

Report on examples of accessibility and promotion of Adriatic natural and cultural sites

Deliverable Number D5.3.1

Final Version of 06/2023

WP5 ACCESSIBLE NATURAL AND CULTURAL HERITAGE SITES

Project Acronym: TAKE IT SLOW
Project ID Number: 1025547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
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
Work Package Number: 5
Work Package Title: Accessible natural and cultural heritage sites
Activity Title: Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites
Partner in Charge: LP/DNC & PP7/ER
Partners involved: PP11/ Teatro Pubblico Pugliese
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For each Natural & Cultural Heritage that has seen an improvement of accessibility (upgrade of the infrastructure, user friendly information, optimization of the visit, especially for people with disabilities) and a better promotion, please answer to the following questions.

- Fully describe the results obtained in the pilot area of your competence, with particular focus on the actions carried out in the field of improved accessibility (Act. 5.3);

In the specific field of accessibility, the micro-destination Capitolo-Torre Canne-Selva di Fasano, now called with the new territorial brand *Terre di Fasano*, has already achieved tangible results as a result of the planning expressed by the actions listed in the *Smart Action Plan document*, through a public-private partnership.

First and foremost, the purchase and management of 27 electric bicycles, supplied to the newly created Enterprise Network 'Terre di Fasano.net', has given further boost to the fruition of the territory in a slow and sustainable manner, capable of allowing guests to appreciate the historical-cultural-naturalistic heritage at the right rhythm.





Moreover, accessibility to places has been guaranteed through a new operation implemented by the municipal administration of the City of Fasano, through the preparation of a new local public transport system during the summer, aimed at decongesting vehicular traffic towards the coastal localities. This new pilot action, foreseen within the Smart Action Plan, will allow all beach visitors to use the daily shuttle service to reach urban centres and public and private lidos which, in most cases, have adopted new measures and new services for beach accessibility, including walkways, toilets for the differently abled, and job chairs for bathing.

- *Fully describe the results obtained in the pilot area of your competence, with particular focus on the actions carried out in the field of improved promotion (Act. 5.3);*

The actions carried out in the field of improved promotion are as follows:

1. During the meetings with the LCP, LCP highlighted the need to improve the promotion of the sites, focusing on making the territory recognizable. In this direction PP11 has realized a "Place Branding" activity to identify and transmit the territory, its tourist offer, its values and at the same time to position the offer in a specific segment of the market so that the demand from the tourist is satisfied and therefore can convert his interest in the fruition and visit to the territory.

From the Place Branding Activity, the Brand "Terre di Fasano" has born with a dedicated landing page for the promotion of the experiential services built within the project.

The Place Branding Activity has been realized through a first Documented research on the analysis of tourism data with access to regional databases and a successive Field research with the administration of questionnaires for citizens and tour operators aimed at identifying the peculiarities of the territory and identifying the most suitable naming.

From Thursday 7 to 10 April 2022, in Piazza Ciaia, Fasano, a public event with music, debates, has been organized in which citizens were invited to vote on 10 naming proposals. The most voted was precisely Terre di Fasano with 393 out of a total of 2100 votes. The new territorial brand "Terre di Fasano" is widely used on all promotional materials of the activities organized by the Municipality of Fasano.

Place Branding Activity







Interreg Italy - Croatia TAKE IT SLOW
European Regional Development Fund

"TERRE DI FASANO"
Percorsi, identità e immagine della destinazione turistica

Città di Fasano

15 GIUGNO 2022 - ore 19.00
Fasano / Portici delle Teresiane

introduce
Prof. Achille Chillà
Docente, storico ed esperto del Territorio

talk con
Francesco Zaccaria
Sindaco della Città di Fasano

Pier Francesco Palmari
Assessore al Turismo della Città di Fasano

Lino Manosperta
Responsabile Ufficio Progetti del Teatro Pubblico Pugliese - Consorzio Regionale per le Arti e la Cultura

Valerio Palasciano
Consulente tecnico della sezione Turismo e Cultura della Regione Puglia e Coordinatore della Consulta del Turismo della Città di Fasano

Marialucrezia Colucci
Biologa, Guida Turistica Naturalistica e Vice-Presidente della Cooperativa Serapia, Coordinatrice della "Local Community of Practice" Take It Slow

Beniamino Attoma Pepe - Architetto e Vice-Presidente Fondo Ambiente Italiano Puglia

Alfredo Bortone - Marconi Web Srl

Moderata:
Patrizia Nettis
Staff Comunicazione Città di Fasano

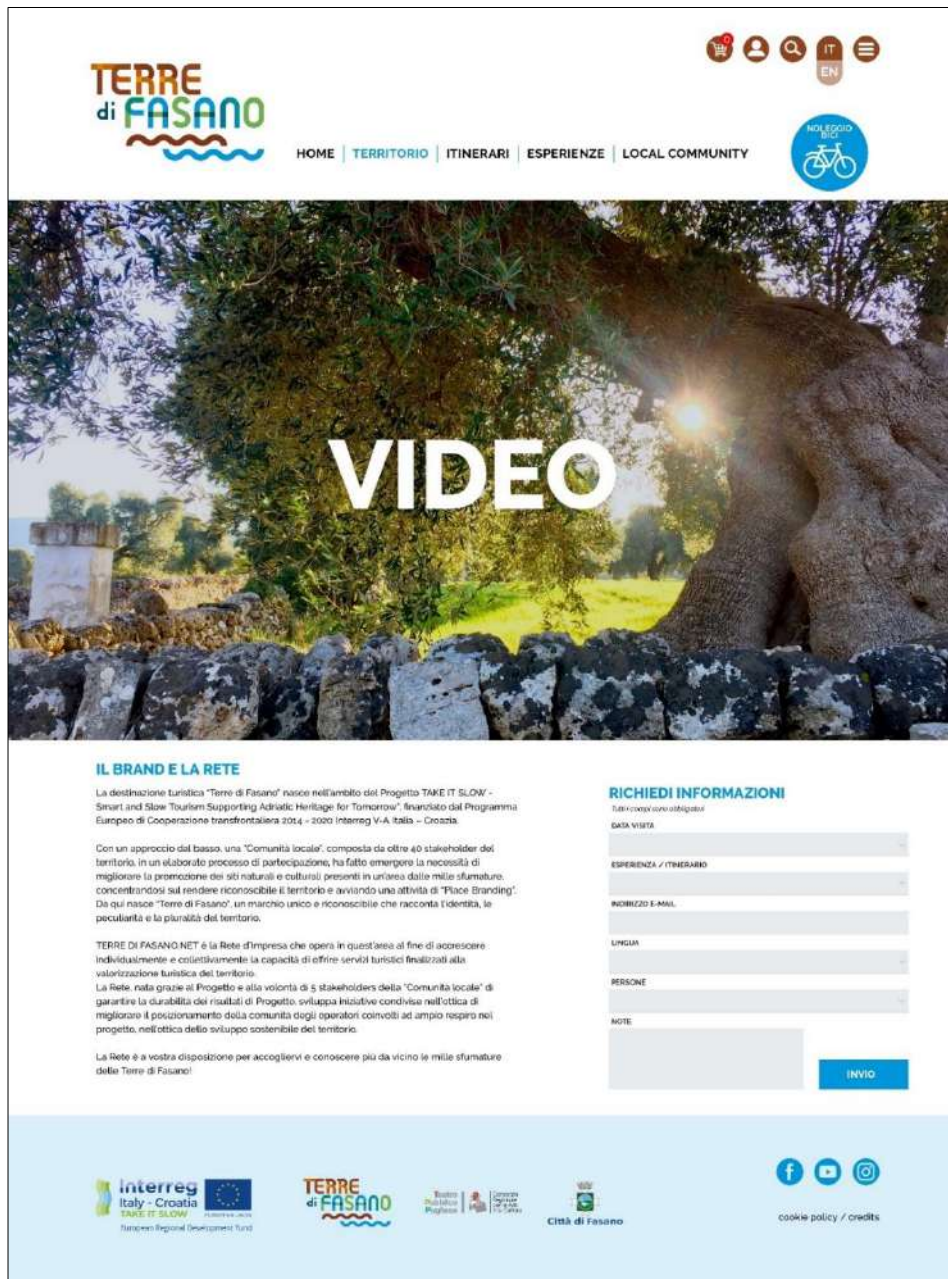
A seguire ore 20.00

FREE JAZZ
a cura di **Compagnia SenzaConfine** con **Camillo Pace, Miriam Neglia** e con la partecipazione di **Davide Curci**

PROJECT PARTNERS




Landing page “Terre di Fasano”, with the domain terredifasano.it and terredifasano.com, created in the framework of the Place branding activity, has been ceded to the Municipality of Fasano for the realization of the tourism portal. The link between Take it Slow Project and the tourism promotion activities of the micro-destination will therefore be evident and carried out in the following years, beyond the end of the project itself.



The screenshot shows the landing page for "Terre di Fasano". At the top, there is a navigation bar with the logo "TERRE di FASANO" and a menu with items: HOME, TERRITORIO, ITINERARI, ESPERIENZE, LOCAL COMMUNITY. To the right of the menu are icons for a shopping cart, user profile, search, and a language selector set to "IT" and "EN". Below the menu is a blue circular icon with a bicycle and the text "NOI EGGIO SLOW".

The main visual is a large photograph of a stone wall in a rural landscape with trees and a bright sun. Overlaid on this image is the word "VIDEO" in large white letters.

Below the image, there are two columns of text:

- IL BRAND E LA RETE**: A paragraph explaining the origin of the "Terre di Fasano" brand, mentioning the "TAKE IT SLOW" project and the "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" program. It describes the "Comunità locale" as a group of 40 stakeholders and mentions the "TAKE IT SLOW" project's goal of sustainable development.
- RICHIEDI INFORMAZIONI**: A form with fields for "DATA VISITA", "ESPERIENZA / ITINERARIO", "INDIRIZZO E-MAIL", "LINGUA", "PERSONE", and "NOTE". A blue "INVIO" button is at the bottom right of the form.

At the bottom of the page, there is a footer with logos for "interreg Italy - Croatia TAKE IT SLOW", "TERRE di FASANO", "Comune Fasano", and "Città di Fasano". There are also social media icons for Facebook, YouTube, and Instagram, and a link for "cookie policy / credits".

2. 8 slow Tourism Routes, 3 Slow Tourism Package Tours, 16 educational workshops and cultural activities mapped and designed and promoted during the 2 Guided Tours organized in the period 28 February – 3 March 2023, 20-23 June 2023. These new slow tourism itineraries will be promoted and managed by the TERRE DI FASANO.NET Business Network, born thanks to the Project.



TERRE di FASANO

8 Slow Tourism Routes



1 / DISCOVERING FASANO OLD CITY

Guided tour through the heart of Fasano's old town centre, discovering the city's thousand-year history, its cultural and social evolution and an in-depth visit to its architectural beauty.

- Type: walking route
- Duration: 2 hours (circular route)
- Difficulty: _T (touristic, low)
- Surface: 50% asphalt - 50% local stone floor
- Length: 2 km
- Recommended period: all year

Point of interest (in order):
Fasano - Ignazio Ciaia Square (departure), Knights of Malta Palace (municipal headquarters), Gaito Palace with statue of the Madonna del Pozzo, Clock Tower, Church of San Nicola and Mogavero-Pepe Palace (now Palazzo Albano), Brandi-Latorre Palace, Vittorio Emanuele avenue, Church of the Purgatory, Ignazio Ciaia House, Church of St. Anthony Abbot, Latorre Street, Portici delle Teresiane, Fresco Room, Church of the Rosary, Church of St. Maria delle Grazie, St. Teresa Street, Via del Forno, Old Market Square, Museum of the Casa alla Fasanese, Goffredi Street, Largo Saggio, Church of St. John the Baptist, Dragone Street, Tower of St. Francis Street, Church and former Convent of St. Francis of Paola (now Community Hospital), Carlo Alberto Street, A. Stella Street, Madonna delle Grazie Street, Ball Street, Knight's Arch, Ignazio Ciaia Square (arrival).



2 / TERRE DI FASANO: TREKKING IN THE HILLS

A half-day tour to discover the hillside locations of the Terre di Fasano destination, admiring the natural heritage of the Lower Murgia and getting to know its most hidden features.

- Type: walking route/bike/e-bike
- Duration: 4 hours (walking)
- Difficulty: _E (excursionism, low)
- Surface: 100% asphalt
- Length: 25 km
- Recommended period: spring-summer-autumn

Point of interest (in order):
Little Church of the Mount Laureto (departure), Boulevard of the Hills with the Mount Rivolta Cave (east ravine), Tupparello Avenue, Talinaro Forest Avenue, the ancient village of Cocolicchio, Canale di Pirro, and back.

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European Regional Development Fund



3 / FROM MURGIA TO THE SEA, CROSSING THE VIA FRANCIGENA

Nature tour by bicycle or electric trike that leads from the Murgia to the sea, on a route that reveals the extraordinary natural heritage of the Terre di Fasano area, as well as the architectural beauty of its countryside.

- Type: trike/e-car/e-bike/bike tour
- Duration: 4 hours
- Difficulty: E (hiking, low)
- Surface: 90% asphalt - 10% dirt road
- Length: 33 km
- Recommended period: all year

Point of interest (in order):
Montalbano Square of Freedom (departure), Masseria Mozzone, Masseria Corte degli Asini, Masseria Spetterata, Dolmen di Montalbano, Monumental Olive trees' Plain, Trojan Road/ Southern Francigena Road, Masseria Ottava Grande and Church of Saint Peter in Ottava, Torre Carino Lighthouse, Trappeto ravine (Living Nativity site of Piezze di Greco), the Way of the Crosses in Pozzo Faceto and the Sanctuary of the Madonna del Pozzo, Spziale, Montalbano Square of Freedom (arrival).



4 / TIME TRAVEL: FROM THE ANCIENT EGNAZIA TO THE ROCK CIVILIZATION

A slow journey through time in the extraordinary agricultural landscape of the Terre di Fasano, along the axis of the Southern Via Francigena, to discover the archaeological and rock treasures that tell the area's millenary history.

- Type: trike/e-car/e-bike tour
- Duration: 3 hours
- Difficulty: T (touristic, low)
- Surface: 100% asphalt
- Length: 27 km
- Recommended period: all year

Point of interest (in order):
Fasano - Ignazio Ciaia Square (departure), Vittorio Emanuele Avenue, Egnatia Street, Rome Street, Garibaldi Avenue, Street for Savelleri, Lama d'Antico Rock Park, Masseria Maccarone, Cuccaro district, Road for Savelleri, Egnazia prisons' road, 'G. Andrucci' National Museum and Egnazia Archaeological Park, Savelleri, Pettolechia district, Cerasina district, Sant'Angelo de Graedis Abbey, Rome street, Garibaldi Avenue, Fasano - Ignazio Ciaia Square (arrival).



5 / HIKING FASANO - SELVA

Nature trekking from the city centre of Fasano to the hilly hamlet of Selva, getting to know the treasure troves of biodiversity enclosed in this corner of the territory.

- Type: trekking tour
- Duration: 3 hours (circular route)
- Difficulty: E (excursionistic, middle)
- Surface: 80% asphalt - 20% dirt road
- Length: 8,5 km
- Recommended period: spring-summer-autumn

Point of interest (in order):
Fasano - A. Moro Square (departure), C. Ferrini street, Gramsci street, St. Elias church, Zoosafari street, Zoosafari, Girtole road, Ravine and rupestrian church of San Donato, Selva di Fasano, S. Donato avenue, Pines avenue, Belvedere avenue, Marianna Lavarra roundabout, Girtole road, Gramsci street, National Trulli street, Piazza A. Moro (arrival).



6 / CYCLING IN THE NATURAL PARK OF COASTAL DUNES

A naturalistic bike or e-bike route within the protected area of the Natural Regional Park of Coastal Dunes and along the route of the Southern Via Francigena, to better appreciate the historical and environmental characteristics of places that have marked the agricultural history of the area.

- Type: bike/e-bike tour
- Duration: 3 hours (circular route)
- Difficulty: T (touristic, middle)
- Surface: 70% asphalt - 30% dirt road
- Length: 20 km
- Recommended period: all year

Point of interest (in order):
Albergo Icc - Coastal Dunes Park Visitor Centre (departure), Montalbano Dolmen, Southern Francigena Road, Borgo Santurì, Masseria La Fonte, Park's White Road, fossil dunes, Morelli River, Trappina di Sopra Road, Pozzo Faceto Sanctuary, Monumental Olive trees' Plain, Masseria Ottava Grande, Albergo Icc (arrival).



7 / TREKKING AMONG OLIVE GROVES AND FARMHOUSES

A nature trekking route through the olive groves and pastures of the Fasano countryside, to learn about the ancient peasant settlements that marked the slow rhythms of farming life.

- Type: walking route
- Duration: 2 hours (circular route)
- Difficulty: E (excursionistic, low)
- Surface: 100% asphalt
- Length: 6,5 km
- Recommended period: all year

Point of interest (in order):
Fasano - Don Tonino Bello street (departure), Gravinella road, Signora Pulita road, Masseria Signora Pulita, Masseria Notarangelo, Masseria Casarum, Casarum municipal road, Gravinella road, Don Tonino Bello Park (arrival).



8 / CYCLE TREKKING IN THE MONUMENTAL OLIVE PLAIN

Cycle trekking among rock settlements and the Monumental Olive Plain of Fasano. Historic fortified farmhouses, ravines, rupestrian villages and monumental olive groves will be the setting for a slow route, a stone's throw from the sea.

- Type: walking route
- Duration: 3 hours (circular route)
- Difficulty: E (excursionistic, low)
- Surface: 100% asphalt
- Length: 10,5 km
- Recommended period: all year

Point of interest (in order):
Lama d'Antico Rock Park (departure), Munno-Ottava municipal road, Sarzano municipal road, Masseria Sarzano, provincial road 3, Masseria Casale del Murgese, Pignata - Pettolechia municipal road, Pettolechia Fortress, S. Domenico municipal road, Borgo - Cerasina municipal road, Capricolla municipal road, Masseria Ce rasina, Masseria Torre Abbateris, Pignata - Pettolechia municipal road, Signora Munno - Ottava municipal road, Lama d'Antico Rock Park (arrival).



TERRE
di FASANO



3 Slow
Tourism
Package
Tour



PACKAGE TOUR 1 TERRE DI FASANO CRAFT AND CULTURE

DAY 1

MORNING
Arrival and check-in at the accommodation.
LUNCH: Porto delle Teresiane or Fasano Old City (typical menu with drinks)

AFTERNOON
DISCOVERING FASANO OLD CITY (with tourist guide)
Guided tour in the heart of the historical center of Fasano, to discover the thousand-year history of the city, its cultural and social evolution and with an in-depth visit of its architectural beauties.
- Place: Fasano
- Type: walking route
- Duration: 2 hours (circular route)
- Difficulty: T (touristic, low)
- Surface: 50% asphalt - 50% local stone floor
- Length: 2 km

CRAFT WORKSHOP (FASANESE CERAMICS or COPPLER WORKSHOP)
- Location: craft workshop (Fasano)
- Duration: 2 hours
- Languages: Italian

DINNER: Selva di Fasano (restaurant or pizza)

DAY 2

MORNING
TIME TRAVEL: FROM THE ANCIENT EGNAZIA TO THE ROCK CIVILIZATION (with guide)
A slow journey through time in the extraordinary agricultural landscape of Terre di Fasano, along the Via Francigena del Sud route, to discover archaeological and rock treasures of the thousand-year history of the land.
- Place: Savalètri - Museum and Archaeological Park of Egnazia - Parco Rupestre Lama d'Antico
- Mean of transport: twy e-car
- Duration: 3 hours and half
- Length: 3 km

LUNCH IN AGRITOURISM: Fasano (typical or à la carte menu with drinks)

AFTERNOON
THE ART OF CHEESE
In a typical Farmhouse the milk cycle closes in a few hundred meters. All the milk collected in the stable runs a few steps before reaching the laboratory of the artisan dairy. There, the master cheese makers will tell and transmit all the passion and rituals of the ancient art of dairy processing, which will end with a tasting of the products made.
- Location: Farmhouse with cheese production
- Duration: 1 hour and half + final tasting
- Languages: Italian, English

OIL TESTING AND WALK AMONG OLIVE TREES
A walk into the centuries-old olive grove of an historical farmhouse, accompanied by a naturalistic guide that will facilitate the understanding of the heritage and the knowledge of the ancient plants symbol of the territory. The walk ends with a practical activity of oil testing, characterized by the recognition of certificate extra-virgin oils, their characteristics and an aperitif in the courtyard of the farmhouse.
- Location: Farmhouse with EVO oil production

TYPICAL DINNER IN FARMHOUSE
- Duration: 2 hours + final tasting and aperitif
- Languages: Italian, English, French

DAY 3

MORNING
FISHING ALONG TERRE DI FASANO COAST
From the port of Torre Canne with local fishermen at the helm of their respective fishing boats, tourists will live an exciting experience as real sailors. During the navigation, they can watch the intense operations of withdrawal of traditional fishing linked to the coast of Fasano.
- Location: Savalètri-Torre Canne coast, departure from Torre Canne
- Durata: 3 hours
- Languages: Italian, English (with interpreter)

LUNCH: Torre Canne or Savalètri (typical or à la carte menu with drinks)

AFTERNOON
WINE TASTING IN THE VINEYARD
Sensory experience in the vineyard of a fortified farm in the Fasano's countryside, accompanied by a sommelier who will tell stories and traditions of the area related to agricultural production and vine cultivation. Tourists will live the love relationship between land, climate and seasons through its fruits, until they reach the guided tasting of the organic production of the company. At the end of the experience, there will be a typical Fasano aperitif in the vineyard with the typical products of the tradition (chickpeas, fried beans, olives, frisée, cherry tomatoes, almonds, taralli and focaccia).
- Location: Farmhouse with wine production
- Duration: 2 hours and half + final tasting, aperitif or dinner in the vineyard
- Languages: Italian, English, French

NIGHT
COURSE OF TRADITIONAL APULIAN AND TERRE DI FASANO DANCES
Folk dances carry within them a mysterious energy, fruit of the history and passions of the land in which they originated. They release long-silenced instincts. The course starts from the story of the origins of the dance, rooted in the ancient Apulian tradition, to then give elements of preparation to acquire a strong consciousness of the body in relation to others.
- Place: a typical Farmhouse
- Duration: 3 hours
- Languages: Italian, English

DINNER: Panzerotti in the courtyard of a Terre di Fasano fortified farmhouse

PACKAGE TOUR 2 TERRE DI FASANO THROUGH HISTORY AND NATURE

DAY 1

MORNING
Arrival and check-in at the accommodation.
LUNCH: Porto delle Teresiane or Fasano Old City (typical menu with drinks)

AFTERNOON
CYCLING IN THE NATURAL PARK OF COASTAL DUNES
Naturalistic bike or e-bike tour within the protected area of the Regional Natural Park of Coastal Dunes and along the route of the Via Francigena del Sud, to better appreciate the historical and environmental characteristics of places that have marked the agricultural history of the territory.
- Places: Albergo (di Montalbano) - Natural Park of Coastal Dunes - Torre Canne - Pozzo Faceto
- Means of transport: bike, e bike
- Duration: 3 hours (circular route)
- Difficulty: T (touristic, middle)
- Surface: 70% asphalt - 30% dirt road
- Length: 20 km

DINNER IN AGRITOURISM/RESTAURANT
- Speziale/Pozzo Faceto (typical or à la carte menu with drinks)

DAY 2

MORNING
TIME TRAVEL: FROM THE ANCIENT EGNAZIA TO THE ROCK CIVILIZATION (with guide)
A slow journey through time in the extraordinary agricultural landscape of Terre di Fasano, along the Via Francigena del Sud route, to discover archaeological and rock treasures of the thousand-year history of the land.
- Places: Savalètri - Museum and Archaeological Park of Egnazia - Lama d'Antico rock
- Mean of transport: twy e-car
- Duration: 3 hours and half
- Length: 3 km

LUNCH: Savalètri (typical or à la carte menu with drinks)

AFTERNOON
DISCOVERING FASANO OLD CITY (with tourist guide)
Guided tour in the heart of the historical center of Fasano, to discover the thousand-year history of the city, its cultural and social evolution and with an in-depth visit of its architectural beauties.
- Place: Fasano
- Type: walking route
- Duration: 2 hours (circular route)
- Difficulty: T (touristic, low)
- Surface: 50% asphalt - 50% local stone floor
- Length: 2 km

SUNSET YOGA IN MASSERIA
The magical relationship between body and nature, the contact between the soul and the energy of Apulian biodiversity, opens the door to the realization of yoga in nature. The energy of the earth, the olive trees and their fruits are the protagonists of moments dedicated to the exercise of being happy in the present moment. Practice, meals and activities are the soul of every event, unique and unrepeatable.
- Location: Torre di Fasano historical farmhouse

DINNER: Panzerotti in the courtyard of a Terre di Fasano fortified farmhouse

DAY 3

MORNING
TERRE DI FASANO: TREKKING IN THE HILLS
Half-day tour to discover the hilly places of the destination Terre di Fasano, admiring the natural heritage of the lower Murgia, knowing its hidden features.
- Places: Fasano - Laureto - Cocolicchio - Canale di Piro
- Means of transport: walking tour
- Duration: 4 hours
- Difficulty: E (excursionism, low)
- Surface: 100% asphalt
- Length: 15 km

LUNCH IN AGRITOURISM: Pieve di Greco (typical or à la carte menu with drinks 40€)

AFTERNOON
EXCURSION WITH DONKEYS
The excursion is made along old country sheep tracks, admiring the beauty of the stretches of olive trees, with Mediterranean scrub and large oaks, to the rhythm of the steps of donkeys. During the tour it will be possible to collect the wild and spontaneous herbs traditionally used to cook typical local dishes, or for the preparation of distillates and browns at the end of a meal.
- Location: C.ria Salamina (Pieve di Greco)
- Duration: 3 hours
- Languages: Italian, English

NIGHT
COURSE OF TRADITIONAL APULIAN AND TERRE DI FASANO DANCES
Folk dances carry within them a mysterious energy, fruit of the history and passions of the land in which they originated. They release long-silenced instincts. The course starts from the story of the origins of the dance, rooted in the ancient Apulian tradition, to then give elements of preparation to acquire a strong consciousness of the body in relation to others.
- Place: a typical farmhouse
- Duration: 3 hours
- Languages: Italian, English

DINNER: Traditional apulian dinner in the courtyard of a Terre di Fasano fortified farmhouse

PACKAGE TOUR 3 TERRE DI FASANO: THE TRADITION TASTE

DAY 1

MORNING

Arrival and check-in at the accommodation.
LUNCH: Portici delle Teresiane or Fasano Old City (typical menu with drinks)

AFTERNOON

FROM MURGIA TO THE SEA, CROSSING THE VIA FRANCIGENA (with guide)

Nature tour by Twizy e-car that leads from the Murgia to the sea, in a path that reveals the extraordinary natural heritage of the territory of Terre di Fasano, as well as the architectural beauty of its countryside.

- Places: Montalbano - Southern Francigena Route - Torre Canne - Pezze di Greco - Pozzo Faceto - Montalbano
- Means of transport: twizy
- Duration: 4 hours
- Difficulty: E (low)
- Surface: 90% asphalt - 10% dirt road
- Length: 33 km

OIL TESTING AND WALK AMONG OLIVE TREES

A walk into the centuries-old olive grove of an historical farmhouse, accompanied by a naturalistic guide that will facilitate the understanding of the heritage and the knowledge of the ancient plants symbol of the territory. The walk ends with a practical activity of oil testing, characterized by the recognition of certificate extra-virgin oils, their characteristics and an aperitif in the courtyard of the farmhouse.

- Locations: a typical farmhouse
- Duration: 2 hours + final tasting and aperitif
- Languages: Italian, English, French

TYPICAL DINNER IN FARMHOUSE

DAY 2

MORNING

TREKKING AMONG OLIVE GROVES AND FARMHOUSES

Naturalistic trekking route through the olive groves and pastures of the countryside, to learn

something new about the ancient settlements that have marked the slow working rhythms of the peasant civilization.

- Location: Fasano - countryside
- Type: walking route
- Duration: 2 hours (circular route)
- Difficulty: E (excursionistic, low)
- Surface: 100% asphalt
- Length: 6,5 km

THE EXPERIENCE OF WHEAT

The wheat is the staple food of the Mediterranean Diet and one of the symbols of Fasano's agricultural production. It is the protagonist of the laboratory dedicated to the knowledge and choice of wheat with the best characteristics for the realization of typical shapes of fresh pasta and to realize the characteristic Apulian focaccia (also the one with the onion, of the tradition tied to the fasanesse Holy Week).

- Location: a typical farmhouse
- Duration: 2 hours + final tasting and aperitif
- Languages: Italian, English, French

LUNCH IN AGRITOURISM: Pezze di Greco (typical or à la carte menu with drinks)

AFTERNOON

TIME TRAVEL: FROM THE ANCIENT EGNAZIA TO THE ROCK CIVILIZATION (with guide)

Aslow journey through time in the extraordinary agricultural landscape of Terre di Fasano, along the Via Francigena del Sud route, to discover archaeological and rock treasures of the thousand-year history of the land.

- Place: Savalietri - Museum and Archaeological Park of Egnazia - Lama d'Antico Rock
- Mean of transport: twizy e-car
- Duration: 3 hours and half
- Length: 3 km

WINE TASTING IN THE VINEYARD

Sensory experience in the vineyard of a fortified farm in the Fasano's countryside, accompanied by a sommelier who will tell stories and traditions of the area related to agricultural

production and vine cultivation.

Tourists will live the love relationship between land, climate and seasons through its fruits, until they reach the guided tasting of the organic production of the company. At the end of the experience, there will be a typical Fasano aperitif in the vineyard with the typical products of the tradition (chickpeas, fried beans, olives, friselle, cherry tomatoes, almonds, taralli and focaccia).

- Location: Farmhouse with wine production
- Duration: 2 hours and half + final tasting, aperitif or dinner in the vineyard
- Languages: Italian, English, French

DINNER IN AGRITOURISM/RESTAURANT -

Speziale/Pozzo Faceto (typical or à la carte menu with drinks)

DAY 3

MORNING

DISCOVERING FASANO OLD CITY (with tourist guide)

Guided tour in the heart of the historical center of Fasano, to discover the thousand-year history of the city, its cultural and social evolution and with an in-depth visit of its architectural beauties.

- Place: Fasano
- Type: walking route
- Duration: 2 hours (circular route)
- Difficulty: T (touristic, low)
- Surface: 50% asphalt - 50% local stone floor
- Length: 2 km

ORECCHIETTE COOKING CLASS with lunch

An expert agrichef will teach how to knead the flour with water to create the Apulian orecchiette, with the patient work of knife and fingertips. The workshop will allow the tourist to know the aspects of the Apulian culinary tradition, through the simplicity of the rituals and the choice of products to be used for the preparation of the recipe.

- Place: a typical farmhouse
- Duration: 1 hour and half
- Languages: Italian, English, French

AFTERNOON

RECOGNITION OF WILD HERBS

Walk in the unspoiled nature accompanied by a botanist, to discover spontaneous herbs and to know their properties and different

consumption. During the journey there will be the collection, the observation and the recognition of the natural elements typical of the Fasano countryside, all accompanied by the narration of the characteristics of the elements that compose them, of their gastronomic use and stories and anecdotes of the past linked to them.

- Location: farmhouse's natural areas
- Duration: 1 hour and half
- Languages: Italian, English

THE POMODORO REGINA

The experience linked to the tomato traces the ancient tradition of its arid-cultivation, which gave birth to the Pomodoro Regina di Torre Canne, today a Slow Food presidium. The activity includes a walk in the garden of the farm, with the collection of tomatoes and the practical story of how to use it in the kitchen through all its organic characteristics.

Participants will learn how to make the famous fresh tomato puree and the typical ramosola (hanging tomato), to preserve the products all year round.

- Place: a typical farmhouse
- Duration: 2 hours + final tasting and aperitif
- Languages: Italian, English

NIGHT

COURSE OF TRADITIONAL APULIAN AND TERRE DI FASANO DANCES

Folk dances carry within them a mysterious energy, fruit of the history and passions of the land in which they originated. They release long-silenced instincts.

The course starts from the story of the origins of the dance, rooted in the ancient Apulian tradition, to then give elements of preparation to acquire a strong consciousness of the body in relation to others.

- Place: a typical farmhouse
- Duration: 3 hours
- Languages: Italian, English

DINNER: Panzerotti in the courtyard of a Terre di Fasano fortified farmhouse

The tourist packages realised within the Interreg Take It Slow project will be managed by the Business Network "Terre di Fasano.net", made up of local economic operators who will logistically coordinate the experiences in the Terre di Fasano area.


ANNEX 1
LIST OF EDUCATIONAL
WORKSHOPS AND CULTURAL
ACTIVITIES

TERRE
di **FASANO**



PP11
TPP

3. The TERRE DI FASANO.NET Business Network, born thanks to the Project and the will of 5 stakeholders of the "Local Community of Practice" to guarantee the durability of the Project results, developing shared initiatives with a view to improving the positioning of the community of operators involved in the project, with a view to the sustainable development of the territory. The Network intends to pursue the following strategic objective: promotion and enhancement of the territory, through initiatives that improve knowledge for tourism purposes.

	<p style="text-align: center;">CONTRATTO ISTITUTIVO DI RETE DI IMPRESE</p>	 ERRICO STEFANIA
	<p style="text-align: center;">"TERRE DI FASANO.NET"</p> <p>- PICCINNO Paolo Adolfo, nato a Bari il 6 ottobre 1970 ed ivi residente alla via Morelli e Silvati n. 28, il quale dichiara di intervenire al presente atto non in proprio, ma in qualità di procuratore speciale di:</p> <p>- RECCHIA Angelo, imprenditore, nato a Fasano (BR) il 7 luglio 1956 ed ivi residente alla Contrada Scarpicella n. 82</p>	<p>Registrato a Ostuni il 29 giugno 2023 al n. 2953/1T</p>

- Realisation of two guided tour (D5.3.3 Guided tours through improved accessible Adriatic heritage sites) with a total of more than 40 guests including buyers, tour operators, journalists, bloggers, influencers, stakeholders of the tourism sectors, university researchers who met the economic operators of the enlarged tourism supply chain and gained concrete experiences in the area. Guests of the guided tours have given visibility and a widespread promotion of the micro-destination Terre di Fasano for English-speaking audience, Portuguese, Brazilian and Italian.



EstOvest INFO +

EstOvest

Puntata del 12/03/2023



12/03/2023

Puntata del 12/03/2023

A cura della Tgr Friuli Venezia Giulia e della Tgr Puglia

Condividi

-03:21

5. Inclusion of the Guided tour “Cultural Route in the Lands of Fasano” among the 10 proposals of “TRAVEL EXPERIENCE – BUYPUGLIA” the Tourism Fair organized by Pugliapromozione, the Tourism Agency of Puglia Region. The Travel Experiences aim at raising awareness of the Apulian tourist offer through a personalized travel experience for national and international tour operators. From 28 February to 2 March 2023 small groups of buyers lived Travel Experience participating to tours to famous Apulian destinations and those to be discovered.

4 Tour operator coming from Sweden, India, Denmark and Peru, have chosen “Cultural Route in the Lands of Fasano” with a positive feedback about the travel experience.



Tour Operators from Sweden, India, Denmark, Peru

BUY PUGLIA

ROUTES & EXPERIENCES
VII EDITION

28 FEBRUARY - 3 MARCH

5) TAKE IT SLOW – Supported by INTERREG ITALY-CROATIA – CBC PROGRAM

Tour Guide: Tiziana Mastroso

The lands of Fasano are a territory of a thousand shades, in the heart of Puglia. Scents, flavors and beauties of an ancient cultural heritage can be appreciated in every season of the year. From the hills to the sea, Fasano and its territory offer travelers the chance to breathe in the atmosphere of tradition with a renewed authenticity, surrounded by the wonderful farmhouses of the plain of monumental olive trees, the sea, cultural sites of international interest, valuable ecosystems and a gastronomic heritage of enormous value.

February 28th

Arrive in Bari

6:00 PM - One Night in Bari

The narrow streets of the old town recreate a medieval atmosphere, ladies preparing Orecchiette Pasta in the streets, limestone buildings and eternal castles and churches. While you explore all this, indulge and taste some of the local street food and products this city has to offer

Meeting Point: Mercato del Pesce - Piazza del Ferrarese

Overnight in Bari

March 1st

Breakfast at the Hotel

8:15 AM - Transfer to Natural Park "Dune Costiere"

9:30 AM - Visit the park by E-Twizy electronic vehicle

11:00 AM - Stop by the Montalbano Dolmen to enjoy a live performance "The Pedal Storyteller" with Dino Parrotta

1:00 PM - A local farmhouse Masseria Narducci will host a peasant lunch with seasonal products

3:00 PM - The afternoon will continue with a donkey walking experience "L'Aggia che Raglia"

Different experiences will be arranged for you at a local Masseria: Wine Tasting, workshop on traditional folklore dances, traditional dinner with live music

7:00 PM - Dinner at Masseria Montenapoleone

Overnight in Ostuni at Hotel Monte Sarago

March 2nd

Breakfast at the Hotel

8:45 AM - Transfer to Egnazia Archeological Site for a guided tour of the Archeological Park and Museum

The ancient Egnazia is located right by the coast and the long-lasting tradition of fishing is still very much alive

12:30 PM - Indulge with a seafood-lunch at a local Restaurant - Taverna di Umberto

3:00 PM - This territory is scarred by some canyons, in some of which humans have found shelter throughout the centuries. Explore Lama D'Antico with an E-Bike

7:00 PM - Aperitif at a local Trattoria - Trattoria del Portico

9:00 PM - Theatre Show at Teatro Sociale of Fasano

10:00 PM - Closing Event at "Museo della Casa alla Fasanese": taste traditional pastries and liqueurs with live music

Overnight in Pezze di Greco at Masseria Marzalossa

March 3rd

Breakfast and departure towards Bari

Arrival in Fiera del Levante for the BUYPUGLIA ROUTES & EXPERIENCES workshop

- Promotion of the destination “Terre di Fasano” and meeting with other economic operators during the international tourism fair “Buy Puglia - 2023 - Routes & Experiences”. (D4.3.2 Regional presentations)



7. Realisation of an in-depth article on the destination “Terre di Fasano” within bimonthly edition of Lonely Planet magazine. (D2.2.5 Advertisement/printed or digital publication on relevant paper magazine)




Da sinistra in senso orario: il Parco Archeologico di Egnazia; il Dolmen “Tavola dei Paladini” a Montalbano; in bici nelle “Terre di Fasano”

ADVERTORIAL

Fasano, quei tesori da scoprire

Armonicamente incastonato tra mare e colline, il territorio offre un ricco patrimonio culturale, naturalistico ed enogastronomico

MILLE SFUMATURE RACCONTATE da natura e archeologia, architettura ed enogastronomia. Soprattutto un patrimonio culturale da vivere in ogni stagione dell'anno, all'insegna della lentezza, dell'indugio, del contatto umano. Tra colline e mare il territorio di Fasano cattura il viaggiatore come un grande libro di storia, accarezzandolo con il comfort di incantevoli masserie restaurate in mezzo agli uliveti.

Una bellezza espressa anche dai suoi edifici nobiliari, come il palazzo dei Balli dei Cavalieri di Malta e le residenze appartenute alla nobiltà terriera.

Fasano nel 2022 è stata la quinta città pugliese per arrivi e presenze. Un risultato ottenuto anche grazie a partnership locali e internazionali. Quella avviata dal Programma comunitario Interreg Italia-Croazia 2014-2020 eroga un finanziamento di 3,7 milioni di euro a sostegno del progetto *Take It Slow*. Lo portano avanti cinque partner croati e otto italiani, tra i quali il dipartimento turismo della Regione Puglia e il Teatro Pubblico Pugliese (Tpp), ente impegnato da oltre 40 anni in numerose attività socio-culturali.

“Un piano che risponde alle esigenze dell'attuale movimento turistico, di contatto con le identità culturali e di una fruizione lenta e sostenibile dei luoghi”, spiega Lino Manosperata, coordinatore del progetto.

Protagoniste le attrattive archeologiche: la principale è Egnazia, fiorente città romana ma dalle origini risalenti al XV secolo avanti Cristo. È da qui che passa la via Traiana, voluta dall'omonimo imperatore come variante della via Appia. Se ne può ammirare il selciato originale ancora integro, pri-

ma di viaggiare nella storia del vicino museo archeologico che narra della profonda relazione tra il territorio e il mare.

Altro sito imperdibile è il Dolmen di Montalbano, una delle frazioni di Fasano. Questo misterioso monumento di pietra risalente all'Età del Bronzo si scorge in mezzo agli ulivi secolari del Parco Naturale delle Dune Costiere: 8 chilometri di litorale tra Torre Canne (10 chilometri da Fasano) e Torre San Leonardo, nel territorio di Ostuni. La costa è fiancheggiata dalle dune sabbiose modellate dal vento e si può scoprire con una bella passeggiata in bicicletta. Meglio forse se con pedalata assistita, oppure a bordo di vetture elettriche a due posti: mezzi di locomozione a impatto zero noleggiati dalla For Play di Ostuni e in partnership con l'Albergabici Traiana Bed &



Bike, struttura ricettiva strategica per i ciclisti in transito in questo territorio.

L'agro di Fasano si declina attraverso i suoi uliveti e l'olio di eccellenza. “La Puglia conserva un patrimonio olivicolo straordinario in numero e qualità”, specifica Valerio Palasciano, progettista degli itinerari *Take It Slow*. “Qui si apprezza la più grande concentrazione di piante plurisecolari e millenarie, con stime che superano il milione di esemplari”. Le loro fronde verdi-argentate su enormi tronchi nodosi formano le quinte di un paesaggio agreste modellato dall'uomo in equilibrio con la natura. A rappresentarlo bene è il sistema delle masserie, grandi strutture agricole a presidio degli appezzamenti di terra. Molte di queste sono oggi pregiate realtà agrituristiche, con spa e servizi di alta ristorazione.

A Fasano ci sono attrattive che combinano valori naturalistici e archeologici. Come il Parco Rupestre Lama D'Antico, a salvaguardia di un lungo canyon (e ciò che indica il toponimo pugliese “lama”) inciso a una ventina di metri sotto la linea del suolo da un antico torrente. In epoche passate l'alveo, fertilissimo, venne coltivato. Ai lati poi una serie di grotte: “Le popolazioni dei borghi circostanti preferivano viverci defilate per ragioni di sicurezza, dato che dopo la caduta dell'impero romano gli attacchi dei pirati dal mare divennero continui”, spiega la guida turistica Flo Tanzarella. Attrattiva centrale di questo insediamento rupestre, le chiese bizantine con i loro affreschi ancora ben conservati sulle levigate pareti di pietra.

Altra esperienza “lenta”: le escursioni lungo gli antichi tratturi fasanesi in groppa agli asini. A organizzarle è l'associazione didattica “L'Ala che raglia”. Il tutto da accompagnare con le specialità della cucina fasanese, dominata dai prodotti caseari, ortofruttili e cerealicoli (come i taralli, i panzerotti e i biscotti con pasta di mandole). E con l'abbinamento agli eccellenti vini rossi delle cantine del territorio.

INFO terredifasano.net@gmail.com



8. Realization of n.50 kit of handcrafted products representative of the territory able to narrate project activities. (D2.3.5-2.3.10 Promotional Material)



- *Has the activity achieved the expected results, defined in the planning phase? If no, please explain;*

Yes

- *Did you have to tackle particular problems and difficulties during the realization of the activity?*

No significant problems

- *Has the action ended? If not, please indicate the hypothetical period of completion of the activities;*

The activities foreseen by the Project have ended. The TERRE DI FASANO.NET Business Network, born thanks to the Project, will guarantee the durability of the Project results, as

the management of electric bicycles, of the slow itineraries, and the promotion of the “Terre di Fasano” micro-destination..

- *Will follow-up actions be planned at the sites interested by the TAKE IT SLOW activity? If yes, please briefly describe them.*

Follow-up actions will be foreseen through periodic meetings with the economic operators who decide to take part in the activities listed in the Smart Action Plan. The individual actions, however, will be subject to continuous monitoring to highlight any criticalities.