vineyards, olive groves and Mediterranean crops, ancient villages and artisan shops, textile, agri-food and other typical local productions, archaeological areas and cultural heritage that tell millennial stories.

The high Murgia of Bari and the Taranto area tell the story of the rupestrian and peasant civilization, its archaeological and historical sites reveal the presence of different civilizations throughout history, with precious finds and underground itineraries, frescoed tombs and hidden treasures.

The open spaces, the plains and the hilly areas allow you to experience naturalistic and sports experiences of particular charm.

The landscape and the scents of the historic centers and farms make the delights of an

authentic gastronomy unique: pasta, bread, focaccia and oven specialties, mozzarella and burrata, oil and wine, local meats and vegetables, characterize not only the table but the proposals of food well-being and unforgettable experiences of meeting with the producers.

In this area, bordering with Matera and its province, the executive planning will concern the development of experiential activities that contribute to the tourist attractiveness of the area, favoring the increase of visitors and tourists (with particular attention to international guests) throughout the year. The activities are aimed at the enhancement of sites of cultural interest in the area, not adequately promoted and practiced by traditional circuits, paying attention to the accessibility of places, or the overcoming of cultural, cognitive and psychosensory barriers

1. INTERNAL AND CONTEXT ANALYSIS

1 A) SITE DESCRIPTION

Goal: List and describe all sites that are involved in the project, providing all the information which are relevant to build the project framework.

The sites chosen for the experiential activities are located in the territory of the municipalities of Gioia del Colle, Altamura, Gravina, Laterza, Ginos, Santeramo.

Below is a brief description:

Gioia del Colle,

Gioia del Colle, center of the Murge area, just over 20 km from the trulli of Alberobello and about 40 km from Bari, known throughout Italy for its delicious mozzarella and dairy products. The discovery of Gioia begins at the foot of the Norman-Swabian Castle, which stands out for its beauty and importance in the heart of the ancient center. Enlarged by Roger II, it was rebuilt by Frederick II around 1230 and today is home to the National Archaeological Museum, where you can admire precious archaeological finds. Another site of great importance The Archaeological Park of Monte Sannace includes settlement areas of the most important center of ancient Peucezia.

The village is a maze of alleys and squares, the characteristic arches of Byzantine origins still open. A walk in Gioia also touches the Church of San Rocco, which houses a statue of the Saint made by Stefano di Putignano, the Mother Church dedicated to Santa Maria Maggiore, the former Franciscan monastery and the fifteenth-century tower house in Vico Fontana. A few kilometers from the city, the Archaeological Park of Monte Sannace is the largest known Peucetic settlement, in which probably the ancient center of Turum, mentioned by Pliny, was located. The Archaeological Park of Monte Sannace includes extensive settlement areas of the most important center of ancient Peucezia, particularly flourishing between the sixth and fourth centuries. AC.

Altamura

The "Lioness of Puglia" amazes with a historic center rich in art and culture and delight with the unmistakable taste of his bread. In the heart of the Bari hinterland, the city of Altamura rises less than 50 km from Bari. Once past the ancient walls, the historic center starts from Porta Bari, among palaces, churches and characteristic cloisters, small closed courtyards.

Stands in the heart of the country, the Cathedral of Santa Maria Assunta, commissioned by Frederick II, a masterly example of Apulian Romanesque, mixed with the elegant gothic of Frederick II, not to be missed, together with the Sanctuary of the Madonna of the good path, a few steps from the town. Inserted in the Alta Murgia National Park, Altamura hides the famous “Pulo” in the countryside, an impressive karst doline about one hundred meters deep. In the surroundings there were exceptional fossil discoveries such as the man from Altamura, the only remains of an intact Paleolithic human skeleton, and the 30,000 dinosaur footprints, in the Pontrelli area. It is the home of the famous bread, baked in a wood-fired oven in the many bakeries in the country, the first baked product in Europe to boast the Dop brand.

Gravina

It lies on the edge of a ravine, the fascinating Gravina in Puglia, in the Western Murgia, in an area marked by the presence of puli and gravine, just over 10 km from Altamura and less than 50 km from Andria and Bari.

It is part of the Alta Murgia National Park. A large part of the city extends, in fact, on the bank of a ravine more than 100 m deep. To embellish the countryside, already jagged by the whims of stone, there are the archaeological sites of the Petramagna Hill and of the Eternal Father, with the remains of temples, walls and floors of ancient dwellings and the vast ceramic repertoire.

They seem poised on the hill, perched on a promontory outside the town, the remains of the Svevo Castle, while a short distance away are the Church of Madonna delle Grazie and the Basilica Cathedral, set on the edge of a crevasse, with a wonderful view of the ravine. The center of Gravina in Puglia has a hidden face. Under the built-up area, an underground world made of tunnels, cellars, rupestrian churches, barns, seventeenth-century ovens is preserved in excellent condition. From Piazza Benedetto XIII, the stairways lead to the oldest quarters, including medieval houses and rock churches, the most important of which is dedicated to the patron saint, San Michele. The exploration of the rock civilization of Gravina continues in the Museo Pomarici Santomasi, which houses important finds such as the frescoes in the rock crypt of San Vito Vecchio.

Laterza

History and nature, ceramics and crypts, Laterza is a treasure trove of treasures that capture the soul and lead to fascinating discoveries. Among the ravines around the Gulf of Taranto, that of Laterza is the most spectacular. The "canyon of Europe" extends for 12 km and in some places is wide

also 500 m. It is here that the ancient origin of the city is revealed, admiring the numerous rock churches and the testimonies left by man since prehistoric times.

From the rock of the ravine to the ceramic, Laterza boasts the peculiar production of white majolica, polished and decorated mainly with the colors of blue and yellow, a true signature of the Laertine ceramists that distinguishes the precious objects at any latitude. Laterza majolica has very ancient origins. There are traces of it since the III millennium BC but it is in the sixteenth and eighteenth centuries that the laertine style reaches its maximum splendor with decorations ranging from hunting scenes to religious and mythological themes and up to the characteristic "albarelli", the typical pharmacy jars. After a relative period of decadence, the production of Laterza ceramics has flourished

also under the protection of the Cat brand (traditional artistic ceramics) which has allowed it to become part of the Italian Association of Ceramics Cities.

Worthy of note is the artisan tradition of bakers.

The historic center of the town develops between the mighty walls, the depth of the gravina e

the castle thus highlighting its strong medieval soul that also emerges from the succession of whitewashed houses along lanes, stairways and characteristic squares.

From the Byzantine-style frescoes of the crypts to the sixteenth-century frescoes of the Chiesa Matrice, from the Palazzo Marchesale to the decorations and the high-reliefs of the Spanish winery, in Laterza the story lay down layer upon layer, leaving behind precious testimonies.

Ginosa

Ginosa tells ancient stories related to the great green and uncontaminated ravine of 3 Km and to the position overlooking the Ionian. It was precisely the gravina, at the time of the invasions, its natural protection. A varied and evocative landscape extends from the fertile plains to the sea, up to the gentle hills of the Murgia. The farmhouse developed as a excavated rock settlement

in the tuff caves and still today it is possible to admire the traces in the suggestive wall decorations.

The centuries have seen Greeks and Romans, Normans and barbarians alternate. Many feudal lords

they refined architecture and, as a symbol of resistance to the Saracens, the castle erected in 1080 by Roberto il Guiscardo, which dominates the ancient center together with the sixteenth-century Renaissance Mother Church dedicated to the Madonna del SS. Rosary.

The nearby Marina di Ginosa, a seaside resort embellished by thick pinewood, is renowned. where the Blue Flag flies. Of particular interest is the local handicraft in which sartorial art stands out.

Santeramo

Home to horse and donkey meat, Santeramo is a jewel with a medieval soul, surrounded by lush woods.

On the highest step of the Murgia plateau, Santeramo in Colle is a crossroads between the provinces of Bari, Taranto and Matera. Santeramo preserves a medieval soul in the historic center, where the fascinating remains of a Benedictine monastery and the Romanesque church of Carmine stand out. The echoes of a glorious past are still alive and the landscape preserves traces of prehistoric and protohistoric human settlements, such as vases, coins, weapons and objects of use

daily and the remains of the ancient Via Appia, which are lost in the countryside.

A true green lung encloses Santeramo, thanks to the Woods of Gravinella and Parata, a paradise for animal lovers, the ideal place for birdwatching, beloved by the grillaio hawk, a bird of prey suited to the Murgia steppe environments. Of great interest are the farms and shops that dot the area.

Thanks to the collaboration of local authorities and local tourist operators, there are no obstacles to the realization of the activities foreseen by the project.

1 B) EXTERNAL ANALYSIS

Goal: Describe the contextual socio-economic and territorial trends related to the area in which the project is implemented, as from the results of the analysis, focusing on the elements that relates to the issues that the pilot project aims to address.

The proposed activities respond to the demand for tourism aimed at the knowledge and enjoyment of experiences related to cultural heritage.

The territory allows you to practice all forms of tourism related to this typology for the material and immaterial attractions present in the different thematic areas: food and wine, nature, sport, art, local traditions, architecture, archeology.

And this is a stone's throw from the regional capital Bari, hub of international and local transport and Matera as a tourist phenomenon linked to its being European Capital of Culture 2019.

The project is in line with the strategic and operational objectives of the PST 2017-2022, Italy, a country for travelers and "Puglia 365", the Strategic Tourism Plan of the Puglia Region 2016-2025.

The strategic plan for the development of Italian tourism has a time horizon of six years (2017-2022). In fact, the plan proposes an "organized system" - thirteen specific objectives and fifty-two lines of intervention - whose strategic traits pursue four major general objectives.

The strategies, objectives and interventions have been traced and proposed in compliance with three transversal principles: Sustainability, Innovation and Accessibility.

"Puglia 365", the 2016-2025 Puglia Region Strategic Tourism Plan, is also closely connected to the MIBACT National Tourism Strategic Plan.

The Apulia 365 strategic plan for tourism, which involved the sectors of culture, tourism, agriculture and internationalization of the Puglia Region, took into account the challenge that Puglia has in this new epoch, summarized in the following objectives:

- increase the competitiveness of the destination in Italy and abroad, increase the flow of international tourists and give a positive boost to seasonal adjustment;
- make the "system of rules" of tourism more efficient, simple, rational and responsive to requirements, defining the necessary regulatory and regulatory innovations, reducing bureaucratic and economic burdens;
- enhance the regional tourism offer through integrated and territorial action on quality, innovation and specialization of destinations and products;
- optimize the impacts of the enhancement processes of the environmental and cultural resources of the territory in order to increase their use by national and international tourists, identifying and introducing rules that allow a tourist use of resources compatible with their conservation and quality;
- to create favorable conditions for the consolidation and development of tourism businesses and the supply chain, the generation of new entrepreneurship and youth employment also through the promotion of digitalisation and innovation of enterprises in the regional tourism system.

The following subjects will be directly and indirectly involved in the perimeter of the considered area:

- The tourism managers of the area's local authorities
- The local tourist offices of the area
- Cultural and naturalistic associations

- Local artisan, industrial and agricultural enterprises.
- Subjects operating in the catering sector
- subjects operating in the hospitality sector
- Travel agencies and tour operators
- Transport companies and NCC rental companies.
- Press and communication agencies, newspapers, local media.

Given the tight deadlines related to the implementation of the pilot project, at the moment the detailed list of the persons and groups involved is being defined, as well as the specifics regarding the project collaboration.

1 C) TARGET MARKET

Goal: Describe the potential market for your project, focusing on the segmentation process and results and especially highlighting figures and features relating to the primary and secondary targets.

The Pilot action has different target targets on the market, so briefly identified:

- "Do it by yourself" travelers. Those who go in search of something interesting to do in places of interest. Those interested in organizing their trip to Puglia to experience unique experiences. They are the travelers who want to live unforgettable experiences and immerse themselves in the culture of the place, to discover the heritage of the territory, discover the life stories, the old and new processes and technologies that give life to the products;
- Hikers. Locals who love especially on weekends and holidays to discover the area and areas that are often little known despite their proximity to their habitual residence.
- Groups, youth or adult associations (senior citizens) united by cultural values / aims and well-defined passions. How many are interested in living one or more days of visits in a territory, getting to know people and places, practicing their passions, experiencing live learning
- Educational / school tourism groups, ie students of schools of all levels, university students, PhD students, Erasmus mobility subjects who want to live educational experiences with their teachers through the discovery of sites of historical, artistic and cultural interest naturalistic, appreciating the value of little-known realities but of great historical and cultural value;
- Tour operator and travel agency specialized in incoming Puglia. They have an interest in knowing and drawing from the catalog our proposals and discovering the wide range of activities / attractions in the area that can enrich the offer for the incoming in Puglia also linked to the visit of Matera and Basilicata and meet the new needs of a vast public of travelers. Experiences, workshops, courses and how useful for an extraordinary experience in Puglia.

Furthermore, a particular target of the Pilot action (which intends to give importance to the material and immaterial culture of the places), will be the active companies / entities that hold sites of productive interest. They are bodies that often need to be informed about the opportunity to do industrial tourism or who have already developed the will to open the doors to visitors (and do it online), knowing the opportunities also in terms of business. Subjects interested in making known the places and their material and immaterial assets, according to professional standards, or to offer proposals designed according to a service model that meets the needs of visitors.

1 D) PROJECT BRIEF

Goal: Write a short summary of your project idea.

With reference to the characteristics of the territory, we intend to develop a series of experiential "products" and design a map of qualified tourist services, useful for staying in the area to discover the many attractions.

The experiential "products", distributed in the various municipalities indicated, will be classified according to the following thematic areas and types.

Each activity will be accompanied by a detailed description - useful to the various promotional activities - relating to: targets, fruition methods, product characteristics, planned and excluded services, access and purchase methods, available languages, sites of cultural and tourist interest connected.

Thematic areas:

- Art and culture
- Rites and traditions
- Wine and Food
- Nature and Sport

Types:

- Experiences - interactive activities with variable-duration visitors;
- Weekend - thematic mini-tour with one or two days of overnight stay, with tourist guide and local transport services for a minimum number of people to be defined;
- Tour - classic tour with at least 4 days overnight stay (to be associated with a visit to Matera and the surrounding area of Lucania) for a minimum number of people to be defined, with a tour guide and choice of customizable tourist services.

An aspect that will be particularly taken care of will be that of the "tailor-made" offer based on the needs of tour operators, environmental sustainability, accessibility of places and events and use of activities in at least one language, in addition to Italian, in order to best respond to international users. This thanks to the collaboration of accredited tourist guides who will participate in the realization and delivery of the initiatives.

The program of the proposed experiential tourist itinerary enhances in particular the skills of:

- Accredited tourist guides
- Entrepreneurs, artisans and operators of the sites visited
- Archaeologists, historians, art historians
- Operators and volunteers of culture and the environment

2. MISSION STATEMENT

Goal: Write the mission statement of your project pointing out why it exists, what its overall goal is.

The project intends to create a series of experiential "products" and draw a map of qualified tourist services, useful for staying in the area to discover the many attractions.

This through a co-planning carried out with selected subjects, according to criteria of relevance / attractiveness in the territory, belonging / representativeness of the different thematic areas, territorial distribution.

The goal of the project is to achieve at least 15 experiences that can lead to excursions, weekends and tours.

The activities include modular possibilities, which allow them to be adapted to the needs and characteristics of the customers during the promotional / commercial proposal phase.

There are activities with "slots" of 2 hours, 4 hours, 6 or 8 hours that are well combined with the planning needs relating to travel on the territory, the consumption of meals, local shopping and overnight stay on site.

The experiential "products", distributed in the various municipalities indicated, will be classified by subject areas and types.

Each activity will be accompanied by a detailed description - useful to the various promotional activities - relating to: targets, fruition methods, product characteristics, planned and excluded services, access and purchase methods, available languages, sites of cultural and tourist interest connected.

The collection of the different products and the different possibilities of combination in the fruition (weekends and thematic itineraries) will be carried out by creating ad hoc web pages to give experiential products and related services adequate visibility, with the help of photo gallery, integrated map, contact form and much more. The idea is to prepare operators for a complete and tailored e-commerce offer for those who sell experiences and with all the features of the case to transform "the lookers in to bookers!"

3. STRATEGIC OBJECTIVES/ STRATEGIC PLAN/ OPERATIONAL PLAN

Goal: Define the long-term goals set to achieve the project mission and main scope. Describe the set of strategies that have been thought to be adopted in order to pursue strategic objectives and achieve results. Explain how you plan to put the strategic plan into operation in the short term, providing conditions for success and operational targets (objectives).

The strategic objectives of the project are:

- Realize immediately available experiences as a tourist offer
- Improve the skills of local operators in planning, implementing and promoting tourism experiences
- To favor a better integration between the local tourist sectors of reception, catering services, transport and producers of local experiences
- Encourage interaction and collaboration between the actors of the local tourism system with particular reference to those involved in the promo-marketing of the local tourist offer.
- Enhance the cultural and environmental heritage of the territory with particular attention to industrial and artisanal companies for the discovery of local productions and cultural and naturalistic associations engaged in the rediscovery of traditions and environmental protection.

The activities of the Pilot project will follow the following schedule:

Pilot Action : PUGLIA EXPERIENCE AROUND MATERA										
CRONOPROGRAMMA	3-10 luglio	11-17 luglio	17-20 luglio	22-27 luglio	29 lug-3 ago	5-10 agosto	12-14 agosto	19-24 agosto	26-31 agosto	2-7 settembre
Attività di progettazione generale della Pilot Action										
Incontri con potenziali soggetti interessati alla realizzazione delle esperienze- Definizione elenco										
Affiancamento ai soggetti coinvolti per la progettazione delle esperienze										
Affiancamento fase 1										
Affiancamento fase 2										
Affiancamento fase 3										
Check delle attività										
Raccolta materiali										
Progettazione pagine web										
Caricamento dati e realizzazione pagine web di presentazione esperienze										
Attività di monitoraggio										
Attività di coordinamento delle attività										
Report finale e Consegna del lavoro svolto										

Reference for section 3 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, pages 17-18-19

At this point, you have all the information to define the *strategic structure* of your project.

4. MONITORING

Goal: Write down and explain the methodology and the tools that will be used to assess the project performances, both during the pilot implementation and after its completion.

The monitoring activity will provide indications on the following critical issues, according to the indicators and the survey methods indicated:

- Respect for the timing of the development of products (progress in the production of experiential activities) (three verification steps 07/25; 08/08; 29 August)
- respect for the delivery of the materials (files, etc.) describing the products useful for the production of the web pages (verification on August 22 useful to activate any correction useful to have the complete documentation by September 2;
- the correct organization and coordination of activities (intermediate verification of compliance with the organizational plan);
- the effectiveness and efficiency of the individual project steps (check by the person in charge of monitoring the project related to compliance with the time schedule);
- the correct identification, evaluation and management of problems for the implementation of products from the initial phase of involvement of potential providers of experiential activities (verification of the requirements and interest of each entity involved and related options for involvement in the pilot project or replacement with other more interested and motivated subjects)
- the consistency of the project material produced by the individual operators with respect to the shared standards (verification and validation of the forms by the appointed expert by 29/08 so as to be able to request changes or additions.
- the degree of involvement of the institutions and project partners to whom the project collaboration was requested (verification questionnaire).

Reference for section 4 final output: TECHNICAL CROSSBORDER DEMONSTRATION PLAN – Methodological document, page 23