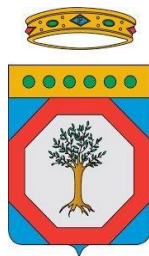




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**Regione Puglia**  
Assessorato Industria Turistica e Culturale  
Gestione e Valorizzazione dei Beni Culturali



**Puglia**  
PROMOZIONE  
Agenzia Regionale del Turismo

**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-Project Code n. B39I18000100009  
**"Promotion of the Puglia Destination"**

**SUBJECT: EDUCATIONAL AND PRESS TOUR ACTIVITIES AIMED AT PROMOTING THE PUGLIA TOURIST DESTINATION – PUBLIC CALL FOR SUBMITTING EDUCATIONAL TOUR PROPOSALS.**

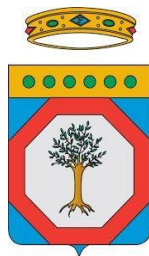
**THE INTERIM DIRECTOR GENERAL  
OF ARET PUGLIAPROMOZIONE  
HEREBY COMMUNICATES**

- With Interim Director General decision n. 170 of April 20, 2018, the Regional Agency of Tourism Pugliapromozione has approved the following notice for the submission of expressions of interest aimed at organizing and funding Educational and Press/Blog Tours for the promotion of Puglia destinations.
- For Educational tour is hereby intended a particular type of hospitality comprising the organization and implementation of visits aimed at sector specific operators, journalists and *influencers* of extra-regional relevance, actively involved in the discovery of our territories in order to promote the regional tourism offer.
- Pursuant to Regional decree D.G.R. of February 14, 2017, n. 191 stating: *"Regional Operative Program POR Puglia 2014/2020 – Axis VI – Action 6.8 Interventions for the competitive repositioning of tourist destinations"*. *Regional law n. 1/2002 and further modifications. Approval of the Tourism Strategic Plan 2016-2025, Triennial plan 2017-2019 and Annual plan 2017, Framework of cooperation agreement between the Puglia Region and the Regional Tourism Board Pugliapromozione*" the following project has been approved: *"2018/2019 Promotional activities of Puglia tourism destinations"*;
- The aforementioned project (approved with final resolution of the Regional Tourism Department n.3 of January 29, 2018) forecasts, among different activities, the organization of Educational tours aimed at specifically targeted participants with the purpose of promoting Puglia destinations through visiting and discovering experiences, pursuant to the Regional tourism plan "Puglia365".

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\*\*\*\*\*

**Art. 1**

***Subject of this notice of call***

- 1.1.** This public notice has the purpose of launching a "call" to gather expressions of interest aimed at outlining an educational and press tours program for the year 2018.
- 1.2.** This public notice also has the purpose of identifying required criteria, the target audience for the tours, the appropriate timing for the implementation of activities and processing of applications, methods for providing hospitality services proposals and the final reports of delivered activities.
- 1.3.** The Pugliapromozione Agency has the right of organizing an Educational Tour program under its own initiative, pursuing the strategic targets of promoting different territories and tourism products by establishing specific experience-oriented itineraries.

**Art. 2**

***Eligible subjects to submit proposals***

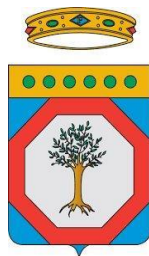
- 2.1.** Educational tours proposals may be submitted by Public Legal entities or individuals, as further listed in detail:
- European, Italian and international public institutions.
  - Sector specific journalists, publishers, bloggers and *influencers*.
  - Radio and TV broadcasting companies.
  - Cinema/TV/documentary/radio producing companies.
  - Newspapers and magazines.
  - Tour operators and travel agents, airline carriers and other transportation companies.
  - Clustered hotel and extra-hotel accommodation facilities (with a minimum number of three).
  - Associations operating in the fields of territorial promotion and marketing.

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### **Art. 3**

#### **Educational Tours participants**

**3.1.** Eligible subjects to participate to Educational tours are:

- a. Journalists, writers, authors, bloggers/influencers.**
- b. TV, cinema and radio crews.**
- c. Buyers, Tour operators and Travel agents.**
- d. MICE managers and wedding planners.**

**3.2.** Participants, meaning **tours' guests**, cannot be resident in the Puglia region, with the exception of the proposing party (accompanying person).

**3.3.** Subjects listed in sub. a), b), c), and d) must be distinguished ones, having a specific interest in promoting the Puglia destinations and/or relevant tourism matters, producing, upon tour completion, targeted outputs on the Puglia destination, according to each specific professional expertise.

**3.4.** Educational Tours participants may also include: n. 1 tour guide/interpreter and up to n. 2 accompanying persons chosen among ARET Pugliapromozione employees/consultants, and/or chosen from the Puglia Region Tourism Department.

### **Art. 4**

#### **Duration of tours and implementation timeframe**

##### **Deadlines for submitting proposals**

**4.1.** Educational tours may last from **1 day up to 7 total days**.

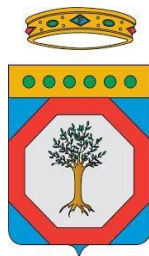
**4.2.** Educational tours execution times – as per submitted proposals explained in art. 2 – are the following:

- **TIME SLOT A:** from May 25 to June 30, 2018  
*Proposals must be submitted starting on April 26 up to May 7, 2018, until 1 p.m. +1 GMT.*
- **TIME SLOT B:** from September 10 to October 31, 2018  
*Proposals must be submitted starting on July 1 up to July 16, 2018, until 1 p.m. +1 GMT.*

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- **TIME SLOT C:** from November 10 to December 16, 2018  
*Proposals must be submitted starting on September 10 up to October 15, 2018, until 1 p.m. +1 GMT.*

**4.3.** ARET-Pugliapromozione has the right to extend the time frame of this Public call, specifying different tours execution periods. Please be informed that no Educational tour can be organized in the months of July and August, in order to guarantee the presence of guests across the Apulian territory during off-season periods of the year, as set forth in the Tourism Strategic Plan "Puglia365".

#### **Art. 5**

##### ***ARET provided hospitality services***

**5.1.** In order to carry out Educational tours, ARET Pugliapromozione shall provide hospitality services by outsourcing activities to an economic operator (travel agency), expressly selected through a public call, and identified as the sole legitimate subject to furnish the aforementioned services.

**5.2.** Deliverable hospitality services shall be those strictly functional to carrying out proposed activities, according to the purposes and rationales of Educational Tours, with a maximum assignable amount of **€ 30,000.00** for each tour.

**5.3.** The value of hospitality serviced to be delivered for each tour will be based on market prices as per submitted proposals, as well as economic and applicability criteria, taking into account of the tour's implementation and the number of participants. Required hospitality services will be assessed considering the *Guidelines of eligible expenses* attached to this notice (Att. A).

**5.4.** Under no circumstance is hereby implied the disbursement of any sum of money to proponents and/or tour participants, nor for the purchase of tickets and/or other hospitality services required to carry out tours.

#### **Art. 6**

##### ***Co-marketing furnished services***

**6.1.** Hospitality services relevant to Educational tours may also be furnished under co-marketing agreements, with the participation of tourism sector-specific economic operators (accommodation facilities) registered on the Pugliapromozione DMS-Destination Management System.

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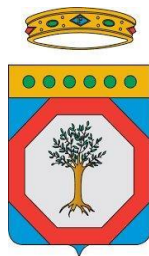
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**6.2.** Co-marketing services shall in any case be furnished via the coordinating guidance of the chosen economic operator (travel agency), as selected by the Agency to organize tours.

**6.3.** Co-marketing services may be rendered (totally or partially free of charge) also regarding tour proposals submitted by subjects described in art. 2.1, **sub. g** (Clusters of hotel and extra-hotel hospitality facilities, with a minimum of three), registered on the Pugliapromozione DMS, with the purpose of promoting Puglia's relevant areas under the tourism perspective, or destinations deemed as "attracting systems" as shown in the programming documents contained in the Puglia Operational Regional Plan POR 2014-2020.

#### **Art. 7**

#### ***Procedures for submitting applications***

**7.1.** Eligible subjects to submit proposals for Educational Tours may submit their proposals pursuant to the terms stated in the above article 4, sending their application to ARET at the Italian certified PEC email address [direzioneamministrativapp@pec.it](mailto:direzioneamministrativapp@pec.it) and to the email address [educational@viaggiareinpuglia.it](mailto:educational@viaggiareinpuglia.it). Dates stated in the tour proposals are an estimate, and therefore subject to variations as the Agency's organization may require.

**7.2.** In order to be accepted, Educational Tours proposals shall be submitted: a) on the requesting company's letterhead; b) using the furnished template as attached to this notice (Att. B); c) including the digital signature of the requesting subject.

**7.3.** Educational Tours proposals shall contain a minimum amount of clear-cut and descriptive content, under penalty of rejection, including:

- a) A thorough description of the proposed tour, highlighting a specific interest for a wider knowledge of the Apulian regional territory with regard to the professional expertise of tour participants and Apulian special features to be disseminated (I.E.: terracotta or papier-mâché laboratories, museum workshops, *cooking classes* and *wine tasting* events, typical Apulian food & wine traditions, historical edifices and typical villages, etc.);
- b) An adequate description of the tour promotional impact with regard to participants' professional activities, highlighting targets and detailed beneficial effects in terms of promoting Apulian different areas and products, as well as the tourism offer and/or related marketing benefits;

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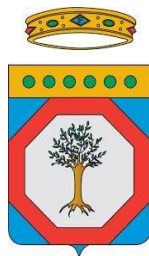
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- c) A description of outputs to be produced after the tour (I.E.: newspaper/magazine articles, advertorials, radio, television, blogging and/or cinema productions, marketing activities of the tourism offer, etc.);
- d) A **"fiche of tour participants"**, undersigned by the tour contact person, duly filled and including a short CV for each of participating guests, in order to assess professional qualifications and participants eligibility, pursuant to article 3 of this notice.

This *fiche* must include:

- the name of the **tour contact person**, with email address and telephone number;
- the **personal data** of all participants (clearly stating the **place of residence** for each guest), their **professional occupation**, i.e. the newspaper/magazine name or the submitting company/public body, including registered addresses, etc.).

**7.4.** The proposal may also contain an estimate of services connected to hospitality in order to complete the tour: however, such estimate is in no way binding ARET to the final decision, as this is mandated to the *Coordination and Evaluation Panel* (article 8).

**7.5.** Regarding the outputs to be produced at tours' end, please read the following clarifications:

- a) In case of **Buyers, Tour Operators/Travel agents**, it is necessary to include a brief report showing an historical record of Apulian destinations products, or stating a specific commitment to include Puglia in their future offers;
- b) In case of **Press/Blog tours** it is necessary to show the relevant press trip follow-ups: articles to be written and published by guest journalists, as well as videos/pictures/interviews/press conferences/TV shows;

Please be informed that, upon termination of tours, **all described outputs shall be transmitted to this Agency in electronic formats** (in a single .pdf file) via email at [educational@viaggiareinpuglia.it](mailto:educational@viaggiareinpuglia.it) or via regular mail service to Pugliapromozione headquarters.

## **Art. 8**

### ***Coordination and Evaluation Panel for Proposals***

**8.1.** It is hereby established an evaluation unit called *Coordination and Evaluation Panel*, with the purpose of assessing and approving Educational tours' proposals submitted pursuant to article 7.

**8.2.** The *Coordination and Evaluation Panel* includes the following members:

- a) a representative of the Puglia Region's Department for Tourism, Culture and Territorial Promotion;

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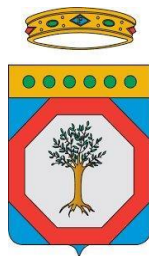
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- b) the person in charge of the project *Business to Business Promotion and promo-marketing of tourism destinations and related products*, or an appointed person;
- c) a representative of the Pugliapromozione Promotion Office, MICE area;
- d) a representative of the Pugliapromozione Promotion Office, FAIRS area;
- e) the Procedure Officer in Charge;
- f) a secretary in charge of writing meeting minutes.

**8.3.** The *Coordination and Evaluation Panel* shall be called by the Procedure Officer in Charge within 3 days before deadline expiration, as stated in article 4.

**Art. 9**  
**Evaluation of proposals**

**9.1.** The *Coordination and Evaluation Panel* shall assess eligibility and validity requirements, including the expense limits of hospitality services for each proposal, which are set at **€ 30,000.00** (including VAT), based on the total budget allocated by the Agency with Director General decision n. 170/2018. It shall be clear that the aforementioned amount is set as a "maximum cap", and must not necessarily be assigned in full, as it is subject to the economic consistency criteria as set above.

**9.2.** The evaluation of proposals is carried out according to the following criteria:

1. Correct use of the participation sample template format, and exhaustive proposals according to article 7.
2. Number of participants and duration of tours.
3. Newly conceived proposals, with particular reference to places to be visited and/or post-tour follow-up production outputs.
4. Further granted funding of the same tour.
5. Co-financing by the proposing subject
6. Evaluation of the expected impact on the promotion of Puglia destinations
7. Economic consistency criteria related to required hospitality services.

**9.3.** The *Coordination and Evaluation Panel* has to right to amend and modify proposals in order to gear Educational tours activities according to ARET strategical policies.

**9.4.** Proposals' evaluation results shall be communicated to requiring parties, who **within 5 days of received response** must reply to ARET stating their **acceptance/refusal** in case of positive outcome.

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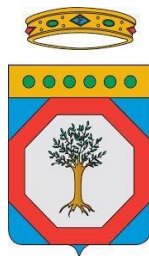
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**9.5.** The *Coordination and Evaluation Panel* shall transmit in a timely manner the accepted proposal to the economic operator (travel agency) organizing the tour on behalf of ARET, as soon as the proposing subject accepts the response.

**9.6** Following the evaluation of Educational proposals, the Procedure Officer in Charge – after consulting with the *Coordination and Evaluation Panel* – may incorporate modifications requests in the "tour participant fiche" only in case newly communicated and adequately grounded needs are expressed. Modifications authorized by the Procedure Officer may involve a maximum acceptable percentage of 20% of the original proposal.

**9.7.** Assessed and approved proposals – for each allotted period of time as per article 4 – are to be considered as an *activity list (a sub category of educational tours)* to be transmitted to Pugliapromozione Director General for its final approval with due DG decision.

## **Art. 10**

### ***Publication and Transparency***

**10.1.** This notice is published – also in English – on the website [www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it) on the page **Transparent Administration** – Tenders and Contracts, as well as on the **Puglia Region Official Bulletin**, and on the **Official Gazette of the Italian Republic**, and on the **Official Journal of the European Union**.

**10.2.** All further communications pertinent to this Notice shall only be published on the Pugliapromozione official website.

**10.3.** The list of accepted proposals and other procedural documents shall be published on the Pugliapromozione website, on the Transparent Administration section.

**10.4.** Post tour activities (outputs and follow ups) will be communicated through the Destination Management System (**DMS**) website under the guidance of the Promotion Office.

## **Art. 11**

### ***Duration of this notice***

**11.1** This notice is valid until **December 16, 2018**.

**11.2.** ARET-Pugliapromozione has the right to modify, amend or integrate this notice in agreement with the Puglia Region Tourism Department, also before set deadlines as per article 11, with the same publication procedures.

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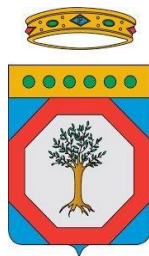
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## **Art. 12**

### **Officer in charge of this procedure. Privacy data policy and final provisions**

**12.1.** The Officer in charge of this procedure is **Miriam Giorgio, Attorney** at ARET Pugliapromozione, e-mail [educational@viaggiareinpuglia.it](mailto:educational@viaggiareinpuglia.it), Tel. +39.080.582.1412 – Fax +39.080.582.1429.

**12.2.** Pursuant to Italian Legislative Decree D.Lgs. n. 196 of June 30, 2003 "Personal Data Protection Code" and further modifications and integrations, all data received through Educational Tours proposals shall solely be communicated and disseminated for the purposes set forth in this notice, and shall be subject to be processed (with or without the use of digital systems) in full compliance with the aforementioned regulations and non-disclosure obligations thereof.

**12.3.** The privacy data controller, pursuant to article 13 of Italian Legislative Decree D.Lgs. n. 196 of June 30, 2003, is the ARET Interim Director General Matteo Minchillo.

**12.4.** This notice is published on the [www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it) website under the section – "Bandi di gara e contratti – avvisi, bandi e inviti" in Italian, and [www.agenziapugliapromozione.it/portal/en/home](http://www.agenziapugliapromozione.it/portal/en/home) in English.

Bari, April 20, 2018

**The Interim Director General**  
Matteo Minchillo  
(signature)