



SMART ACTION PLAN

For preservation, valorization and management of natural
and cultural heritage of

TERRE
di **FASANO**



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1. INTRODUCTION

The Smart Action Plan for the micro-destination Capitolo-Torre Canne-Selva di Fasano - between the municipalities of Monopoli and Fasano and the two provinces of Bari and Brindisi, in the heart of Adriatic Puglia, drawn up under the project Interreg *Take it Slow* - is an instrument of synthesis among the strategic planning in progress at various levels, with the aim of producing an operational impulse to the strategic direction of providing the territory with a unified vision regarding the sustainable development of the destination in relation to the multiple possibilities of tourist offers, aiming to improve its performance in terms of sustainability, accessibility, quality and network between operators.

The Smart Action Plan aims to establish strategies and methods of implementation so that Public Administrations and enterprises can work by cooperating through a series of policy guidelines and that, therefore, can be able to understand priorities and goals in the short, medium and long term, with a well-defined route to follow and by respecting the related expected results.

The document is the final output of a long path of participation, carried out as part of the *Take It Slow* project, through the establishment of a *Local Community of Practice* (hereinafter called also LCP), composed of cultural associations, public bodies, companies and experts who, in various cycles of meetings, have shared a path of cooperation to contribute, in a practical way, to the definition of goals to be achieved for the improvement of the tourist and cultural offer of the micro-destination Capitolo-Torre Canne-Selva di Fasano.

This route has intersected with the current activities of the Municipal Administration of the City of Fasano, which established the Town Board of Tourism and the be born Business Network "Terre di Fasano", which is the first legacy of the strategic operations carried out.

1.1 TAKE IT SLOW PROJECT

Take it Slow - "*Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow*" (funded by the European Cross-Border Cooperation Programme 2014-2020 Interreg V-A Italy-Croatia Cbc Programme), is a strategic project aimed at the management and promotion of the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination, developing new models of management of tourist destinations with a bottom-up approach to make protagonists and encourage local communities to face the impacts of the tourism industry and, at the same time, to protect, preserve and enhance the natural and cultural heritage of the territory.

With the realization of the project activities, the international partners of the Adriatic coast (for Puglia Region, the Teatro Pubblico Pugliese - Regional Consortium for Arts and Culture, and the

Department of Tourism, Economics of Culture and Territorial Development, as the only Associate Partner) will progressively shape a new level of high-quality tourism products and services through smart specialization concepts that stimulate innovation, knowledge, competitiveness, networking and cross-border partnership processes.

Take it Slow will develop a partnership platform based on the scientific community, the public sector and private stakeholders composed of 120 actors, a strategic framework, a methodology, a monitoring system, a system of marketing and promotion of the tourist destination focusing on 10 cultural and natural assets, a path of obtaining 10 Ecolabel/green certifications and sustainable tourism promotion strategies for 7 natural and/or cultural heritage sites with greater accessibility.

The project will contribute to a more balanced seasonality of tourism activities within the natural and cultural heritage of destinations, making it a lever for sustainable and balanced territorial development, through a different approach, that is the result of the continuous involvement of local communities in decision-making processes, for a sustainable management of the destinations.

1.2 MISSION AND THE METODOLOGY OF THE SMART ACTION PLAN

The Smart Action Plan intends to pursue the objectives of conservation and enhancement of the cultural and naturalistic heritage of the area, the intelligent specialization between stakeholders involved and the sustainable development of tourism products, in line with the strategic planning implemented in recent years at European, national and regional level.

Specifically, regarding to the conservation and enhancement of heritage, there is an analysis of the elements that characterize the wide panorama of supply and attractors, with an assessment of the aspects of uniqueness in the perspective of the realization of a tourist and cultural offer with products and services that meet the needs of the demand, but that take into account the vocation of the territory, without distorting its identity and authenticity.

Smart specialization represents the consolidation of the network process among decision makers and stakeholders through stable and long-lasting cooperation tools, which allow a continuous exchange of ideas and good practices to raise the bar of quality in the tourism sector, improving the value linked to the enlarged supply chain.

Everything is expressed, of course, in the final output of the process and, therefore, in the sustainable development of tourism products and services that represent the soul of the territory, by taking into account its characteristics, which are accessible to all, targeted at multiple levels and that have a vision that goes beyond the prevailing seasonality.

The strategic macro-themes just highlighted, are made even more tangible through the desire to pursue specific objectives, such as:

- the identification of medium/long-term strategies shared with the community, to be realized through annual implementation programmes;
- process innovation, thanks to the technological and digital revolution;
- product innovation, characterized by increasing demand for personalization; markets of origin and destination, characterized by phases of discontinuous growth in emerging countries; operators' expectations; between the continuing international economic crisis and the emergence of a new phase of geo-political instability;
- the enhancement of new products, to increase economic, social and sustainable well-being;
- the implementation of Digital Communication and Comparison Systems for permanent stakeholder consultation;
- the adoption of an Action Plan Monitoring System, which takes the dual role of a "social balance sheet" towards citizens and a tool for "continuous improvement and updating" of the Plan;
- the confirmation as destination of excellence with a competitive capacity with still strong potential.

In this perspective, we denote the desire to choose a different approach linked to the sustainable development of the destination, both in terms of territorial marketing and promotion of the heritage, but also in a new form of hospitality, increasingly linked to slow, accessible and responsible tourism.

1.3 AREA DESCRIPTION AND CONTEXT

A first process of expanded participation involved the destination community, mobilized to choose the name of the micro-destination Capitolo-Torre Canne-Selva di Fasano among the proposals indicated by the LCP.

Thus was born **Terre di Fasano**, which combines and synthesizes the diversity of the territory and its uniqueness, the complexity of a tourist destination that contains many microcosms.



Img 1: the brand of the Terre di Fasano destination

Of historical tourist vocation and with an extraordinarily rich and diversified territory, it is important to note how the pilot area *Terre di Fasano* has reached, in recent years, a more than satisfactory positioning in terms of recognition and appreciation thanks to the work done by economic operators, especially in the luxury tourism segment.

Terre di Fasano is characterized by a territory of value, made up of elements linked to the natural heritage that intersect with cultural attractions of considerable value, evidence of the still-present stratification of a land that, for centuries, has been the Mediterranean center of gravity.

The natural heritage of the micro-destination is, without doubt, one of the characteristics that distinguish it from other neighboring territories. The coasts are rocky and jagged but there are also long sandy beaches with centuries-old coastal dunes and priority habitats that add to wetlands protected by fossil dunes, ancient thousand-year-old coastal protections.



Img 2: view from above of the territory of Fasano; Credits Valerio Palasciano

The hinterland is composed mainly of monumental olive groves interspersed with fossil rivers, arable land and pseudo-steppe habitats, traditionally used for grazing livestock. The hilly area of the lower Murgia is also a treasure trove of biodiversity with species of flora typical of woodland areas.

The cultural heritage is not less than the natural one and is in strong symbiosis with it. The Archaeological Park of Egnazia (the largest in Puglia) and its National Museum, as well as the Langobard temple of Seppannibale, the Dolmen of Montalbano of the Bronze Age, the rock churches, the underground oil mills and the fortified farmhouses, stand out.

The old city of Fasano and the small villages of the municipal area also contain architectural elements of great historical and cultural interest, including the lighthouse of Torre Canne - one of the most east of Italy -, Villa Damaso Bianchi, better known as Il Minareto (in Selva di Fasano), the Sanctuary of the Madonna del Pozzo (in Pozzo Faceto), Piazza Ciaia with its historic nineteenth-century buildings and the Portici delle Teresiane in the heart of the old city, called *U'mbracchie* for its alleys always in the shade.

The intangible cultural heritage also refers to the millennial tradition of the territory strongly linked to the relationship with land and spirituality. Examples of this link are the traditions and folklore scenically represented within the frame of the Living Nativity of Pezze di Greco, with the Holy Week's rites, or with cultural representations, such as La Scamicciata and its historical parade, reminiscent of the struggle between Turks and Fasano's citizens in the late Seventeenth century.

1.3.1 ANALYSIS OF TOURISM DATA AND TRENDS

From an analytical point of view, it is important to point out that the data of arrivals and tourist presences of the destination have been constantly growing for over a five-year period, attesting the territory within the regional top ten.

This represents a significant starting point, to which can be added a further qualitative leap in terms of destination strategies based on the principles of environmental and social sustainability and accessibility, which does not mean distorting an economic and entrepreneurial vocation of the sector, but balancing vision, resources and investment in a different logic, with new horizons.

2022 marked a definitive change of direction, after two years of uncertainties caused by Covid-19 and the regional, national and international data testify a beginning of recovery, with, however, many points of demand.

While the current trend of the Italian and international market will be maintained, there will be a full recovery of arrivals and presences between 2023 and 2024, gradually reaching the pre-pandemic numbers. On the other hand, this growth is not objective and irrefutable, given that competitiveness with other destinations has increased. Moreover, the increase in arrivals will not be directly proportional to the increase in entrepreneurial profitability, since operating costs have grown causing a flattening of the quality of the products and services and a lack of workforce, especially if limited to the summer period.

The risk is to return to *overtourism* situations, especially in seaside destinations. It is necessary, therefore, a change of model, fleeing from quantity in favor of quality, evolving towards a more experiential, sustainable, authentic and more empathetic tourism with the local population, looking for the right way to gradually abandon a highly seasonal model, heading towards quality tourism with greater purchasing power, where quality is not meant luxury, but a premium tourism to which to offer added value.

The new paradigms and trends should not be underestimated. And for the territory of the micro-destination *Terre di Fasano* - thanks to its geomorphological characteristics - an already concrete opportunity is represented by the new offer segments that are enjoying great success, especially in periods of low tourist turnout and which may be the basis of the new strategic vision of destination, with a constant increase in the presence of walkers and cyclists along the Via Francigena del Sud, the route Bicalia 06 and the itineraries in the SIC Murgia dei Trulli up to the Ciclovía dell'Acquedotto Pugliese.

2. DESCRIPTION OF THE CHALLENGE

The creation of an operational tool able to support the decisions and policies of the tourist destination - and then to adopt strategic territorial marketing measures -, the creation of new products and the implementation of appropriate promotional campaigns, must consider listening to the community and economic operators that characterize the entrepreneurial and socio-cultural asset of the destination, analysing all the aspects useful for defining a new starting point linked to the concrete needs of the territory.

The creation of the *Local Community of Practice* has made institutional the role of the stakeholders involved in the process of creating value of the tourism industry and has allowed the Administrations to incorporate the inputs useful to the realization of a tourism strategy, programming activities according to the priorities identified, through a bottom-up participatory process.

The most urgent needs are mainly linked to two factors:

1. Develop awareness and knowledge of the need to enhance the natural and cultural heritage of the territory according to the principles of sustainable development;
2. Strengthen cooperation between economic operators in the tourism sector, in dialogue with political decision-makers.

The participation activities carried out - together with the analysis of the territorial needs that emerged from the listening tables that the Puglia Region implemented in the first half of 2022 for the reprogramming of the strategic planning of tourism and culture throughout the regional territory - led to the realization of the following SWOT analysis of the micro-destination *Terre di Fasano*.

Table 1: SWOT analysis of Terre di Fasano micro-destination

| SWOT ANALYSIS TERRE DI FASANO MICRO-DESTINATION | |
|--|--|
| STRENGTHS | WEAKNESSES |
| Authenticity of places Accessible sandy and rocky coast Growth of territory's brand reputation Location for film productions Bio-climate Quality of life Hospitality Large number of tourist attractions across the sea | Waste along the roads and abandoned on the beaches Not suitable road signs Poor accessibility of some cultural sites Unqualified employees Undeclared work Poor training of operators and employees High price-quality ratio of the products/services offered Precarious work |
| OPPORTUNITIES | THREATS |
| Quality food and wine offer Growing of bike product Art, culture, architecture elements of interest Slow tourism trends Tourism in the naturalistic inland areas Growth of pilgrimage trends Nautical tourism | Collapse Russian, Chinese, Indian market Overtourism Criminality High bureaucracy Coastal erosion Management difficulties in public-private relations |

The table expresses the specific values of the destination, which will be better listed below (chapter 2.2 *Understanding the project area heritage*) through a list of the main attractions linked to the cultural and naturalistic heritage.

The table, moreover, highlights the problems and the requirements of the destination, especially that to improve the accessibility of the places, both through leaner management solutions from the bureaucratic and administrative point of view, neither through the realization of an adequate tourist offer in line with the tourist trends of the near future.

Another important factor is to improve the quality of the products/services offered, which does not necessarily mean an increase in prices, but must focus on better training of the operators involved, a better knowledge of the territory and its characteristics and a constant dialogue for new solutions.

The most pressing need is to find solutions to counter the growing phenomenon of overtourism - that is the constant increase in the carrying capacity of the destination in relation to the natural resources - through an offer that shifts the attention of the potential traveller from the coast to the inland, with the possibility of enjoying the beauty of the territory in the unconventional periods of the year for a destination with a strong bathing vocation.

2.1 DESCRIPTION OF THE POLICY INSTRUMENTS

As indicated in project document D.4.1.6., destination strategies can be based on five policy and governance instruments that contribute, as much as possible, to strengthening the value chain of the tourism industry of the analyzed territory.

These instruments are focused on research, protection, management and interpretation of the natural and cultural heritage of the destination.

Below, are described more exhaustively the inclinations of the policy instruments within the strategy of the Smart Action Plan of *Terre di Fasano* destination.

Table 2: The policy instruments of the Take it Slow project

| POLICY INSTRUMENTS | | |
|----------------------|--|------------------------------------|
| ECONOMIC INSTRUMENTS | POLICIES AND ADMINISTRATIVE INSTRUMENTS | SOFT MANAGEMENT APPROACHES |
| Revenue management | Policy planning | Site specific visitor strategies |
| | Collaborative and participatory approaches (stakeholders' involvement) | Monitoring and adaptive management |

The instruments in Table 2 are applicable to the destination because they are functional to the protection and enhancement of the heritage, to its interpretation by economic operators, decision makers and citizens, not only to get the right profit, but above all to keep the heritage for the future generations.

Another element is, finally, the management and promotion-marketing of tourism products and services related to the cultural and natural heritage that follow the principles of economic, cultural and environmental sustainability.

In the case of the *Terre di Fasano* destination, these instruments are integrated with the strategic planning tools adopted, at various levels, by the local authorities concerned, performing together with them a leading role for the definition of the actions expressed in the cap. 4 of this Plan.

The description of the policy tools is given below, while their exact relationship with the elements of the Action Plan is given in Sections 4. *Tables of the Action Plan* and 6. *List of projects*.

1. **REVENUE MANAGEMENT** is the application of micro and macro-economic analysis that predict consumer behaviour at various levels within the target market and optimise the availability of tourism products/services by exploiting price elasticity to maximise revenue growth and profit.

The monitoring of earnings from the sale of existing or new tourist products and services is an important tool to balance public and private expenditure in relation to the management

of the natural and cultural heritage of the destination, as the most efficient way to raise funds for investment in asset renewal.

By applying that instrument in a territorial context, revenue management becomes a policy tool aimed at maximising revenue from available assets, without endangering the economic sustainability of public administrations, freeing resources useful to other needs (or to develop further projects) and offering economic operators a basis for monitoring their activities.

2. **POLICY PLANNING** is an administrative tool that outlines a development framework under which decisions on planning demands are made (in this case the result of confrontation with the community).

Policy planning is created at national and local level and it is a tool that indicate the relevant strategic vision for the management of the natural and cultural heritage of a given territory, since it is important that development strategies include and evaluate heritage as a resource for the development of more sustainable and equal tourism for the destination.

3. The **COLLABORATIVE AND PARTICIPATORY APPROACH** is linked to the planning tool and it is the one in which all stakeholders have a voice, both in person and for representation. A true participatory approach is one in which the perspective of all is considered, which then each participant becomes protagonist in the decision-making process.

Within the process of creating the *Terre di Fasano* Smart Action Plan, this approach has been chosen as a bottom-up political tool regarding to the management of natural and cultural heritage because the participation of economic operators and communities in the decision-making process of the public sector on the use and management of heritage increases awareness, the practical attention on the topic and the acceptance of the activities to be implemented, understanding immediately objectives and reaching together the expected results.

4. **SITE SPECIFIC VISITOR STRATEGIES** are general plans with a soft management approach, in order to achieve one or more long-term goals under specific conditions of uncertainty.

Targeted strategies are important because the available resources to achieve the objectives are usually limited, and it is important to optimise and balance investments, with the aim of preserving the heritage in the best possible way, according to the criteria of efficiency, effectiveness and cost-effectiveness, respecting its characteristics and taking into account economic, environmental and cultural sustainability.

5. Finally, **ADAPTIVE MANAGEMENT** is an iterative process through which it is possible to develop a greater understanding of natural resource systems and to progressively test new management approaches to achieve the best management solutions.

Adaptive management uses a systematic and experimental approach, including that of tourism in natural areas.

The adaptive management will be accompanied by a monitoring system, to adapt the management according to changes, to verify if the agreed plans are being implemented and, if necessary, to take corrective action to achieve the expected result.

2.2 UNDERSTANDING THE PROJECT AREA HERITAGE

The *Terre di Fasano* destination has characteristics that no other destination in the Apulian territory has, in terms of quantity, quality and recognizability. Nature, culture and intangible heritage are all elements that intersect with each other, becoming almost symbiotic, as a synthesis of the millennial evolution of this portion of Apulian territory.

Below is a list of the main natural and cultural attractions of the destination.

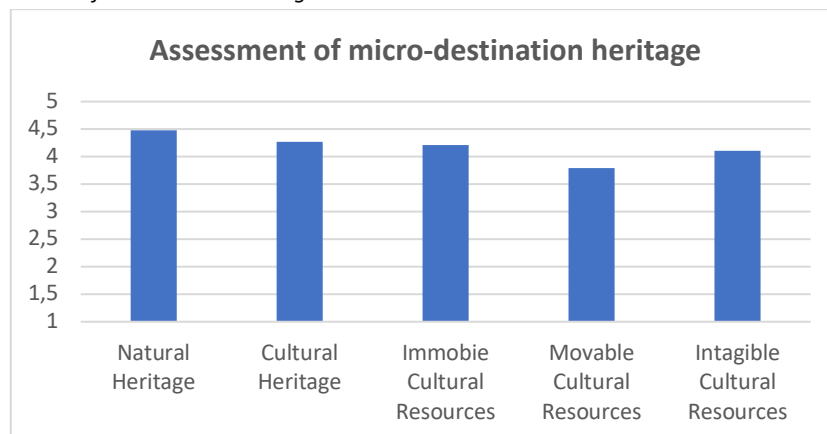
Table 3: The natural, cultural and intangible heritage of the destination *Terre di Fasano*

| NATURAL HERITAGE | CULTURAL IMMOVABLE HERITAGE | CULTURALE MOVABLE HERITAGE | INTANGIBLE HERITAGE |
|--|---|---|------------------------------------|
| Natural Regional Park Dune Costiere 'from Torre Canne to Torre S. Leonardo | Museum and Archaeological Park of Egnazia | Museum Collection – National Museum of Egnazia | La Scamiciata |
| Wetlands behind dunes and aquaculture structures | Parco Rupestre Lama d'Antico | Historical Archives of the municipal library of Fasano | The patron and parish festivals |
| Fossili dunes | Lama del Trappeto (Living Nativity of Pezze di Greco) | Ethnoanthropological heritage - Museo della Casa alla Fasanese | Holy Week rituals |
| Monumental Olive oil Plain | Dolmen of Montalbano | Ethnoanthropological heritage - Museo Laboratorio di Arte Contadina | Living Nativity of Pezze di Greco |
| Arable land and pastures | Langobardic Temple of Seppannibale | Traditional costumes - La Scamiciata | Traditional peasant dances |
| Pseudo-steppic Habitats | Rock church of San Pietro in Ottava | Traditional costumes - Living Nativity of Pezze di Greco | The dialect |
| Coastal area of the Egnazia Land | Fortified farmhouses | Statues and costumes - Holy Week rites | The life of Ignazio Ciaia |
| | Underground oil mills | Artistic lights | The legend of the Knights of Malta |
| | Sanctuary of Santa Maria del Pozzo | Collection of typewriters - Salvemini technical school of Fasano | Food, oil and wine |
| | Lighthouse of Torre Canne | | |
| | Via Traiana - Francigena del Sud route | | |
| Villa Damaso Bianchi | | | |

| | | | |
|--|--|--|--|
| | Piazza Ciaia, Fasano | | |
| | Fasano Old City (U'mbracchie) | | |
| | Museo della casa alla fasanese | | |
| | Palazzo Pezzolla | | |
| | Portici delle Teresiane | | |
| | Mother Curch, Fasano | | |
| | Church of the Knights of Malta of Fasano | | |
| | The ancient village of Cocolicchio and its trulli | | |
| | Museo Laboratorio di Arte Contadina, Pezze di Greco | | |

The participation process involving the LCP has allowed a careful photography of the heritage at various levels, evaluated in a abundantly positive way and resulting a decisive strength for the creation of sustainable, accessible and slow smart tourism products.

Table 4: Summary assessment of destination's heritage



2.3 DEFINING KEY ISSUES AND CHALLENGES

The state-of-the-art analysis of the assets of the destination, in the margin of the assessment questionnaire to the members of the LCP, is summarised in the SWOT analysis below.

Table 5: SWOT analysis of destination's heritage

| SWOT ANALYSIS TERRE DI FASANO DESTINATION'S HERITAGE | |
|--|--|
| STRENGTHS | WEAKNESSES |
| Extremely valuable tangible and intangible heritage on a global, national and regional scale | Lack of sustainable heritage management system |
| Gradual development of tourism products and services based on cultural and natural heritage | Lack of promotion (by the local public sector) linked to the value of assets |
| Cultural events linked to heritage or carried out in specific sites | No monitoring of data on the state and of cultural and naturalistic heritage changes |
| Presence of a Protected Natural Area | Low human resource competence for knowledge, conservation and heritage protection |
| Presence of the largest Archaeological Park of Puglia | Low accessibility to the heritage |
| Community participation in the enhancement of intangible assets | Inadequate signage of heritage |
| Natural and cultural heritage available 365 days a year | Important cultural events concentrated only in the summer |
| Great quality of gastronomic products | Architectural heritage to be re-functionalized, especially in the city center of Fasano |
| Via Francigena del Sud officially certified as "Cultural Itinerary of the Council of Europe" | |
| OPPORTUNITIES | THREATS |
| Development of significant sources of public and private income from the enhancement of cultural heritage | Local people's lack of awareness of the possibilities of using cultural heritage in economic flows |
| Availability of fiscal policy incentives and financial support for the conservation and enhancement of natural heritage | High anthropic pressure in coastal areas in summer |
| Local community affiliation to cultural heritage to improve reception | Lack of instruments for the revitalization and restoration of the heritage |
| Creation of mechanisms for the use of funds collected through the use of natural heritage | Satisfaction of the entrepreneurial sector of the territory after having reached a high level of revenues from tourism |
| Availability of legal provisions and adequate conservation bases for the maintenance and protection of cultural heritage | Increased competition from other nearby destinations |
| Level of knowledge and creativity on the use of cultural heritage in tourism | Growing intolerance by the community to bear the burden of mass tourism |

The photography of the state of the art of the destination, both through the contribution of the community, but also through analytical evaluations, sees good prospects for growth, considering the predisposition of the territory to market opportunities.

The key issues to be addressed, in order to achieve the goals, are:

- Improving public management of natural and cultural heritage;
- Improving the promotion of the territory at a unitary level;
- Investing in the training of operators;
- Creating new forms of tourism products and services.

3. GENERAL GOALS AND MEASURES OF THE FUTURE

The definition of a destination strategy that leads to the achievement of short, medium and long-term goals through the implementation of a series of actions by public and private stakeholders, inevitably leads to an increase in internal income. To achieve this result, the current and potential elements of *Terre di Fasano* value chain are highlighted below, in order to underline the outcome of specific activities that public and private stakeholders will create to compose a product and services system useful to ensure sustainable economic satisfaction.

Table 6: Elements of the value chain of destination assets

| VALUE CHAIN ELEMENTS OF TERRE DI FASANO DESTINATION | |
|---|--|
| CURRENT | POTENTIAL |
| Network of economic operators in the enlarged supply chain (LCP) | Natural and cultural heritage management system and territorial animation activities |
| Presence of high level economic operators, in terms of company structure and performances | Public Sector's digital destination marketing and promotion |
| Presence of tourist products linked to the natural heritage | Development of a new tourist product for the destination |
| Presence of a scattered information and reception system in the destination (Info-Point) | Plan to improve the accessibility and signalling of heritage (transport, accessibility to sites, signs) |
| Presence of typical gastronomic products of the territory of high quality | Training of human resources on the territory, exchange of good hospitality practices and foreign languages |
| Realization of the City Council of Tourism | Strengthening of the information and reception system for travellers |
| Quality of the reception system | |

From the analysis of the current and potential value chain, the elements that will constitute the actions of the Plan to be implemented in the near future emerge in a more concrete way. They are fully expressed in the following chapter.

The Smart Action Plan, therefore, provides for a series of activities in line with the analysis carried out in the first part of the document, divided by macro-objectives:

- **O1. Improving destination management performance through public-private collaboration:**
Adoption of new strategic planning instruments for the destination to equip it with an integrated management system capable of outlining the concrete activities to be carried out in the short, medium and long term through adequate sources of financing; improve public and private performance through new asset management; monitor the status of public attractors in order to conserve habitats and enhance them better.



- **O2. Improvement of sustainable mobility within the territory, with greater attention to accessibility to places:**
New marked routes for the use of the territory, in line with European standards and interpretable by travelers and citizens; innovative solutions for the increase of intermodality and increased services related to collective mobility.

- **O3. Improvement of knowledge of the territory through the creation of smart tourism products and services for the positioning of the destination in new market segments:**
Realization of new tourist products in order to improve the knowledge of the cultural and naturalistic heritage of the destination and that are intended for new target of travelers.

- **O4. Training of operators and the community to improve the quality of the offer and enhance the territory through the knowledge of heritage:**
Training activities for operators and employees in order to improve knowledge and interpretation of the territory; foreign language courses for operators to improve interaction with tourists.

- **O5. Implementation of territorial marketing tools and destination promotion:**
Adoption of territorial marketing tools of the destination and promotion of the territory, in order to communicate, in a systemic way, the rich destination heritage with particular attention to targeted communication campaigns in alternative periods.

3.1 FINANCIAL RESOURCES

The measures and actions listed in Chapter 4. *Tables of the Action Plan* may be implemented with the financial resources set out in Table 7, as well as the ordinary resources of the municipal budget or the own resources of economic operators who intend to invest in the creation of new tourism products/services in line with the principles of this Plan.

Table 7: Main national and regional policy instruments list

| DOCUMENT | DESCRIPTION |
|---|--|
| EUROPEAN LEVEL | |
| ERDF + ESF programming 2021-2027 | <p>EU strategy to promote and support the «overall harmonious development» of Member States and regions.</p> <p>Cohesion is the main investment policy of the European Union and aims to strengthen economic and social cohesion by reducing disparities in development between regions, with particular reference to rural areas, areas affected by industrial transition and regions with serious and permanent natural or demographic handicaps.</p> <p>By virtue of this strategy, the Puglia Region has developed a structured, broad and articulated partnership path of sharing and participation - involving representatives of institutions and economic fabric-social - which led to the creation of the Regional Programme 2021-2027, fundamental to link regional investment to the European strategy.</p> |
| NATIONAL LEVEL | |
| National Recovery and Resilience Plan (PNRR) | <p>The PNRR is the Italian investment program funded by the Next Generation EU program, in response to the crisis generated by the pandemic by COVID-19.</p> <p>The aim is to address structural weaknesses in the economy, such as persistent territorial gaps, low female participation in the labour market, weak productivity growth and delays in adapting technical skills, education and research.</p> <p>With reference to the tourism and cultural sector, Mission 1, "Tourism and Culture 4.0" of the PNRR is dedicated to investments in this regard.</p> |
| PUGLIA REGION LEVEL | |
| Strategic Plan - Tourism and Culture 2023-2030 (Puglia365) – Puglia Region | <p>Puglia365 is a path for the updating of tourism and cultural strategies to 2030, a tool for planning and participatory development, to build a shared vision of Puglia tourism and culture.</p> <p>This is the update of the Regional Strategic Plan of Tourism 2016-2025 linked to the Regional Strategic Plan of Culture 2016-2026, creating a new instrument of tourist and cultural governance, containing a list of ongoing actions and providing for funding and monitoring tools.</p> |
| Regional Operation Plan Puglia (POR) Puglia 2021-2027 | <p>Through the European funds dedicated to the Regional Operational Programme, the Apulia Region finances opportunities for social, occupational, entrepreneurial, cultural, technological, scientific, environmental and infrastructural development, paying particular attention to the social inclusion of all citizens.</p> <p>The Operational Programme of the Apulia Region is drawn up taking into account the provisions of Regulation (EU) No 1049/2013, which identifies the Thematic Objectives underlying the implementation of the Cohesion Policy, in turn aligned with the priorities and objectives of the Europe strategy. Each Thematic Goal is placed within Axes that also contain Investment Priorities, Specific Objectives and Actions.</p> |
| Rural Development Programme Puglia 2014-2022 | <p>The RDP is the main instrument of financing, programming and implementation of the European Agricultural Fund for Rural Development (EAFRD), through which the Puglia Region promotes interventions useful for the sustainable development of the territory.</p> |

It allows to invest in knowledge and innovation, in the process of modernization of enterprises, in the growth and improvement of infrastructure, it allows to strengthen the collaboration between entrepreneurs and the diversification of activities, giving ample space to young people and training, improving the living conditions of local rural communities, safeguarding the environment of the territories and promoting balanced and sustainable development.

4 ACTION PLAN TABLES

Following the description of the objectives, policy instruments, measures, projects and activities to achieve the identified objectives, in this section are indicated the actions for the *Terre di Fasano* destination to be implemented during the *Take it Slow* project and in the new programming period 2021-2027, by virtue of the available funding.

The Smart Action Plan consists of 20 concrete actions in the short, medium and long term ranging from the implementation of new tools of participatory management of the territory, to the infrastructural adaptation with solutions to improve accessibility to places, but which also includes the proposal of new and diversified experiences dedicated to visitors and the local community for the knowledge of the territory, and teaching aimed at the organizations of the territory, as well as strategies for the tourism promotion.

The monitoring phase of the activities started with an *ex-ante* evaluation of the listed actions, following the methodology set out in document D.4.1.7, which measured their relevance, complementarity, consistency, the utility, sustainability and equality with the general objectives of the Plan, the goals of the *Take it Slow* project and the defined indicators.

The monitoring of the activities will continue through the implementation of a mid-term and *ex-post* evaluation with the contribution of the LCP, with meetings and/or interviews with those responsible for the individual actions, focus group in the event that any problems arise relating to the effective implementation of the activities in the absence of prerogatives indicated in the tables. At the end of the analysis, an evaluation grid will be created which will be presented to the LCP in public.

| GOAL 1 | | | | | | | | | |
|---|---|--------------------|------------------------|-------------------------|-------------------------|--|--------------------------------------|---|-----------------------|
| IMPROVEMENT OF RESEARCH, VALORIZATION AND INTERPRETATION OF CULTURAL AND NATURAL HERITAGE IN THE PROJECT AREA | | | | | | | | | |
| MEASURE 1.1: Improvement of research | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 1.1.1 Habitat monitoring | Monitoring report / year | Number | 1 | 2 | 2 | Natural Regional Park of Coastal Dunes – Municipality of Fasano – participant providers | 5.000 € | Ordinary Budget Park Authority/ INTERREG/RSP | From 2023 |
| MEASURE 1.2: Strengthening the valorization and interpretation | | | | | | | | | |
| 1.2.1 Operators know Terre di Fasano | <ul style="list-style-type: none"> Number of activities / year Participants | Number | N/A | 4 15 | 4 15 | Natural Regional Park of Coastal Dunes – LCP | N/A | INTERREG/ ERDF+ | 2024 |
| 1.2.2 The winter sea | <ul style="list-style-type: none"> Number of activities / year Participants | Number | 4 15 | 8 30 | 8 30 | Natural Regional Park of Coastal Dunes – Municipality of Fasano - LCP | 3.000 € | Ordinary Budget Park Authority / INTERREG / ERDF+ | From 2023 |
| 1.2.3 English language courses for operators | Number of participants/ year | Number | 15 | 15 | 15 | Municipality of Fasano – ITS Puglia Foundation – Uniba – Gruppo Fortis | 5.000 € | Ordinary Budget Municipality of Fasano / ERDF+ | From 2024 |

| GOAL 2 | | | | | | | | | |
|---|--|--------------------|------------------------|-------------------------|-------------------------|--|---|---|-----------------------|
| SUSTAINABLE AND RESPONSIBLE MANAGEMENT OF THE VALUABLE CULTURAL AND NATURAL SITES THROUGH SMART SPECIALIZATION, PROTECTION AND SUSTAINABLE USAGE OF CULTURAL AND NATURAL HERITAGE FOR TOURISM | | | | | | | | | |
| MEASURE 2.1: Diversification of tourism products and services | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 2.1.1 <i>Terre di Fasano</i> slow routes | Average income per event/ year | Number | 1.000€ | 1.000€ | 1.000€ | LCP – Municipality of Fasano | N/A | INTERREG/STP Puglia Region | From 2023 |
| 2.1.2 Artisan workshops of peasant art | Average income per event/ year | Number | N/A | 1.000€ | 1.000€ | Ass. U'mbracchie – Ass. Presepe Vivente Pezze di Greco – Ass. Storia Patria Fasano – Pro Loco Fasano – Pro Loco Monopoli – Info Point Fasano – Info Point Monopoli | N/A | INTERREG/operators' own resources /STP Puglia Region | From 2024 |
| 2.1.3 The paths of the rock settlements | <ul style="list-style-type: none"> Geo- referenced map Signage placement | Yes/No | N/A | Yes Yes | N/A | Municipality of Fasano – Natural Regional Park of Coastal Dunes – Fondazione San Domenico – nature guides | 10.000 € | INTERREG/ Ordinary Budget Municipality of Fasano | 2025 |
| MEASURE 2.2: Access to finances of new innovative tourism offers | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 2.2.1 Tourism participatory processes | <ul style="list-style-type: none"> Number of meetings Number of stakeholde rs involved | Number | 5 20 | 5 20 | N/A | Municipality of Fasano | 20.000€ | Puglia Partecipa – Ordinary Budget Puglia Region /Co-financing Ordinary Budget Municipality of Fasano | From 2023 |

| | in policy plannings | | | | | | | | |
|--|---|--------------------|------------------------|-------------------------|-------------------------|---|---|--|-----------------------|
| MEASURE 2.3: Training in managerial and entrepreneurial skills in tourism | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 2.3.1 1 st level Master - "Management of Tourist Destinations and Experiential Tourism" | <ul style="list-style-type: none"> Realisation of the course Number of participants | Yes Number | N/A | Yes 15 | Yes 15 | Gruppo Fortis – Municipality of Fasano | N/A | N/A | From 2024 |
| MEASURE 2.4: Improvement of quality and innovation in the tourism offers | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 2.4.1 The Park for all | Average income per event/ year | Number | N/A | 2.000€ | 2.000€ | Natural Regional Park of Coastal Dunes – Museum and Archaeological Park of Egnazia – Parco Rupestre Lama d'Antico | 30.000 € | INTERREG/ ERDF+ / STP Puglia Region | From 2024 |
| 2.4.2 Via Francigena Bio-Route | Average income per event/ year | Number | N/A | 2.000€ | 2.000€ | Municipality of Fasano – Natural Regional Park of Coastal Dunes - LCP | 10.000 € | INTERREG / RSP Puglia Region | From 2025 |
| 2.4.3 Green music events in nature | Average income per event/ year | Number | 2.000€ | 2.000€ | 2.000€ | Municipality of Fasano - Natural Regional Park of Coastal Dunes | N/A | Ordinary Budget Park Authority / Ordinary Budget Municipality of Fasano | From 2023 |
| 2.4.4 Velostazione - Fasano Railway Station | Access to the building | Number | N/A | 500 | 1000 | Municipality of Fasano | N/A | PNRR | 2025 |

| | | | | | | | | | |
|-----------------------------------|---|------------------------------|-----|-----|-----|------------------------|-----|------|------|
| 2.4.5 Tourist signage | Signage placement | Number | N/A | 100 | 200 | Municipality of Fasano | N/A | PNRR | 2024 |
| 2.4.6 By the sea by bus | Adoption of summer collective mobility plan | Number of documents produced | 3 | 3 | 3 | Municipality of Fasano | N/A | PNRR | 2023 |

| GOAL 3 | | | | | | | | | |
|---|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|--|--|--|-------------------------------|
| STRENGTHENING THE STRATEGIC AND LEGISLATIVE FRAMEWORK RELATED TO TOURISM | | | | | | | | | |
| MEASURE 3.2: Reduction of slowness and bureaucracy | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 3.2.1 Istitutional Tourism Portal | Number of stakeholders involved in policy plannings | Number | 15 | 15 | 15 | Municipality of Fasano | 25.000 | Ordinary Budget Municipality of Fasano | 2023 |
| MEASURE 3.3: Participatory planning in the development of strategic plans and programs | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 3.3.1 City of Fasano Strategic Tourism Plan | <ul style="list-style-type: none"> Implementation of the Strategic Plan Number of stakeholder meetings | Yes/No Number | N/A | Yes 8 | N/A | Municipality of Fasano | 25.000 € | Ordinary Budget Municipality of Fasano /INTERREG / ERDF+ | 2025 |

| GOAL 4 | | | | | | | | | |
|---|--|----------------------|------------------------|-------------------------|-------------------------|---|---|--|-----------------------|
| NETWORKING FOR SUSTAINABLE TOURISM BASED ON CULTURAL AND NATURAL RESOURCES IN THE CROSS-BORDER AREA | | | | | | | | | |
| MEASURE 4.1: Involvement of different stakeholders | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 4.1.1. European Charter for Sustainable Tourism Dune Costiere Park - PART 1 | <ul style="list-style-type: none"> Implementation of the Strategic Plan Number of stakeholder meetings | Yes/No Number | N/A | Yes 5 | N/A | Natural Regional Park of Coastal Dunes – Municipality of Fasano | 10.000 € | Ordinary Budget Park Authority /INTERREG | 2024 |
| MEASURE 4.2: Strengthening the networking in sustainable tourism | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 4.2.1 European Charter for Sustainable Tourism Dune Costiere Park - PART 2 | Number of stakeholders involved in policy plannings | Number | N/A | 20 | 40 | Natural Regional Park of Coastal Dunes – Municipality of Fasano | 15.000 € | Ordinary Budget Park Authority /INTERREG | 2024 |
| MEASURE 4.3: Promotion of the cross-border region | | | | | | | | | |
| Activity/ project | Indicators | Unit of measure | Baseline value 2023 | Target Value 2025 | Target Value 2027 | Holder(s) of implementation | Amount of the implementation cost | Source | Execution deadline |
| 4.3.1 Terre di Fasano Food and Wine Map | <ul style="list-style-type: none"> Number of stakeholders involved in policy plannings Number of maps | Number | N/A | 10 500 | N/A | LCP | N/A | INTERREG/RSP Puglia Region | 2025 |

5 CONCLUSIONS

The strategy identified in the Smart Action Plan is based on 4 key drivers, following a new process undertaken in recent years and that, also thanks to the *Take it Slow* project, has had a strong impulse with the constant dialogue with the community and the economic operators of the territory.

The drivers on which the actions listed in chapter 4 are based, summarize the general macro-objectives expressed in chapter 3, and are:

- The cultural and environmental heritage becomes an integral part of the local political agenda, to which the principles of social cohesion and process innovation are applied for sustainable growth, the development of the tourism sector and the well-being of the local community.
- Cultural and natural heritage, together with an increasingly vibrant creative economy resulting from dialogue and collaboration between economic operators, will be the engine of territorial attractiveness for travelers and residents, for new generations and new investors.
- The protection, conservation and enhancement of cultural and natural heritage must be guided by new forms of sustainable management: for this reason a good percentage of actions focus on natural and cultural management, support for habitat recovery, accessibility and mobility.
- The territorial marketing activities are aimed at the coordination of promotion and communication activities, both through the implementation of institutional communication campaigns, but also through the implementation of initiatives, activities and projects in favor of the diffusion of the culture of the territory, using the cultural heritage as active containers for the dissemination of knowledge.

6 LIST OF PROJECTS

Below is a list of projects currently being implemented in the pilot area, relating to smart specialization in tourism, the sustainable development of cultural and natural heritage and its enhancement in tourism.

| THEMATIC UNIT | PROJECT NAME | PROJECT DESCRIPTION | PROJECT LEADER AND PARTNERS | PROJECT BUDGET AND FINANCIAL RESOURCES | DURATION OF THE PROJECT |
|-------------------------|--|---|--|---|-------------------------|
| Marketing and promotion | Handmade merchandising Terre di Fasano | Creation and production of official merchandising of the destination <i>Terre di Fasano</i> . The production will be handled by the group of artisanal producers that make up the LCP, with an internal coordination. The products will respect the characteristics of environmental sustainability and will be made with compatible materials, respecting the environment. Subsequently, there will be an agreement between producers and trade associations for sale at the commercial establishments of the destination. | LCP | N/A | From 2022 |
| | Interreg Due Mari “ <i>Next Generation Tourism Development</i> ” | Realization of virtual tour of cultural sites of tourist value | Puglia Region - Department of Tourism, Economics of Culture and Territorial Development / Innovapuglia | 5.206.934,15€ total project budget Funded by: Interreg IPA CBC Italia-Albania-Montenegro | 2018-2023 |
| | Interreg Inherit | Promote sustainable tourism development, reducing tourist pressure and seasonality in the most frequented coastal areas. | Department of Tourism, Economics of Culture and Territorial Development | 5.610.000 € total project budget Funded by: Interreg Med | 2014-2020 |
| Smart Specialization | Eco-certification operators | Eco-Certification ISO 14064-1 of operators participating to the LCP | LCP - TPP | N/A | From 2022 |
| | Interreg Smartmed | Addressing the main challenges of the Mediterranean region for the development of smart, inclusive and sustainable tourism, support the process of strengthening and developing multilateral coordination frameworks in the Mediterranean for common responses to common challenges. | Puglia Region - Department of Tourism, Economics of Culture and Territorial Development | 3.000.000 € total project budget Funded by: Interreg Med | 2014-2020 |

| | | | | | |
|-----------------------------|--|--|--|---|-----------|
| Tourist reception | Strengthening Municipal Info-Point | Participation in the Regional Call for the strengthening of Info-Points with positive results. The project proposal is called "Fasano, streets of a thousand-year history" includes the following types of actions: 1. Front office and opening to the public, with increased opening hours for the Info-Point of Fasano center and Torre Canne with continuous hours from 9 am until 10 pm, on Friday, Saturday and Sunday, including holidays. From Monday to Thursday regular opening guaranteed. 2. Integrated online/offline communication plan 3. Coordinated image: renewal of badges and front office uniforms according to the regional layout; 4. On-site animation activities, through guided tours; 5. Graphic design and printing of promotional material. | Municipality of Fasano | 22.800,00 € Puglia Region Resources (financial partnership of € 6,850.00 - Budget chapter reserved for the activities of the Info-Points) | 2022-2023 |
| Participatory tools | The Tourism Board | Board composed of representatives of trade associations and cooperatives operating in the tourism field, representatives of the most attractive tourist and operators in the field of hospitality, to create a constant link between institutions and public and private entities operating in the sector as a concrete tool for active participation. | Municipality of Fasano – stakeholders | N/A | 2022-2024 |
| | Tourism Table | Meetings of consultations with the associations of category finalized to the confrontation between public and private in order to define the priorities of the political action to improve the performances of the industry | Municipality of Fasano – trade associations | N/A | 2022-2024 |
| Training | Slow Luxury Tourism and Hospitality Management | High specialization course in <i>Slow Luxury Tourism and Hospitality Management</i> : two years of study and internships organized by the ITS Tourism Puglia Foundation, the first in the national ranking of ITS Tourism. | Municipality of Fasano – Fondazione ITS Turismo Puglia | N/A | 2022-2023 |
| Sustainable mobility | New pedestrian path Selva di Fasano | Design and construction of the Selva pedestrian path in its own and change in traffic | Municipality of Fasano | N/A | From 2023 |
| | Cycle Path Fasano – railway station | Construction of cycle path in progress | Municipality of Fasano | N/A | From 2022 |
| | Cycle Path "Coastal Landscapes" | Enhancement, including bike path, of the south coast of Torre Canne. Waiting for the opinion of the Puglia Region in order to start contest of contract for the realization. | Municipality of Fasano / Municipality of Ostuni/Natural Park Dune Costiere | 1.300.000 € | From 2023 |
| | Cycle Path Torre Canne-Monopoli | In phase of start the contest for the executive planning. | Municipality of Fasano/ Municipality of Monopoli/Puglia Region | 386.920,80 € | N/A |

| | | | | | |
|-----------------------------|--------------------------------|--|---|---|-----------|
| Cultural monitoring | Inventory of artistic heritage | Dialogue with Fasano section of the Società di Storia Patria for inventory of the artistic heritage of the Municipality of Fasano in view of publication and civic exhibition space. | Municipality of Fasano – Società di Storia Patria Sezione di Fasano | N/A | From 2022 |
| Accessibility | Interreg Tourism 4All | To make the natural and cultural heritage a lever for sustainable and more balanced territorial development, to develop and promote a wide cross-border network of accessible tourist destinations within the natural and cultural heritage, in order to reduce seasonal tourism and promote social inclusion by sharing joint approaches, methods and services to promote tourism, for the benefit of disadvantaged people with special accessibility needs, such as the disabled and the elderly | Puglia Region - Department of Tourism, Economics of Culture and Territorial Development | 2.596.808,50€ total project budget Funded by: Interreg Italia-Croazia | 2018-2021 |
| Cultural development | New Community Library | Realization of the Community Library inside the historic buildings of the Portici delle Teresiane, in order to equip the city of Fasano with a new cultural center | Puglia Region – Municipality of Fasano | 2.000.000€ (Puglia Region) and 500.000 Municipality of Fasano | 2023 |
| | Upgrading of Fasano Old City | Pedestrianization of Piazza Mercato Vecchio and Via Fogazzaro and creation of a pedestrian zone in Via Forcella | Municipality of Fasano | 1.500.000 € | From 2022 |

7 ANNEX

7.1 STAKEHOLDERS IN THE DEVELOPMENT OF THE ACTION PLAN

The construction of the Smart Action Plan for the destination is the result of a long process of listening and dialogue at various levels with public and private stakeholders of the territory, aimed at sharing a vision of intelligent transition of tourism development in a sustainable perspective to be implemented on the territory.

The participation methodology was characterised by an inductive approach in several stages:

1. Establishment of the *Local Community of Practice* by means of public announcement of membership and first call for proposals among project managers, coordinators and participants, sharing vision and mission and activities to be carried out;
2. Definition of the boundaries of the pilot area and sharing of the final objective of the activities involving local actors, first reflections on the strengths and weaknesses of the territory and creation of a first list of strategic priorities;
3. Identification of assets, selecting the assets that characterize the reference area and, among them, the places on which to focus in the early stages of activity;
4. Administration and compilation of the questionnaire for the assessment of the natural and cultural heritage of the destination and subsequent analysis of the results;
5. Territorial Work Table for the sharing of the first results and the collection of policy tools identified by the Working Group of the project, among which were identified the most useful five tools in relation to the final objectives;
6. Sharing meeting on the brand identity of the micro-destination, resulting in a phase of public debate with the community and choice of the final naming, which led to the birth of *Terre di Fasano*.

Below is the list of stakeholders that make up the LCP, divided into categories.

| LOCAL COMMUNITY OF PRACTICE STAKEHOLDERS | | | |
|--|--|-------------------------------------|--|
| PUBLIC SECTOR | SCIENTIFIC COMMUNITY | ASSOCIATIONS | PRIVATE SECTOR |
| Confindustria Brindisi | Università Degli Studi Di Bari – Dip. DEMDI | Pro Loco Monopoli “Perla di Puglia” | Coop. Serapia |
| Ente Parco Naturale Regionale Dune Costiere ‘da Torre Canne a Torre S. Leonardo’ Comune Di Fasano | Fondazione ITS Turismo e Beni Culturali - Puglia | Ass. Cult. Fatto in Bottega | Azienda Agricola Nicola Pero |
| | | Automobile Club Bari-BAT | Valentina De Carolis |
| | | Ass. Pro Selva | SECI Consulting |
| | | Ass. Whatsinpuglia | Coop. Gaia Environmental Tours Education and Events |
| | | Ass. U’mbracchie | For Play srl |

| | | | |
|----------|----------|---|--|
| | | <p>Ass. Cult. Cocolicchio Comitato FAI Brindisi Comitato Festa San Donato</p> <p>Storia Patria per la Puglia - Sezione di Fasano Pro Loco Fasano</p> <p>Compagnia d'arte Dinamica Alpha Ztl</p> <p>Associazione Produttori Pomodoro Regina di Torre Canne</p> | <p>B&B Puglia Meraviglia Masseria Fragnale FA.TU.S. srl – Casina Municipale P&R Project srl</p> <p>Ulixes Società Cooperativa Sociale 2binfasano</p> <p>Azienda Agricola Zaccaria Nicola Mappart, Idee in Movimento – ADV e TO Noctua srls Valerio Palasciano Masseria San Lorenzo srl Azienda Agrituristica Borgo San Marco Dama srl Azienda Gruppo Verdemare srl Leo 3000 spa - Park Hotel Sant'Elia</p> |
| 3 | 2 | 13 | 21 |

7.2 SUMMARY DESCRIPTION OF ACTION PLAN'S MEASURES

| ACTION CODE | TITLE | DESCRIPTION |
|-------------|---|--|
| 1.1.1 | Habitat monitoring | Monitoring of particularly sensitive areas of the territory, to protect natural habitats and the landscape. The realization of the activities will happen with a direction cabin inside the Park of the Coastal Dunes, that it will coordinate the activities with operators of the territory and municipal offices. |
| 1.2.1 | Operators know Terre di Fasano | Educational dedicated exclusively to economic operators (not only of the LCP) of the territory, in order to raise awareness of the natural and cultural resources of the destination <i>Terre di Fasano</i> . The objective of this action will be to make each operator a potential ambassador of the territory, as it will be able to communicate, describe and tell the heritage to its guests in the correct way, without forgetting the importance of the principles of protection of habitats and sustainability. |
| 1.2.2 | The winter sea | Meetings and workshops on the field dedicated to the discovery of coastal habitats, in order to learn more about the marine ecosystem and the different species beached during the winter. Each appointment will be led by an expert on environmental issues related to the coastal system. These events will be carried out along the coastal area of the territory, from Capitolo to Torre Canne, in order to ensure excursions for both the local community and tourists. |
| 1.2.3 | English language courses for operators | Realization of foreign language courses (English) dedicated to tourism and agricultural operators in order to ensure better preparation and communication with visitors from abroad. |
| 2.1.1 | Terre di Fasano slow routes | Realization of new tourist itineraries of <i>Terre di Fasano</i> - managed by the network of enterprise <i>Terre di Fasano</i> -, accessible 365 days a year, by electric means of transport, independently or with guided tour, including elements of the cultural and naturalistic heritage of the territory. |
| 2.1.2 | Artisan workshops of peasant art | Activities dedicated to the historical knowledge of the intangible heritage linked to the territory, to be realized inside the Museo della Casa alla Fasanese and the Museo Laboratorio di Arte Contadina of Pezze di Greco. Events will focus on the history of the territory, the typical elements of rural culture and popular traditions. |
| 2.1.3 | The paths of the rock settlements | Identification and realization of specific paths for naturalistic trekking inside the fossil rivers in order to make them visitable without compromising their naturalistic and cultural value. It is planned to build an adequate signage of hiking type internationally recognized in order to be able to access safely and controlled rock settlements, along trails required. |
| 2.2.1 | Tourism participatory processes | Implementation of participatory processes promoted at territorial level, so that the culture of participatory dialogue between public administration and citizens continues to develop and take root. In the case of the project in question, the participatory processes will be at the base of the definition of the new Strategic Plan of the Tourism of the City of Fasano and of the alignment of the future plans with the national and regional programmatic lines. |
| 2.3.1 | 1st level Master -"Management of Tourist Destinations and Experiential Tourism" | Creation of a 1 st level University Master dedicated to the management of tourist destinations, including territorial marketing activities, tourism promotion and events related to the slow experience. |
| 2.4.1 | The Park for all | Pilot action within the Natural Park of Coastal Dunes, Archaeological Park Egnazia and Lama d'Antico Rock Park that aims to create an offer of services dedicated to the disabled (a path for blind/ visually impaired, for deaf and with disabilities) through the creation of experiential itineraries suitably marked to ensure adequate accessibility. |
| 2.4.2 | Via Francigena Bio-Route | Represent a synthesis of the excellences present on the territory of Terre di Fasano along the axis of the Via Francigena del Sud. It is a way to emphasize the valuable landscape, historical-cultural and naturalistic elements found along the ancient path, as well as organic farming, raising public awareness of the importance of the link between territorial values, sustainable production methods and correct nutrition. |

| | | |
|-------|---|---|
| | | Associations, public bodies, entities that provide cultural and environmental services linked to the knowledge of the territory, companies that transform organic products, educational farms, restaurants that offer at least an organic menu can participate in the project, points of sale of organic products and farms and agritourism in compliance with the organic certification (pursuant to Reg. CE 2092/91). |
| 2.4.3 | Green music events in nature | Realization of sustainable musical events with contingent entrances, from May and October, within sensitive areas, without sound emissions and accompanied by scientific dissemination activities linked to the discovery of the places that host them. |
| 2.4.4 | Velostazione - Fasano Railway Station | Construction of a Velostazione, for train + bike intermodality, inside the railway station of Fasano. There will be provided digital guides along the bike paths of the area, bike repair kits, charging stations for bikes and electric vehicles. An information totem will be installed on the municipal cycling network, which integrates with that of the Via Francigena and the Coastal Dunes Park. |
| 2.4.5 | Tourist signage | Adaptation of ordinary and tourist road signs to the quality standards of the destination, through the implementation of new road signs (for tourist ones also in double language). |
| 2.4.6 | By the sea by bus | Project for the improvement of the mobility service between sites of tourist interest, towns and coastal areas, which will include the strengthening of routes and stops during the summer period (with particular attention to the coastal area) and the improvement of communication of schedules currently difficult to interpret, especially for foreign users. |
| 3.2.1 | Istitutional Tourism Portal | Web portal of the destination of the Municipality of Fasano, which will contain a section dedicated to <i>Terre di Fasano</i> , with virtual thematic itineraries and new slow tourism services made by the Project, which will improve the accessibility of natural and cultural heritage destinations to different target tourists through special content (images and videos), the use of 3 languages, the indication of accessibility of sites to disabled people and the use of clear and easily understandable texts. |
| 3.3.1 | City of Fasano Strategic Tourism Plan | Realization of a Strategic Plan of the tourist destination of the City of Fasano, which follows the path taken by the <i>Take it Slow</i> project and lays the foundations for the implementation of short-medium-long term programmatic actions for the development of new tourism products and the implementation of a marketing plan and promotion of the destination. |
| 4.1.1 | European Charter for Sustainable Tourism Dune Costiere Park - PART 1 | Update of the monitoring of the Action Plan 2018-2023 and implementation of the new Plan for renewal ECST - PART 1 of the Natural Regional Park of Coastal Dunes, aimed at the conservation, protection, enhancement and promotion of the environment. Drafting of a Plan for the sustainable development of the Park's territory (extended to the territories of the Municipalities of the Fasano and Ostuni) over a period of five years, through the proposal for the implementation of concrete actions resulting from the collaboration between the institution and local actors, gathered in Forum. |
| 4.2.1 | European Charter for Sustainable Tourism Dune Costiere Park - PART 2 | Certification, by the Natural Regional Park of Coastal Dunes Authority, of economic operators, through the implementation of a Membership System and disciplinary containing the standards that each candidate operator must meet. The operator must draw up a Three-Year Improvement Plan to undertake its own path of business improvement according to the principles of tourist sustainability. |
| 4.3.1 | Terre di Fasano Food and Wine Map | <i>Terre di Fasano</i> food and wine map is a simple graphic and descriptive abstract with key, through the identification on cartography CTR characterized by the most important farms and companies producing food and wine products. Following the <i>ex-ante</i> analysis, thematic paths will be identified on the territory, such as: oil route - milk route- bread route - vegetable garden route. All outputs of this project (paper map, geo-referenced tracks with descriptive legend of the itineraries, companies and elements of interest, photographic reportage) will be made available to tourist users, also through a customized Google Earth file. |