

WP 4.2 TRAINING PATHS FOR CULTURAL TOURISM

PP: Distretto Produttivo Puglia Creativa

Training modules/workshops Report

We are creative in Puglia: a network for tourism

The creativity network: festivals, creativity stores and cultural heritage for an innovative touristic product

Workshop 5 of February 2019 – Officina degli Esordi – Via Crispi n. 5 - Bari

The aim of the workshop was linking together tourist operators, the festival network, creatives, association, and every potential association interested in participating the project. The final output is the definition of tourist packages linked to festivals and creativity in Puglia.

Starting from the identification and constitution of a "Festival network" able to intercept on the one hand the artistic-cultural assets of the region (in particular the UNESCO's heritage sites) on the other hand the creativity shops present everywhere on the whole regional territory, together with some famous movie set shot in Puglia. According on these assessments, the main investments to be made concern:- The establishment of tourist packages- The creation of communication materials to support agencies and buyers- Cost of participation in dedicated fairs and workshops.

Project implementation phases

At first the festivals have been invited to fill in a form with the personal and typology references, after that survey, they have been mapped and divided into the 13 areas defined by the “Apulian landscape plan”.

In order to let start the building process of making a network of creativity and tourism, or better: tourism of creativity, it’s been organized a workshop specifically oriented to increase awareness of the network members and to collect the best ideas and the needs in each one of the 13’s area.

A search to identify the most appropriate professionals to support this process led us to meet three technicians, from three different areas of expertise: customized luxury travels, positioning and webmarketing, communication and social marketing.

- Antonello Losito *Founder Southern Vision Travel – tailor made travel, immersive journeys into the cultures of Southern Italy and beyond. Specialized in premiere cycling holidays, intimate culinary tours, and cuisine experiences lead by global celebrity chefs, who bring their creativity and style to Italy. Custom design trips.*
- Emma Taveri *CEO at Destination Makers. Destination strategist, local marketing and local development, with decades of experience for major travel companies such as TripAdvisor, World Travel Market, TUI Travel, TTG.*
- Milena Calogiuri *Social & Digital strategist, Sociologist specialized in cultural and musical processes, social & digital strategist, digital PR and technical consultant for the MODiCT Observatory of the University of Salento
Production assistant, talent recruiting and social media manager & digital strategist for the web format "BRAIN BACK HOME" online at <http://www.mtv.it/>
Lecturer in Social Media Marketing at Training Institutions and University Courses
Co-instructor of the course "Territory, brand, tourism: Social Media Marketing; promotion and*

*social tools "- UniFg, EduOpen
Creator and co-founder of the "Instagram Tour" projec*

The workshop has been made of three different parts: the first introduced by Vincenzo Bellini e Cinzia Lagioia to explain the whole project, then the technicians has talked about their skills and experience.

The theme of the workshop together with the formula chosen were a great success: in fact there were more than 200 online recordings and about 150 participants in the hall besides more than 1270 viewers of live streaming on Facebook.

There has been also an eager speech of the regional councilor for tourism and productive activities: Loredana Capone, about the regional touristic goals and policy and the project Atlas enterprise.

In the second part of the workshop, the operators were divided into 13 tables, one for each territorial area, and with the support of a coordinator, they were compared on the basis of a specially designed canvas, with some focus that has to be discussed. Then the coordinators fulfilled the canvas with some topics and key words representative of the area. Each of this canvas will be the base for the next steps of the project.

Each working table was about of 10 representatives of private and third sector.

A model of the canvas is attached,

In the third part, each coordinator presented the results of the work of each table.

The contents, including PPT presentations, videos, interviews, and other material was uplodaed on the ATLAS platform and DPPC web site where everyone can have access to it.

Workshop program:

10.00 -10.30 ATLAS project – Cinzia Lagioia, Vincenzo Bellini DPPC

10.30 -11.30

Antonello Losito: travel experience, target e customizing

Emma Taveri: innovative tourist packages: how to sell

Milena Calogiuri: IT for tourism

11.30 -13.00 Work tables

13.00 – 14.00 Output and results

Space preparation

2 areas: 1 for plenary for illustrating the project with slides and videos, equipped with amplification and screen, a room apart with 13 tables and 100 sitting places, canvas, chancellery

Distributed materials

Folders with the program, pen, block notes

Numbers of participants

Registered using online forms: 250

presents in the hall: 160

Direct promotion

Mailing, newsletter

Social promotion

Post on facebook, instagram, facebook live streaming

Medium distribution

Tvs: Telenorba, TR 7

Sectors involved-target participants

Tourist operators, associations, craftsmen, institutions, students, private sector (farms, wineries, cooperative society, Albergo Diffuso, video-makers, web agency), as well as representatives of local and regional administration (municipality, regional tourism board, turist office), representative of cultural associations and museums.

Area territoriale

Specificità e valore Individuazione dell'identità locale dell'area individuata, il tema della narrazione	Attrattori culturali, paesaggistici	Target Quali gruppi di persone, organismi ed organizzazioni è necessario coinvolgere? Quali tipologie di viaggiatori si intende attrarre e raggiungere	Relazione con i viaggiatori (A quali tipologie di viaggiatori è maggiormente sensibile l'area?) e i presentatori turistici Che tipo di relazioni vogliamo stabilire? In che modo vogliamo coinvolgerli? i ricordi dei viaggiatori? Come fidelizziamo i visitatori?
	Attività chiave dell'area	Servizi turistici Quali risorse sono necessarie all'operatività dei servizi, officine della creatività, ecc.	
Costi/investimenti Quali sono le principali voci di investimento che sei disponibile ad affrontare? Su cosa pensi sia necessario investire maggiormente in termini di tempo/costo		Risultati attesi Quali risultati/impatti vogliamo ottenere dallo sviluppo turistico dell'area?	