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**ERDF-ESF Regional Operational Programme 2014 - 2020 "Cultural, natural and tourism attractions" 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"**

**PUBLIC CALL FOR THE ACQUISITION OF EXPRESSIONS OF INTEREST  
AIMED AT THE CREATION OF A LIST OF EDUCATIONAL TOURS, FAM TRIPS, PRESS TOURS E BLOG TOURS  
TO BE CARRIED OUT IN ORDER TO PROMOTE PUGLIA  
YEAR 2022**

**FOREWORD**

- The Pugliapromozione Regional Tourism Board (A.Re.T.) was established with Decree of the President of the Puglia Regional Council (DPR) no. 176 of 22 February 2011, in implementation of Regional Law no. 1/2002 and subsequent amendments, as an operational organization for the implementation of the Puglia Region policies with regard to the promotion of a coordinated regional image and of local tourism;
- Pugliapromozione, pursuant to art. 2 of the Regional Reg. no. 9 of 13 May 2011, *"promotes the knowledge and attractiveness of the territory in its natural, landscape and cultural, tangible and intangible components, fully enhancing its excellence" (letter A), "promotes and qualifies the tourism offer of Apulian territorial systems, promoting competitiveness on national and international markets and supporting cooperation between the public and private sectors in the tourism field; it also promotes matching initiatives between the regional territorial offer and mediators of international tourism flows" (letter C), "promotes the development of sustainable, slow, food and wine products, cultural, youth-oriented, social and religious tourism, as well as all "active and experiential" tourism, supporting the enhancement of related activities" (letter D), "develops and coordinates the interventions for tourism purposes for the enhancement and integrated promotion at a territorial level of the cultural heritage, of protected natural areas and cultural activities, in the framework of the productive vocations of the entire regional territory" (letter E), "carries out any other activity entrusted to it by the regional legislation, strategic guidelines and planning tools of the Puglia Region, also with reference to national laws and interregional and community programs" (letter L);*
- With Deed by the Director of the Tourism Section no. 150 of 05.10.2021, the Director acknowledged the Implementation Committee's approval for the remodelling of the implementation projects for the years 2020-2021-2022, approved with Resolution no. 107/2020 and subsequent Resolution no. 170/2020 and no. 67/2021.
- The project *"Promotion of the Puglia destination"* has among its objectives to strengthen the Puglia brand by promoting the system of tourism businesses on the various target markets, the meeting between the regional territorial offer and the mediators of international tourism flows, knowledge and attractiveness of the territory in its tangible and intangible resources, as well as expand and diversify the portfolio of tourism products by encouraging those with a wider margin of seasonal adjustment;
- The project includes, among activities to be carried out, the organization of hospitality and reception activities involving specific recipients with the aim of making the Puglia destination well known by way of direct experiences in the area and contact with local players and stakeholders, strengthening the promotion of the destination both in established and emerging and potential markets;
- Educational tours can also be planned directly by A.Re.T. Pugliapromozione for 2022 in order to promote the Puglia destination, hosting opinion leaders, journalists, photographers, television and film crews, tour operators, to participate in particularly important and renowned national and international congress events, consistent with the aforementioned project and with the Regional Tourism Strategic Plan;



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- The expected result is to encourage, in both short and medium term, a significant increase in tourist incoming and knowledge of the Puglia destination especially in foreign markets, extending it to all months of the year. The project activities will lead to an increase in the differentiation of market segments and products (experiences), consequently entailing the possibility of consolidating the competitive positioning of Puglia as a travel destination and the ability to innovate the offer by gathering the needs of the demand. The project results will be reinforced through an action carried out in close synergy with the communication and promotion activities.
- The services for hospitality, logistical organization and travel tickets for the organization of educational tours are carried out by the Supplier identified with an under-threshold telecommunications negotiated procedure pursuant to art. 36, paragraph 2, letter b) of the Public Contracts Code, using an Offer Request (Director General's Resolution no. 175 of 15.04.2019, published in the Official Bulletin of the Puglia Region (BURP) no. 43 of 18.04.2019).

**Art. 1.**

**Purpose of this Call**

- 1.1. Through this public Call, A.Re.T. Pugliapromozione - consistently with its assigned role and functions - intends to proceed with the organization of educational tours, fam trips and press tours based on proposals to be evaluated in pursuit of its strategic purposes, and with the implementation status of the Strategic Tourism Plan and its available financial resources (assigned through the Strategic Tourism Plan - Promotion of Destination Puglia 2022).
- 1.2. Therefore, this Call aims at acquiring expressions of interest for hospitality and incoming services for creating a list of experiential and thematic educational tours for the year 2022.
- 1.3. The ultimate objective is the growth of the Puglia brand in Italy and abroad both in terms of heritage and the offer of services for experiential tourism through personalized tour itineraries allowing professional guests to directly discover the places and tourism products, with a view to promoting and marketing the region's tourism offer in both established and emerging and potential markets.
- 1.4. The educational tour programme allows hosted parties to familiarize with Puglia destination through direct experiences and contacts with local partners and stakeholders. The hospitality programme is also a follow up to the public relations activities carried out during the participation of Pugliapromozione in national and international fairs, events and workshops.
- 1.5. This Call defines the topics of the tours in which to express interest, the proposing parties, tour recipients, the ways of presenting and assessing the expressions of interest, the ways of organizing and providing the necessary hospitality services.
- 1.6. Moreover, A.Re.T. Pugliapromozione has the right to organize Educational Tours, under its own management, also at the request of regional offices and of the President of the Puglia Region, as well as on proposal of trade organizations in the tourism sector, pursuing the strategic objectives of enhancing its various territories and the regional tourism products, through the creation of specific experiential itineraries

**Art. 2.**

**Entities eligible to submit expressions of interest**



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- 2.1 Expressions of interest for the implementation of educational tours/fam trips/blogs and press tours can be submitted by private entities, in any legal form, who operate/work in the field of promotion or tourism and cultural activities <sup>(1)</sup>.
- 2.2 Proposals for hospitality initiatives may also be presented by the National Tourism Board (ENIT) and by trade organizations in the tourism and cultural sector.
- 2.3 Entities listed in points 2.1 and 2.2 may present an expression of interest and hospitality initiatives aimed at participants strictly specified in art. 3 of this Call, indicating one of the following topics (tourism products) (**Attachment 1**):
  - A. FOOD & WINE
  - B. ART AND CULTURE
  - C. SEA
  - D. NATURE, SPORT AND WELL-BEING
  - E. MICE AND WEDDING

**Art. 3.**

**Educational Tour participants  
(Recipients of hospitality)**

- 3.1. Eligible educational tour participants can be:
  - 1) Sector related journalists belonging to national and international publications or freelancers (online and offline), such as directors, editors, correspondents, columnists, publishers, photographers;
  - 2) Bloggers, influencers, social community professionals;
  - 3) National and international buyers, tour operators and travel agents, airline companies and other transport operators;
  - 4) Entities in the field of cinema, television, documentary videos and radio productions;
  - 5) MICE managers and wedding planners;
  - 6) Managers or experts of national/international reputation interested in promoting tourism, entertainment, cultural events, business meetings, congresses, sport games and competitions.
- 3.2. Educational tour participants (recipients of hospitality) must have proven experience in the professional sector of reference and, preferably, in the tourism-cultural fields and show a proven interest in advertising, promoting or otherwise reviewing the Puglia destination, also through mixed topics or activities compared to strictly tourism and cultural ones;
- 3.3. Tour participants cannot be residing in Puglia, with the exception of the proposing parties (accompanying person), nor having been guests of the Puglia Region and/or of the Pugliapromozione Regional Tourism Board during the three-year period 2019/2021, with power of decision aimed at consolidating certain strategic promotional results according to topics and recipients of activities.

<sup>1</sup> By way of example, but not limited to: tourism operators (in the hospitality and events sectors), traditional and new media, national and international tour operators and travel agents, airlines and other transport carriers, entities operating in the field of film, television, documentary and radio activities.



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- 3.4. Participants will also benefit from: 1 tour guide and/or language interpreter and 1 or 2 reference persons from A.Re.T. Pugliapromozione and/or from the Tourism Section of the Puglia Region, maximum of 1 proposing party or accompanying person.
- 3.5. Entities taking part in the tours have a specific interest in Destination Puglia and/or tourism that will be proven by the tour results as created/produced by participants according to respective categories and relevant professional skills (tour output).

**Art. 4.**

**Period of execution and duration of educational tours**

- 4.1. Entities expressing interest may suggest a period of execution of services, which will be evaluated by A.Re.T. with regard to the organizational schedule and further assessments of strategic opportunities. The possibility of organizing educational tours is also bound to the national and international people mobility regulations due to the Covid-19 emergency, for which Pugliapromozione has the right at any time in organizing the tours to confirm/cancel and interrupt the activities.
- 4.2. The periods of implementation of the hospitality initiatives, against the proposal of the entities referred to in Article 2, are as follows:
  - **PERIOD A - initiatives to be held between 28 March and 7 July (except for the period 10 April - 3 May)**  
Presentation of proposals: *from 17 February to 12 March 2022 at 12.00 noon*
  - **PERIOD B - initiatives to be held between 1 October and 15 December**  
Presentation of proposals: *from 15 March to 1 July 2022 at 12.00 noon*

- 4.3. Educational tours can last 1 day up to a maximum of 7 days (that is 6 overnight stays): the number of days is proportionate to the involvement of the territories involved in the tour (the aim is to extend the tour to more territorial areas in relation to longer durations).
- 4.4. A.Re.T. reserves the right to carry out educational tours in exceptionally different periods from those referred to in point 4.2., In the case of proposals characterized by particular relevance of impact and quality, as well as for justified reasons of strategic opportunity.

**Art. 5.**

**How to submit expressions of interest**

- 5.1. Entities as per art. 2.1 will submit expressions of interest to A.Re.T. at the certified mail address **direzionegeneralepp@pec.it** and **educational@aret.regione.puglia.it** specifying the tourism product of interest (art. 2.3).
- 5.2. The expressions of interest, **under penalty of ineligibility**, must be:
  - a) drafted using the online participation form (Google Form), attached for information purposes to this Call and downloadable at the following links (**Attachment 2**):  
[https://docs.google.com/forms/d/e/1FAIpQLSdvlTmKlfu4l\\_FG1P1x9-DXbLWoEkprRhoVbGG2oWqz--yZuQ/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSdvlTmKlfu4l_FG1P1x9-DXbLWoEkprRhoVbGG2oWqz--yZuQ/viewform?usp=pp_url) (IT)



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<https://docs.google.com/forms/d/e/1FAIpQLSc5rU7S1ZjdNOJfeggSIKAGgRbvBM6OG1tZAMKqPO5fjilZdsA/viewform> (EN)

- b) after completing and sending the online form (Google Form), the proposing party must complete the declaration form (**Attachment 3**), sign it digitally <sup>(2)</sup> and send it by certified e-mail <sup>(3)</sup> to the certified mail address **direzionegeneralepp@pec.it**.<sup>4</sup>
- 5.3. Proposals must be submitted no later than the following deadlines (see Art. 4.2):
- from 17 February to 12 March 2022 at 12.00 noon (**PERIOD A**)
  - from 15 March to 1 July 2022 at 12.00 noon (**PERIOD B**)
- Proposals received after the deadline will be considered inadmissible. The acceptance receipt, with relative time certificate (date and time), generated by the Certified E-mail Manager at the time of sending by the proposing party, will be valid attestation.
- 5.4. The educational tour proposals must include a minimum and flawless content, under penalty of exclusion, consisting of the following elements:
- 1) **Description/presentation of the proposing party;**
  - 2) **Indication of the specific thematic interest(s);**
  - 3) **Content of the proposal:**
    - a. **Description of the final editorial project <sup>(5)</sup>/final editorial programme for which the tour is requested and the tour title;**
    - b. **Tour programme** which must consist in the creation of visiting itineraries around the region that allow the hosted parties direct knowledge of the products and services, as well as contacts with partners and local players in order to give maximum visibility to the territory and its tangible and intangible attractors for the purpose of promoting and marketing the regional tourism offer, on the preferable dates for the realization of the tour <sup>(6)</sup>;
    - c. **Tour objectives and adequate description in terms of promoting the tourism offer and/or marketing it, with specific reference to the target recipients of the project and the offer segments interested in the activity;**

<sup>2</sup> **Just for foreign entities, a holographic signature is sufficient.**

<sup>3</sup> The proposing party has the right to attach additional documentation in order to better describe the aims and objectives of the educational tour proposal.

<sup>4</sup> **Foreign entities/subjects must send their proposal to [educational@aret.regione.puglia.it](mailto:educational@aret.regione.puglia.it)**

<sup>5</sup> In the case of travel agencies, tour operators and carriers, the description of the project must contain the promotional-marketing programme of the tourist offer:

If the "Puglia" tourism offer is already included in the catalogue

→ describe the occurrence of the Puglia product in the sales catalogues, the analysis of demand (target markets) and the commercial experience relating to Puglia in previous years;

If the "Puglia" tourism offer is not included in the catalogue

→ describe the target market

→ describe the sale of the "Italy" product (only in the case of foreign TOs)

<sup>6</sup> Entities expressing interest may suggest a period of execution, which will be evaluated by A.Re.T. with regard to the organizational schedule and further assessments of strategic opportunities.



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- 4) **Participant datasheet:** appropriately filled out, with a short CV for each participant, indicating for each of them press reviews or editorials or other scripts or other productions made, in order to assess the eligibility of the tour participants as established by Article 2 of this Call.
  - 5) **Proposal of hospitality services/travel tickets:** the services/tickets proposed will be examined and, if necessary, changed and/or remodelled by A.Re.T.;
  - 6) **Detailed description of outputs produced during or following the educational tour to ensure its effectiveness** (for example: newspaper/magazine articles, advertorials, radio and/or television/cinema/blogging services, etc.);
  - 7) **Produce texts, articles, commercial initiatives, etc., during or following the tour.** Please note that failure to produce and deliver the tour outputs will entitle A.Re.T. to include the proposing party on a "black list" in consideration of the unsatisfactory outcome of the tour with reference to the strategic promotional objectives pursued. Moreover, in the event of incompetence or negligence in the production or failure to produce the outputs, A.Re.T. reserves the right to make claims against the proposing parties and/or participants for the recovery of financial resources unsuccessfully spent in hospitality services.
- 5.5. Each proposing party can send a single expression of interest for each period referred to in Art. 4.2 of this Call (Period A, Period B). In the event that, within the same time frame, several proposals are received from the same proposing party, the last one presented in chronological order will be taken into consideration.

#### Art. 6.

#### Hospitality services provided by A.Re.T. and eligible costs

- 6.1. For the realization of Educational tours, A.Re.T. will provide hospitality services using an economic operator (travel agency), selected for this purpose with a public call for tender, as the only entity entitled to provide the necessary services;
- 6.2. Hospitality services to be provided will be those strictly aimed at the knowledge of the regional territory in its complexity and consequent promotion, favouring the matching of supply and demand, within a maximum value of € **20,000.00** for each tour, appropriately applied to the number of participants and the duration of the same tour, within the limits of the available budget.
- 6.3. The value of hospitality services to be provided for each tour will be assessed on the basis of the quality of the services, market prices and criteria of affordability and appropriateness, taking into account the extent of the tour (number of participants, duration, target). It must be noted that in no case will there be any payment of sums of money to tour participants, neither for reimbursement of expenses, nor for the purchase of travel tickets, or for any other hospitality services necessary for realizing the tours.
- 6.4. The services authorized by Pugliapromozione will be identified through market surveys among sector operators, according to principles and criteria set up to protect competition.
- 6.5. The hospitality services that can find financial coverage are those eligible according to the provisions of the Call, as well as the national regulations - Presidential Decree no. 196 of 3 October 2008 - on the use of European funds (Reg. (EU) no. 1303/2013 and subsequent amendments, laying down common



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provisions on the European Regional Development Fund ERDF, the European Social Fund ESF and the Cohesion Fund). In particular, eligible services are:

- Issue of travel tickets: air, rail, land and sea tickets.
  - Hotel hospitality just for guests not resident in Puglia, with the exception of 1 tour proposing party accompanying person, 1 tour guide or interpreter and up to 2 accompanying persons chosen from among the employees/collaborators of A.Re.T. Pugliapromozione and/or from the Puglia Region Tourism Section
  - Board with a total daily limit of € 80.00 (which can be raised up to € 100.00 in case of special needs, as functional to the success of the tour)
  - Transfer from/to Airport, railway and/or bus station, and sea ports: in the case of individual arrivals and/or departures, the use of taxis will be preferred, where more convenient than private transfer;
  - Tours: buses of various types, tour guide and tour leader, interpreter (where necessary and for the duration of the educational tour only), entrance tickets for museums, galleries, monuments, exhibitions, parks, etc.
  - Set up (in case of cooking shows, television shootings, etc.) to be evaluated case by case.
- 6.6. By way of example and not limited to, the secretarial, design, advertising, press office costs, engagement/attendance fees, costs of staff or personnel involved in various capacities in the project, professional services in general are to be considered ineligible.

**Art. 7.**

**Co-marketing hospitality services**

- 7.1. Preference will be given to proposals presenting co-marketing offers in the evaluation of expressions of interest.
- 7.2. The co-marketing services will in any case be provided through the organizational coordination of the economic operator (travel agency) selected by Pugliapromozione.

**Art. 8.**

**Evaluation of expressions of interest**

- 8.1. The expressions of interest received will be evaluated by A.Re.T., according to a preliminary assessment phase of formal eligibility and subsequent assessment of suitability, according to the criteria referred to in paragraph b) of this article:
- a) Assessment of formal eligibility;
    - compliance with the presentation terms;
    - completeness of the required documentation;
    - digital signing of the application.
  - b) Suitability Assessment:
    - evaluation of the interest expressed in relation to the profile of the proposing party, that of the participants and the expected effects for the benefit of the strategic promotion of the destination;



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- coherence with the objectives of the marketing strategies as defined in the planning deeds for the promotion of the regional destination;
  - coherence with the development of regional tourism products;
  - unprecedented nature of the proposal with particular reference to stages of the tour, output or expected follow-up post-tour;
  - forecast of the expected impact for the promotion of the destination;
  - possible presence of guests proposed in other educational tours already carried out by A.Re.T. during the three-year period 2019/2021, to examine the opportunity for repetition in the light of previous results;
  - unprecedented nature of the interest expressed, with reference to the outputs or the expected post-tour follow-up and/or to the participants;
  - amount of available budget;
  - affordability and appropriateness of the amount of hospitality services requested;
  - financial co-participation of the proposing party;
  - compatibility with any other public funding for the purpose of the initiative;
- 8.2. Expressions of interest are evaluated by an Evaluation Committee according to the above criteria.
- 8.3. In examining each proposal, A.Re.T. reserves the right to make changes to the proposals, weigh and reshape the programmes and services according to the criteria of affordability and appropriateness of the estimated costs.
- 8.4. The outcome of the assessment of the proposals will be communicated to the proposing parties who must send their acceptance/non-acceptance to A.Re.T. no later than 5 days from the aforementioned communication, under penalty of forfeiture of the approval of the proposal.
- 8.5. A.Re.T. remains the sole owner of the organization of educational tours and therefore reserves the right to make corrections and changes to their organization. Any requests for changes or variations to the tour programmes, by the proposing parties/participants, must be screened and authorized by A.Re.T. beforehand.

**Art. 9**

**Evaluation Committee**

- 9.1. The Evaluation Committee provides for the appointment of the following **necessary** members:
- a member representing the Tourism Section of the Department of Tourism, Economy of Culture and Valorization of Territory of the Puglia Region;
  - a member from the Promotion Office - Foreign Markets Sector;
  - an officer in charge of coordinating the Educational Tours;
  - an officer in charge of implementing procedures of the Tourism Strategic Plan.
- 9.2. The Evaluation Committee provides for the appointment of the following **possible** members:
- one/two members from the Communication/Press Office
  - one member from the MICE/WEDDING Office
  - one member from the Promotion Office - Fairs and Events Sector
  - one member from the Valorization Office



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- 9.3. The Evaluation Committee, in its necessary composition, can be integrated by calling one or more members indicated in point 9.2. depending on the subject of the manifestations of interest, as well as the topics and the categories of guests proposed for the tours. The Evaluation Committee can still meet and operate validly without being supplemented by any members. Furthermore, the Evaluation Committee, in its necessary composition, may still acquire technical opinions from any officials prior to the evaluation sessions.
- 9.4. The Evaluation Committee is convened by the Procedure Manager upon the proposal of the Head of Coordination of Educational Tours - who also identifies any members - within 3 days of the expiry of the terms referred to in Article 4.

#### **Art. 10**

##### **Evaluation outcomes, list and organization of tours**

- 10.1. The outcome of the evaluation will be communicated to those who expressed interest, also confirming the dates on which the tour will be carried out, or proposing new dates and further details that may already be available, as well as the necessary additions. The entity who expressed interest, within the strict time limit of 5 days, must send acceptance or non-acceptance to A.Re.T. In case of no reply, the A.Re.T. proposal is meant as not accepted, without further communication.
- 10.2. The execution manager will promptly send the Educational Tour proposals as finalized based on expressions of interest to the economic operator (travel agency), who will take care of the organization of tours on behalf of A.Re.T. (issuing tickets and providing hospitality services), as soon as acceptance of the proposing party is received.
- 10.3. Approved proposals will be included in a list of educational tours addressed at the General Director for the final approval with an official decision.
- 10.4. Considering the ongoing necessity to contain the Covid-19 emergency, the aforementioned tours must be organized in compliance with the restrictive measures issued thereon (please refer to the relevant national and regional regulations) and will be steadily updated in light of its evolution throughout the regional territory, with particular reference to the participants' countries of origin. Particular measures to comply with for the entire duration of the tours will be detailed in the approval communication of tour proposals, and must be expressly accepted by all participants.

#### **Art. 11.**

##### **Communications, publications and transparency**

- 11.1. This Call is published - also in English - on [www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it) - Amministrazione trasparente - Bandi di Gara e Contratti section, and in the Official Bulletin of the Puglia Region, in the Official Journal of the Italian Republic and in the Official Journal of the European Union.
- 11.2. The communications and the results of the evaluations will be communicated to the applicants and will be published on the A.Re.T. website. - Amministrazione Trasparente section.
- 11.4. Activities carried out and tour results (participants' follow-up) will be disclosed through the web and social communication channels of A.Re.T.

#### **Art. 12.**



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### **Duration and validity of this Call**

#### **Financial coverage**

- 12.1 This notice is valid until the end of the ERDF-ESF Program (**31 December 2022**) for the resources assigned to A.Re.T. Pugliapromozione, and allocated for the project *Promotion of the Puglia Destination - Educational Tours* Intervention for each year, and also coming from possible variations and/or project economies.
- 12.2 The financial coverage destined for the Educational Tours Intervention, in the Promotion of the Puglia Destination project, is allocated to the supply of travel tickets and hospitality services that A.Re.T. acquires from its own contractor (travel agency) identified by public call for tender.
- 12.2. A.Re.T. has the right to extend this Call, in agreement with the Tourism Section of the Puglia Region, also before the set deadline, following the same publication methods.

### **Art. 13.**

#### **Procedure Manager. Execution Manager.**

#### **Data processing and final provisions**

- 13.1. The Procedure Manager ("RUP") is Miriam Giorgio at A.Re.T. Pugliapromozione, e-mail [miriam.giorgio@aret.regione.puglia.it](mailto:miriam.giorgio@aret.regione.puglia.it). The Execution Manager in charge of Educational Tours is Alessandra Boccuzzi at A.Re.T. Pugliapromozione, e-mail [a.boccuzzi@aret.regione.puglia.it](mailto:a.boccuzzi@aret.regione.puglia.it).
- 13.2. Pursuant to the EU General Data Protection Regulation (Regulation (EU) 2016/679), we inform that the Data Controller of the data released for participation in this public Call is A.Re.T. Pugliapromozione in the person of the Director General Luca Scandale. The personal data acquired will be used for activities related to participation in this procedure, in compliance with legal obligations and in execution of contractual or pre-contractual measures. For more information on data processing, please refer to the specific attached document, published pursuant to art. 13 of Regulation (EU) 2016/679.
- 13.3. This Call is published on the website [www.agenziapugliapromozione.it](http://www.agenziapugliapromozione.it) - section Bandi di gara e contratti - Avvisi, bandi e inviti.
- 13.4. For any clarification concerning the contents of the Call and the documentation to be submitted, you can contact the e-mail address [educational@aret.regione.puglia.it](mailto:educational@aret.regione.puglia.it)

#### **Annexes:**

- 1) Itinerary routes listed by tourism product
- 2) Template Form for expressions of interest (Google Form)
- 3) Declaration of participation

**THE GENERAL DIRECTOR**

*Dr Luca Scandale*