



UNIONE EUROPEA



Il futuro alla portata di tutti  
Asse VI - Azione 6.8



REGIONE PUGLIA  
ASSESSORATO  
INDUSTRIA TURISTICA E CULTURALE  
GESTIONE E VALORIZZAZIONE  
DEI BENI CULTURALI



PROMOZIONE  
Agenzia Regionale del Turismo

Regional Operational Program ERDF-ESF 2014 - 2020 "Culture, Nature & Tourism Attractors"  
Axis VI - Environmental protection, promotion of natural and cultural resources  
Action 6.8 - Measures for the competitive repositioning of tourism destinations  
CUP: B39I18000100009

"Promotion of the Puglia Destination"

Attachment 1

## ITINERARY PROPOSALS EDUCATIONAL PRESS/BLOG TOURS FOR THE TOURISM PROMOTION OF THE PUGLIA DESTINATION (2019/2020 PROGRAM)

### A) FOOD & WINE

The tours will be focused on Apulian **agro-food excellence** (with reference to product quality certifications: n.12 PDOs, n.8 IGP, n.2 STGs), wine (n.33 DOCGs and DOCs, n.6 IGTs), olive oil, bakery products, dairy and agro-food, and excellent restaurants (n. 22 restaurants listed on major sector-specific guides, including the Michelin Guide, Gambero Rosso and Espresso), **agritourism farm hotels** (732 acknowledged agritourism structures), relevance places ( n.34 Flavor Towns, n.31 Olive oil Towns, n.15 linked to wine and n.4 to beer culture), as well as **museums of taste** (n.10), and **festivals, street fests, tastings**. Also **educational farms** are included (n.188), a typical Apulian asset, and a unique experience in close contact with the territory's rural heritage.

The tours will provide for specific educational experiences - visit to wineries, farms or orchards -, visits to markets with local products, tasting in gourmet restaurants, participation to cooking classes or wine tastings, participation to food festivals.

### B) ARTS & CULTURE

It is essential to integrate places with experiences; therefore, tours will thus feature guided "**walks**" across **villages** (including 13 towns granted with the "Most Beautiful Villages of Italy" award, and 53 *Authentic Villages*) and **historical centers, art cities**, excursions and guided tours at the **Unesco Heritage sites in Puglia**: Castel del Monte, the Trulli in Alberobello, the Monte Sant'Angelo sanctuary. Also, the art of dry-stone walling is included in the list of UNESCO's intangible heritage, as well as the ancient beech woods of the Umbra Forest Nature Reserve, part of the "Ancient primordial beech forests of the Carpathians and other regions of Europe". The offer also includes **folk dance/music** masterclasses, tastings in typical restaurants, participation to folklore and religious events, festivals and markets, visits to rock sites and cultural attractions (museums and archaeological sites), participation to **concerts, shows**, events also within historical **theaters, ancient libraries**.

Puglia has been a land of invasions and dominations, therefore the offer shall include visits to Apulian **fortresses, castles, watchtowers**, ancient **palaces**, and majestic noble landmarks that dot the region.

The stories of the populations who dominated this land shall be narrated in **archaeological parks**, discovering mysterious **dolmens** and **menhirs**, or strolling along ancient city walls, or visiting ancient Messapian, Byzantine, Roman, and Greek collections inside **museums** and **art galleries**.

Apulian history is interspersed with nature, as is the case of the ravines, the cradle of **rural civilization**, with their astonishingly steep cliffs and stone architecture hidden by lush vegetation.

In Puglia, places of faith safeguard the memory of miracles and legends: a millenary history is told by **Romanesque cathedrals** and **Baroque churches**, basilicas and sanctuaries, authentic works of art and shelters for the soul.

Another tour focus will be the **typical Apulian architecture** of *pajare*, trulli, masserie and olive oil mills.



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In conclusion, specific educational experiences will be scheduled during meetings with **Apulian masters of ancient crafts** in Apulian workshops, a path across artisan traditions and creative, made in Puglia **designs**: papier-mâché, stone carving, and ceramics.

### C) THE SEA

Puglia is the region of the **two seas** - bordering to the east with the Adriatic Sea and to the west with the Ionian Sea - sporting almost eight hundred kilometers of coastline with **sand, overhangs, headlands, coves, and white cliffs** plunging into a **crystal clear** sea, marvelous shores and bays to explore.

From the Gargano promontory, covered with coastal forests of beech trees, pines and holm oaks, to almond groves, orange and olive trees, travelers head down to Salento and Santa Maria di Leuca, where the two seas merge. The 13 *Blue Flag Cities 2019*, the 13 *Blue Flag Beaches*, the 26 Marine Villages will be the focus of the tour. Unspoiled places and natural parks are cast across white beaches and terraces overlooking the sea, or pine forests along the shoreline, with seaside restaurants and kiosks offering typical "raw seafood" and other local specialties. But also **marinas** and mooring ports are a way to discover Puglia from the sea.

Over the years, many beaches improved in order to meet every need: activities for children, sports such as beach volley, surfing and its varieties, football, diving or sailing classes, water bikes, canoe and boat trips.

However, our offer is not limited to sea activities, but also aim at relaxing and culture related initiatives. Among ancient olive trees, rolling hills of wheat ears, the enchanting Apulian landscape offers several **marine reserves and protected areas** along the Ionian and Adriatic shores, with many **natural parks** dotting the region.

There will also be sunset and/or evening activities: after a **sailing boat** experience, or **trekking**, how about a **walk** or a bike ride, diving or underwater fishing excursions, group dances or aquatic gym, dj sets and aperitifs, or concerts, cultural events, open-air cinema, festivals and street parties.

### D) SPORTS, NATURE & WELLNESS

In Puglia, you can daydream and live in **natural parks**. Wonderful landscapes tinged with sea colors and bearing charming scents, with the typical Mediterranean scrub features hills covered with ears of corn, century-old olive groves, while oak woods whisper secret stories. Rare animal and plant species survive in **protected areas**, as the Alta Murgia and Gargano national parks, or WWF Oasis.

Walks in villages (13 Orange Villages) and tourism activities in contact with nature will be planned: from **trekking to horse riding**, from **surfing to snorkeling** in extraordinary seabeds, **bicycle tours**, speleological activities (also at night), and walks. Discover the prestigious greens of Puglia, venture into nature and watch pink flamingos and wild plants along trekking trails, by bike or horse riding through picturesque bridleways.

The tours will be characterized by the "**Apulian lifestyle**" and its spirit of **well-being**, as is the case with the famous Apulian thermal baths, from Santa Cesarea to Margherita di Savoia, a remedy for the body and the soul. The culture of the thermal springs in Puglia dates back to the beginning of the last century, even though the facilities, spas and thermal hotels, are quite recent. Starting from the north we find the Baths of Margherita di Savoia, with their curative waters and ancient salt pans. In the province of Brindisi, there are Terme di Torre Canne. Santa Cesarea Terme overlooks the Otranto Canal, not far from the dolmens and menhirs of Giurdignano, and close to the Castro caves and the Vaste archaeological area. By the Ionian Sea there is Castellaneta Marina, a



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seaside resort established in the 1960s, also having curative waters, with excellent resorts offering remedy for one's body, with massages, mud baths and personalized wellness programs.

### E) MICE & WEEDING

Puglia aims at becoming a special destination for 'Mice' tourism, focusing on integrated travel experiences, good food, excellent hotels and respect for the environment.

The tours will aim at introducing specially designed regional venues, also by way of scheduled **site inspections** at hotels, congress centers and event venues, as well as unconventional, exclusive, glamorous and charming locations. Tours will be focused on **experiential tourism** so as to enhance individual entrepreneurial skills centered on the shared territorial facets (tradition, tangible and intangible heritage, typical agro-food and artisan productions).

The tour must be an opportunity to improve one's knowledge and awareness of the articulated Apulian offer, geared towards meeting planners, so as to experience the *genius loci*, the authenticity of places, also through **unique team building experiences** - from actual, hands-on historic rowing experiences with the traditional boats of the Taranto Palio, to **cooking classes** in farmhouses, or **wine tastings** at enchanting Murgia cellars. **Post congress** initiatives are also promoted, as is the case of ancient **transhumance** routes or the discovery of rural bio-architecture in a slow pace manner.

Finally, local gastronomy is also enhanced through **tastings** of the region's excellent products: this is one of the tour assets, a prospective leitmotiv of MICE itineraries in the name of the Mediterranean diet.