

D 4.4.2 - TRAINING MATERIAL FOR LOCAL TOURIST GUIDES

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Training for tourist guides in Salento, Puglia

A total of 37 hours training course has been planned and carried out in the province of Brindisi, in the province of Lecce and in Porto Cesareo MPA (Lecce), aimed at 20 young people, mostly women, under 35, to make them archaeological-naturalistic local tourist guides.

The course was articulated in the subsequent modules:

1. Knowledge of cultural heritage (17 hour total):
 - *Il patrimonio storico-archeologico della Regione Puglia: la fase protostorica*
 - *Il patrimonio storico-archeologico della Regione Puglia: la fase preromana e romana*
2. The legislation of the Cultural Heritage (4 hours total):
 - *Il nuovo ruolo dei musei e dei luoghi della cultura*
3. Practical guided tours (16 hours total):
 - *Conoscenza dei beni culturali: Roca (6 hours)*
 - *Conoscenza dei beni culturali: Museo Castromediano (4 hours)*
 - *Conoscenza dei beni culturali: San Cataldo, Cesine, Acaya, Castello mostra Roca (6 hours).*

During the lessons were also shown to the participants many videos and graphic documentation related to various archaeological research activities and valorization projects and exhibitions carried out by Puglia Region in collaboration with University of Salento and others public institutions.



Fig. 1 – Guided tour at Roca.



Fig. 2 – Guided tour at Castromediano Museum.



Fig. 3 – Guided tour at Acaya

At the end of the training, the participants have developed:

- 1 their own knowledge of the cultural heritage of Puglia Region and in particular of the area of Salento, according to the holistic, contextual and diachronic approach of the landscapes archeology;
- 2 their own knowledge of the cultural heritage legislation aimed at acquiring adequate skills aimed at solving problems related to professional relationships with the users of the territorial context;
- 3 their capacity to operate in every area relating to cultural heritage to establish relationships of collaboration with organizations, companies and associations that manage the related services;

- 4 their own knowledge of the legal provisions in force regarding the law on cultural heritage, as well as the additional ones for safety at work in the aforementioned area;
- 5 their capacity to acquire and transmit new data on cultural heritage to the competent institutions and to use the national and regional information systems of cultural heritage (Catalogo nazionale dei Beni Culturali – SiGeCweb, Cartapulia, Digital Library);
- 6 their capacity to organize - on the basis of the acquired knowledge - thematic itineraries on the cultural heritage of the district and of the Region with heritage communities (citizens, organized, tourist and school groups) and to guide tourists and organized groups on the the regional territory;
- 7 their skills on the communication of cultural heritage (especially on social platforms), on the creation of programs and activities including management of cultural and historical heritage and on the organization of local events fot the valorization of the archaeological sites.