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Puglia Region



**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations
CUP: B39J16003540009**

POR Puglia ERDF-ESF 2014-2020 - the Educational Activities and press tours to promote tourism destination in Puglia - Instructions for the submission of expressions of interest.

ARET PugliaPromozione INTERIM DIRECTOR-GENERAL ANNOUNCEMENT

With decision n. 198 of August 3, 2016 the Regional Department of Tourism Pugliapromozione has approved the following notice for the acquisition of expressions of interest aimed at supporting and funding Educational and Press Tours for the promotion of Puglia.

Article 1

Object of this notice

The DGR 675/2016 regulation dated 05.18.2016, concerning: DGR 2421/2015. POR Puglia ERDF-ESF 2014/2020. Action 6.8 - "Measures for competitive repositioning of tourist destinations". Start new programming tasks, approved, among other things, the ACTIVITIES PAPERS 'n. 2. tourism promotion program in intermediate markets (business to business), regarding point b) **EDUCATIONAL TOURS AND PRESS TRIPS** aimed at achieving the following objects:

- *Enable individuals to become familiar with Apulian tourism destinations, through direct experience and contact with partners and local actors.*
- *Create and implement a register of Puglia operators, public and private, interested in participating in the program of initiatives of hospitality, educational tours and press trips, offering tourist services in co-marketing for the hospitality of buyers (tour operators and travel agents), journalists from national newspapers and / or international tourism segment, opinion leaders.*

Educational and press tour refer to a particular type of hospitality in the consistent realization of itineraries or site inspections that allow guests (industry players, journalists and opinion leaders), to discover territories, products / services as well as events related to creativity and local traditions, with the aim of promoting and marketing the regional tourist offer.

Through this notice we intend to:

1) Implement two Calls for tenders aiming at:

- Defining a program for educational and press tours;
- Establish a list of facilities and service operators who can guarantee specific promotions and / or gratuities in addition to co-marketing activities for the implementation of the above program.



European Union



Puglia Region



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2) Establish a Coordination and Evaluation Group of educational activities and press tour, according to the minutes of the Tourism Promotion Service of the Puglia Region of 06.06.2016, assessing the initiatives and expressing opinions on the proposals received.

3) Proceed to the identification of the required criteria, the target audience, a timing for receipt of proposals, the completeness of the required information (profile of the applicants and recipients of educational activities, portfolio of articles or magazines, as is the case of specific journalists, and follow-up activities) for the evaluation of applications, and methods for providing hospitality services.

Article 2

Subject of this notice for tenders

This public notice regards:

A) EDUCATIONAL AND PRESS TOUR INITIATIVES

Expression of interest for the acquisition of proposals for educational or press tour arranged by Pugliapromozione within the hospitality program, as approved by the Coordination and Evaluation Group.

B) LIST OF OPERATORS FOR THE EDUCATIONAL PROGRAMME AND PRESS TOUR

Expressions of interest for a List of Apulian tour operators interested in participating in the program of hospitality initiatives of educational or press tour, offering co-marketing services.

Article 3

Eligible subjects

Expressions of interest referred to in paragraph A) Public Legal entities or individuals of any legal form, may be submitted by:

- *Regional Tourism Districts*
- *Tour Operators, operating in the incoming Puglia services;*
- *Travel agencies (sectors: hospitality, food and wine, events, transport, services);*
- *Transportation companies;*
- *Italian or foreign institutions;*



European Union



Puglia Region



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- ENIT-Italian Tourism Agency;
- Reporters and journalists, Italian or foreign, publishers, bloggers, TV crews and other publications (traditional and online).

Expressions of interest referred to in paragraph B) of Puglia Tour operators, may be submitted by operators registered at the Regional DMS, in the following sectors:

1. Hospitality Sector: Subjects owning accommodation facilities in the Puglia region, of any category;
2. Food & Wine Sector: Subjects owning catering companies and / or activities related to Apulian food and wine sector;
3. Events Sector: Operators who organize events in the field of culture, entertainment, sports, trade fairs, conventions and popular traditions;

4. Transportation Sector: Operators providing services related to the internal mobility of tourists throughout the region;
5. Services Sector: Subjects managing tourist attractors (cultural heritage, parks and protected areas, amusement parks, beach resorts) and operators who provide services related to tourism (guided tours, interpreting services, welcoming services, etc.).
6. Tourism Enterprise Networks

3

Article 4

Recipients of educational and press tours

The beneficiaries of educational and press tours are:

- Buyers - Tour operators and / or foreign Italian travel agents, Event managers and wedding planners;
- Journalists, writers, authors, Italian and / or foreign bloggers, Italian and / or foreign television crews, with an interest in reviewing and promoting Puglia.
- Opinion leaders with proven experience and knowledge in the cultural and tourism fields, as well as entertainment, the arts, science, technology, communications and sports;

Persons residing in Puglia will not be granted hospitality, with the exception of the guide / interpreter and for one accompanying person selected among the Pugliapromozione or the Regional Department officials.

Article 5



European Union



Puglia Region



Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations
CUP: B39J16003540009

Period of implementation of activities

The educational and press tours initiatives set out in this notice will be implemented from October to December 2016, in order to guarantee the presence of guests in Puglia during weak tourism flows (off-peak seasonal improvement).

Article 6

Available budget and duration of activities

Educational and press tours initiatives set out in this notice will last from 2 days to 10 days total. For the implementation of activities, ARET Pugliapromozione has a total budget of € 200,000.00 (including VAT) which is the maximum aggregate amount of hospitality services that will be provided by the Agency, through a selected third party chosen with a public tender.

Article 7

Participation to the "List of Apulian tour operators for the educational and press tour program". Co-marketing conditions

4

Operators, belonging to one of the areas described in article 3, may send their applications to the List referred to in article 2, paragraph B), for the whole period of validity of this notice and in the manner specified by art. 8.

Operators may modify the conditions for membership, following the procedure used for the presentation of the application.

The Operators List shall be, therefore, updated through the www.viaggiareinpuglia.it web site (Destination Management System).

Operators can apply, with the following limitations:

- One or more categories of guests (national and international tour operators, national and international journalists, etc.);
- One or more periods of the year;
- number of participants;

and take part to the program by offering, for the purposes of co-marketing:

- Sector A) gratuities for subjects hosted by the program initiatives;
- Sector B) reduced rates (compared to the declared prices).



European Union



Puglia Region



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Upon implementing planned initiatives, Pugliapromozione and the executing body, as identified by a call for tenders on the Empulia web site, will consult the Member List which, according to the type of service offered and the conditions for membership, appear to be consistent with the visit itinerary needs, giving priority to:

- Operators entered in sector A) and sector B)
- Operators according to a rotation principle.

Enrolling to the List does not establish any entitlement on the part of operators to participate in one or more of educational events and or press tours.

The Evaluation Group may verify the subjective and object requirements related to the submitted application.

The Coordination and Evaluation Group may order the removal from the list of those operators who received complaints or negative comments from guests or have not provided services as per the application, for at least three consecutive times.

Operators may present counter-arguments and a reasonable request for re-admission.

Article 8

Procedures for submitting applications

5

The public or private legal subjects, in art. 3, first paragraph, may submit expressions of interest, as per article 2, point A), for the whole period of validity of this notice, by electronic mail at educational@viaggiareinpuglia.it or via Italian certified PEC email direzioneamministrativapp@pec.it.

Proposals for educational tours and press tours will:

- Be submitted on company letterhead, signed by the legal representative or his delegate;
- Include a brief description of the educational / press tour, explaining:
 - a) a general planning with regard to the specific territory, the impact of promotional hospitality, the objects in terms of promoting tourism and / or it marketing, with specific reference to recipients of the target project and segments of related activity;
 - b) typical Puglia features and activities (e.g. terracotta laboratories or papier-mache, museum workshops, cooking classes and wine tasting, typical Apulian food & wine traditions) to be promoted, and / or include references to the Apulian excellence projects;
 - c) a detailed plan of services and cost estimates for an optimal implementation of the initiative.
- A comprehensive information document on proposed guests, with a brief cv stating



European Union



Puglia Region



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her or his professionalism in the sector, in accordance with article 4; this info doc must give precise information on the guests (e.g. news company / institution, contact details, etc.) .;

- Tour operators / travel agents and OLTA (Online Travel Agents) etc. must submit a short report proving that their catalogs include our destinations, or a written commitment to the subsequent implementation of such catalogs;
- In case of press tours, journalists must submit a communication output card, as a follow-up of press trips: articles of guest journalists, videos / photos / interviews / press conferences with hosted opinion leaders, television packages;
- Indication of the contact person, e-mail address and phone number.

The Coordination and Evaluation Group will assess each position for approval, within the budget limits attributable to each proposal, as the maximum limit amounts to € 32,000.00 (including VAT), according to the total available amount and the cost estimate contained in the proposal. The Coordination Group intends to restructure and weigh the cost estimates after a proper assessment of the proposed activities.

The Coordination and Evaluation Group has the right to change the proposed requirements, including article 8, in order to harmonize activities to be carried out within the regional strategic program and pursuant to relevant regulations. Modifications to applicants' requests will be communicated in a timely manner in order to be accepted.

Formal communications relating to these events will be only sent from the same email address.

Operators belonging to one of the areas referred to in article 3, may apply to be included in the List referred to in article 2, paragraph B), for the whole period of validity of this notice, logging on the "Destination Management System" at www.agenziapugliapromozione.it.

Applications by individual operators and / or associates implies the acceptance of rules contained in this Public call for tenders.

Article 9

Timeline for submitting applications

Applications must be received starting on 29 August 2016 and in any case at least 30 days before the proposed initiative.

Article 10

Proposals Coordination and Evaluation Group



European Union



Puglia Region



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The Coordination Group and evaluation comprises of

- One component of the Promotion Service at the Department of Tourism, Culture and Economics, Puglia Region
- 2 Officers from Pugliapromozione, including the Sole Procedural Accountability Officer. It will meet every two weeks, unless otherwise necessary.

The meetings minutes will include the program of proposals for educational and press trips, assessed pursuant to this notice, as well as strategic initiatives planned by the Business Promotion Department at the Puglia Region, or by Pugliapromozione, or also upon ENIT proposal.

Initiatives relevant to the educational-tour and press tour programs follow the following criteria:

- amount of the available budget in relation to the number of participants and duration of the initiatives;
- Consistency with the objects of the marketing strategies as defined in the regional programming, even after adjustments proposed by the Coordination and Evaluation Group, as in article 8;
- Compatibility with any other public funding provided for similar initiatives;
- Shared costs borne by the proponent (co-marketing);
- Hospitality business impacts in terms of tourism promotion.

Preference will be given to proposals including co-marketing and shared costs, or involving more proponents or product clubs, that can boost tourist flows during off-peak seasons (autumn-winter-spring).

Article 11

Transparency

The Educational and Press Tour Program, and the List of co-marketing Operators will be published on the Pugliapromozione Agency's website.

Article 12

Implementation of initiatives

The program will be implemented in co-marketing with operators included in the List explained in art. 2, point B) of this notice, except in the following cases:

- There is no availability in a specific geographic area, or type of service, or the period



European Union



Puglia Region



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CUP: B39J16003540009**

required;

- There are precise and motivated organizational instructions from the initiative proponent, and in any case assessed by the Coordinating and Evaluation Group;
- The proposal already contains sufficient evidence of co-marketing with regional operators;
- Initiatives are proposed by one or more operators in the hospitality industry, and include the complete gratuity of relevant hospitality service.

Article 13

Transitional Provisions and Exemptions

Applications submitted to Puglia Region or Pugliapromozione prior to the publication of this Public Call for Tenders shall not be considered by the Administration, unless they are submitted again according to the newly introduced regulations. In the first implementation phase, this Administration has the right to evaluate only high-impact initiatives for the benefit of the Apulian territory.

As an exception, and for the most relevant activities or activities related to regional promotion strategies, the Coordination and Evaluation Group has the right to consider initiatives not pursuant to Articles 5, 6 and 9 of this Notice.

8

Article 14

Duration of this notice

This notice is valid until December 31, 2016. The Coordination and Evaluation Group has the right to modify this notice through the Business Promotion Department even before its deadline, using the same publication procedures.

Article 15

Final Provisions

Pursuant to Legislative Decree. N. 196 of June 30, 2003 "Regulations regarding the protection of personal data" and subsequent amendments / additions, the data required by this notice will be used, disclosed and used exclusively for the purposes intended by this Public Call for Tenders, and will be subject to actions carried out with or without the aid of computers, in full compliance with the aforementioned law and the obligations of confidentiality that motivate the activities of the Promotion Service Department for Tourism, Economics, Culture and



European Union



Puglia Region



PROMOZIONE
Agenzia Regionale del Turismo

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Development of the Puglia Region and Pugliapromozione Agency. The owner of data collected pursuant to art. 13, D.Lgs.196 / 03 is ARET Administrative Director Mr. Matteo Minchillo.

This notice is published on www.agenziapugliapromozione.it - Calls for tenders and contracts. For all communications with relevance to the purposes of this procedure, please refer to www.agenziapugliapromozione.it.

For more information on this public notice please contact the Sole Procedural Manager, Ms. Miriam Giorgio, at the following addresses: email educationaltour@viaggiareinpuglia.it, tel. +39 080/5821411 - Fax +39 080/5821429.

Bari, August 3, 2016

Il Direttore generale ad Interim

Dott. Matteo Minchillo