



**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

**ERDF-ESF Regional Operational Programme 2014 - 2020 "Cultural, natural and tourism attractors" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations**

**Project code: B59D20001730009**

**"Promotion of the Puglia destination 2020-2021-2022"**

**Annex 1**

**ITINERARY PROPOSALS  
FOR THE EDUCATIONAL PRESS/BLOG TOUR TO PROMOTE THE PUGLIA TOURISM DESTINATION  
(YEAR 2022)**

**A) FOOD & WINE**

The Tours can revolve around the agri-food (DOP, IGP, STG), wine (DOCG and DOC, IGT) and gastronomic excellence of Puglia, from oil to wine, from bakery products to dairy and agri-food products, to excellent restaurants, holiday farms, places (City of Taste, City of Oil, those related to wine and those to beer) and food museums, as well as festivals, fairs and tastings. Without forgetting the educational farms, a distinguishing feature of the Puglia offer, represented by the structures that offer tourists an experience in close contact with the rurality of the area.

The tours may also include specific educational experiences - visits to cellars, farms or orchards -, visits to markets with local produce, tastings/meals in a gourmet restaurant, taking part in cooking classes or wine tasting, participation in food festivals.

**B) ART AND CULTURE**

Central importance could be reserved for the integration of places with experiences, for this reason the tours will include guided "walks" in the villages (*Borghi più Belli d'Italia - most beautiful villages in Italy, Borghi autentici - authentic villages*) and in historic town centers and art cities, excursions and guided visits to the Puglia UNESCO Heritage sites (Castel del Monte, the Trulli of Alberobello, the Michaelic Sanctuary of Monte Sant'Angelo. Also, the art of dry stone walls included in the UNESCO intangible heritage list and the ancient beech woods of the Umbra Forest Nature Reserve included in the transnational site of the "Ancient primordial beech woods of the Carpathians and other regions of Europe"), masterclass folk dances/music, tastings of typical cuisine in restaurants, participation in folklore and religious events, festivals and markets, visits to rock sites and cultural attractions (museums and archaeological sites), participation in concerts, shows, events also inside historical theaters, ancient libraries.

Puglia is a land of conquests and dominations, therefore visits to the interior of the fortresses of Puglia cannot be missed: castles, watchtowers, ancient palaces, majestic symbols of nobility that dot the region.

The stories of the peoples who dominated this land will be told inside the archaeological parks when discovering mysterious dolmens and menhirs, or during walks along the ancient city walls, or even told by the collections of objects that belonged to the ancient Messapians, Byzantines, Romans, Greeks kept inside the main Museums and Art Galleries.

The history of Puglia is mixed with nature and landscapes. Just think of the ravines, birthplace of rock culture, which offer amazing dizziness with deep precipices and stone architecture hidden by the luxuriant vegetation.



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In Puglia, places of faith preserve the memory of miracles and legends: a thousand-year history exudes from the walls of Romanesque cathedrals and Baroque churches, basilicas and sanctuaries, caskets of works of art and shelters for the soul.

Another focus of the tours could be the typical Puglia architecture of pajare, trulli, farms and oil mills.

Lastly, specific educational experiences can be planned during meetings with the Masters of ancient crafts in Puglia artisan workshops, in a journey between artisan tradition and creative design made in Puglia: papier-mâché, stone, ceramics.

### **C) SEA**

Puglia is the region with two seas - lapped to the east by the Adriatic Sea and to the west by the Ionian Sea - with its almost eight hundred kilometers of coastline with sand, rocks, promontories, coves, white cliffs that plunge into the crystalline sea, wonderful havens, bays to experience that offer many solutions to enjoy the sea.

Starting from the Gargano promontory, cloaked in coastal forests of beeches, pines and holm oaks, almond, orange and olive groves, down to the Salento and to the cape of Santa Maria di Leuca where the two seas meet. The 17 *Blue Flag 2021 Municipalities* will be the protagonists of the tour. From white beaches to terraces overlooking the sea, from sunbeds under the pine forest and a stone's throw from the shore, to beaches with restaurants and kiosks offering the typical "raw seafood" and other local specialties among unspoiled places and natural parks. But also tourist ports, havens and moorings allow Puglia to be discovered from the sea.

Over the years, many beaches have been transformed by adapting to everyone's needs: activities designed for children, sports such as beach volleyball, surfing and its derivatives, football, diving or sailing courses, jet skis, canoes and boat excursions.

Not just sea, but also relaxation and culture. Among centuries-old olive trees, rolling hills with ears of wheat, the enchanting Puglia landscape will reveal the numerous marine reserves and caves, the protected areas along the Ionian and Adriatic shores and the many natural parks that dot the region.

Activities at sunset and/or in the evening may also be provided: after a sailing and/or boating or trekking experience, a walk or bicycle ride, diving or underwater fishing excursions, after group dances or water gymnastics, many offers of DJ sets and aperitifs to prepare for long nights including concerts, cultural events, open-air cinema, festivals and parties in the square.

### **D) SPORT, NATURE AND WELL-BEING**

In Puglia you can afford to daydream and live in parks. Around you, wonderful landscapes have the colours and scents of the sea and the Mediterranean scrub, rolling hills of ears of wheat, centuries-old olive groves and oak woods whisper secret stories to the sun. Rare animal and plant species survive in protected areas, such as the Alta Murgia and Gargano national parks and the nature reserves, home to the WWF Oasis.



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Walks in the villages (12 *Orange villages*) and also active tourism activities in close contact with nature can be planned: from trekking to horse riding, from surfing to snorkeling to discover extraordinary seabeds, bicycle excursions, speleological activities (also at night), walking. One can visit the prestigious green of Puglia, venture into nature and closely observe pink flamingos and wild plants along trekking routes, by bicycle or riding a horse through suggestive bridleways.

The Tours will be characterized by the "Puglia life style" in the name of wellbeing: inside the well-known Puglia spas, from Santa Cesarea to Margherita di Savoia, a cure-all for the body and mind. The culture of thermal springs in Puglia dates back to the beginning of the last century, although the construction of the establishments, wellness centers and hotels related to the spas is quite recent. Starting from the north we find the Terme di Margherita di Savoia, which exploits the waters of the ancient salt pans. In the province of Brindisi, there are the Terme di Torre Canne. Santa Cesarea Terme overlooks the Otranto Canal, not far from the dolmens and menhirs of Giurdignano, the Castro caves and the archaeological area of Vaste. Going up on the Ionian Sea we find Castellaneta Marina, a seaside resort created in the 1960s that in recent years has established itself also thanks to its water and its centers, excellent for finding balance in the body, through massage sessions, mud baths and personalized programs. for well-being.

### E) MICE AND WEDDING

Puglia increasingly aims to become a destination for "MICE" tourism, focusing on integrated travel experiences, good food, excellent hotels and respect for the environment.

Tours can aim at the presentation of venues, site inspections of meeting hotels, conference centers and event spaces can be scheduled, as well as unconventional, exclusive, glamorous and charming locations. The tours can also be built by focusing attention on experiential tourism capable of enhancing individual entrepreneurial skills focused on the common factors of the region (tradition, tangible and intangible culture, typical agri-food and artisan products).

The tour must be an opportunity for knowledge and awareness of the articulated Puglia offer available to meeting planners, which allows them to experience the genius loci, the authenticity of the places, also through unique team building experiences - from the practical tests of historical rowing, on the traditional boats of the Palio of Taranto, a cooking class in farmhouses or wine tasting in the enchanting cellars of the Murgia - or post congress along the ancient routes of transhumance to discover rural bioarchitecture, to be discovered at a slow pace.

Lastly, local gastronomy - through tastings of the region's agri-food excellence - could be an asset of the tours as a potential leitmotif of MICE itineraries in the name of the Mediterranean diet.