

Study Visit Digital Report

Draft version of 29/06/2023

Deliverable Number D.3.3.1

Project Acronym	BOOST5
Project ID Number	10419539
Project Title	BOOST5 Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, off-road, industrial and natural heritage
Priority Axis	3
Specific objective	3.1
Work Package Number	3
Work Package Title	Clustering thematic activities
Activity Number	3.3.
Activity Title	Awareness raising and engagement
Partner in Charge	TECNOPOLIS Science and Technology Park
Partners involved	TECNOPOLIS Science and Technology Park, Marche Region, SPIRO Development Agency, Friuli Innovation Consortium, Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia, STEP RI Science and Technology Park of the University of Rijeka, City of Rijeka, ZADRA NOVA Zadar County Development Agency Partners
Status	Final
Distribution	Public

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Executive Summary

BOOST5 cluster project tackles one of the main challenges of the region: valorising and preserving the rich and varied cultural heritage and taking advantage of it in a sustainable way to support economic development.

The whole project implementation focused on collecting and analysing best practices in cultural routes' field, engaging relevant stakeholder (tourism operators, CCIs and cultural operators, local players, policy makers, public institutions, etc.) in concrete understanding and exploitation of these latter as well as providing them with tools and knowledge to foster networking for a multiplier effect and co-creation of new routes within the project duration but mostly beyond it, on a long term, adaptive and continuously innovation basis.

This allowed for better monitoring and understanding of tourists/users' exigencies as well as for wider distribution of tourism flows at geographical level and for better response to unexpected / negative events affecting the sector (such Covid19, war crises, etc.).

As part of this process, 6 study visits were implemented in partners' regions engaging both BOOST5 project partners and local stakeholders in the fields of sustainable tourism and cultural exploitation to leverage on natural and cultural heritage for new cross-border itineraries creation.

Guidelines for study visits' organization

Major features for study visits organization were prepared by LP and instructions were provided to PPs on how to manage in the most convenient and fast way the entire activity, also considering short project duration.

Guidelines are summarized below to serve as possible plans for other projects and organization dealing with similar activities.

IMPLEMENTATION TIMEFRAME	Start date: 01/06/2023 End date: 30/06/2023
ORGANIZATION	<ul style="list-style-type: none"> • They can be also organized as virtual or hybrid as far as contents and effectiveness are consistent; • 6 study visits organized → 1 per PP regions (Puglia, 2. Marche, 3. Friuli Venezia Giulia, 4. Ferrara, 5. Rijeka, 6. Zadar County); • They can be combined with Journalists' study visit or with other project events;

TARGET GROUP	<p>Project Partners and local relevant stakeholders in the relevant fields for the project*</p> <p>* i.e.: tour operators and travel agents, transport operators; MICE managers and wedding planners; managers or experts, etc.</p>
GOALS	<ul style="list-style-type: none"> • Directly discover places and tourism products • Presentation of best practices and minor heritages for sustainable cultural tourism; • Presentation and testing new cultural routes • Provide support to achievement of project outputs
STEP BY STEP PROCEDURE	<ul style="list-style-type: none"> • Procurement of external provider, tour guide, speaker, meals, etc. • Validation of tour programme / agenda • Validation of registration form, practical information notes and background note • Invitation of participants with adequate advance notice • Validation of satisfaction survey • Communication on BOOST5 website & social media in due time • Tour visit / experience implementation • Prepare and share press release (before and/or after the visit) to relevant media • Preparation of report about the visit and submission to LP
SUGGESTED TOUR PROGRAMME	<ul style="list-style-type: none"> • Meeting at departure point • Presentation of BOOST5 project and study visit • Itinerary visit / Experiences implementation (1° part) • Light lunch • Itinerary visit / Experiences implementation (2° part) • Satisfaction survey • Return to meeting point
EVIDENCES	<p>For SIU reporting and project communication:</p> <ul style="list-style-type: none"> • prepare and sign attendance list • take pictures* • take short videos* • gather press reviews • prepare report and submit it to LP <p>*check quality requirements in Communication Plan</p>

SATISFACTION SURVEY	Use / adjust Annex template provided with guidelines
REPORTING	Use / adjust Annex template provided with guidelines

Study visits' descriptions and added value

Most of study visits' locations are also mentioned in the BOOST5 deliverables: 3.1.1 "INVENTORY OF HERITAGE IN MINOR TERRITORIES" and 3.1.2 "THEMATIC BEST PRACTISES CATALOGUE on specialized and innovative forms of tourism in the cross-border area and beyond".

In all involved territories, study visits' experiences focused on presenting best practices in supporting territorial development through tourism.

The side-effect was the networking among relevant stakeholders to foster cooperation and their possible engagement into new business opportunities in the field of cultural sustainable tourism and to improve valorisation of visited sites.

Below is a summary of implemented study visits based on report provided by BOOST5 PPs.

STUDY VISIT TITLE	From inland to Gargano: cultural heritage, wetlands and biodiversity itinerary
ORGANIZING PP	LP TECNOPOLIS STP
REGION	Puglia (IT)
SHORT DESCRIPTION AND ADDED VALUE	<p>The study visit allowed participants to experience the many souls of the province of Foggia during a single day.</p> <p>Participants visited the Roman Augustan Amphitheater of Lucera where they were welcomed by historical re-enactors and get involved in an artisanal experiential laboratory with the "waxed tablets".</p> <p>Then they moved from the hinterland towards the panoramas of the Gargano for a short naturalistic photowalk on the Mergoli-Vignanotica panoramic path (Mattinata).</p>

Next stop was the seashore, in Siponto, where in a suggestive location they tasted local products.

After lunch the visit to the Oasis “King Lagoon” in the territory of Manfredonia (or Lake Salso) to experience nature photography and birdwatching among the 240 species that inhabit the lagoon and the panorama of the gulf of Manfredonia, the gateway to the Gargano.

Finally, participants visited the Abbey of San Leonardo in Lama Volara, dating back to the 12th century, it is an admirable example of Apulian Romanesque architecture

STUDY VISIT TITLE	Historical Shops tour
ORGANIZING PP	PP2- SIPRO Development Agency Ferrara
REGION	Emilia Romagna (ITH5)
SHORT DESCRIPTION AND ADDED VALUE	<p>The added value of this tour is the chance to meet and talk with local artisans who lead the participants in their laboratories, to let them taste some specialties, and to participate to a practical demonstration of production (during this study visit the practical demonstration was about Ferrara’s typical bread production).</p> <p>The Historical Shops are for the city of Ferrara a precious resource that need to be protected and enhanced. With their furnishings and architectural elements, they are a living testimony of history, culture and traditions and preserve some of the best memories of Ferrara.</p> <p>Emilia Romagna Region, with a specific Regional Law of 2008 “Promotion and enhancement of historical shops”, defined the criteria for the Historical Shops qualification. The aim of the provision is to enhance and safeguard the historical shops as precious testimonies of culture and traditions of citizens, as well as an element of attraction for tourism.</p> <p>PP2 Sipro Ferrara, in collaboration with the Municipality of Ferrara, developed a specific plan to valorize the historical shops of the city, by making a survey of the "Historical Shops" registered and of those with the potential characteristics of "Historical Shops", creating a working table with interested stakeholders, comparing good practices in other cities and finally identifying some paths aimed at enhancing the cultural heritage of the city and the "Historical Shops" as an example of promotion and enhancement of the entrepreneurial tradition.</p>

STUDY VISIT TITLE	Exploration of Rijeka's industrial heritage
ORGANIZING PP	PP3 STEP RI and PP6 city of Rijeka
REGION	Primorje-Gorski Kotar county
SHORT DESCRIPTION AND ADDED VALUE	<p>The tour was an opportunity to pilot an innovative cultural tourist route in the City of Rijeka, connecting rich cultural and industrial heritage of the city with its attractive seafront. Participants experienced the industrial vibe of Rijeka as we stroll along Vodovodna and Ruziceva street, reminiscing about the diverse factories that once thrived here, such as ice factories, leather processing factories, a slaughterhouse, a soap factory, a pasta factory, and more. They discovered the remnants of these industries, including the prominent complex of the Paper Mill Hartera, once the second most powerful cigarette paper factory in Europe.</p> <p>Also, a boat tour took the participants from the Rijeka harbour to the former western industrial zone, in order to witness the historical landmarks that shaped Rijeka's industrial past, including the "Metropolis" port warehouses, the lighthouse and the former oil industry area</p>

STUDY VISIT TITLE	Online study visit of OSIC "Il Mulino da Varano", Muccia (Italy)
ORGANIZING PP	PP4 Marche Region
REGION	Marche
SHORT DESCRIPTION AND ADDED VALUE	<p>The study visit was successfully implemented online and these facilitated the overview of digital tools implemented in the site.</p> <p>The online visit opened with a presentation by the mayor of Muccia of the mill, its history and functioning. Afterwards, Globe Inside srl., the company managing the centre, showed the participants the centre's IT devices and tools: innovative computer and technological supports enable tourists, operators and local residents to book all kinds of services provided, in a simple, intuitive and fast way. A Destination Management System is made available not only to visitors but also to the entire local community, thus enhancing the attractiveness of the area. Among the main technologies applied there is a native App that allows to use all</p>

	<p>the digital services directly on smartphone or tablet, making it possible to geo-localise the destination, and enables to search and book directly all the tourist attractions offered by the territory itself. Another service available is the web-App, a digital multimedia guide that provides a guided tour of the Mulino da Varano and the historical centre of Muccia. Lastly, streaming software has been applied to make it possible to visit many of the places and assets that are not yet accessible due to the damage caused by the 2016 earthquake.</p>
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STUDY VISIT TITLE	Discovering the natural and cultural heritages of Zadar county
ORGANIZING PP	PP5 Zadar County Development Agency ZADRA NOVA
REGION	Zadar County (HR)
SHORT DESCRIPTION AND ADDED VALUE	<p>The purpose of this study visit is to support the sustainable tourism approach in Zadar County and the development of rural tourism while exploiting the preserved joint cultural assets. Also, it aims to present the less-known natural and cultural heritage of the Zadar rural area to stakeholders and the general public.</p> <p>During this tour, the participants discovered the native museum Benkovac, Asseria, Fort Kličevica, Vransko lake, and Heritage hotel Maškovića Han.</p> <p>One of the problems was the insufficient translation of the visited locations into English, i.e. the guide should have spoken in English and Croatian in parallel. This has been an useful insight for possible improvement of location promotion.</p>

STUDY VISIT TITLE	Grado Study visit
ORGANIZING PP	PP7 ERPAC
REGION	Friuli Venezia Giulia
SHORT DESCRIPTION	The study visit aimed at focusing sites capable of promoting accessibility, sustainability and delocalization of touristic flows in IT-HR Adriatic region, exploiting less known attractiveness.

AND ADDED VALUE	<p>The first part of the guided tour showed the beautiful hotels and palaces/mansions built in the last century along the seaside of the “Island of the sun”, when Grado was part of the Austro-Hungarian empire and a favourite destination for the Habsburg aristocracy who visited the island from the 19th century onwards to partake in sea bathing and to enjoy the island’s excellent Sea Spa: the elegant Promenade, Ville Bianchi with their perfect Liberty style and with the historic Imperial gate, parallel to the avenue Regina Elena leading to the historic city center and tennis court, and flanked by comfortable beaches, such as the Imperial beach.</p> <p>The second part was dedicated to the historical center of the city, and in particular to Campo dei Patriarchi, the central square, dominated by the Basilica di Santa Eufemia and the contiguous Basilica di Santa Maria delle Grazie, Grado’s oldest church</p>
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Study Visits implementation in relation to WP 3 and BOOST5 outputs.

Study visits supported the achievement of BOOST5 objectives, particularly by increasing awareness about minor destinations and evocative experiences, and by promoting synergies among diverse stakeholders and territories to speed up successful implementation of sustainable policies and environmental awareness such as green accreditation or zero impact tourism labels.

They also gave the chance to promote accessibility, sustainability and inclusive tourism, and to rediscover experiential tourism and new ways of telling tangible and intangible cultural assets.

In this view the Ancient Mill in Muccia hosting the One Stop Information Center OSIC "Da Varano" (location of PP4 study visit) represents a real hub between fast and slow mobility and an innovative center in which, using IT and technological supports, the tourist can access in a physical and digital mode to the natural and cultural heritage of the Valle del Chienti.

In some cases (PP2, PP5 and PP3+PP6), the study visit implementation was combined with the Journalist Study Visits (D2.2.4) specifically dedicated to media stakeholders to strengthen visibility and awareness about minor destination and meaningful local projects.

This combination also had the side-effect to foster debate among PPs organization, media representatives and sectoral stakeholders having time travelling and experiencing territories together and talking about major strengths, weaknesses and opportunities of sustainable tourism fruition and promotion.

In other cases, different destinations were selected for journalists and a specific and different purposes guided organization of study visits for PPs and sectoral stakeholders being the subject of this report.

Capitalization and cross-fertilization with side practices.

Capitalization of past project results and existing tools and resources is key for BOOST5 cluster project since the project creation stage.

In this view, PPs exploited and leveraged on past experiences to optimize results.

Study visit organized by PP4 focused on the One Stop Information Center OSIC "Da Varano" ancient mill in Muccia, inaugurated on 25th June 2021 within the Made-in-Land Interreg Italy-Croatia project.

Study visits organized by PP2 in Ferrara was developed in line with other previous EU projects like the Interreg Italy-Croatia S.LI.DES. and Interreg ADRION 5 SENSES; within these projects some experiments were carried out aimed at creating a tourist product that could be fully integrated in the annual offer of the city tourist events. The first involvement of tourism operators took place during the S.LI.DES.' "Lessons of the Territory", aimed at knowing and understanding the territory to better promote it to the tourists. This tour will integrate the tourist offer connecting the local promotion of local handicrafts, local products and brands (as the DECO label), and the local strategical policies.

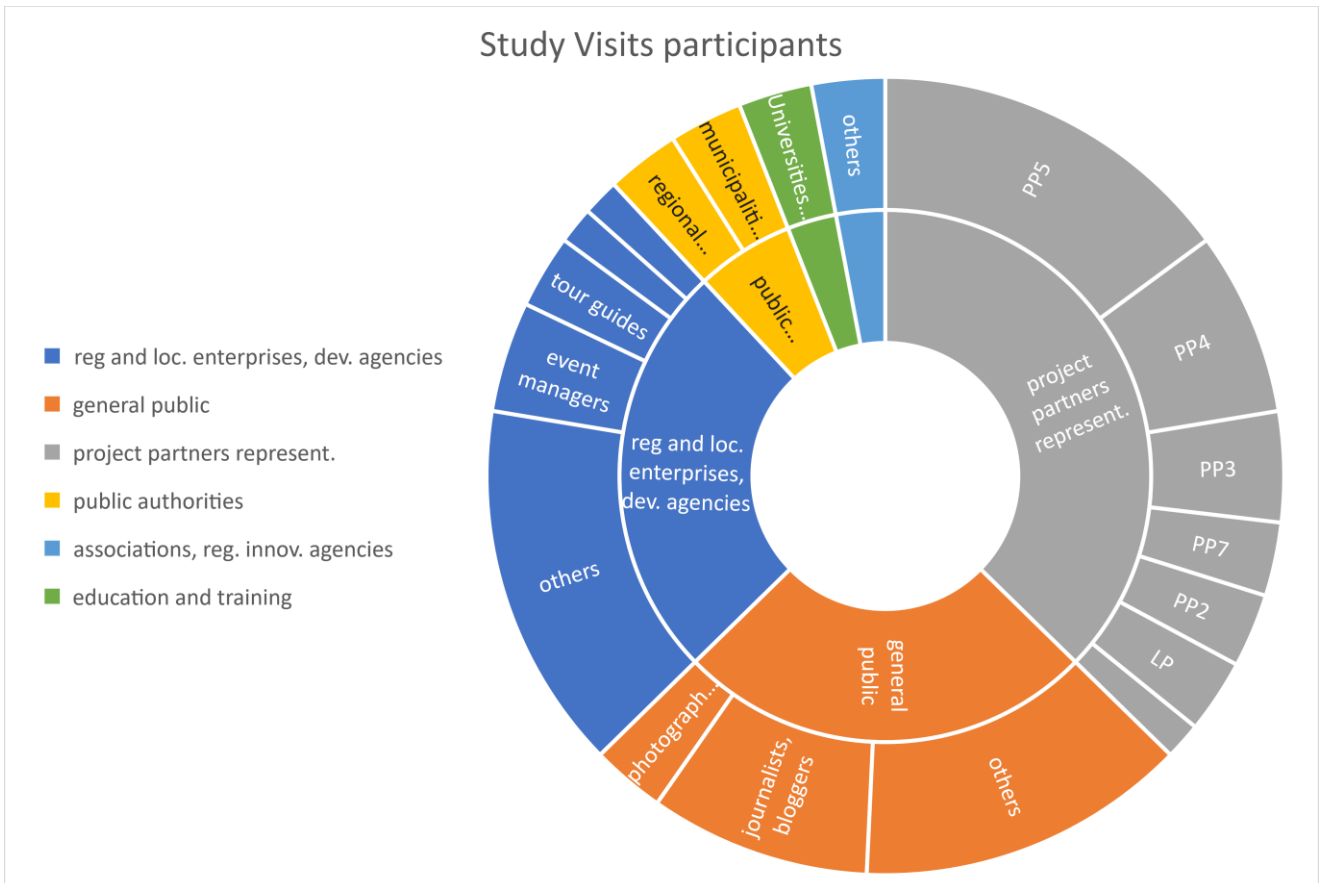
Besides this, a tour will be promoted through the communication channels of Emilia Romagna Region and Romagna Tourist Destination but also promoted during national and international touristic fairs and workshops. For this reason, during S.LI.DES. project, a leaflet with a map of Ferrara's territory and its Historical Shops was developed, and thanks to BOOST5 project these materials were improved.

Target groups reached

In total 116 participants joined the study visits at project level.

Furthermore, the online study visit organized by PP4 was streamed online in the Facebook profile of the "Da Varano Mill" <https://www.facebook.com/osicmuccia/> and reached 46 views, not included in the following graphic.

Below are aggregate data as per evidences and reports provided by PPs during project implementation.



Satisfaction surveys' results

For all study visits, participants' satisfaction as reported by satisfaction surveys has been impressive (4-5). They rated the routes presented from very interesting to excellent.

The high engagement can be found in the participants' act of taking pictures and sharing their tour experience with their online followers and in the willingness to participate again. The attendees

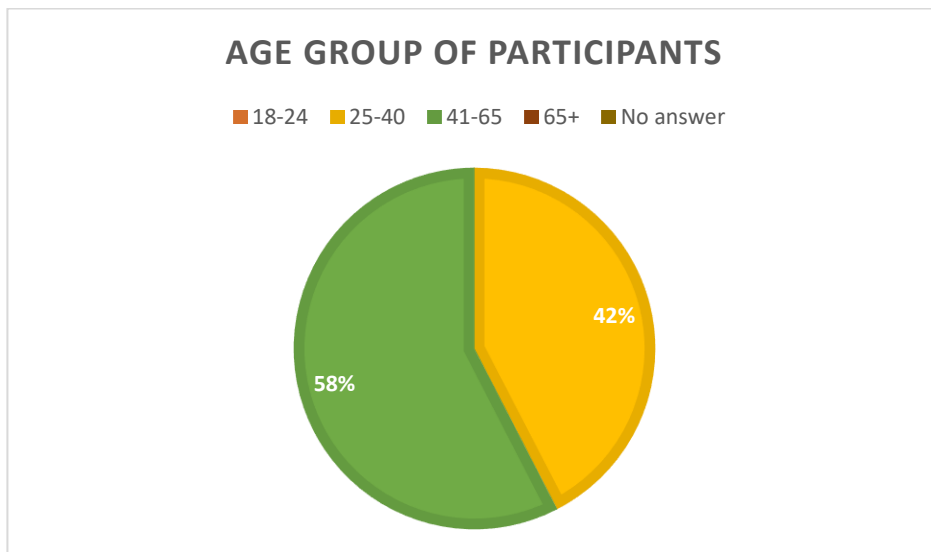
during the tour, asked lots of questions to guides and hosts. Where possible (i.e. in Ferrara) they bought some artisanal products from the shops.

The participants appreciated diversity of locations visited; when visiting natural sites, they appreciated the quiet environment given by the de-seasonalized visit. While when engaged in visiting industrial heritage they were significantly impressed by the old parts of industrial complex, which are actually not yet adequately valorized but represent great historical value and potential for revitalization.

They proposed ideas to foster promotion of visited locations, according to their competences as i.e. offering theatrical events to visitors, using social media to increase visibility and marketing of these minor locations, producing and distributing to visitors materials with interesting information about the sites, etc.

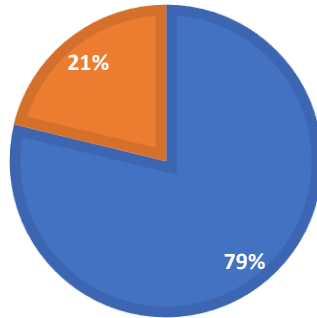
In this view they also appreciated the opportunity to meet each other and to be introduced to local operators and stakeholders in order to start possible new cooperation at local level.

Below are graphics about satisfaction surveys' results.



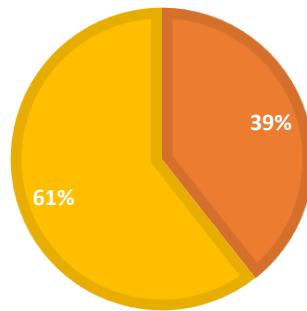
GENDER OF PARTICIPANTS

■ Female ■ Male ■ Non-binary ■ Prefer not to say

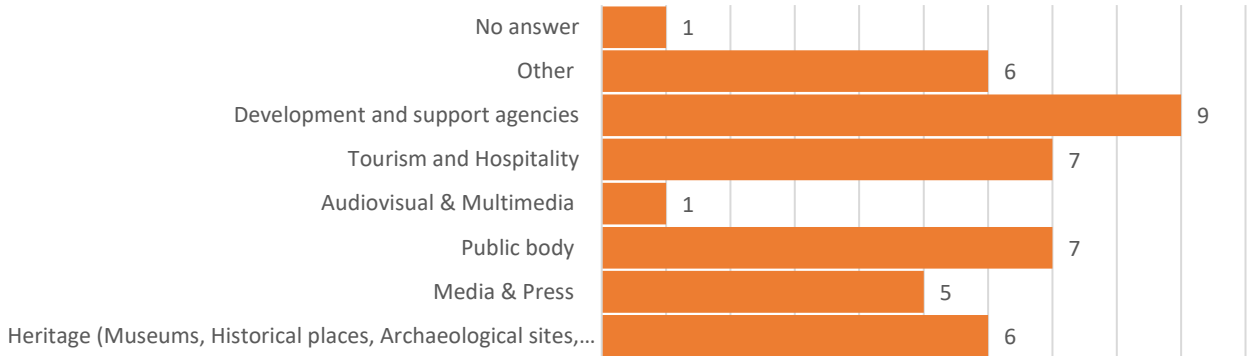


FIRST TIME YOU ATTEND A STUDY VISIT?

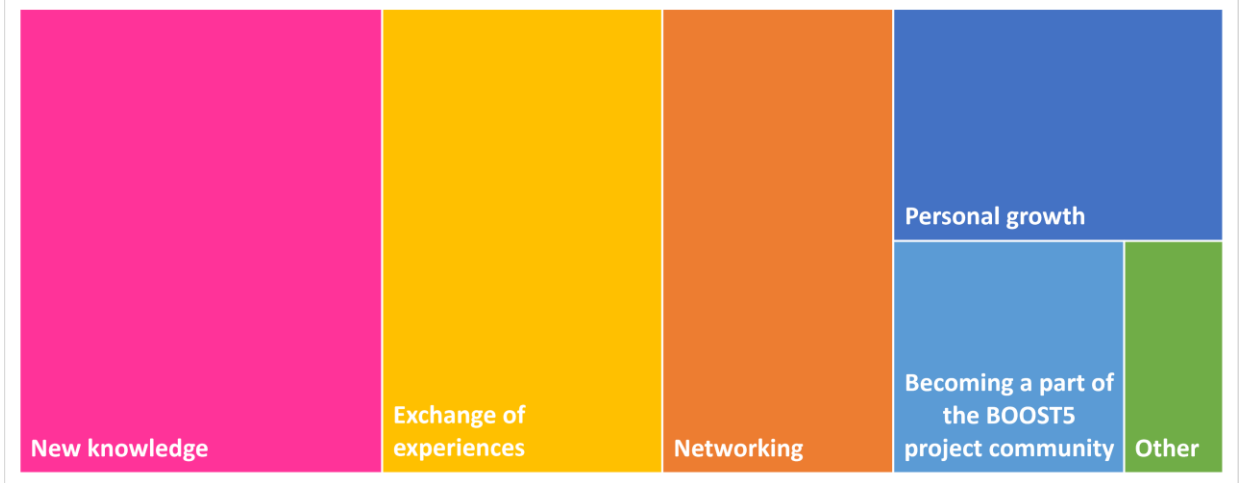
■ Yes ■ No ■ No answer



ORGANIZATIONS OF PARTICIPANTS

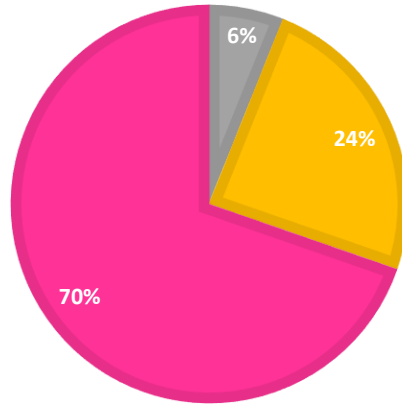


PARTICIPANTS' MOTIVATIONS



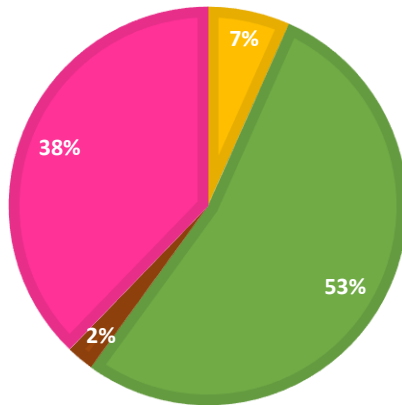
HOW WOULD YOU RATE THE AGENDA?

■ Very disappointing 1
 ■ 2
 ■ 3
 ■ 4
 ■ Really impressive! 5
 ■ No answer



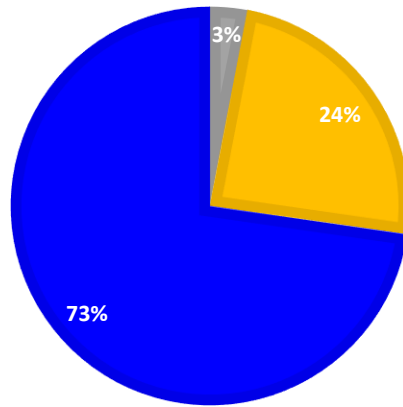
HOW WOULD YOU DESCRIBE THE STUDY VISIT?

■ Too long
 ■ Too short
 ■ Very organized
 ■ Unprepared
 ■ Productive
 ■ Unproductive
 ■ No answer



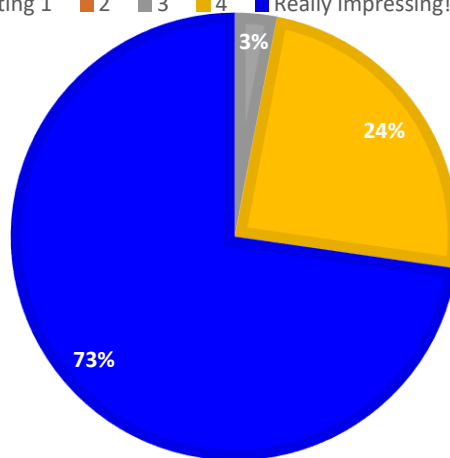
WHAT DID YOU THINK OF THE VISITED LOCATIONS?

■ Very disappointing 1
 ■ 2
 ■ 3
 ■ 4
 ■ Really impressive! 5
 ■ No answer



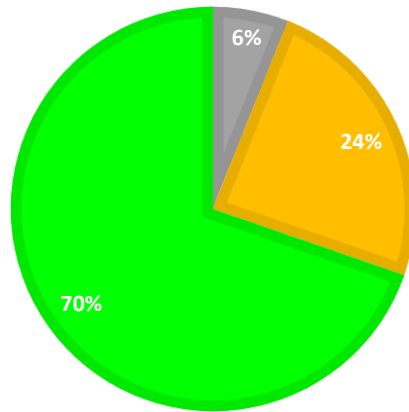
HOW SATISFIED WERE YOU WITH THE STUDY VISIT OVERALL?

■ Very disappointing 1
 ■ 2
 ■ 3
 ■ 4
 ■ Really impressive! 5
 ■ No answer



HOW DID YOU FIND THE MAIN PROGRAMME?

■ Very disappointing 1 ■ 2 ■ 3 ■ 4 ■ Really impressive! 5 ■ No answer



Pictures

1. From inland to Gargano: cultural heritage, wetlands and biodiversity itinerary – Puglia





2. Historical Shops tour – Emilia Romagna





3. Exploration of Rijeka's industrial heritage







4. Grado study visit – Friuli Venezia Giulia



More pictures are available on official project website <https://programming14-20.italy-croatia.eu/web/boost5>.

Press reviews

1. Historical Shops tour – Emilia Romagna



The screenshot shows a website page for 'Cappellacci a Merenda'. The main article is titled 'Le botteghe storiche di Ferrara: itinerario per una Ferrara diversa dal solito'. The article text reads: 'E che Ferrara! Forse l'itinerario più umano che ho portato sul blog, un percorso fatto di luoghi dal grande valore storico ovviamente, ma soprattutto fatto di persone, di genio creativo, di dedizione e duro lavoro, questo accomuna le botteghe storiche di Ferrara. Vi racconterò qualcosa in merito alle botteghe storiche di Ferrara quindi, qualche suggerimento e consiglio per intercettare queste meraviglie mentre fate la vostra visita in città mia, se volete approfondire il tema, arrivate fino alla fine dell'articolo, vi darò tutte le informazioni per una visita incredibile! Quante sono le botteghe storiche di Ferrara? Al momento in cui scrivo sono 27, per lo più nel centro storico ma anche in provincia e molte di queste sono state la mia, e non solo mia, infanzia.' The page also features a 'CIAO!!' section with a photo of Sara and a 'SCARICA IL MIO EBOOK GRATUITO' button.

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sabato 15 ottobre 2022

Ferrara alla scoperta delle botteghe storiche.



Da oggi sabato 15 ottobre a Ferrara sarà possibile prenotare una visita guidata nel centro della città per scoprire quelle eccellenze che hanno contribuito alla crescita del tessuto economico. È un viaggio a ritroso nel tempo attraverso quelle "botteghe storiche" che hanno resistito nel tempo alle mode, ai cambiamenti, alle crisi economiche e qualcuna anche alla seconda guerra mondiale...

Il progetto è parte di Boost 5 "Leveraging results of 5 IT - HR projects to boost touristic valorisation of cultural, off road, industrial and natural heritage", di cui SIPRO Agenzia Provinciale per lo Sviluppo S.p.A. di Ferrara è partner e sostenuto dall'assessore al Commercio e Bilancio Matteo Fornasini, unitamente al progetto S.LIDES. - Strategie smart ha come obiettivo lo sviluppo turistico sostenibile delle destinazioni culturali e la valorizzazione del patrimonio locale. Il turista oltre che a visitare palazzi, chiese e musei potrà scegliere tra due percorsi alternativi nel cuore del centro storico, e visitare botteghe che hanno una lunga storia da raccontare.

Sono due i percorsi realizzati nel cuore della città: **Ferrara e il suo centro storico Patrimonio Unesco** e **Alla scoperta dell'antico ghetto ebraico**.

INSTAGRAM di ROCK AND FOOD
<https://www.instagram.com/rockandfoodlivia/>

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CERCA

FACEBOOK di ROCK and FOOD


Post più popolari
 **IZIANO FERRO** Tour 2017 - Click by Joanna Marioni
 **LIGABUE** - CLICK by Joanna Marioni
 **RENATO ZERO** - Click by Joanna Marioni
 **L'energia pura di Anna Maria**


GIOVEDÌ - 13 OTTOBRE 2022 - IL RESTO DEL CARLINO

Turismo

La Ferrara di Bassani e Vancini Il racconto delle botteghe storiche

Al via da sabato i tour che permetteranno ai visitatori di scoprire la città attraverso le attività e i negozi



FERRARA

Tra le strade di Ferrara. Le botteghe storiche diventano pacchetto turistico e veri e propri tour per conoscere Ferrara sotto il profilo storico, architettonico, urbanistico con le suggestioni letterarie di Gorgio Bassani e quelle cinematografiche di Florestano Vancini. Si partirà sabato. Due le tipologie di tour in fase di sperimentazione che consentiranno a turisti e residenti di scoprire la città estense attraverso attività di ogni settore che hanno attraversato decenni, se non secoli, assecondando l'evoluzione di usi e abitudini. Un'anteprima è stata fatta nei giorni scorsi con una mini delegazione di giornalisti e blogger del settore, che hanno sperimentato il percorso realizzato da Sipro nell'ambito del progetto europeo Italia-Croazia Boost5, finalizzato alla promozione del turismo sostenibile per una ripresa equilibrata nell'era post-Covid e alla rivitalizzazione del patrimonio culturale del territorio coinvolti. Questo il format: guide specializzate condurranno gli utenti alle botteghe che hanno aderito, ne spiegheranno storia ed evoluzione. Tra le tappe, Pistelli Bartolucci, Schiappelli, panificio pasticceria Perdonati e Casa del guanto.

Cantieri

Marc... si lav... in via

Prima di... anche ne... e Borgole... per 700...

FERRARA

Sono term... na le tre t... rifaciment... via Borsari... spari). Le i... Ital Strade... be in suba... tea - sono... tessi, sem... totale dei... dei civici... opposta d... in corrisp... 12 e 14. Il c... intervento è... mane circ... stato istitu... ternato. Il

Le botteghe storiche raccontano la città

Ferrara Sabato il primo appuntamento con i tour guidati organizzati da Sipro



27

Le botteghe storiche che hanno aderito, ma l'interesse è in crescita

Ferrara Tra le strade di Ferrara. Le botteghe storiche diventano pacchetto turistico e veri e propri tour per conoscere Ferrara sotto il profilo storico, architettonico, urbanistico con le suggestioni letterarie di Giorgio Bassani e quelle cinematografiche di Florestano Vancini. Si partirà sabato 15 ottobre. Due le tipologie di tour in fase di sperimentazione. Un'anteprima è stata fatta nei giorni scorsi con una mini delegazione di giornalisti e blogger del settore, che hanno confermato la virtuosità del percorso realizzato da Sipro-Agenzia dello Sviluppo nell'ambito del progetto europeo Italia-Croazia Boost5, in collaborazione con il Comune di Ferrara. Questo il format: guide specializzate condurranno gli utenti alle botteghe che hanno aderito (ossia che hanno i requisiti di esclusività e identità per ricevere la designazione del Comune di Ferrara), ne spiegheranno storia ed evoluzione, faranno due chiacchiere coi titolari. Tra le tappe (impossibile citarle tutte, ndr), Pistelli Bartolucci, nato come bazar e divenuto negozio di dischi; Schiappelli, da

panificio ad alta moda; Panificio Pasticceria Perdonati, simbolo della tradizione gastronomica; Casa del guanto, che ancor oggi vanta clienti in tutta Italia; Pizzeria Arcobaleno; Osteria degli angeli; Farmacia Navarra, citata da Bassani e da Vancini ne *La lunga notte del 43*. E ancora Felloni tessuti; Gioielleria Marzola; Pasticceria Bida; Birreria Club Weizen; Pizzeria Orsucci; Ustariazza. Al momento, precisano da Sipro e Comune, le botteghe storiche sono 27, ma l'interesse è in continua crescita. «In questi anni - il commento di Chiara

Anteprima
Nei giorni scorsi ci sono state alcune visite con una mini delegazione di giornalisti e blogger del settore

Franceschini, coordinatrice Sipro - i turisti sono meno stanziali, vogliono fare esperienze che privilegino curiosità e contatto diretto. Confidiamo che questi tour, di impronta europea, incontrino l'interesse degli operatori». Itinerario 1: 15 ottobre, 12 novembre e 10 dicembre. Itinerario 2: 29 ottobre, 26 novembre e 17 dicembre. Maggiori informazioni www.siproferrara.com



Franceschini, coordinatrice Sipro - i turisti sono meno stanziali, vogliono fare esperienze che privilegino curiosità e contatto diretto. Confidiamo che questi tour, di impronta europea, incontrino l'interesse degli operatori». Itinerario 1: 15 ottobre, 12 novembre e 10 dicembre. Itinerario 2: 29 ottobre, 26 novembre e 17 dicembre. Maggiori informazioni www.siproferrara.com

Le botteghe storiche diventano prodotto turistico

Organizzati veri e propri tour per conoscere Ferrara sotto il profilo storico, architettonico, urbanistico con le suggestioni letterarie di Giorgio Bassani e quelle cinematografiche di Florestano Vancini

Tra le strade di Ferrara. Le botteghe storiche diventano pacchetto turistico e veri e propri tour per conoscere Ferrara sotto il profilo storico, architettonico, urbanistico con le suggestioni letterarie di Giorgio Bassani e quelle cinematografiche di Florestano Vancini.



Si partirà sabato 15 ottobre. Due le tipologie di tour in fase di

sperimentazione che consentiranno a turisti e residenti di scoprire la città estense attraverso attività di ogni settore che hanno attraversato decenni, se non secoli, assecondando l'evoluzione di usi e abitudini. Un'anteprima è stata fatta nei giorni scorsi con una mini delegazione di giornalisti e blogger del settore, che hanno confermato la virtuosità del percorso realizzato da Sipro-Agenzia dello Sviluppo nell'ambito del progetto europeo Italia-Croazia Boost5, finalizzato alla promozione del turismo sostenibile per una ripresa equilibrata nell'era post-Covid e alla rivitalizzazione del patrimonio culturale dei territori coinvolti, in collaborazione con il Comune di Ferrara.

Questo il format: guide specializzate condurranno gli utenti alle botteghe che hanno aderito (ossia che hanno i requisiti di esclusività e identità per ricevere la designazione da parte del Comune di Ferrara), ne spiegheranno storia ed evoluzione, faranno due chiacchiere coi titolari. Tra le tappe (impossibile citarle tutte, ndr), Pistelli Bartolucci, nato come bazar e divenuto negozio di dischi; 'Schiappelli', da cappelleria ad alta moda; 'Panificio Pasticceria Perdonati', simbolo della tradizione gastronomica; 'Casa del guanto', che ancor oggi vanta clienti in tutta Italia; 'Pizzeria Arcobaleno'; 'Osteria degli angeli', Farmacia Navarra, citata da Bassani e da Vancini ne *La lunga notte del 43*. E ancora 'Felloni tessuti', 'Gioielleria Marzola', 'Pasticceria Bida', 'Birreria Club Weizen'; 'Pizzeria Orsucci', 'Ustariazza'.

Al momento, precisano da Sipro e Comune, le botteghe storiche sono 27, ma l'interesse è in continua crescita. «In questi anni - il commento di Chiara Franceschini, coordinatrice Sipro - i turisti sono meno stanziali, vogliono fare esperienze che privilegino curiosità e contatto diretto. Confidiamo che questi tour, di impronta europea, incontrino l'interesse degli operatori».

Itinerario 1: 15 ottobre, 12 novembre e 10 dicembre. Itinerario 2: 29 ottobre, 26 novembre e 17 dicembre. Maggiori informazioni www.siproferrara.com

Turismo

Alla scoperta delle botteghe storiche Il viaggio comincia oggi al Castello

Itinerari botteghe storiche, si parte. Il centro storico e il ghetto ebraico. Sono i due itinerari che da oggi pomeriggio fino a dicembre si snoderanno per il capoluogo. Il fil rouge sono le botteghe storiche. Con partenza alle 15, in Castello, guide condurranno per le vie raccontando storia, architettura, in un percorso ritmato dalle tappe nelle botteghe. Pistelli e Bartolucci, Schiappelli, Perdonati, Osteria degli Angeli, tra quelle del centro; Farmacia Navarra, Felloni Tessuti, Pasticceria Bida, Pizzeria Orsucci, Ustariaza, nel ghetto.

Botteghe storiche Da oggi gli itinerari

Ferrara Il centro storico di Ferrara e l'antico ghetto ebraico. Sono i due itinerari che da oggi pomeriggio fino a dicembre si snoderanno per il capoluogo. Il fil rouge sono le botteghe storiche, ossia le attività che hanno ricevuto la designazione dal Comune di Ferrara in base a criteri di longevità, mantenimento della tradizione, identità. Con partenza alle 15, in Castello, sono pensati per turisti ma anche residenti che vivono il territorio senza conoscerne l'evolversi delle abitudini di vita. Guide specializzate condurranno per le vie del capoluogo raccontandone storia, architettura, contaminazioni artistiche – Fortezza, Teatro, Cattedrale -, con un

percorso ritmato dalle tappe nelle botteghe. Pistelli e Bartolucci, Schiappelli, Perdonati, Osteria degli Angeli, tra quelle del centro storico; Farmacia Navarra, Felloni Tessuti, Pasticceria Bida, Pizzeria Orsucci, Ustariaza, tra quelle del ghetto. Saranno poi i titolari delle attività a soddisfare la curiosità dei partecipanti. Sono 27 le botteghe riconosciute come storiche. L'ambizione, come spiega l'assessore comunale Matteo Fornasini, è «continuare in questo percorso di valorizzazione delle nostre attività che si presta a soddisfare le esigenze di un turismo attento al valore delle relazioni umane, della memoria».

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