



POR Puglia FESR FSE 2014-2020 – Sub-Azione 1.4.b

INNOLABS

***SOSTEGNO ALLA CREAZIONE DI SOLUZIONI INNOVATIVE FINALIZZATE A SPECIFICI
PROBLEMI DI RILEVANZA SOCIALE***

IMPACT project

(Immersive technologies to Promote Apulian Cultural heritage and Territory)
Immersive technologies for the promotion of the cultural heritage and the Apulian territories

DELIVERABLE D1-D2

Analysis and understanding of the final User

Temporary Association of Purpose:

HGV Italia Srl - Lead Partner

Archeologica Srl - Partner

Cassandro Srl - Partner

Meeting Planner Srl - Partner

Never Before Italia Srl - Partner

Romano Exhibit Srl - Partner

Solutiongroups Srl - Partner

Solutions Plus Srl - Partner

University of Foggia - Research Organization

Summary

SECTION A1. PRELIMINARY ANALYSIS OF THE MARKET CONTEXT AND THE STATE OF THE ART OF ALL SECTORS OF THE PROJECT	5
1. MARKET ANALYSIS OF AR, VR AND MR APPLIED TO CULTURE AND TOURISM	5
1.1. THE MULTIPLE FIELDS OF APPLICATION	6
1.2. CULTURE AND TOURISM	7
1.3. STATE OF THE ART OF AR, VR AND MR TECHNOLOGY	9
1.4. FINAL CONSIDERATIONS	10
SECTION A2. ANALYTICAL STUDY AND ACQUISITION OF KNOWN INFORMATION AND FROM THE BIBLIOGRAPHY ON THE TERRITORIES SUBJECT OF THE EXPERIMENTATION: MONTI DAUNI AND AREA JONICA	11
2. THE DAUNI MOUNTAINS	11
2.1. ANALYSIS OF NATURALISTIC AND LANDSCAPE ASPECTS	11
2.2. THE FRAMEWORK OF MATERIAL ASSETS OF CULTURAL INTEREST	13
2.3. TRADITIONS AND FOLK TALES	18
3. THE JONICO ARCH	22
3.1. NATURALISTIC AND LANDSCAPE ASPECTS	22
3.1.1. The coast	22
3.1.2. The Taranto plain	22
3.1.3. The Murge of Taranto	22
3.2. THE FRAMEWORK OF MATERIAL ASSETS OF CULTURAL INTEREST	24
3.3. TRADITIONS AND FOLK TALES	30
SECTION A3. ANALYSIS OF THE TOURIST FLOWS OF THE TERRITORIES OBJECT OF THE EXPERIMENTATION	35
4. THE EVOLUTION OF TOURISM IN THE NEW MILLENNIUM	35
4.1. THE ECONOMY OF EXPERIENCE	35
4.1.1. Experiential tourism	35
4.1.2. The new tourist	39
4.1.3. Operating in market niches	41
4.1.4. The emotional experience	42
5. THE TOURISM MOVEMENT IN PUGLIA	44
5.1. THE HISTORICAL COMPARISON WITH ITALY	44
5.2. THE OVERALL TOURIST FLOW OF PUGLIA	46
5.2.1. Arrivals (Italian and foreign)	47
5.2.2. Attendance (Italians and foreigners)	50
5.2.3. Italian regions of origin	53
5.2.4. Foreign countries of origin	54
5.2.5. The seasonality of tourist flows	55
5.2.6. Hotel and non-hotel occupations	58
5.3. THE TOURIST MOVEMENT IN THE APULIAN PROVINCES	59

5.4. REGIONAL TOURISM PRODUCTS	64
5.4.1. Natural resources	64
5.4.2. Historical cultural resources	65
5.4.3. Food and wine resources and typicality	65
5.4.4. Sports resources and Wellness	66
5.5. THE COMMUNICATION	66
5.5.1. The regional strategy	67
5.6. THE ACTORS OF GOVERNANCE	68
6. TOURISM IN THE TERRITORIES OF THE DAUNI MOUNTAINS AND THE WESTERN IONIAN ARCH	69
6.1. TOURISM IN THE DAUNI MOUNTAINS	69
6.1.1. The offer, the cultural heritage	71
6.1.2. The receptivity	73
6.1.3. The question	75
6.1.4. Complementary services	76
6.2. TOURISM IN THE WESTERN IONIAN ARCH	77
6.2.1. The tourist flows of the Western Ionian Arch	78
6.2.2. The receptivity	79
6.2.3. The profile of the application	80
SECTION A4. ANALYSIS OF THE TOURIST ATTRACTIONS OF THE APULIAN TERRITORY	82
7. APULIAN CULTURAL ATTRACTORS	82
7.1. DEFINITION OF ATTRACTOR	82
7.2. THE ATTRACTORS IN PUGLIA	84
7.2.1. UNESCO sites	84
7.2.2. Museums and archaeological areas	84
7.2.3. The naturalistic sites	88
SECTION A5. PARTICIPATORY AND DESIGN ACTIVITY REPORT IN CO-DESIGN	90

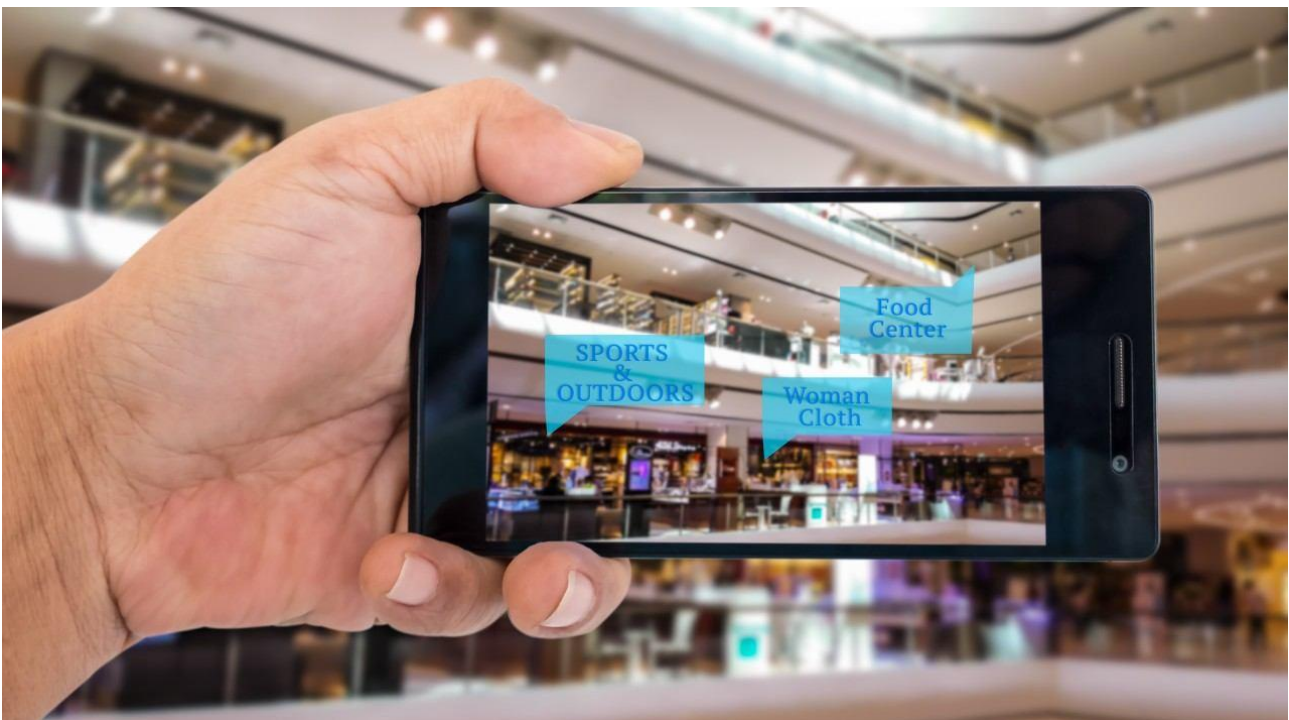
Section A1. Preliminary analysis of the market context and the state of the art of all sectors of the project

1. Market analysis of AR, VR and MR applied to culture and tourism

Unquestionably one of the driving sectors for the realization of sustainable development, tourism contributed, in 2017, to 10% of global GDP, generating a lot of employment also due to the related industries that it can set in motion. The frontiers that open today, thanks to modern technological developments, lead us to believe that tourism can and must become an increasingly dynamic and interactive experience by exploiting the impulse that **Augmented Reality, Virtual Reality and Mixed Reality** manage to give it.

Before analyzing the current market, we will give a clear and simple definition of what is meant by these terms. The first two have one thing in common: they **change the perception of the surrounding world**.

Augmented **Reality** (AR) is a technology that, thanks to the support of digital tools, enhances reality and allows the user to view content created virtually in addition to the elements present in the real environment. It is possible to interact with these contents and exploit them to create insights into the context displayed. By installing apps on mobile devices equipped with a camera, the user can obtain information on any points of interest located near the area in which he is, but not only! If his device is also equipped with a GPS with compass and accelerometer, he will even be able to locate and reach those places: by pointing the phone's camera towards them, he will be shown the path to take. For these reasons, AR is widely used in the field of *Gamification* and tourism.



Virtual Reality (VR) is probably still unknown. This technology, which digitally reconstructs the entire environment that the user sees in the viewer, catapults him into a reality parallel to the physical one, recreating it in an intangible way. Through a console, it allows real-time interaction with everything that belongs to that world. The user feels completely immersed in this new reality, which he can perceive as if it were true thanks to a series of *tools* (gloves, earphones) that guarantee a very

high level of correspondence between what perceives the sight (through the viewers) and what it is stolen by the other senses.



From the mix of AR and VR, we get **Mixed Reality (MR)** which uses some VR tools to make Augmented Reality more immersive. How? Virtual objects are " *fixed* " to the real environment to allow the user to create a dynamic interaction.

1.1. The multiple fields of application

These modern technologies have found application in numerous fields ranging from medical-health to automotive, from commercial to cultural industry. If reality increases in the medical field it offers the opportunity to **reduce errors** since it allows doctors and patients to better understand complex problems, the virtual one allows you to **treat** anxiety attacks and phobias **with immersive therapies** studied on patients. Furthermore, if the first allows equipping motorists with a **virtual assistant**, allowing to reduce accidents, the second has the merit of **virtually training** paratroopers to launch. In the commercial sector, AR allows you to **virtually try on** clothes and make-up, or to take virtual tours in physical stores, VR allows you to immerse yourself in the projects created by your architect through a VR viewer. Thus, if through a 2D or 3D drawing, it is impossible to perceive the proportions and dimensions realistically, thanks to VR you will be able to move around the design of a building and even draw it while you are inside it.



1.2. Culture and tourism

The examples just mentioned highlight the immersive and realistic nature of the new technologies. What we have not yet seen is how **the tourism and cultural sectors** can benefit from these systems. They allow **greater usability of cultural and artistic events, entertainment** and [learning](#) but they can also be seen as tools for acquiring and expanding people's interests.

The applications of AR in the tourism sector range along the entire supply chain and the experiential path of users. The real revolution lies in its use to encourage people to visit places and to make travel more dynamic and stimulating.



Thanks to AR it is possible to choose the hotel of your dreams after taking a **virtual tour of the structure, the package and the places to visit** in its surroundings. Once on-site, you can entertain

yourself by discovering historical and structural information about the monuments of the place or interacting with some works of art or sites in the area. About a year ago Italia.it, the website of ENIT (the National Tourism Agency) that deals with the tourism promotion of Italy, also developed an app, "**Italia VR - Virtual Reality**" which ranges from food and wine to art, from history to landscape to tell the whole cultural complex that characterizes Italy. The tourist traveller thus lives an authentic, genuine, realistic experience precisely through his point of view! Just download the app to be able to choose whether to experience a **360 ° or VR tour** (by connecting the smartphone to a VR viewer). Today with Italia VR you can live a limited number of experiences, but others will soon be included.

At **the theatre or cinema**, the posters of the shows can become vectors of information of all kinds. Just scan the QR Codes inserted in the graphics from your smartphone to have access to the contents and curiosities you are interested in. Photographs, trailers, ducks of the actors and reference sites are just some of them ...

The **music industry** is not immune to technological progress and so the **First app** provides us with an alternative to streaming concerts (which is not that popular yet) allowing the user to enjoy the show of his favourite artist from the sofa at home. Once the app is downloaded, all that remains is to type in the name of the musical group and the prerecorded figures of the band members will appear while they sing and play.

Museums are also equipping themselves with specially created rooms to support VR technology; **museum tours** are evolving in AR technology, to offer users increasingly innovative content and methods of use and even **among school desks** it is becoming more and more common for students to learn "live" the history of the most distant eras, setting sail on a caravel with Christopher Columbus or watching a gladiator contest from the stands of the Colosseum.



1.3. State of the art of AR, VR and MR technology

When it comes to Augmented Reality, the first thought goes to **Google Glass**. Although this device has been the most publicized, it represents only one example of the many technologies that can offer augmented reality experiences to the general public. Many of them have evolved differently than the initial hypotheses (the same Google Glass have been diverted to an almost exclusive professional use) or are still in the testing phase.

Similar to the technology implemented by Google is that of Sony which, with its **Smart Eyeglass** has chosen a combination of design and practicality, offering customers the possibility to connect the AR glasses to their mobile devices, via Wi-Fi or Bluetooth.

The Windows augmented reality project, on the other hand, is called **Hololens** and reconstructs the images in 3D by processing holograms that are displayed on a particular display, to improve the quality of the information provided.

Today, however, AR is not limited to being a sort of "augmented" Navigator but can process translations in real-time, provide statistics and info on sporting events or, as in the case of Pokemon Go, interact with video games that they place characters to find among the neighbourhoods of their city.

A project started in 2010-11 even created **contact lenses** that had a similar function to that of GlassesVr.

The most advanced engineering has even been able to respond to the most ambitious demands of ophthalmology, by developing **displays that project directly onto the retina**. These guarantee a more precise visualization of the images, increasing resolution and contrast, to increase the sight of the visually impaired or subjects suffering from eye diseases.

Going back to dealing more specifically with issues relating to the tourism and cultural sector, Zuckerberg, the famous founder of Facebook, launched the Oculus in 2014, presenting it with a video relating to Italian beauties. The latest Oculus model was presented at the Game Developers Conference 2019 and is called the Oculus Rift-S. With the help of a high-end computer, accessories, lenses, VGA and HDMI cables, it offers improved optics for **sharper images**, a function called Passthrough + to maintain a **perception of the real world** without taking off the headset, and a higher resolution display. The Lenovo team also worked on its design, to create a **more comfortable product to wear**, thanks also to better weight distribution and more effective insulation from light. Apple launched the AR Kit in 2017, to introduce augmented reality into the IOS operating system. 3D environmental tracking, and motion, have recently been added to capture, visual recognition, and real-time chromakey. Amazon has also launched Sumerian, a virtual reality platform, and like the other GICs, it adheres to web VR and web AR standards. In 2019 it introduced two solutions, 360 VIEW and AR VIEW.

Moving from the big players of the world economy to sector events and B2B meetings, we discover that even multisensory tastings have become an application of bio-marketing thanks to food and wine tourism. Virtual reality is used to add other senses to taste, with virtual combinations of images, sounds, and settings. In food & wine AR and Blockchain, they allow you to certify products. The augmented labels activate multimedia contents that often allow a new approach to the Blockchain by providing end consumers with images and videos of the steps taken along the supply chain, to guarantee traceability.

1.4. Final considerations

In summary, new visitor experiences are created every day with the rental of VR viewers, especially in historic centres: virtual journeys through history, encounters with protagonists of the past, 3D immersions in works of art, 3D flyovers ...

This type of activity, which accompanies tourists from the stage of choosing the destination and for the entire duration of the trip, represents a real turning point for tour operators from all over the world.

Analysts like IDC think that Mixed Reality is one of the most promising trends, they have estimated, in fact, a turnover of 165 billion dollars by 2020, probably because it benefits from the support of an already good knowledge of virtual reality from part of the general public, undoubtedly combined with a growing interest in reality increases, which succeeds in affirming itself by exploiting the aid of smartphones and mobile apps.

Section A2. Analytical study and acquisition of known information and from the bibliography on the territories subject of the experimentation: Monti Dauni and Area Jonica

2. The Dauni Mountains

2.1. Analysis of naturalistic and landscape aspects

The southern Dauni Mountains historically and geographically constitute a border hinge between various local communities characterized, since the pre-protohistoric age, by a series of cultural diversities, thus playing the role of a geomorphological element of border and contact at the same time between Puglia and Campania and Basilicata. The geographical context of the southern Dauni Mountains develops in a narrow strip, corresponding to the terminal and eastern portion of the Apennine chain, with hills that gently turn the plain and towards the Adriatic Sea.

The particular morphology of this ridge slopes gently towards the plain of the Tavoliere through a series of ridges oriented in the NW-SE direction and parallel to each other, favouring, over time, the formation of inhabited centres on the plateaus or the tops of the average hills. height and facilitating a mutual exchange between the highest areas and the Tavoliere thanks to a massive hydrographic presence. The hilly-mountainous morphology, characterized by a substrate mainly formed by clayey banks, appears furrowed by the presence of water courses (the Celone and the Cervaro oriented in the NE direction, which are associated with other small water courses such as the Frugno, the Calaggio, the Specca), sloping down from the heights towards the Tavoliere and which consequently contributed to the formation and modelling of more or less engraved valleys. These watercourses, of a permanent type, constitute the physical, visual and landscape element of continuity between the high ground and the plain. The Ofanto Valley intercepts, further south, the territory of Rocchetta Sant'Antonio and has historically constituted an element of geomorphological continuity and cultural, social and economic dialogue between the Campania hinterland, the internal areas of the southern Dauni Mountains and, consequently, the coastal strip. Adriatic.

As part of the hilly and mid-mountain system, the founding natural element is the wood which constitutes an environment that characterizes the territory of the southern Dauni Mountains, based on a naturalistic and eco-systemic heritage with valuable elements and habitats of community interest, as well as rare plant species. In this regard, in the southern Dauni Mountains, there are relevant contexts such as the Bosco di Difesa (within which Bosco Paduli is located) and the SIC area between Accadia, Deliceto and Bovino. These are natural habitats of high naturalistic value. The flora present in the wooded environment of this territorial sector is characterized by the presence of a wide variety of essences and trees: field maples, hornbeams, downy oaks, oaks, Turkey oaks, hornbeams, and dog roses. In addition to the large expanses of woodland recognized from the point of view of naturalistic and landscape value, the whole southern slope of the Dauni Mountains is dotted with small woods located in some cases even close to inhabited centres and which, precisely, for this reason, continue to be "lived" and frequented by local communities (see the case, by way of example, of the Calavrese, Acquara and Demanio woods in the territory of Orsara di Puglia, Olmitello in Deliceto, Bosco Cesine in Sant'Agata di Puglia, Bosco Serbaroli in the territory of Accadia). Also of importance is the vegetation that characterizes the riparian area of the numerous watercourses, including that of the Frugno stream (a tributary of the Carapelle) with willows and white poplars and other flora typical of humid environments such as ferns.

The landscape, however, is also enriched by additional environmental elements, such as those of the high pastures located at the points of the greatest height of the reliefs starting from 700-800 mt. above sea level, characterized by the presence of shrubs such as hawthorn, wild plum, periastron and broom, also located based on the exposure and the inclination of the slopes. Over time, these rich grazing areas have greatly favoured farming and transhumance activities which will have, as important evidence within the historical landscape, the dense network of sheep tracks innervated between the hills and the plain and which will also determine the creation of infrastructures and settlements strictly connected to forest-pastoral and agricultural activities.

The fauna is rich and presents the typical characteristics of the Apennine environment, showing one of the highest levels of biodiversity in southern Italy; the attested presences are attributable to the wolf, hawk, red kite, woodpecker, Italian newt, Apennine toad and tree frog. Particular conservation conditions for the protection and conservation of the ecosystemic heritage have made it possible to preserve and encourage the presence of animals previously at risk of extinction (see for example the repopulation in progress within the wooded environment by wolves).

Within the vast expanses of woodland, in the territories of the SIC area, there are some of the highest peaks of the entire Monti Dauni area, such as Monte Crispignano and Monte Tre Titoli which constitute the main visual references of the territorial sector and from which it is possible to dominate the landscape of the Tavoliere plain.

Since prehistoric times, the settlement network has interacted harmoniously with the surrounding landscape. An indication of this are the settlements of medium height, placed in a position of mutual visibility and close relationship with the natural resources necessary for the sustenance of anthropic communities, attested both along the wide Ofanto valley and along the plateaus and gentle slopes of the Cervaro and Carapelle Valley. Over these appropriations, in many cases already abandoned in the protohistoric age, the network of settlements from the Roman age and the medieval and modern periods prevailed.

Over the centuries, and in particular, in recent decades, the landscape has however been modified by anthropic action, especially in the areas located further downstream: the deforestation interventions aimed at creating areas for intensive cultivation, mainly cereal, and which also touches high altitudes above sea level and on slopes. Another impacting element of "novelty" within the Dauni Mountains, in general, was also the creation of numerous wind farms which, at first episodic, have become over the years an essential component of the skyline.

Despite this, some sections of the southern Dauni Mountains (in particular the summit areas) still preserve wild and uncontaminated nature. In wooded areas, for example, the presence of roads with reduced sections and carriageways can be observed to better adapt to the conformation of the territory; Furthermore, the presence of rural buildings is scarce, connected to specific exploitation activities of natural resources and well adapted and conformed to the specific characteristics of the territory.

The context of Bovino, object of analysis and in-depth analysis, shows specificities that make it particularly interesting.

One of the "proximity" woods is that of Valleverde, very popular with the local population, also due to the presence, inside, of a sanctuary dedicated to the Madonna of Valleverde. Along the slopes of the hill that go up from the woods towards the village of Bovino, there are some paths equipped for trekking and mountain biking.

Between Bovino and Deliceto, it extends instead into Bosco Salecchia, an area very rich in water and within which it is possible to observe the presence of hawks and wild boars, following paths equipped for hiking activities. Historically it belongs to an ancient hunting estate of the Guevara Dukes; like that of Valleverde, also the wood of Salecchia falls within the limits of the SIC IT9110032 "Valle del Cervaro - Bosco dell'Incoronata" under the Habitat Directive 92/43 / EEC.

Also interesting is the landscape offered by the south-western slope of the Bovino hill, also characterized by the presence of water which in ancient times served, among other things, to feed the functioning of a series of mills located along their course.

2.2. The framework of material assets of cultural interest

As already mentioned in the landscape-naturalistic section, the conformation of the territory, with its gentle slopes and plateaus, the presence of woods, the availability of waterways which, in some cases, were navigable in ancient times (in particular the river Ofanto) and its position of natural passage between different territorial sectors, has always facilitated the human presence in the southern Dauni Mountains, albeit in a scattered and uneven way. The network of ancient roads and sheep tracks is also connected to this settlement fabric, which for a long time played an important role as a link between the urban centres that developed in the territorial sector, as well as a connection between extra-regional areas, responding to specific related needs. to the geomorphology of the context.

In the prehistoric and protohistoric ages, there are widespread frequentations on the territory of the southern Dauni Mountains, with habitual displacements of the settlements based on factors linked to seasonality, as well as to climatic changes or problems of a social and safety nature of the human groups themselves. Of these variable anthropogenic presences, substantial archaeological traces have been identified, especially in recent years following the intensification of scientific investigations. Archaeological stratigraphic excavations have made it possible to trace remains attributable to necropolis (such as the one identified in Deliceto, in the locality of Pozzo Pascuccio) or to settlements scattered on the hills and the sloping hills towards the Celone and the Cervaro.

The Aeneolithic age (IV-III millennium BC) allows us to grasp in some cases some interesting documented methods of frequentation, for example, in the locality of Giardinetto, an area located on the plain at the crossroads between the territories of Troia, Orsara di Puglia, Bovino and Deliceto: very recent excavation works, linked to the doubling of the Cervaro-Bovino railway line, have brought to light important evidence of a large cremation necropolis referable to the Eneolithic period and characterized by the presence of more than 20 funerary enclosures marked by the presence of stele.

The phase attributable to the pre-Roman dauna age is more evanescent, and difficult to frame probably also due to a limited sample of data coming from surface and stratigraphic archaeological investigations. In some cases (as in that of the aforementioned Neolithic site of Monte Calvello) there is a reuse of areas already in use in the previous historical phases, with a cemetery function. In this historical phase the Ofanto's valley (together with the bradanica pit), located in the southernmost portion of the entire southern Monti Dauni area, historically constituted the area within which the Daunian civilization between central-northern Puglia is permeated. and Lucania. This area, opening up to mingling with the indigenous and Magna Graecia populations at the same time, has also played an important role in terms of osmosis between the Adriatic and Tyrrhenian areas. On the other hand, the territorial area located further north is different, more subject to cultural hybridizations with the Samnite area.

The function of the valleys of the southern Dauni Mountains as an agile and rapid connection point from the innermost areas of Campania to the Adriatic coasts is underlined by the existence of road axes of which, although only partial sections are visible, it is possible to reconstruct the route based on literary sources and travel itineraries. Some bridges are structurally connected to them, including the so-called "Roman bridge of Palino" over the Calaggio stream, which allowed the Via Aurelia Aeclanensis to cross the small river; this road layout, also known as "Via Herdonitana " constituted a useful and agile link between the Via Appia and the Via Traiana, allowing to connect the Sannio with the Apulia and facilitate reaching the Adriatic side. The bridge, which today is in poor condition, still retains its grandeur, with a humpback structure supported by three round arches. In addition to the brick and stone cladding, the masonry is made of sack with incoherent material. The bridge is equipped with triangular spurs which ensured its stability. Also relevant is the connecting role played, starting from the imperial age, by the Via Herculia (which involved the territories of Monteleone, Accadia and Sant'Agata), by the Via Traiana (viability dated to the beginning of the second century AD and which, optimizing the route of the Via Appia towards Brindisi, connected some centres of the Dauni Mountains such as Aecae - Troia with the Adriatic coast). A secondary role was also played by the Via Minucia, rector of the Republican age and which ran along the Cervaro valley.

The presence of centres of medium importance in Roman times (think of the settlements of the colony of Vibinum, but also of the settlements from which the centres of Orsara and Sant'Agata would later have originated) determined on the one hand the concentration of urban agglomerations in the high ground areas and at the same time the diffusion of sites linked to the exploitation of agro-pastoral resources according to new dynamics of distribution and organization. Proof of this use of the landscape even in the late Republican age and later in the imperial age is given by some findings widespread in the southern Monti Dauni area.

In the territory of Sant'Agata di Puglia, for example, there is news of archaeological evidence relating to rural settlements of the Roman age and to the contextual necropolis in the locality of Bastia, the epigraphic findings in the locality of S. Maria di Olivola and an important production plant (probably linked to the production of oil, as can be seen from the archaeological evidence), with an adjoining residential sector, in the Tesoro district. Not far from this context, other sites related to agricultural activities have been identified in the locality of Masseria Capobianco, Viticone and Masseria dei Zivoli.

Not far from the modern town of Deliceto, recent stratigraphic investigations in the locality of Rena Cavata have confirmed the presence of a Roman villa with a productive function, as evidenced by the discovery of underground dolia for the conservation of foodstuffs. In the territory of Panni, a rural settlement has been identified connected to a late-Republican villa in the locality of Serra.

It is also interesting that the remains of the so-called "Roman Tavern" still exist today, located downstream of the modern village of Accadia, in the Rotato district, in the area where, starting from the imperial age, the aforementioned Via Aurelia passed Aeclanensis. Also of interest, still in the same territory, is the church of Santa Maria dei Teutoni: a small medieval church characterized by the reuse of Roman epigraphs that are preserved there and which would seem to indicate the presence of a rural settlement of the Roman age in the vicinity. The church is located near the path that leads to the gorges with the waterfall, perhaps concerning an ancient water cult.

Even the territory located further downstream from the inhabited area of Orsara di Puglia has returned traces of a dense Roman settlement often testified by the discovery of interesting epigraphs. Some villas have been identified in the locality Magliano (toponym whose etymology would seem to attest the origin linked to a village or landed property of the Roman age and in which at least 4 villas are located), Cervellino, Monte Squarciello, Forapane.

The archaeological evidence listed above constitutes the settlement base of the territory even in the Late Antiquity and Early Middle Ages, a period in which a series of archaeological indicators allow us to reconstruct a picture of the population consisting of inhabited centres, small villages (*vici*) and farms. About these rural settlements, the presence of small religious buildings such as the one found in the territory of Rocchetta Sant'Antonio is probably to be considered: it is a late antique church with a single nave, most likely a chapel (which was associated with a small sepulchre), excavated in the locality of Buglia, located on high ground, near the path of the Ofanto river. Although there are not sufficient archaeological traces in this regard, it is possible to hypothesize a role of the reference centre of the cultural system in the economic and social system of the surrounding area. The attribution of the depositions to a "Lombard" cultural matrix with comparable comparisons with the Benevento sector confirms the role of the permeable and mobile border that historically the southern Dauni Mountains have constituted: a place of confrontation/encounter, object of political aims and religious by the successive powers over time and also testified by the cultural influences of the Benevento area found in the artistic and book production that has come down to us, also in consideration of the existence, according to the sources, of seats of "gastaldato" (governor of the Lombard Kingdom) in Sant'Agata di Puglia and Bovino.

The settlement network was also significantly affected by the geomorphological conformation, preferring medium-height settlements. The plot of the inhabited centres of the current territory substantially reflects the one defined starting from the X-XI century following the foundation, re-foundation and expansion started in the Byzantine age and continued in the Norman period. These are centres located on the top of medium-low height hills, very close to each other to make the most of the mutual visibility factor, for better and effective coverage of the territory. These centres had a virtuous dialogue with the surrounding landscape, characterized by large wooded areas and a mainly deserted countryside, contexts from which it was possible to draw in any case all the resources necessary for sustenance and to allow the construction of buildings and structures. Observing the distribution of these settlements, we can see how they have constituted a real defensive belt (characterized by towers and castles) created along the sub-Apennine axis, a strategic area from a political and social point of view, especially in consideration of its border role. (mobile and permeable) and passage between territories subject to different domains and jurisdictions.

Although the phenomenon of fortification strongly connoted the settlement system of the southern Monti Dauni sector between the early Middle Ages and the Middle Ages, forms of rural settlement in the Middle Ages are widely attested, above all thanks to documentary and archival sources. These are often possessions linked to the exploitation of natural resources and the presence of farmhouses and farms, spread evenly, but not invasively, throughout the territory. This agricultural and landscape structure, which placed it at the centre of agro-pastoral activities, remained unchanged at least until the middle of the 16th century. In fact, in the modern age, also following the demographic increase, a large part of the forest cover is demolished to make way for intensive crops or pastures, at the centre of which there is the productive activity of the farms of which some important traces remain today (see the case of Masseria Guevara in the territory of Orsara di Puglia, the imposing Abbey-Masseria Sant'Antuono downstream of Sant'Agata di Puglia, the evolution of an ancient Roman post office, or other massarial structures in the countryside of Accadia, Monteleone or Panni).

Only a few centres inevitably survived the "natural selection" of time and political reasons, which were characterized by topographical elements or linked to power dynamics (such as Sant'Agata di Puglia, Deliceto, Bovino, Rocchetta Sant'Antonio). This phenomenon of centralization and selection of the inhabited areas during the Middle Ages has given us back a widespread set of villages which in many cases keep their historical and artistic heritage intact, as well as their cultural and food and wine

traditions. The undisputed historical value of the territorial sector is underlined by the presence of numerous centres that fall within the category of "The most beautiful villages in Italy", of the "Orange Flags" of the Italian Touring Club or of "The heart places" of the Fund Italian environment; these are towns of notable monumental and architectural interest which for the most part have not led to any upheavals in the urban layout of the historic centre.

A territory that constitutes a dense concentration of the historical and cultural characteristics described up to now is undoubtedly that of Bovino.

It is a context which, as already mentioned above for the whole territorial sector subject of this analysis, is characterized by a strong cultural "contamination" between the Daunian and Samnite fields. This role of connection in the dynamics of the population emerges already in the prehistoric age.

The knowledge of the population of the territory of Bovino in the Neolithic was greatly enriched by the research in the field of landscape archaeology conducted by the Superintendence of Archeology, Fine Arts and Landscape of the Provinces of Barletta-Andria-Trani and Foggia and by the Department of Humanities of the University of Foggia. In this way, in addition to the already known sites located along the slopes of the hill on which the current centre stands (Radogna, Lamia and Catenazzo) and which attested a presence datable to the Ancient Neolithic and, in the case of the site of Radogna, also to the passing between the Neolithic (VI-IV millennium BC) and Eneolithic (III millennium BC), it was possible to identify new ones. Other sites have been identified, in addition to those already known, which have returned more or less consistent traces of attendance or a settlement throughout the chronological period of the Neolithic, along the slopes of the Bovino hill (Radogna, I Valli, Carripoli, Serrone, San Lorenzo and Mass. Serroncino). Further downstream, there is the important site of Sterparo, already identified in the last century, which has returned a large number of steles inserted in sacred enclosures and linked to the cult of the dead.

Of considerable interest is the discovery carried out in the locality of Tegole, thanks to preventive archaeological investigations aimed at the construction of a wind farm, also located along the eastern slope of the Bovino hill. The investigated context revealed the existence of a settlement attributable to the Copper Age, characterized by a village inhabited by a group of families whose traces of the huts and the pilings that supported the windbreak structures were found.

The structure of the population, between the Eneolithic and the Bronze Age (III millennium - IX century BC) is very articulated and would reveal a possible hierarchical articulation centred on some larger settlements, or the basis of the seasonality of the settlements themselves.

The traces relating to the protohistoric, Daunian and pre-Roman phase (IX-III century BC) are characterized by intense relationships and exchanges with the Irpinia-Samnite side, as evidenced by some funerary objects such as in the case of some tombs found in the locality of Tegole - Carsogni, in which archaeological investigations have made it possible to identify a small funerary nucleus dating back to between the 6th and 5th centuries BC with grave goods composed of a mixture of locally produced objects and other imported ones, representative of social groups of Samnite ethnicity. For a clearer socio-cultural framework, some objects exhibited in the "G. Nicastro" in Bovino, are linked to the cult of divinities of central-Italic origin, as in the case of the bronze statuette of Hercules with leontè or the other, also in bronze, with Hercules and club. Heracles is a divinity closely connected with the transhumant and pastoral culture and the paths connected to it, the sheep tracks which have already been mentioned previously. The same cultural horizon must be identified for a bronze belt with zoomorphic buckles, found in Casale, a site which, as will be seen, shows traces of frequentation over a long time. Thus, the theory of a strong permeability of the territory of the Dauni Mountains to the

Daunian populations, as well as to the Samnite and, shortly thereafter, Roman populations appears to be consolidated. These archaeological traces allow us to outline a different historical-cultural framework than previously believed, with a much more articulated social structure within the indigenous populations and composed of distinct elite groups including some conservatives and others more open to the contributions of neighbouring populations. An interesting find, a further indication of the strategic position of the Bovino hill and the political and social upheavals taking place during the fourth century BC with the Samnite wars and then, especially in the third century. BC is the so-called "coppo di Bovino", a particular clay artefact bearing graffiti of graphic signs belonging to the indigenous (Messapian) and Punic alphabet. It is perhaps an object of magical value, probably evidence of the passage and presence of Carthaginian troops following Hannibal during the Second Punic War. The Carthaginian army, in fact, according to what is attested by historical sources, placed various camps along the heights of the Dauni Mountains and among these, also in the territory of Vibinum.

It was during the Roman age that Bovino, called Vibinum in Latin, was transformed into a real urban centre. It was at this time, in the 1st century BC, that the city walls and the aqueduct were built in the town. In many points of the modern city, you can still see sections of the walls from the Roman era, such as at the so-called "Buco di San Marco", as well as in the courtyards of some private houses in via Lastene and in via Castello, at Palazzo Ducale and on the ramp of via Mentana. On the other hand, a splendid arch remains of the aqueduct in the locality, from the speaking toponym, Mura d'Acque (or Mura d'Archi), south-west of Bovino, while the conduits and underground cisterns are now used as cellars of modern buildings at inside the historic centre. The current city has therefore grown in correspondence with the ancient centre, whose main street, the decumanus maximus, is traced from the current Via Roma, while the forum coincided with the cathedral square.

The Bovine area between Roman and Late Antiquity shows signs of great vitality, with the presence of a widespread system of farms and production plants, in some cases connected to residential systems (villae); the villas identified in Casale and Casalene are a relevant example. In the first case it is a large Roman villa with a particularly complex plan, but not yet excavated. The villa in Casalene, which has also been preserved thanks to the reuse of some of its structures within a modern farm, shows a long phase of life and attendance that goes from the 1st to the 6th-7th century. AD The long survival of the residential complex, located on a hillock which still dominates the Biletra valley, a tributary of the Cervaro, is closely related to the exploitation of the agricultural resources of the territory. Recently conducted archaeological investigations have made it possible to identify both the productive part (with the environments and structures connected to the production of oil and wine) and the luxurious residential part, also characterized by a thermal plant and a rich decorative apparatus. A praetorium (seat and residence of the local governor) is also dated to the late imperial phase, identified by recent topographical surveys in the locality of Torre Guevara, in an area located between the municipalities of Bovino and Orsara di Puglia. This site, not yet subject to archaeological excavations, arouses particular interest thanks to a fortunate series of epigraphic discoveries carried out over the years which have made it possible to reconstruct part of the events that affected this territory in the imperial age. The site and part of the surrounding territory must have been owned by a prominent family of the Roman aristocracy who had also expressed two consuls (Lucius Antistius Rusticus and Quintus Valerius Vegetus). Probably in the course of the age of Marcus Aurelius, the properties of Quintus Valerius Vegetus (including the praetorium of Torre Guevara) passed into the imperial property and the site probably became one of the main poles. Other epigraphic findings allow us to hypothesize that this imperial property extended, either continuously or in patches of leopard, to the area of San Lorenzo in Carminiano, a short distance south of Foggia, defining a territory of considerable extension which, in the following period, it was identified in the sources with the Saltus Carminianensis and which

became, in late antiquity, also the seat of a rural diocese ruled by the bishop carmeianensis (whose main seat is probably identified in the imposing ecclesiastical complex identified in the locality of San Giusto in the territory of Lucera).

The evidence relating to the late antique and early medieval phase of the inhabited centre, on the other hand, is more evanescent; however, there is no doubt that the geographical and strategic position of Bovino played a prominent role in the historical-settlement dynamics of the territory between late antiquity and the Middle Ages. This importance was undoubtedly accentuated by the presence, since the origins of Christianity, of a Christian diocese, initially dependent directly on the church of Benevento and subsequently becoming autonomous. As already observed for the entire sector of the southern Monti Dauni, the Lombard expansion in northern Puglia can be found on a cultural and artistic level in the fragments of sculpture relating to ecclesiastical furnishings in which forms, taste and style of "Benevento" sculpture are reflected or of a generically "Lombard" context. In fact, from the Cathedral come some sculptural fragments dating back to the 8th-10th centuries, with a clear stylistic influence from Benevento (but also Islamic), testifying to the presence in the territory of Lombard cultural stones, as can also be seen from some finds belonging to the Collection Nicastro exhibited at the Museum. It will then be with the Norman conquest in the first half of the 11th century that the city of Bovino will acquire its new relevance in the territorial panorama with the creation of the first feudal potentate of Puglia, the County of Bovino. The first original nucleus of the castle can be attributed to this period: the main tower with a circular plan and characterized by the particular device called "a cavaliere", a sort of truncated pyramidal spur protruding and shoe. The current appearance of the castrale complex, known as Palazzo Ducale, is instead due to a series of subsequent extensions that will intensify after the purchase of the city in 1563 by the widow of Mr. da Guevara.

The flourishing Norman revival is also well evidenced by the remaking of the ancient Cathedral in completely new cultural and structural forms. It represents one of the first examples of Romanesque in Puglia. Other examples of probably contemporary religious architecture are the small church dedicated to San Marco, considered by tradition the founder and patron of the local Christian community, now incorporated into the Cathedral, and the church of San Pietro, locally considered the oldest in the town.

The Diocesan Museum, located inside some spaces of the Bishop's Palace, is a place of conservation and exhibition of the numerous artistic testimonies related to the churches and the religious heritage of Bovino. The material exhibited here goes from the twelfth to the nineteenth century. and they are a sample of the artistic wealth and devotion of the ecclesiastical community of Bovino.

In the surrounding area, other points of interest make the visit to Bovino even more interesting and are well connected to its historical characteristic of the "passageway". Downstream of the town, near the Cervaro stream, the bridge is still visible and can be crossed today, probably of Roman origins, but heavily remodelled over time. Across the bridge, and along what used to be the "Old Way to Naples", you can access the still functioning Bourbon Fountain, built by Charles of Bourbon in the first half of the 18th century, as a resting place for travellers and flocks. Immediately in front of it is the Taverna del Ponte, a private structure which probably derives its ancient origins from an ancient post station, and has been gradually expanded over the centuries. The tavern has a kitchen and a tavern to accommodate travellers, with lodgings and stables.

2.3. Traditions and folk tales

A landscape so rich from a naturalistic and historical point of view cannot fail to reflect an equally conspicuous demo-ethno-anthropological heritage.

As already detailed in the analysis of the historical-artistic and naturalistic contexts, one of the cultural matrices that most characterize the historical landscape of the southern Dauni Mountains is the strong permeability to cultural influences and traditions from the surrounding territories and its nature as a land of passage. It also provides ample testimony from the point of view of traditions.

One of the connotating elements, for example, is that of transhumance, an intangible heritage that in recent years has been experiencing a rediscovery by the public and which has also received important recognition from UNESCO in just a few months. The dense network of "tratturi" and "tratturelli" (the most important of which is the Candela-Pescasseroli which intercepts the territories of the Municipalities of Monteleone di Puglia, Sant'Agata di Puglia and Rocchetta Sant'Antonio) innervates the whole territory and over time has contributed significantly to the diffusion of customs, traditions, cults, legends and ancient knowledge. Reference has already been made, for example, to the diffusion in pre-Roman and Roman times of the cult linked to Heracles, a hero traditionally linked to the practice of transhumance and to the protection of livestock and flocks, witnessed by the discovery of numerous statuettes depicting the semi-god that were likely brought by shepherds during their travels.

To confirm how over time the traditions, customs and beliefs relating to the pastoral world have consolidated and rooted in the territory, we can bring the case of the Abbey and annexed farm of Sant'Antuono, located downstream, in the territory of Sant'Agata di Puglia, not far from the Calaggio stream. The complex, with its compact and imposing quadrangular shape, unfortunately almost ruined today, was a post office in the Roman period. In the Middle Ages, it became a monastery managed by the Teutonic Order of the Hospitallers, which had as its patron Sant'Antuono Abate, protector of animals from the "sacred fire", benign leprosy that was treated with the unsalted fat of the pig. From this farm passed the cattle that carried out the transhumance (and not only) and, on the occasion of the feast of Sant'Antonio, still today it is brought to the church where the statue of the Saint is placed for the blessing of the animals and protection from the disease that could affect them.

That of the southern Dauni Mountains is a territory devoted to the passage and the theme of crossing also from a spiritual point of view: one of its most interesting centres, Orsara di Puglia, combines its history and traditions with the path of pilgrims heading towards the sacred places of Monte Sant'Angelo on Gargano, as well as towards Rome or the Basilica of San Nicola di Bari. This is demonstrated by the presence of a cave around which, since the early Middle Ages, the Michaelic cult has concentrated and which has time favoured the presence of pilgrims who, following the Via Francigena, starting from the Middle Ages, came from the most distant territories.

The somewhat "wild" nature that in some contexts characterizes the landscape of the southern Dauni Mountains is probably at the origin of the persistence of some stories and legends which in some cases date back to pagan and pre-Christian rites.

On 1 November in Orsara di Puglia the feast of "Fucacoste e Cocce Priatorje" ("Bonfire and heads of Purgatory") is celebrated, a tradition that is still alive and that over the years has attracted wider and wider tourism. It constitutes a sort of ante litteram Halloween party in which you wake up at dawn to collect broom branches which will then be burned in the various bonfires lit around the historic centre, meeting and banqueting points for the participants. The lights of the bonfires are associated with emptied pumpkins, inside which candles are placed: they represent the souls of Purgatory that during the night return in a benevolent way to the world of the living.

Natural elements such as water and stone, well present in the conformation of the landscape of the analyzed context, are the basis of some legends that are now an integral part of the historical memory of the places. First of all, the numerous fountains, fed by the many streams present in the area, some

inserted within the villages, others present in the countryside and the woods and to which healing and magical powers were often associated.

Travelling through the landscapes of the southern Dauni Mountains, it may also happen that you stop to observe strange geological formations. This is the case of the so-called "Petra longa" in the territory of Rocchetta Sant'Antonio: a large rock that protrudes imposingly from the ground, making the landscape resemble that of a canyon. Some, in the past, wanted to attribute this stone a magical-sacral value, both in the pagan age and in the Christian age. According to popular tradition, the monolith is nothing more than the testimony of the passage of Lucifer put to flight by St. Michael the archangel.

Another rock that combines ancestral legends with modern tales is the "Preta Santulinze": a stone that extends towards the valley between Accadia and Sant'Agata di Puglia and which, due to the concavity that characterizes it, has been, since a very ancient age, loaded with sacred values, linked to fertility rites. The rock in the modern age has taken on another definition, that of "Stone of the Brigands" as it is said that the bandits used it as a place to temporarily hide their loot, precisely because of its conformation.

The presence of brigands is a historical fact that characterizes a large part of the territory of the southern Dauni Mountains, as the woods and caves that characterize their morphology were excellent hiding places and logistical bases for their attacks and their sorties.

The eno-gastronomic heritage of the geographical context of the reference is extremely rich and characterized by notable excellences now recognized nationally and internationally. The landscape that offers a wide range of products plays a fundamental role in this, thanks also to its conformation that goes from the low hills to the mountains, allowing the breeding of animals, the cultivation of high-quality products as well as the collection of herbs, mushrooms, wild type plants.

It starts with cheeses made from the milk of sheep, cattle and goats that are left to graze in the meadows that dot the slopes of the hills of the southern Dauni Mountains.

Among the vines stands out the Tuccanese Orsara di Puglia, now known beyond the regional borders.

Also important is the cultivation of wheat and the production of a whole series of derivatives from cereals, also thanks to the protection of ancient processing methods (think of the numerous water mills scattered throughout the territory) and cooking, as in the case of the ovens that once they were scattered throughout the territory. Today only a few more virtuous and attentive municipalities have managed to preserve these places, as in the case of the Forno that can be visited in the historic centre of Sant'Agata and the straw oven (dated to the mid-sixteenth century) which still produces bread and pizza in the historic centre. of Orsara di Puglia. To underline the tradition of the burnt wheat consisting of the grains of wheat left on the ground after the harvest and the burning of the stubble, once used by the poorest social strata. Today the dark flour obtained from the grinding of this grain has been rediscovered and enhanced thanks to its intense flavour and has rightfully entered the list of the most requested dishes by the numerous visitors to the restaurants and agritourism of the southern Monti Dauni area.

Another basic element of the kitchen is the oil produced in the various olive groves scattered in the surrounding area. Still in the historic centre of Sant'Agata di Puglia, thanks to a virtuous collaboration between local administration and private individuals, it was possible to reopen to the public the ancient Frantoio Nova, built right inside the town and dug into the rock as a large part of the oldest part of the Santagatese village.

With particular reference to the Bovino context, it presents a condensation of many of the characteristics linked to the cultural and food and wine traditions identified within the context of the southern Monti Dauni.

One of the places most closely linked to the memory of the presence of brigands is undoubtedly the Vallo di Bovino, a place of obligatory passage for all those who were headed to Campania or vice versa, arriving in Puglia. The woods, the water sources, and the shelters made this strategic point for the attacks of the bands of brigands. Bovino's involvement in the stories related to banditry is also supported by numerous documentary and procedural sources that testify to a phenomenon that was already widespread during the first decades of the nineteenth century and re-exploded during the very last years before the unification of the Italian state and subsequently to it, in an even more violent way.

Reference has already been made, in the analysis of the naturalistic context, to the proximity to the village of Valleverde Wood, very dear to the local community. As part of the religious celebrations linked to the Madonna di Valleverde, an important event is the historic Cavalcade of 29 August, organized annually starting from the mid-nineteenth century. It takes place in honour of Maria Santissima di Valleverde, patron saint of Bovino, whose place of worship built in the contemporary age (sanctuary of Valleverde) is located in the homonymous wood, halfway up between the Cervaro and the inhabited centre, in the area in which stood a small medieval church, then destroyed in the 30s of the last century to allow the construction of the modern building. The procession is organized in period costumes that refer to the long period of bovine history between the Middle Ages and the modern age, retracing some of the most important historical events, obviously starting from the apparition in 1266 of the Madonna in the woods.

As regards the bovine food and wine heritage, obviously it undeniably reflects its peasant and mountain nature and reveals a close link with the seasonality of the products, as is typical of the Dauni Mountains.

An important role is certainly played by the numerous wild and aromatic herbs that characterize the natural landscape of the district, easy to harvest throughout the year in the woods and fields scattered around the town; they serve as a condiment for the various pasta shapes, produced with local wheat. In this regard, in recent years there has been the rediscovery of types of cereals that have fallen into disuse in the past and are subject to careful enhancement by some local producers. This is the case of "Senatore Cappelli", "Armando" and "Vermiglio" wheat, produced in large areas of the territory of Bovino (and beyond). About this trend towards the rediscovery of ancient varieties of cereals, of considerable interest from the point of view of the enhancement of local productions and traditions is the water mill on the Cervaro stream, a place that allows you to better grasp the virtuous relationship that still today connotes the bovine landscape: a productive activity that develops and works local resources (specifically: Senatore Cappelli wheat) according to the rules of eco-sustainability. Open to the public for some years, it is now a must for the many visitors who come to Bovino.

There is also the presence of other local production realities closely related to the agri-food typicalities of the territory: the Masseria Salecchia, built in the homonymous forest, suited to sheep-type dairy production, thanks to the breeding of Gentile di Puglia sheep, and cured meats obtained from the semi-wild breeding of "Suino Nero dei Monti Dauni" (Black Pig of Dauni Mountains). Other educational farms and a cured meat factory attentive to the use of techniques and natural foods are present in the territory of Bovino, contributing to the spread of products at Km 0 and attentive to environmental sustainability, as well as to the enhancement of healthy local foods.

3. The Jonico Arch

3.1. Naturalistic and landscape aspects

The geographical area under analysis is characterized by the particular orographic conformation of the Ionian arch of Taranto, that is the succession of steps and terraces with which the Murgian plateau slopes towards the sea, creating a sort of natural amphitheatre. Starting from the seafront and proceeding towards the hinterland, the following landscapes are identified: 1) a coast characterized by sandy and other rocky areas (in the area of the city of Taranto); 2) a plain area (the Taranto plain) which has always been well suited, as will be seen, to the planting of various types of crops; 3) a hilly landscape of karst nature, with heights that do not exceed 400-450 m, characterized by blades and ravines furrowed by karst processes; in this sector, there has always been a strong relationship between the historical built fabric and the erosive furrows that reach the sea.

3.1.1. The coast

The Taranto coasts can be divided into two different contexts: to the east of Taranto, proceeding up to the border with the Province of Lecce, there are mainly rocky and low coasts, with the presence of inlets characterized by sandy beaches. Proceeding west of Taranto, however, the coasts are low and sandy, reaching the mouth of the Bradano river, immediately beyond the border between Puglia and Basilicata; the coast is bordered by dune cords, the result of the erosive contribution, ranging from the most recent near the sea, while the oldest are those located inland. Within these two environmental systems, the unicum of the Mar Piccolo and the Mar Grande is inserted, with its substratum of karst origin, formed following the sinking of part of the coastal profile.

Although over time some areas have been subject to reclamation interventions, especially on the western side, to improve their healthiness, some stretches of the coast have retained their environmental peculiarities (juniper shrubs, acacia and tamarisk trees), guaranteeing shelter to volatile species (sedentary or migratory) and, in wooded contexts, to species such as fox and badger.

3.1.2. The Taranto plain

The landscape context of the plain of the immediate Tarantino hinterland presents a morphology consisting of small flat or slightly inclined shelves parallel to the coastline, constituting real escarpments placed along the edges of terraces of variable extension. Some of these terraces have been, over the centuries, identified as places of the anthropic settlement also by their position of control from the hinterland towards the coastal areas, as well as those more inland (see the case of Massafra, Crispiano, Grottaglie, Montemesola, Mottola on a higher altitude than the other centres). Also in this case the soil, of a deep nature, has allowed a massive cultivation activity over time, mainly citrus groves, olive groves and vineyards; the latter have connoted this agrarian and anthropic landscape since the first contact between the indigenous populations and the populations of the eastern coast of the Adriatic and the Mediterranean, to whom the planting of the first vines is probably due. Over time, the plain has been the subject of widespread reclamation and water regulation activities, both those coming from the bottom of lame and ravines and those deriving from the ascent of the aquifer.

3.1.3. The Murge of Taranto

Immediately on the border between the provinces of Bari and Brindisi, the southernmost offshoots of the Murge develop, characterizing the northern area of the Ionian arc, with a high value of landscape

uniqueness. In this territorial sector, there are the highest heights and slopes of the entire area of the Ionian arc, starting from Monte Sorresso (in the countryside of Martina Franca) with its 524 m asl and gradually descending towards the sea. In particular, the north-west area of the Murgian sector is characterized by the widespread presence of deep furrows in the karst rock, the so-called ravines, all characterized by an NS course and by the presence of streams of water (more or less consistent according to seasonality) which all flow into the Ionian Sea, originally riverbeds of real rivers. The overhanging walls, the incisions in the geological substrate and the various caves distributed along the sides of the ravines are the result of the raising of the limestone block of the Murge about 1,000,000 years ago; the whole is made up of about 60 ravines that make up the largest system of canyons in Italy. Precisely by the harsh nature of the geophysical conformation, the steep walls of these canyons have allowed the conservation of elements of flora and fauna that present marked elements of specificity. The walls of the ravines of the Taranto Murgia are characterized by cavities and caves that can be divided into these 3 general types: 1) shelters under the rock; 2) interlayer cavity; 3) fossil issuers.

With regional law n. 18 20/12/2005 the Gravine Regional Park was established to safeguard and enhance the enormous geological heritage that characterizes the Taranto hinterland, incorporating the Ionian arch up to Basilicata and thus constituting a real arch that unites, from east to west, the municipalities of Grottaglie, Montemesola, Crispiano, Statta, Massafra, Martina Franca, Mottola, Palagiano, Palagianello, Castellaneta, Laterza and Ginosa.

Among the most important ravines, we can mention: the Gravina di Laterza (the largest by extension and within which the "Wildlife protection oasis of the Laterza ravine" develops) and the Gravina di Castellaneta which, 5 km from the coast, join each other, and the Gravina di Colombato, all located on an altitude of about 100-300 meters above sea level

In addition to the ravines, albeit in a smaller percentage, there are sinkholes, and depressions that derive from the disintegration of karst rocks, also, over time, characterized by strong environmental, landscape and anthropic specificities. The context of the Taranto Murge is also unique from an ecological and landscape point of view, with a large forest area (Bosco delle Pianelle, Bosco di San Basilio, and Bosco San Paolo to name a few) which presents characteristics of peculiarity thanks to the certification of the Fragno (*Quercus trojana*), a species also present on the opposite Adriatic shore, in the Balkan area; between Martina Franca and Massafra, there is the Oriented Nature Reserve "Murge Orientali" which has been given the task of guaranteeing the protection, conservation, diffusion and improvement of the Fragno and other various plant entities. The territory also preserves other species, present in a minority way, such as the Holm oak (*Quercus ilex*), the Downy Oak (*Quercus*) or the Aleppo Pine (*Pinus halepensis*) thereby forming a SIC area. In the latter case, the Stornara Biogenetic Nature Reserve of Aleppo pine is considered to be of natural origin and one of the best examples of conservation of this tree species; fragments of a wider range of distribution still exist along the slopes of the lowest step of the Murge Tarantine.

Another element characterizing the natural landscape of this area is, in the part that constitutes the band of 300-200 m asl, that of the Mediterranean pseudo-steppes, also in this case evidenced by the presence of species typical of trans-Adriatic areas, rare in other contexts (orchids, sage, peony, yellow salvion, fairy flax, etc ...); this natural environment has, over time, favoured its use as a grazing area, also encouraging the presence of various and rare faunal species (prevalent cave-dwelling ones, minus the aquatic ones: hawks, owls, red kites, big eyes, sparrows, geckos, tree frogs, etc ...). These environmental contexts are also characterized by the presence of the so-called "rocky pasture", consisting of vegetation resistant to drought and able to develop with little humus and soil.

In light of the analysis of the three landscape typologies identified, it is possible to grasp the close relationship between man and the environment which, since ancient times, has characterized the population and use of the territory itself. Undoubtedly the intermediate territorial belt, relating to the Taranto hinterland and the medium heights (the so-called "Taranto plain") is the one in which the need to make the most of the morphology is most evident (obviously excluding the case of the city of Taranto) of the territory, characterized by terraces and land useful for agricultural use and using natural resources such as clays, water and ravines.

Based on these elements, the context of Grottaglie is among those that in a more harmonious and articulated way has interwoven relations with the geophysical environment in which it is inserted. The inhabited centre is located on the slope of a hill of the Murge at 120 meters above sea level, in a strategically dominant position in the surrounding area and characterized by natural cavities also used by man. The presence of the ravines has, over time, characterized this territory with a strong homogeneity as regards the environmental aspects, as well as the historical-cultural ones.

The erosive phenomenon in this specific territory has produced over the centuries a large number of ravines, albeit of modest size; these are depressions that furrow the tuffaceous banks placed at decreasing altitudes towards the south-west and overlook the south-eastern valley, where the most important ravines are found such as that of Riggio (which joins the contiguous ravine of Buccito), Fantiano, Fullonese and Pensieri (Penziere), running parallel to each other; all are characterized by a depth of about 25 m, of which the upper section is excavated in the calcarenites, while the lower one in the Cretaceous type limestones. All these ravines are distinguished by an ecosystem rich in both flora and fauna.

Of great landscape and naturalistic interest is the ravine of Riggio, located at the northern end of the Grottaglie countryside; it is the blade characterized by the deepest incisions, with jumps in altitude that allow the collecting of the meteoric waters. The caves and caves that overlook it are mostly excavated or enlarged by the first inhabitants of these places. The ravine of Fantiano is located just south of Riggio and is surrounded by a pine forest consisting essentially of Aleppo pines and Mediterranean scrub. The Lama del Fullonese borders the town to the west, unfortunately significantly affected by the recent settlement transformation of the territory, due to an urbanization process pushed up to the edge of the valley. Finally, the blade of Thoughts touches the area south of the town and is currently crossed by both the railway line and the stretch of the Grottaglie - Taranto highway. The territory of Grottaglie is characterized by the presence of three types of clay, which have always been fundamental for the local material culture: the "stagnant clay", a very plastic fatty clay with a low percentage of iron oxides, a property that makes it easy to work. but not particularly resistant to cooking in the event of sudden temperature changes. Then there is the "rocky clay", more inhomogeneous and with inclusions, therefore easily subject to breakage. Finally, the "sandstone", a lean and degassed clay, rich in sand, has a strong capacity of resistance both during drying and during firing, even if it is less plastic.

3.2. The framework of material assets of cultural interest

The most significant historical-archaeological centre and full of points of interest of the entire territorial sector under analysis is undoubtedly constituted by the city of Taranto, located between the two seas (Mar Piccolo and Mar Grande) and at the same time in the centre of that which is defined as a real geo-morphological "amphitheatre": the Ionian-Tarantino arch. An exceptional example of pluri-stratification, with its important monuments relating to the Greek colony and the Roman city, the late medieval and Aragonese city, up to the imposing architecture of the Fascist era, Taranto is trying, in

recent years, to redeem its image from that of an exclusively port and industrial city, focusing the spotlight on the great historical-artistic heritage. As already illustrated in the analysis of the naturalistic and landscape context, the context in which the Taranto colony would later develop has always been characterized by the presence of very fertile soils and wide availability of water: both elements that, among other things, recur in the story, on the border between the legendary and the historical, relating to the Spartan foundation of the city.

Taranto today also recognizes itself in the new identity created and promoted by the important cultural garrison constituted by the MARTA, the National Archaeological Museum of Taranto, helping to enhance the story of such a rich and complex past.

Broadening the gaze towards the entire territory of the Ionian-Tarantino arc, we have seen how its anthropization is closely linked to its hydro-geomorphological characteristics, the presence of plains, reliefs and the diffusion of karst phenomena; the latter form an extensive system of ravines, which are distributed from Ginosa to Massafra, in which an ecosystem of high naturalistic and landscape value has settled. The importance of these natural formations is increased by the numerous rock settlements that dot the walls of the ravines. It is difficult to enumerate the various archaeological and artistic contexts that characterize the whole sector of the so-called "Murge Taranto", as well as the centres located on the medium heights of the immediate Tarantino hinterland, largely characterized by the use of karst cavities since the most remote times (see for example the findings of furnishings and tools in flint and bone which testify to the presence, in the Copper Age, of an Eneolithic population of semi-nomadic hunter-fishermen of Balkan origin, called *Civiltà di Laterza*). From the Paleolithic to the modern age, the "caves" have been lived in and used for the most varied purposes (homes, places of production, temporary shelters for men and animals, places of worship), also associating them with necessary interventions for regimentation water and terracing for the creation of arable land.

The altimetric variations of the territory have significantly influenced the organization of the road network which therefore necessarily had to adapt to the constant changes in altitude due to the heights and the blades, often located upstream of the ravines (as in the case of the Via Appia that crossed the territory in a north-west / south-east direction) or following the bottom of the erosive furrows, thus allowing to connect the inland areas with the coast and, at the same time, the Adriatic coast with the Ionian one. It is a road system that has consolidated over time ancient routes linked to pastoralism and the movement of human groups based on seasonality. Despite a dense network of minor road infrastructures, the extension of the Via Appia to Taranto in the second half of the third century. BC after the conquest of the city, the subsequent presence of the colony Neptunia (the name of the city in the republican era) and the establishment of the municipium of Tarentum in the late republican and imperial age, the area of the Ionian-Tarantino arc suffered a sort of "downgrading" following the construction of the Via Traiana which, in a much more rapid and linear way, starting from the beginning of the second century. AD, allowed to reach the Adriatic coast and the port of Brundisium. Even the plain that characterizes the central landscape of the Ionian-Taranto area has been, since the most ancient times (in particular starting from the Iron Age), the object of population and exploitation: see the case of Manduria with its inhabited centre surrounded by city walls already in the protohistoric age, as well as the area of Grottaglie where productive and rural contexts attributable to the eighth century stand out. BC, lasting up to the threshold of Romanization, as in the case of Masseria Vicentino.

This area then preserved its productive nature during the age of Romanization and the empire, until late antiquity: this settlement system, innervated by what remained in the function of the Via Appia, was distinguished by a widespread presence of *vici*, *villae*, *mutationes*, farms (and later places of worship), as evidenced by the residential plant of Saturo (Leporano), by the villa of S. Pietro in

Mutata or by the productive context (perhaps connected to a residential plant of the imperial age) of Masseria Ferrara, not far from Taranto.

The early medieval age is characterized by the continuity of life of a few centres and the rise of others, especially in the rock geomorphological context and the plain characterized by terraces in which rural settlements, monasteries and farmhouses proliferate (whose agricultural activities exploit the broad and fertile bottom of the blades). By now, the consideration that offers full and equal dignity to early medieval cave dwellings and productive settlements in comparison with monastic and religious ones (with their magnificent pictorial heritage) appears consolidated: the attendance and use of contexts rupestrian are therefore characterized by a plurality of purposes, from that of intensive exploitation of the territory, passing through housing, up to the religious and funeral one. Over time, the rupestrian environment has lent itself well to the storage and processing of agricultural products and more (foveae, milestones, presses, niches for the conservation of herbs and medicines, tool sheds, in some cases also apiaries, dovecotes, fullonicae, etc ...) and this has led to a dense presence of settlements in cliffs spread throughout the Ionian-Tarantino arc. A not secondary element in the definition of the choices and settlement methods is certainly the presence of water, necessary not only for the survival of the demic groups settled in the rocky contexts but also for the multiform productive activities that these hosted for wool processing, animal breeding and agriculture).

In this regard, for the rocky area, see the cases of Massafra (with the large patrimony of churches in the cliffs intra and extra moenia, already populated in the early Middle Ages), Laterza (developed around the year 1000), Castellaneta (whose origins date back to the early Middle Ages), Ginosa (of Roman origin, surrounded on three sides by a deep ravine), Palagiano (a town that developed in the Middle Ages, as a garrison on the territory of the western Gulf of Taranto), Palagianello (the whose inhabited centre develops, starting from the early Middle Ages, in two different moments and places of the homonymous ravine), Mottola with the villages of Casalrotto and the church of Santa Margherita (characterized by its rich frescoed iconographic set), or Torre di Petruscio with its farmhouse and the underground village; in the flatter area, we can mention the cases of Manduria, the site of Cigliano and the context of Triglie in Statte.

Starting from the 11th century, the agricultural landscape, especially the plain and the Taranto coast, saw a consolidation of the network of hamlets, as well as of the Benedictine and Cistercian monasteries: these settlements played the role of the garrison and first strengthening of the presence of the Byzantines and later, of the new Norman conquerors (this is the case of the Italo-Greek monastery of San Vito al Pizzo or the Abbey of Santa Maria del Mare, also known as Santa Maria della Giustizia). The defensive and control function of the territory is also testified by the widespread presence, especially during the second Byzantine domination, of fortified settlements (such as, for example, that of Palagianello) which, starting from Taranto, continued along the Lucanian and Calabrian coasts.

Such a widespread settlement method and in close connection with the agricultural landscape was later the basis of the network of farms built in the late medieval period for agricultural exploitation, mainly for the cultivation of vines and olives, triggering a virtuous economic circuit, mainly due to the presence of the commercial port of Taranto; many of these plants are survivals of rural settlements dating back to the time of the Spartan colony that continued to live even after the Roman conquest, as in the case of Masseria Amastuola (a site with a long continuity of frequentation) in the area north of Taranto or Masseria Montefusco, located on the eastern side.

To cope with the increase in the density of the presence of productive settlements, farmhouses and farms, the road network also saw a thickening of the secondary roads (consisting mainly of cart tracks) connected to the main one. This economic-productive system enters into crisis when the network of farmhouses is no longer supported by the central power but is converted into a circuit of privately managed farms that are installed in peripheral territories, useful both for cultivation and for pasture. Starting from the modern age, then, a new typology appears among the settlement forms, that of the country houses in which productive purposes are combined with the residential ones of the elites linked to agricultural entrepreneurship, contributing to the construction of villas and gardens or the birth of real rural villages (such as San Donato, Talsano, Lama in the immediate Taranto hinterland).

The anthropic exploitation of the territory is finally well represented by the numerous quarry fronts, cultivated from the beginning of the nineteenth century in the centres east of Taranto, where the tuff blocks were extracted for the construction of the noble palaces in the Ionian capital; one of the most evocative plants is located in the municipality of San Giorgio Jonico, where, along a front of about 2 km, the geometric architectures in negative come to life, connected by flights of stairs and passages, formed by the activity of extraction of the ashlar stone.

Among the contexts that present a greater density (from a qualitative and quantitative point of view) of points of interest consistent with the project are the centre of Massafra and that of Grottaglie.

Massafra has very ancient origins (traces of attendance can be traced back to the Neolithic age, reaching up to the historical age), while in Roman and early medieval times its survival is undoubtedly linked to the presence of the nearby Via Appia (not to be superimposed on the route of the modern Strada Statale 7 Via Appia which instead crosses the built-up area of the city), is located at a crucial junction for the control of land traffic between the Ionian, Adriatic and Tyrrhenian territories, in the latter case even more during the domination of the Lombard Principality of Salerno. One of the first historically reliable attestations ("in the Massafra castle"), thanks to a judicial source, is dated to 970, thus suggesting that already in the 10th century there was a structured demic agglomeration, equipped with a castle building which will then form the base of the Norman dominion over the city during the 11th-12th century, subsequently enlarged and fortified.

The Massafrese inhabited area, with the Madonna della Scala settlement and the whole complex system of caves that defines its ravine, represents a singular case of a town built on both sides of the ravine of San Marco, characterized by a large chronological span of frequentation from the early Middle Ages to the Middle Ages; Also of note are the two rock churches of San Leonardo and Candelora, located within the current inhabited centre, both datable to the turn between the thirteenth and fourteenth centuries, based on the stylistic elements of the frescoes, all of clear Byzantine ancestry. The Sanctuary, dedicated to the Madonna della Scala, was built on an older chapel (decorated with 12th-13th century frescoes) starting from 1731, in Baroque style; on the main altar, there is the icon of the Madonna della Scala. Along the cliff, below the medieval crypt, an early medieval cave is still visible, devoid of frescoes, but with numerous devotional graffiti. Further down, towards the bottom of the ravine, the so-called "Farmacia del Mago Greguro" is visible (but not easily accessible): a series of communicating ravines that have various grooves along the walls, according to the tradition used by monks to the housing of albarelli containing medicinal herbs; an evocative place that has not failed to feed stories and legends related to the characters who frequented it, who became the protagonists of narratives that later merged into the local intangible heritage.

The Grottaglie area is also an exemplary case for the density and the long diachronic arc in which the anthropic action is manifested, developing from a rocky context, up to the modern centre.

The town of Grottaglie already bears in the toponym (and also in the heraldic coat of arms of the city) the historical and cultural trace of the geomorphological context in which it insists, located on a height of 120 mt asl, from which it dominates the surrounding area up to the Gulf of Taranto, characterized by a tangle of blades and ravines, oriented in a north-west / south-east direction and positioned in correspondence with the last offshoots of the Murge in a southerly direction. The history of the centre of Grottaglie is indissoluble from its caves and ravines, places that have been inhabited by the man from the Neolithic Age up to the Middle Ages, based on substantial archaeological evidence. The set of settlements on the cliff and sub divo, attested along a wide chronological span, was served by an articulated road system which in many cases coincides with prehistoric tracks whose use was associated with the function of sheep tracks that crossed the territory in north-west/south-east direction; to these ancient vectors, a secondary road network was then grafted over time, as will be explained later. The Via Appia probably lapped the territory of Grottaglie along the southern slope, according to some studies in correspondence with Masseria Misicuro (in the direction of Carosino), the latter to be identified perhaps with the mutatio of Mesochoro mentioned in the Tabula Peutingeriana; probably, about this "statio", a village was created that some scholars have put with the Messapian one of Masseria Vicentino, whose attendance, however, does not seem to have gone beyond the early Middle Ages; the anthropogenic presence of the surrounding areas, on the other hand, is more prolonged over time. The construction of the consular road is an important step in the dynamics of Romanization of the entire Taranto and therefore Grottaglie territory, which still bears traces in the toponyms, of clear predial origin (Genzano, Giulianello, Levrano, Cigliano). The frequentation of the territory certainly lasted until the late imperial age, as evidenced by some findings of residential facilities at Masseria Angiulli and Masseria Foresta di Lupoli.

The territory of Grottaglie is characterized by the widespread presence of ravines and blades, including (to name a few) those of Fantiano, Fullonese, Penzieri, Riggio and the minor ones of Buccito, Coluccio, Lonoce and Vicentino, all extremely interesting for their morphological and archaeological specificities. , just like in the latter case. The "Gravina di Vicentino", as already mentioned, is affected by the presence of a Messapian settlement whose abandonment, during the fourth century. BC, it would be at the origin of the creation (together with other abandoned sites) of the new Grottagliese town. Also, the ravine of Fullonese, inhabited at least until the thirteenth century, presents archaeological evidence starting from the Bronze Age (hut settlements) and passing through the classical, Roman and late antiquities. The toponym derives from the presence of a fullonica, an activity linked to the dyeing and tanning of leathers, as evidenced also by the presence of cisterns.

The "Gravina di Pensieri", very close to the inhabited centre of Grottaglie, is characterized by the passage of the Tarantino sheep track and bears traces of a residential and productive settlement dating back to between the 11th and 14th centuries. Both in the latter case, as in the Fullonese ravine, as well as in the "minor" ravines, the presence of the Roman and Late Ancient ages is more sporadic, perhaps attributable to the productive and seasonal use of the contexts, linked to agriculture and farm.

The context of greatest interest, both for its remarkable ecosystem and its archaeological and architectural specificities, documented by defensive structures, cenobitic, cultural and residential settlements, is that of the ravine of Riggio, located on the northern side of the territory of the Municipality. of Grottaglie; over the centuries, access to this ravine has been guaranteed both by natural passages and by man-made openings which also had the function of connecting the various levels that have characterized the town on the cliff, divided, as it is clear from studies conducted in 3

nuclei (Casa Fortezza, Cenobio, Vedette). Sporadic and non-residential frequent acquaintances are already attested in the late imperial age, but it is from the year 1000 that the archaeological and architectural elements intensify. Noteworthy is the Main Church, with a single nave and two apses, which bears traces of at least 4 architectural phases attributable to the 10th-11th century, based on elements of vertical and architectural stratigraphy. Of extreme importance is all the iconographic apparatus that characterizes the interior of the building and which reveals broad similarities with the contemporary Byzantine and Middle Eastern artistic environment.

The whole Grottagliese territory is characterized by a widespread presence of farmhouses and farms from the proto-Norman age up to the full 14th century (according to a phenomenon already described above): this settlement method is confirmed to us, as well as by numerous documentary sources, also from the survival, even today, of numerous farms that insist on more ancient settlements. These production sites in some cases exploit the geological conformation of the ravines, in others, they are entirely above ground and in still other cases they combine sub-star structures with underground cavities.

In the Middle Ages, on the edge of the 13th century, at the height of the Angevin age, the system of casalia that had characterized the Grottagliese territory saw a centralization in the main hamlet of Criptaliarum (as mentioned in the documentary sources) which will then determine the paleogenetics phenomenon, even in a perspective of defence of the population of the surrounding area.

Analyzing the conformation of the historic centre of Grottaglie, recent studies of preventive archaeology and landscapes have made it possible to grasp the ancient areas of occupation between the two furrows of the ravine called Sant'Elia and San Giorgio (toponym transmitted by local tradition, but not by sources documentary). These grooves in the limestone bank (today corresponding to modern road layouts) bear evidence of an attendance attributable to a period before the 14th century, while the first written documents that give us the initial certain information regarding the existence of a town have in the Norman age, in the second half of the eleventh century. Recent investigations and studies have made it possible to identify the first nucleus of medieval frequentation in correspondence with the south-eastern rampart of the San Giorgio ravine, induced by environments in the cliffs placed just below the road surface and, even further down, by a pavement in opus spicatum connected to material from the Roman period. Interventions of preventive archaeology and others of a more invasive nature have made it possible to detect, along the entire southern strip of the historic centre, a series of underground environments used, over the centuries starting from the modern age, as trappeti, shops and kilns. Occupation of the above ground was certainly associated with this frequentation of the underground environments, as indicated by the consistent presence of material found during surface reconnaissance. Today this portion of the ravine is no longer visible in its entirety, as it is occupied by the roadway of Via Crispi which, climbing up at the Castle, then runs alongside the Ceramics District.

More specifically, below Palazzo Vestita (just south-west of the Episcopio Castle), in the so-called "Ceramics District" and in correspondence with the north-west rampart of the San Giorgio ravine, a single-ship hypogeal church was found, triapsidata, with an entrance facing south, whose chronological horizon is between the end of the 13th-beginning of the 14th century, fully consistent with the historical data relating to the population of the Grottagliese context.

Only from the second half of the fourteenth, do the sources attest to the construction of a wall (we do not know if on pre-existing structures) that connotes the urban centre, together with an Episcopio castle and, probably, also the first nucleus of the future mother church (as evidenced also by an

inscription placed on the facade of the Collegiate, dated to 1379). This original settlement is also mentioned in the sources as "Casalgrande", probably to indicate the new centre of demic centralization to the other hamlets in the area, under the direct control of the Archbishop of Taranto.

As already mentioned, late medieval sources mention a *castrum/castellum*, located along the north-east slope of the San Giorgio ravine which, according to a settlement method also attested in the nearby contexts of Massafra and Palagianello, was built close to the valley, in a point of wide visibility and defensibility. The building has a corner tower with battlements and a large square keep to which, over the centuries, other buildings were added.

The relationship between urban and agricultural landscape develops and further articulates with the establishment of the "Dogana della Mena delle Pecore" in 1447 thanks to which many ancient transhumance routes are "institutionalized" and inserted in a large system of farms, post offices, fountains, places of worship. The Grottagliese territory is also invested (in part it had already been with the *casalia* system) by this reform, as evidenced by the presence of two *tratturelli* (of protohistoric origin), the Martinese and the Tarantin, which skirt its urban centre. The first, coming from Martina Franca and therefore from the north, is a branch of the *tratturo* Melfi-Castellaneta and touches the western side of Grottaglie, and then continues towards the southeast. The Tarantino *tratturello* runs along the southeastern side of the urban centre, skirting what was once the tanneries district with which the ceramics district was later associated. Immediately south of the inhabited centre, the *tratturello* approaches the "Gravina di Pensieri", probably about the presence of production sites linked to the processing of wool and then continues joining the route of the Via Appia.

In both cases, along the route, there is a dense presence of farms, wells, water sources, drinking troughs, chapels, and all functional infrastructures for the passage of flocks and shepherds.

An aspect that still characterizes the identity of the Grottagliese context today is constituted by the workshops of the ceramic district of Grottaglie (which, until not long ago, was also associated with that tanneries and leather processing) with workshops active starting from the 14th century, but which still today produce ornamental vases and terracotta with the same traditional techniques of the past and whose distribution and installation has contributed to strongly characterize the urban landscape. Developed above the ravine of San Giorgio, it is undoubtedly the district that best contains the history and identity of Grottaglie, with the shops and kilns located in the caves along the slopes of the ravine itself, in a virtuous man-environment dialogue. Over time and to meet production needs, many kilns have expanded using open spaces (covered and uncovered) and courtyards to carry out all the phases that characterize the processing of clay.

The development of *figulino* craftsmanship was determined above all by the presence, in large quantities, of clay which has an excellent malleability and quality; it was and still is extracted from the numerous deposits of which the Grottagliese countryside is rich, differing considerably from that used in the Magna Graecia Taranto which was richer in iodine, chlorine and sea salt, an element that made it more porous. Today the artistic, cultural and demo-ethno-anthropological heritage of the city of Grottaglie has been greatly enhanced and recovered, thanks to the rediscovery of ancient traditions, with a view to economic development and tourism promotion. An important role is played by the "Ceramic Museum of Grottaglie", housed at the Episcopio Castle and whose layout constitutes a perfect example of coexistence between ancient and modern: in fact, examples of ceramic production dating back to starting from the eighth century. BC, passing through the historical productions of *Figulino* Grottagliese craftsmanship, reaching the most contemporary results, with objects of real design.

3.3. Traditions and folk tales

The historical and cultural richness of the Ionian arc area has inevitably determined the birth of a dense and multi-layered series of traditions and demo-ethno-anthropological heritage. Certainly, as will be seen, two elements that have characterized the traditions and cultural substratum of the Ionian-Taranto territory since the earliest times are the sea and the rock; the sea as a vehicle of stories, people, cultures, languages of Mediterranean-Eastern origin and the rock that has distinguished a way of life, that in the cave, which has always connected man with his environment.

The Ionian Sea and, more generally, the Mediterranean were a harbinger of great cultural contributions to the territory in question in consideration of its morphology, capable of accommodating the flows of the various peoples (Mycenaeans, Greeks, Arabs) that over time have followed each other.

Trying to summarize the elements that have contributed most to connote the cultural substratum of this territory, we should mention the sea, the stone and the earth. The sea is a fundamental element of the history as well as of the economy of the city of Taranto and the entire coastal area; stone, a characterizing element of the territory located inside the Ionian arch, overlooking the plain, around which the anthropic presence has been structured from the most ancient times, up to the threshold of the modern age.

The sea recurs in several legendary tales linked to the city of Taranto, of which the one linked to the foundation of the ancient city, connected to the myth of Taras, should be noted. The sea is still today a strongly identifying element of culture, as well as of the economy of the coastal territory of the Ionian arch, as evidenced by the physical and daily relationship with the marine environment and its resources.

Moving the gaze toward the internal areas, the relationship with the stone and the earth becomes evident in all its materiality. Man's relationship with the geological substratum of the hilly areas of the interior has always been very intense, involving various aspects of everyday life and the productive activities of the communities that have lived there, from the use of natural resources for productive activities (stone, agricultural land, clay), up to the "negative" construction of rock settlements, according to a well-attested tradition over the centuries.

Among the most ancient traditions and productions, there is certainly the figolino and ceramic craftsmanship: an ancestral cultural heritage which, also following the Greek colonization in the protohistoric age, then evolved into a rich and precious ceramic production, still very much alive in the municipalities. such as Grottaglie and Laterza. This craft activity was determined by the abundant presence and availability of good quality and easily modelable clay. Already in ancient times, the local artisans were able to choose the quality of clay most suited to their needs: the numerous quarries of which the Tarantino countryside was dotted offered more or less purified clays, with some, closer to the coast, richer in iodine, chlorine and sea salt and therefore more porous. A visit to the MarTa Museum, as well as to the Grottaglie Ceramic Museum, can well exemplify the long evolutionary process both from a technological and stylistic point of view that has characterized this production, virtuously combining functional aspects with others of an artistic and aesthetic nature.

Stone and earth are also harmoniously combined in two other typical production activities of the territory: the Laterza bread (which has received the recognition of PAT - Traditional Agri-food Product) and all the production linked to the cultivation, milling and processing of cereals, well attested in the whole territory of the Ionian hinterland. The specificity of this product is linked to the ingredients, inextricably linked to the territory, which allows its production: from semolina to the wood used (based on seasonality) for cooking in the ovens.

The relationship between stone and earth in the oil tradition is even closer, a production that has its origins already in the Messapian age, with an intensification in the Magna Graecia and Roman age, reaching up to the medieval, modern and contemporary age. As already described in the analysis of the historical-archaeological context, the rocky landscape of the Taranto hinterland is dotted with a series of settlements which, among the various purposes, also included the productive ones: the mills dug into the limestone of the geological substrate constitute an element recurring in the archaeological landscape of Taranto, with an articulated system of pressing, decanting and, in some cases, conservation of the finished product. To date, the production has been awarded the DOP - Olio delle Terre Taranto label which includes the territories of the middle Ionian arc, starting from the east with Ginosa, reaching as far as the west with Monteiasi. This flourishing productive activity has, since ancient times and even more in the modern age, modified the perception of the Pedemurgian agricultural landscape, dotted with production plants, but also residential ones connected to them, thus also connoting traditions, gastronomy and styles of life of the families of the landowners. Precisely concerning the work in the mills, over the centuries a rich demo-ethno-anthropological heritage has been stratified and codified made up of words, customs, songs, traditions, and gestures, then studied and collected by the ethnologist Alfredo Majorano, who transposed then some of his knowledge acquired during the research in theatrical texts and songs in the dialect of Taranto. Among the various centres characterized by ancient and consolidated oil and wine production, there is certainly that of Massafra, whose oil agricultural tradition finds evidence in documents dating back to the eleventh century as well as in the so-called technique of pruning olive trees "alla massafrese", consisting in cutting off the small branches that have borne fruit. The urban topography was also strongly characterized by the presence of oil mills which, up to the last century, were 4 all located along the "Via dei Frantoi", where today the Notaristefano oil mill continues the Massafrese olive-growing tradition.

In 2003, the Civic Historical-Archaeological Museum of the Oil and Wine Civilization was born in Massafra, an institution that carries out an important action of enhancing the cultural heritage and agricultural and craft traditions linked to the production of oil and wine. The Museum is housed in the rooms on the ground floor of the Castle and its collections include everyday objects and traditional tools, evidence of rural life between the sixteenth century and the early fifties of the twentieth century, linked to the typical productions of the Massafrese area. Among these are a 16th-century press, an 18th-century three-millstone oil mill and the reproduction of an underground oil mill found in a cave in the "Gravina della Madonna della Scala" in Massafra. Through the collection of objects and documents exhibited here, it is also possible to reconstruct the life, traditions and daily life of those who cultivated vines and olive trees and produced wine and oil.

The urban and extra-urban context of Grottaglie was also heavily characterized by the presence of caves, placed along the groove of the ravine, used as trappeti and millstones or, in other cases, as "cellaro" for the conservation of oil.

The territory of the Ionian arch is also innervated by a network of sheep tracks crossed by the flocks during the transhumance. This pastoral activity has, over time, brought with it a series of connected productions that have left traces in the traditions, in the stories, as well as in the archaeological heritage that has come down to us. An example is the ancient tradition of the leather tannery, strictly connected to the transformation of products connected to permanent farming, attested in the area of the ravines of Grottaglie and the same inhabited centre, after the start of the urbanization from the territories surrounding; historical memory has it that this activity was specific to the Jewish community, initially located in the ravine of Fullonese (whose toponym, as already

indicated in the historical-archaeological analysis, bears evident references to the dyeing/processing of fabrics and leathers with the presence of fullonicae). In a subsequent historical phase, these shops were moved to the centre of Grottaglie, now consolidated from an urban point of view. Even up to the 60s of the last century there was a "district of the tanneries" which would later be superimposed on the more famous "district of ceramics". The location of the tanneries was determined by health needs, requiring peripheral areas that did not contaminate the town with bad smells and organic waste. Even today the Grottagliese toponymy preserves the memory of these places, recognizable in "Via Pellari ", "Via Macello Vicinale", and "Via Vecchio Macello".

The territory of Grottaglie represents an articulated demonstration of the various possibilities of interaction between the environment and man, the latter having exploited the geomorphological peculiarity of the landscape for various uses and purposes.

In the specific case of Grottagliese ceramic production (the only Apulian centre awarded the DOC production mark), this activity has connoted and still connotes the urban topography today. It has already been said of the superimposition of the ceramic quarter and the figuli on that of the pellari, which in ancient documents was nicknamed "delli Cameni" (in dialect Cammenn're), located along the ravine of San Giorgio. Already in 1463, a document of the Royal Customs of Taranto certifies the production and trade of majolica, making the centre of Taranto the major supplier of household ceramic products serving the commercial port traffic. Starting from 1567 archival documents list potters who are qualified as "cretars", that is, those involved in the creation of objects of common use. In the seventeenth century some "faenzari" will appear, dedicated to more refined and elegant ceramics.

Even today, walking in this district means observing an urban landscape characterized by heaps of amphorae and stacked jars, bricks and bricks, alongside furnishings and objects of use; some of these productions have taken on standardized shapes and decorative elements over time, such as the "cockerel" or "star" design, the latter often placed on small jugs and on the so-called "capasoni", large containers for the conservation of wine of which Grottaglie is a notable producer. The "Ceramic Museum of Grottaglie" is located, to further strengthen its function, precisely in a hinged position between the inhabited centre and the area of the figuline workshops.

We have already spoken of oil production in the hinterland of the Ionian arch of Taranto. In the specific case of Grottaglie, its agricultural economy was historically founded on the cultivation of olive trees and vines, which dictated the birth of numerous trappeti ("lu trappitu" in the Grottaglie dialect) sometimes also used as millstones for the processing of grapes and therefore for the extraction of wine. Placed below the level of the road surface to allow working at better temperatures than the surface ones, the Grottaglie trappeti are mainly located in correspondence with the historic centre, in particular in the Paolotti district, in the Ceramiche district, at the end of Via Crispi. This last street, the heart of the ceramic production district, crossed the ancient Gravina di San Giorgio and collected the sewage from the upper part of the city, which was used for the production of oil and the processing of skins, as already indicated. At the beginning of the street, it is still possible to visit the Pinca underground mill, in which the ancient structure is still well preserved, currently a decorative part of an artisan workshop and, still in the same street, also the Dormiente underground oil mill. Nearby you can also visit two caves carved into the rock, currently used as shops for the processing and sale of ceramic products. The activity linked to the oil campaign, which started and still starts in November, has always created a real induced, with skilled labour coming from the neighbouring territories, made up of a series of specific professionals.

A further very characteristic element of local folklore and traditions is constituted by the rites of Holy Week which constitute moments of very strong emotional involvement of the whole local community. Almost all the inhabited centres falling within the territory of the Ionian arch (Taranto in the first place) present ancient traditions linked to the ceremonials of the Passion and Easter, often using the rocky environment as a location: this is the case in centres such as Ginosa and Massafra which have to value the environmental contexts that lend themselves well to this type of religious rites. In other municipalities, processions of Confraternities are normally held, linked to the tombs of Holy Thursday, the Mysteries of Friday and the devotion to Our Lady of Sorrows. In Grottaglie, in particular, the Easter rites begin with the Friday of Passion and the procession of the Desolate Virgin, whose organization is organized by the brothers of the Confraternity of the Name of Jesus. The procession runs through the historic centre of the village of Grottaglie; of particular interest is the participation of small crucifers, children and teenagers dressed in a habit and a cross on their shoulders. The rites take place between Holy Thursday, dedicated to the exaltation of the Eucharist and the setting up of the Sepulchrum Domini in the main city churches. Those who in Taranto are called Perdoni, in Grottaglie are called the BBubbli BBubbli "alla scasata", penitents of the Confraternity of Carmine who, dressed in a white habit, a yellow mozzetta and a belt, always walk barefoot in pairs.

Section A3. Analysis of the tourist flows of the territories object of the experimentation

4. The evolution of tourism in the new millennium

4.1. The Economy of Experience

Over the last few years, there has been a profound transformation in the demand and use of tourism itself which is evolving towards the search for direct and personal experiences of the tourist.

The tourism market, more than other markets, is transforming itself according to a new economic model called the Economy of Experience, theorized by Pine and Gilmore at the end of the twentieth century, which has several implications:

- For the postmodern consumer, **consuming** is not a simple act of absorbing, destroying or using something. It is not even the last link in the chain of the economic process, but it **is an act of producing experiences and identity or self-image**.
- To enrich and make life fascinating it is necessary **to indulge in multiple experiences**, lived both emotionally and rationally, and use all the dimensions of the human being;
- Life must be produced and created, that is, built, through multiple experiences **in which the consumer immerses himself**.

The roots of this consumption, called experiential as opposed to consumption defined as functional, are to be found in the growth of services, for which *"the purchased product is an experience rather than a material object"* (Campbell 1995). The main characteristic recognized in this type of consumption is that of giving space to emotions: *"while economists have always talked about consumption in terms of rationality, all the most recent studies tell us about the continuous interference of emotions in consumption choices"* (Fabris 2003). Thus an experiential approach to the study of consumption develops which recognizes the importance of hitherto neglected variables: *"the role of emotions in behaviour, the fact that consumers, as well as having senses are beings who think and act, 'importance of symbols in consumption, the consumer's need for fun and pleasure, and the role of consumers, beyond the act of purchase, in the use of products"* (Addis and Holbrook 2001).

For marketing, economics and design, an experience is mainly a new category of offer which is added to the previous three (goods or commodities, goods and services) and which is particularly suited to the needs of the postmodern consumer. For marketing, a good experience is an unforgettable or significant experience, if not extraordinary and optimal, which allows the consumer to put all his senses into play, relying on three dimensions: activity, physical support, and social interactions. This type of experience produces emotions (we often speak of emotional experience or emotion as the heart of the consumer experience in marketing) and also transformations of the individual.

"If you tell me something I can forget it.

If you also show it to me, it may be that you remind me of it.

But if you involve me, I will never forget her. "

Tagore (Indian poet and philosopher, 1841-1961)

4.1.1. Experiential tourism

In this new economic model, tourism is transforming according to a scheme that sees experiential tourism at the top of a matrix built from its highly differentiated competitive position, in which the customer's needs are very relevant, and which, as a result, produce the greater added value.



Figure 1- Scheme of value in tourism

The evolution of the demand model determines a profound change in the tourist, a different demand for tourism than in the past, and a modification of the very concept of tourist destination that produces a change in tourist services.

This evolution in the way tourism is used creates enormous possibilities for territories that, due to potential, opportunity or choice, have not developed mass tourism logic, with the consequent frequent compromises of the territory. Indeed, paradoxically, it is precisely **those territories that have been able to preserve their integrity, and therefore their authenticity, that have the greatest potential for development.**



Figure 2- Evolution of the tourism model

Today's tourism involves the entire territorial system: from the historical-artistic resources to the taste, to the daily life of the local community. It is an experiential type of tourism, customized for each tourist, in which the visitor is the protagonist.

The keywords of this new tourism become personalization, emotions, experiences, and stories that cannot simply be good intentions or, worse, mere advertising messages. **Instead, it is necessary to structure the territory, transforming resources into specific offers increasingly aimed at satisfying the desires/needs of small tourist clusters, making sure that they become experiences to be told and shared with friends.**

The path to be taken therefore becomes the one focused on the following scheme:

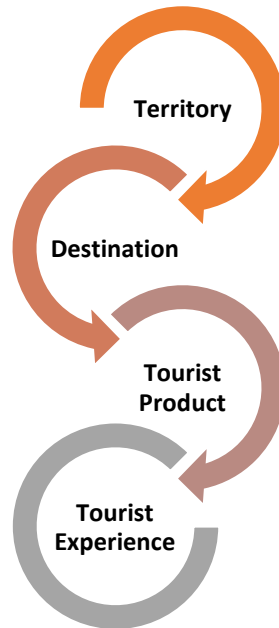


Figure 3- Evolution of the product in tourism

In this process, the emotion itself becomes a resource which, as such, can be proposed by the territory or by the Destination which guarantees its authenticity. We thus move from the geographical criterion of Destination (it is the territory that is in Puglia) to the criterion of product-destination (it is the territory where to live that experience).

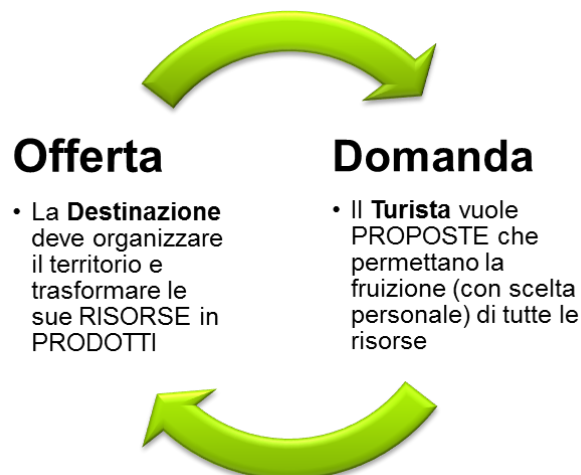


Figure 4- Supply-Demand Interaction in Current Tourism

We must observe that the same resource can be used to build different products that match the interest of the tourist.

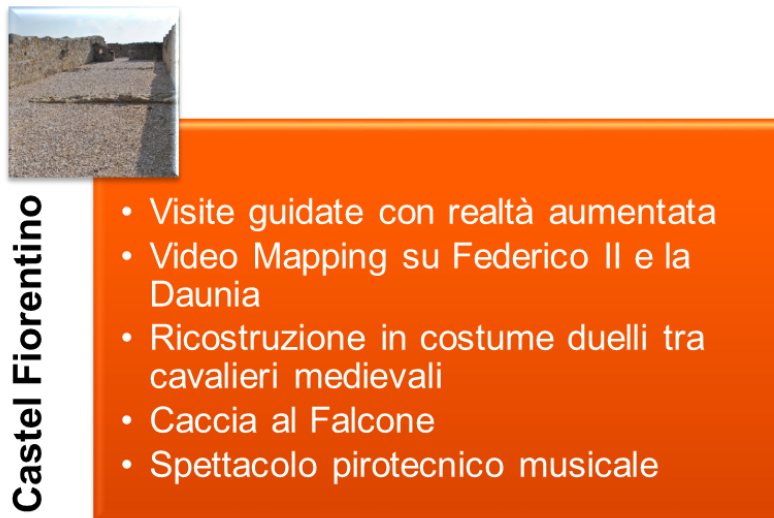


Figure 5- Examples of tourism products built on the resource

As we can see in this example, from the same resource we can build different products, each of which with a high emotional value, which can involve the tourist by leaving a trace that becomes a memory to share with friends once back home.

At this point, we must ask ourselves how a territory can be transformed into a destination.



Figura 6 - Model of transformation of the Territory into Destination

As can be seen from the diagram, the salient points are:

- **The ability to enter the collective imagination, focusing not on tangible resources, but intangible resources.** This does not mean that tangible resources are superfluous or useless, but that they alone are not enough to make the transformation from territory to destination.

As previously said, it will be necessary to use tangible resources to create intangible ones, so that there is a narrative and identity coherence that guarantees authenticity to our visitors.

- At the same time, it will be necessary to **create a destination strategy** that passes from being an individual strategy, where each actor in the system, even in good faith, pursues its objectives, often in the short term, to an integrated strategy that implies the adoption of participatory processes of creation. a shared vision of development, which sees the territory involved in its entirety, also in terms of the community of citizens, which can have a sufficient degree of flexibility to adapt to new needs and requirements without having to be substantially modified, even as a consequence of new trends that the market should express and develop.

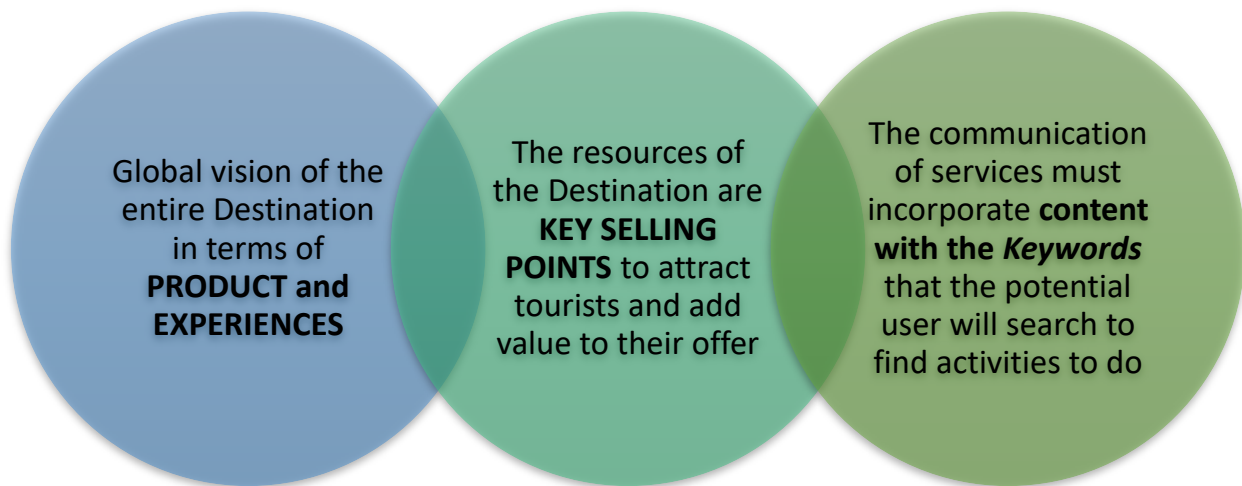


Figure 7- Creation of the Integrated Offer System

In this perspective, it is therefore essential to create an integrated supply system of resources and services that sees as protagonists both local authorities, the public administration, trade associations and above all economic operators (hospitality, catering, agri-food sector, tourist services).

4.1.2. The new tourist

To better understand the evolutionary process underway, it is necessary to pause to understand how the tourist has evolved. It can be said that **the tourist of recent years has been deeply influenced by the new communication tools due to the ease with which it is now possible to find information and is also strongly influenced by the sociality developed on the net.**

To these elements, other factors must be added:

- **The development of low-cost flights** (both in terms of cost and in terms of destinations served) which have reduced distances, expanding the market both in terms of demand (more travellers) and in terms of the offer (more destinations from which to choose);
- **Greater ease in self-organizing travel**, thanks to the possibilities offered by the booking sites and the online sites of the airlines; this simplification has produced in a few years a greater experience of users not only in the use of these systems but also in finding service information (knowledge and organizational capacity);
- The reasons for the holiday have evolved following these guidelines:
- **Search for greater authenticity:** tourists are evolving into travellers, thanks to the possibility of easily finding information on destinations, and are asking to experience the places chosen as a destination more;

- **Search for personalization and theming:** the new tourist no longer wants to cancel himself within homologated and undifferentiated proposals in which to get confused and cancelled; vice versa, it is looking for the affirmation of its identity and its system of values, for which it asks for personal (or customizable) offers on issues in which it recognizes itself;
- **The faster pace of life,** combined with the undoubted increase in associated stress, induces the need to "disconnect" from everyday life more frequently than in the past, even if for shorter periods.

The new tourist lives the travel experience as represented in the following diagram:



Figure 8- Model of the travel experience of the new tourist

- **DREAMS (research):** before the trip, the web is a source of inspiration. The tourist seeks information, compares offers, and seeks advice and suggestions. Market surveys confirm that 65% of tourists start their research online *before* deciding where to go. The tourist is informed by reading descriptions of the destination (56%) and viewing photos and videos (92%).
- **PLAN (compare):** tourists are influenced by their *communities* (often participating in more than one community) in choosing their holiday. The web accounts for almost 85% of the factors influencing the choice of destination, followed by the network of social relations (family, friends, colleagues) for 60%, brochures and information materials at 32%, newspapers and magazines at 23 % and television at 21%. Furthermore, another important decision factor today is the quality-price ratio, to which a lot of attention must be paid, it is understood that the basic quality requirements are decidedly high.
- **RESERVATION (choose):** the tourist trusts the reviews and opinions (reputation) of other tourists more than advertising. Market surveys also help us in this case in understanding the extent of the parameters involved. 81% of travellers consider travel reviews important, 46% of travellers share travel reviews, and 49% of travellers do not purchase services without reviews. Finally, the most important data: 56% of tourists book their holiday online and in the particular book their holidays of less than 5 days, booking the individual elements (travel,

accommodation, various services), while turning to Tour Operators or to travel agencies for trips longer than 5 days.

- **LIVES (travels and stays):** tourists share their vacation in real-time, also because 88% of travellers now own a smartphone with WiFi or 3G connection. In terms of smartphone use, 48% use apps for travel, 42% use them to take photos and videos (and 72% of tourists who take photos and videos share them in real-time on social media), 33% use them for web searches (especially to choose restaurants or entertainment venues) and 24% to stay connected to their communities on Social Media (70% update their status on Facebook during the holiday).
- **SHARE (remember):** once back home, the tourist shares their holiday experience online, through reviews (in order Hotels, restaurants, attractions), comments (in order food, historical sites, relaxation, shopping, outdoor activities, shows, museums/culture, theme parks), video content and photos. 34% of tourists share their experiences to create content of interest for relatives and friends.

Under these considerations, the value chain, or the organization of the processes of the tourism organization, also changes accordingly. If until now, the tourism value chain was based on **production logic**, the new value chain is based on **promotion logic**:

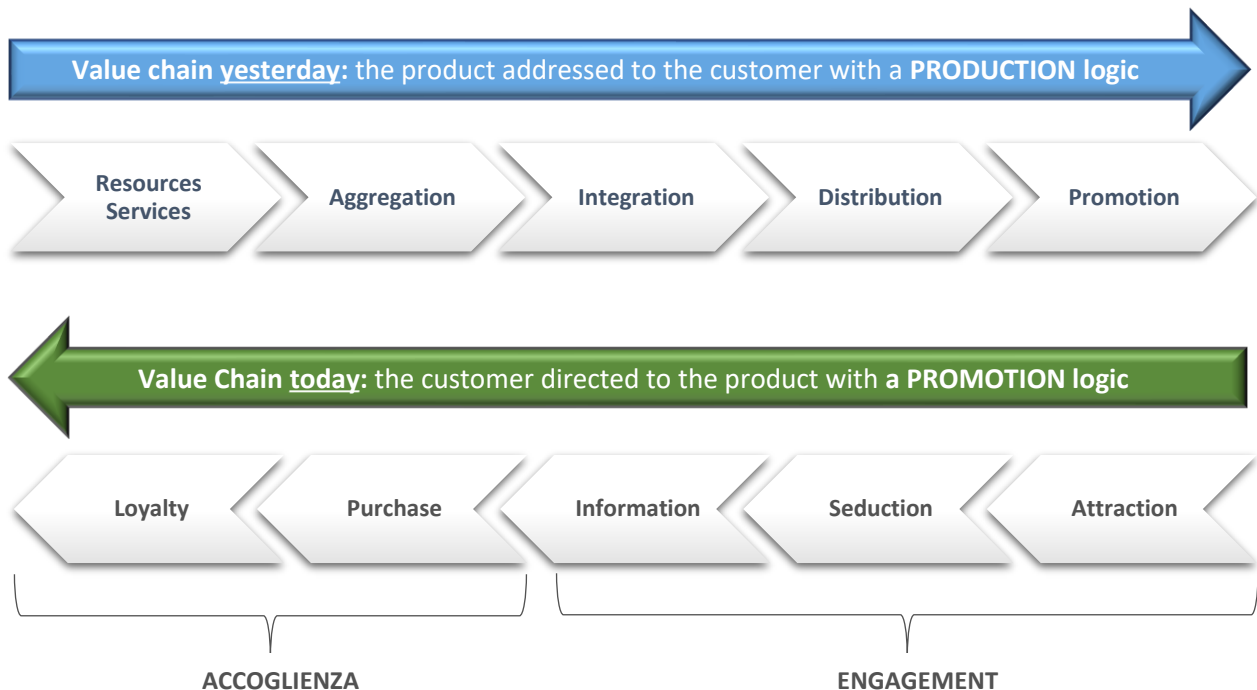


Figura 9 - The tourism value chain yesterday and today

As can be seen from the diagram above, in the modern Value Chain, the "engagement" phase (ie the "involvement" of the tourist) engages the first three processes and is, therefore, to be treated with particular attention if you do not want to run the risk of losing the potential sale. Equally important is the reception phase which determines the completion of the purchase and loyalty phase, understood as the satisfaction of the lived experience and sharing of the memory of the customer's experience.

4.1.3. Operating in market niches

The tourism market, as well as the markets of other economic sectors that are heavily web-based, is evolving towards a demand for greater personalization. We have seen previously how this evolution

originates from the very evolution of society and from the desire to be considered people and not numbers of the mass tourism industry.

About ten years ago, an economic model called "**Long Tail Theory**" (Figure 10) was theorized by Chris Anderson in an article published in Wired magazine (a magazine of technology and not economics), which wanted to explain how in technological societies living on the internet, the reduction of warehouse and distribution costs allowed these companies to generate much more turnover by selling small quantities of different products to a myriad of people, which instead, like traditional companies that take full advantage of the sell large quantities of the same product to a large number of people.

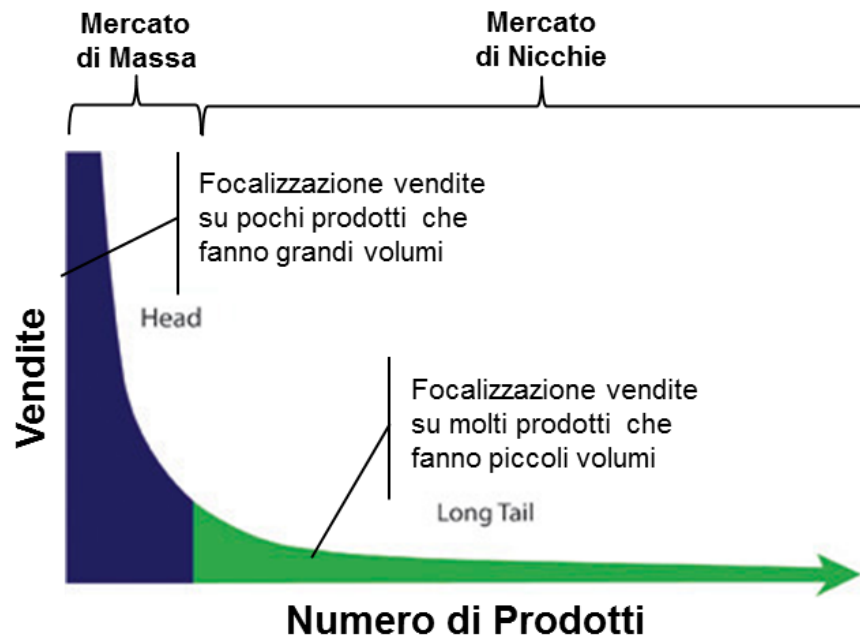


Figure 10 Anderson's Long Tail Theory

This economic model, on which the fortunes of companies such as Amazon, Ebay, and Google are based (but the list could be much more extensive), has been seen to be applicable also in other economic sectors. An example above all is precisely the tourism sector, which by the modification of the request for use that has taken place, is evolving into an economic model very similar to the Long Tail theorized by Anderson, by the request for personalization of the holiday.

Here, therefore, **if you want to be successful in the new tourism market it is necessary to operate in the so-called "market niches"** or in those social groups, which may even be very small, which have homogeneous needs that the Destination-product should be able To satisfy. The policy therefore to be pursued is to operate a "hyper-segmentation" of the market by preparing specific tourism products that can "involve" clusters based on specific interests of potential tourists.

It is clear that this segmentation, precisely because it is hyper-fractionated, no longer follows the typical canons of subdivision into homogeneous groups of market research, but on the other hand, requires a very considerable dowry of creativity and attention both to market trends and to the evolution of costumes. social aspects of the company. Many clusters could be transversal to "classic" social groups and the same individuals belonging to a specific cluster of interests could re-aggregate with completely different individuals in other clusters.

4.1.4. The emotional experience

We mentioned earlier how the model of tourist use is evolving toward relational tourism based on experience. But when we talk about experience, what do we mean?

According to Pine and Gilmore, the fathers of the experience economy, experiences are a fourth economic proposal, distinct from commodities, goods and services, which can be defined as memorable events that involve the individual on a personal level.

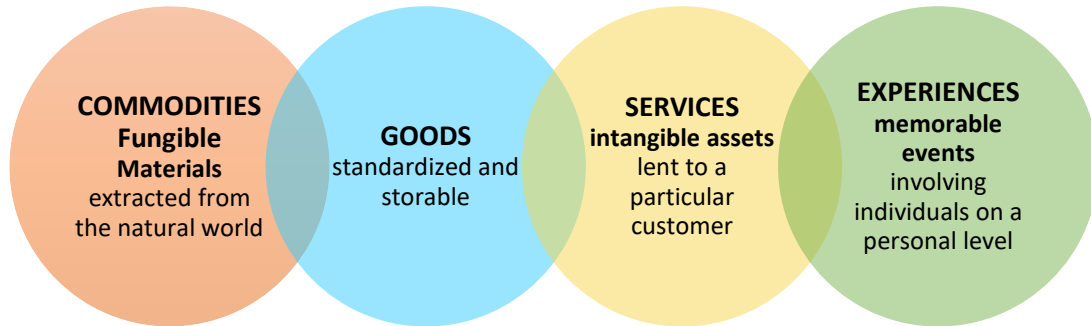


Figure 11- The economic proposals today according to Pine and Gilmore

Thus, if in buying a service a person buys a series of intangible assets that are carried out on his behalf, **in buying an experience this person pays to be able to spend time enjoying a series of memorable events**, staged by a company as in a theatrical performance, **which involves him on a personal level**.



Figure 12- Quadrant of Emotional Experience (Pine and Gilmore)

Each of these areas of experience can generate involvement and, therefore, emotion in the user. From the point of view of the tourist experience we sought (**emotional experience**) certainly the two most interesting areas are that of Education and Evasion.

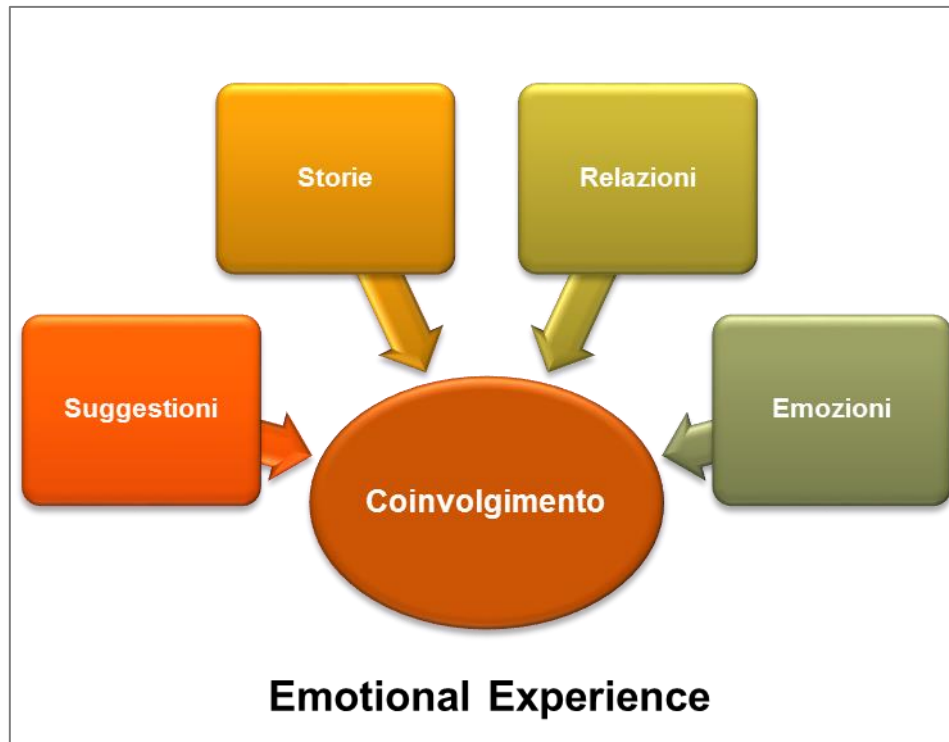


Figure 13 Tourist Engagement Model

Ultimately, we can say that the personal involvement (engagement) we seek with the tourist is a function of the suggestions we know how to stimulate, the stories we know how to tell, the relationship we know how to build and the emotions we know how to arouse.

5. The tourism movement in Puglia

5.1. The historical comparison with Italy

Since the mid-90s, Puglia has experienced an impressive development of the tourism sector in terms of tourism movement, notoriety, as well as in terms of differentiation of the offer, under the impetus of the Pugliapromotion activity which has strongly focused on seasonal adjustment as an essential element of regional tourism development.

It is interesting to observe how the explosion of the Puglia tourist destination has occurred during these years in which there has been a profound change in the way users conceive the holiday, also following the progressive affirmation of the web as a source of privileged information. for the discovery of tourist destinations. The ability to directly manage the booking by users has enabled the small accommodation facilities, which represent the vast majority of the Apulian hospitality reality, to be able to present themselves on the market without depending on the large Tour Operators or travel agencies, now intermediaries of tourism of the past, and therefore being able to compete based on prices and the quality of the services offered.

As can be seen from the graphs below, **Puglia in the period 1995-2018** (Figure 14) saw an increase in **total presence in the hotel and non-hotel facilities** equal to **104.66%**, going from just over 7 million presences in 1995 to over 15 million in 2018, with a line trend (on moving average) still positive for 2019.

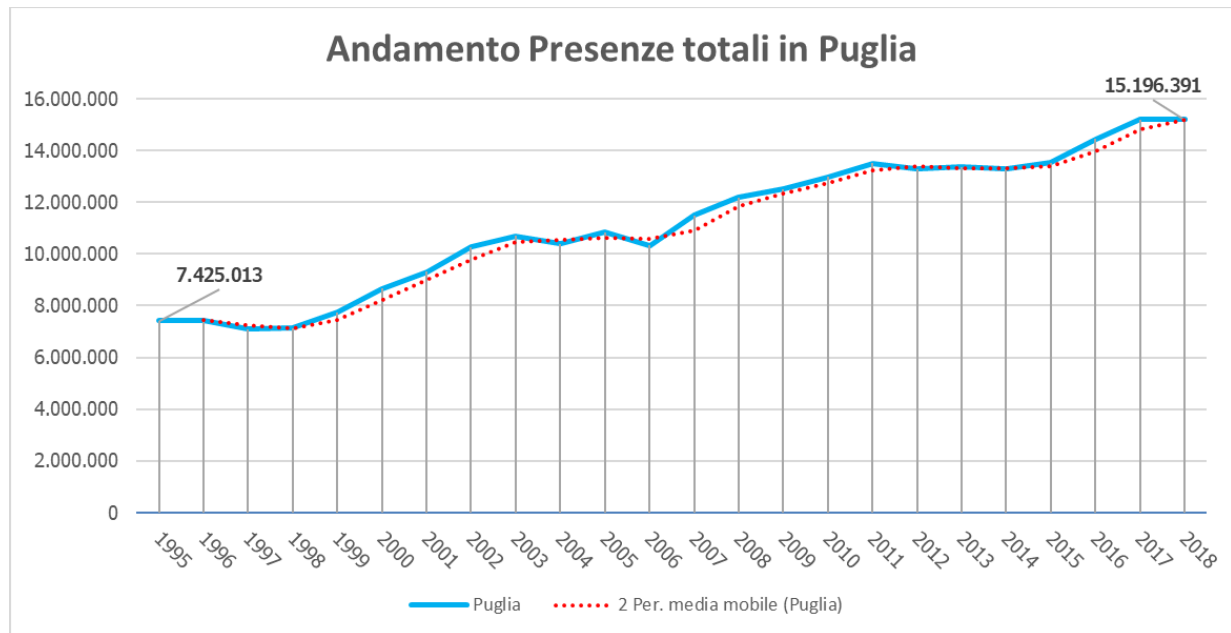


Figure 14- Tourist movement in Puglia 1995-2018 (our elaboration on ISTAT source)

In the same period, the total tourist presence **in Italy** (Figure 15) also grew, albeit to a lesser extent, with an **overall growth of 48.69%**, going from over 286 million presences in 1995 to around 426 million (estimated data) in 2018, again with a positive trend line (on moving average) for 2019.

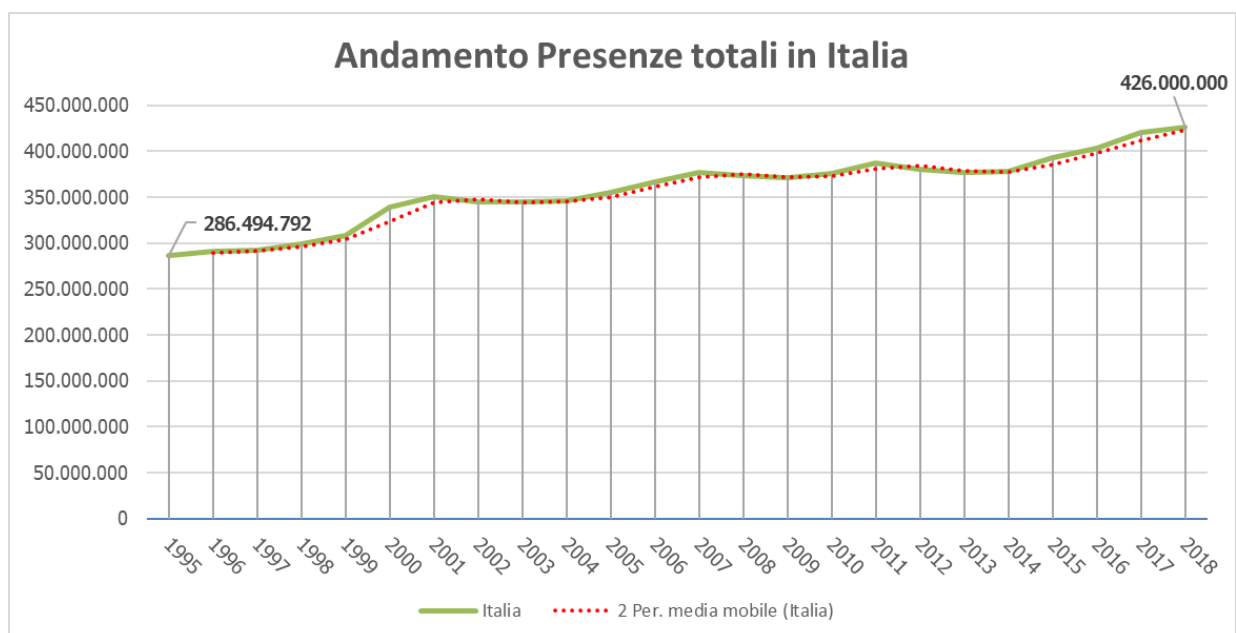


Figure 15- Tourist movement in Italy 1995-2018 (our elaboration on ISTAT source)

It is interesting to note (Figure 16) how even in the presence of such significant growth, both in Puglia and in Italy, the percentage variations on an annual basis have a very fluctuating trend with lower peaks which in the case of **Puglia** reached -4.70 % in 2006 and + 11.59% in 2000, with a **fluctuation band higher than 16%**.

A little more regular the trend of the percentage variations on an annual basis for the total presences in **Italy**, where apart from the peak of + 9.92% in 2000, the **oscillation band has varied by almost 6%**, between -1, 60% in 2012 and + 4.38% in 2017.

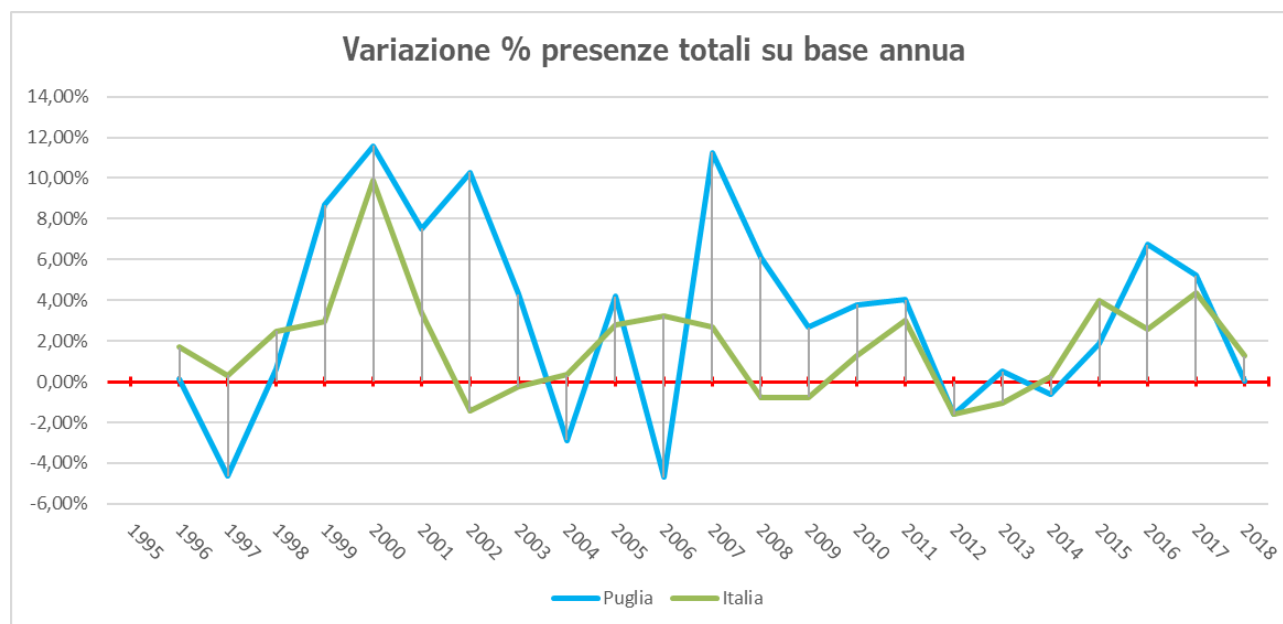


Figure 16- % variation of the tourist movement on an annual basis 1995-2018 (our elaboration on ISTAT source)

Overall, Puglia has gone from a **share of the Italian market** of tourist presence in hotel and extra-hotel facilities equal to **2.59% in 1995** to a share of **3.57% in 2018**. This is an important result also in consideration of the evolution of the world tourism market and the ever-increasing competitiveness of tourist destinations with characteristics similar to Puglia. Nevertheless, in consideration of the natural, cultural and food and wine potentials, it is evident that this result appears well below the objective pursued by the region.

5.2. The overall tourist flow of Puglia

As we have already seen in the previous paragraph, during the period 1995-2018, tourism development was extremely positive, marking growth in terms of attendance of approximately + 105% over the period.

Now let's see how the main tourist indicators in Puglia have evolved. From a methodological point of view, it should be noted that the 2010-2018 time span was taken into consideration for carrying out these analyzes. The data was made available by the Tourist Observatory of the Puglia Region which has been using the SPOT system (Puglia System for the Tourist Observatory) since 2012. In a methodological note, the Tourist Observatory specifies that the data before 2012 may have a margin of error, in particular about the Province of Lecce, and that, due to privacy regulations, the municipal data relating to those municipalities are not exposed. which have less than three accommodations.

Further consideration should be made about the census of arrivals and presences concerning non-hotel facilities and, in particular, rent rooms and lodgings. The evolution of the internet in the tourism sector has led to massive use of these structures by tourists with the development of tourism portals also specialized in these types of structures (above all the Airbnb portal) that escape the collection of information (some experts estimate in the case of Puglia a share of about 40% in terms of arrivals and presences covered by this type of structures). The Puglia Region should intervene on this front through a regulation that also obliges this type of structure to report on the regional SPOT system of

all arrivals and presences to allow not only a more correct evaluation of the data but also to govern in infrastructural terms, the various territories and to reduce the massive tax avoidance and/or evasion of the sector.

5.2.1. Arrivals (Italian and foreign)

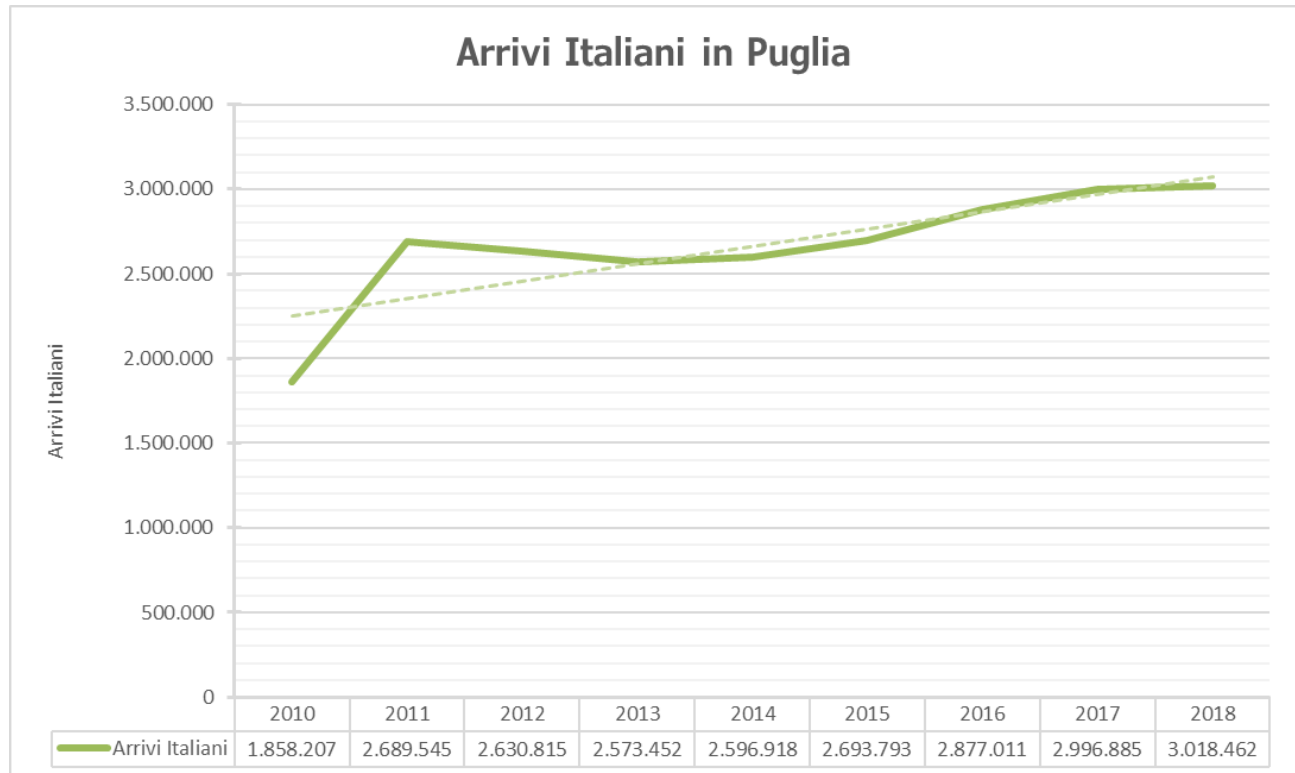


Figure 17- Italian Arrivals in Puglia 2010-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

As can be seen after the peak of 2011, Puglia suffered a slowdown in Italian arrivals for two consecutive years in correspondence with the negative economic situation that hit Italy following the 2008 American banking crisis, and then recovered and reached the absolute peak. in 2018 with over 3,000,000 arrivals (+1,160,255 on 2010).

The trend line shows a substantial congruity with the graph starting from 2013 and indicates how the forecast for 2019 may be slightly positive.

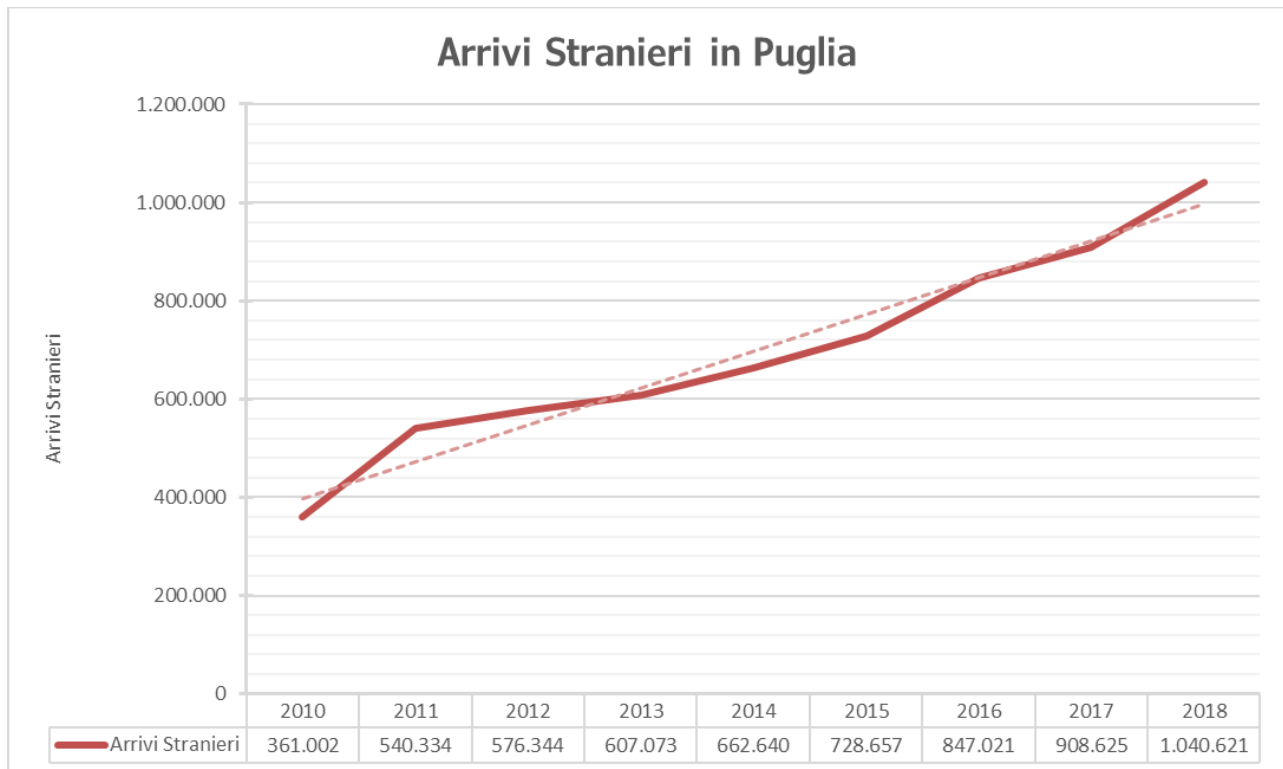


Figure 18- Foreign Arrivals in Puglia 2010-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

Even more brilliant in the period 2010-2018 is the performance of foreign arrivals. If in 2010 they represented 16.27% of total arrivals, in 2018 they reached a share of 25.64% of the total, despite the considerable growth in the period of Italian arrivals.

As can be seen, the performance did not experience any setbacks, but only a slowdown in the growth rate in the years 2012 and 2013, again in correspondence with the cyclical slowdown of the world economy in those years. The performance of 2018 should be noted which with +132,004 arrivals compared to the previous year marks the best growth result since 2012 both in absolute terms and in percentage terms.

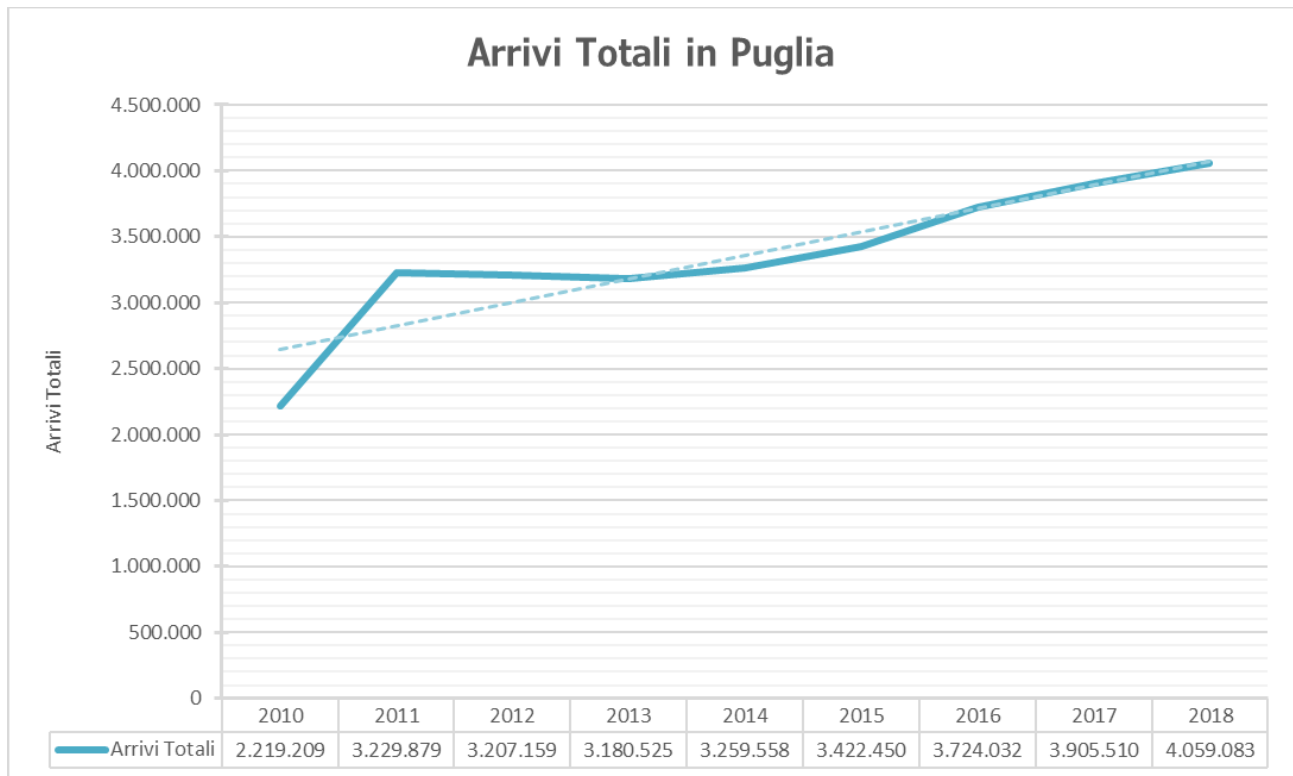


Figure 19- Total Arrivals in Puglia 2010-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

Overall, in the period 2010-2018 Puglia had an increase in arrivals equal to +1,739,874 of which about 680,000 foreigners. The trend line shows an important deviation in 2010 and 2011, which gradually decreases until it coincides with the real trend from 2016 onwards. This is undoubtedly a very flattering result, but certainly far below the regional potential considering the environmental, cultural and food and wine characteristics of Puglia.

5.2.2. Attendance (Italians and foreigners)



Figure 20- ITALIAN presence in Puglia 2010-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

As regards the presence of Italians in Puglia, after the peak of 2011 followed by a period of decline that lasted until 2014, growing up to the absolute peak of 2017 with 11,910,176 presences which decreased slightly in the year. next year.

The comparison with arrivals clearly shows that over the time considered there is a trend towards a decrease in the average number of days of stay per arrival, which went from 4.21 in 2011 to 3.86 in 2018 (-8.4%). The reasons for this tendency to reduce the length of stay are to be found in the new habits of the consumer (in 2005 the average number of overnight stays was 4.41) who since the beginning of 2000 has shown a clear tendency to shorten the number of nights for holiday but to increase the frequency of holidays per year.

The reasons, as described in the first chapter, probably lie in the perceived need to disconnect more frequently from habits and the ever-increasing frenzy of daily life. Furthermore, by strategic choice, the Puglia Region has aimed at the seasonal adjustment of tourism and consequently, the holidays of two or three days have grown outside the summer period that strongly characterized the Apulian tourist movement in the past years.

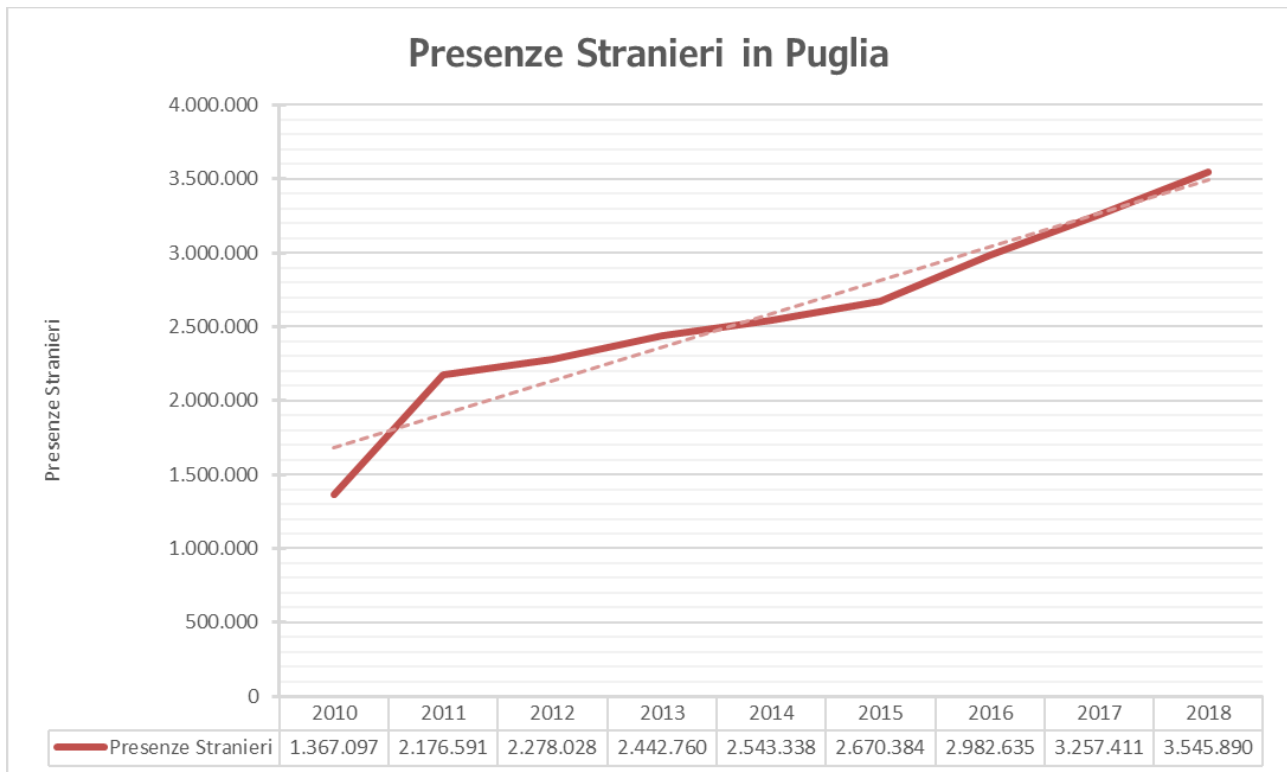


Figure 21- FOREIGN presence in Puglia 2010-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

The trend in foreign presence in the 2010-2018 period demonstrates the great success that Puglia as a tourist destination is enjoying on international markets. Apart from the usual peak recorded in 2011, it can be seen that there has been a constant growth in arrivals from 2011 to 2015, with a further acceleration occurring from 2016 to 2018. In absolute terms, the peak of 2018 is noted with 3,545,890 admissions, with an increase of 2,178,793 nights compared to 2010.

In terms of the average length of stay, even for foreign tourists, there is an even more marked trend towards a reduction in overnight stays from the peak of 4.01 nights in 2011 to 3.41 nights in 2018 (-15.41%).

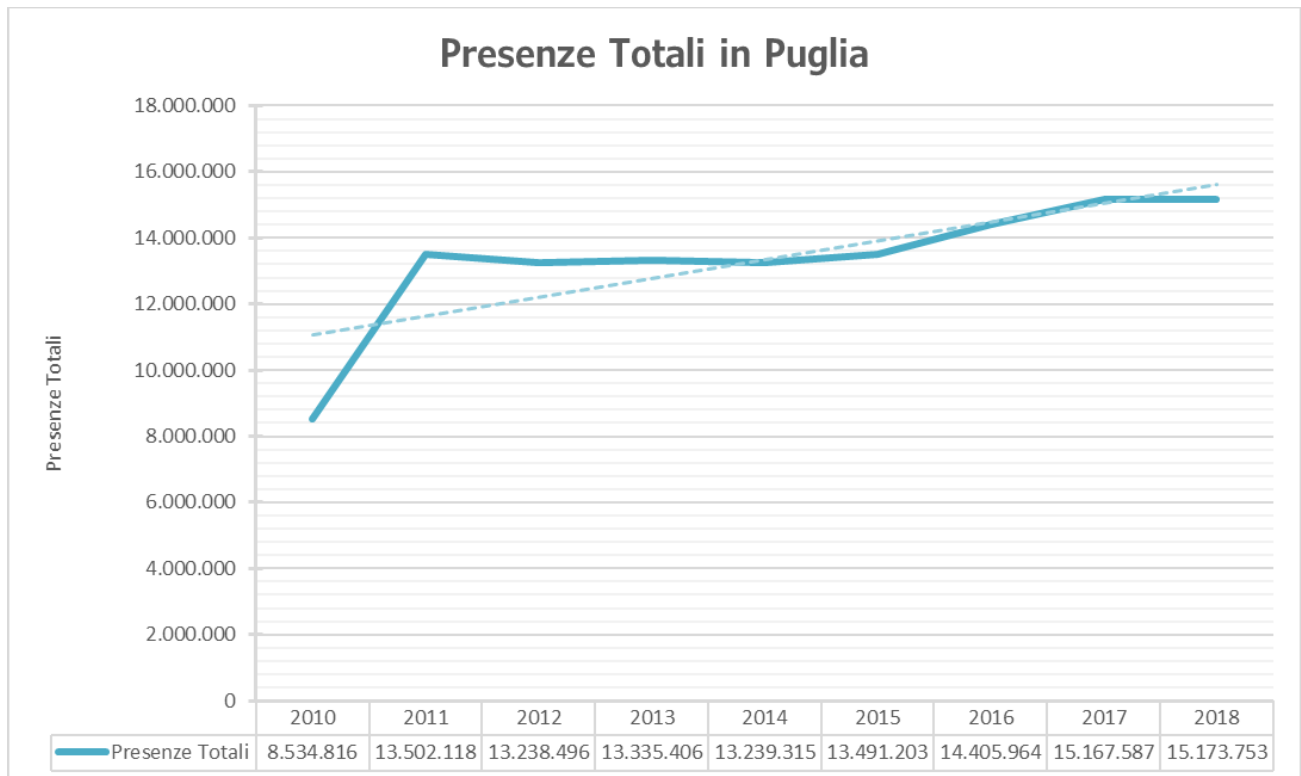


Figure 22- TOTAL presences in Puglia 2010-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

Overall, thanks to the contribution of foreign tourism, we can observe that after the peak of 2011, there was a slight decline in 2012 with a subsequent recovery phase until 2015, followed by a phase of strong growth in 2016 and 2017, which stabilized in 2018.

The average length of stays went from the peak of 4.18 nights in 2011 to 3.74 nights in 2018 with a decrease of -11.50%.

This is certainly a very positive result that today places Puglia in fourth place in Italy (behind Lombardy, Piedmont and Basilicata) in terms of the growth rate of presence.

5.2.3. Italian regions of origin

PROVENIENZA: ITALIA	Esercizi alberghieri		Esercizi extra alberghieri		TOTALE		Variazioni % dal 2010	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
PIEMONTE	71.442	280.010	40.856	260.823	112.298	540.833	10,6%	7,6%
VALLE D'AOSTA	1.539	7.339	1.044	6.940	2.583	14.279	-47,9%	-48,8%
LOMBARDIA	213.782	942.842	118.633	830.600	332.415	1.773.442	23,0%	19,2%
BOLZANO - BOZEN	7.761	37.837	7.023	51.753	14.784	89.590	19,5%	25,5%
TRENTO	9.164	43.010	8.359	63.943	17.523	106.953	-9,9%	-3,7%
VENETO	88.350	337.382	50.258	311.137	138.608	648.519	15,4%	18,4%
FRIULI-VENEZIA GIULIA	18.675	63.422	8.537	38.206	27.212	101.628	3,1%	-7,5%
LIGURIA	23.054	74.501	9.530	39.532	32.584	114.033	-11,0%	-19,3%
EMILIA-ROMAGNA	101.612	366.077	58.616	328.830	160.228	694.907	-5,5%	-8,2%
TOSCANA	66.819	219.751	29.721	142.556	96.540	362.307	-2,4%	0,8%
UMBRIA	28.416	105.778	14.322	87.758	42.738	193.536	-2,5%	0,0%
MARCHE	60.473	178.480	26.894	110.348	87.367	288.828	13,8%	8,9%
LAZIO	259.470	937.352	93.235	532.470	352.705	1.469.822	2,2%	1,7%
ABRUZZO	69.444	216.923	27.683	110.699	97.127	327.622	40,8%	33,3%
MOLISE	16.118	49.014	6.417	26.682	22.535	75.696	-3,6%	-20,7%
CAMPANIA	285.394	1.050.729	111.203	634.483	396.597	1.685.212	11,0%	-2,8%
PUGLIA	575.377	1.372.767	202.436	951.913	777.813	2.324.680	35,3%	3,3%
BASILICATA	43.689	125.231	14.564	56.537	58.253	181.768	29,6%	13,2%
CALABRIA	96.155	204.853	17.671	47.957	113.826	252.810	13,6%	18,6%
SICILIA	102.839	283.889	19.981	65.763	122.820	349.652	-13,3%	-3,6%
SARDEGNA	13.812	36.633	3.059	10.085	16.871	46.718	1,6%	-12,6%
TOTALE	2.153.385	6.933.820	870.042	4.709.015	3.023.427	11.642.835	13,9%	4,6%

Table 1- Origin of Italian tourists by region (arrivals and presences) in 2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

As can be seen from Table 1, in terms of arrivals, the overall variation from 2010 to 2018 is positive with a variation of + 13.9%. Less marked is the change in attendance in the same period which marks a presence of + 4.6%. In absolute terms, it is observed that the arrivals of the same Apulians grow significantly (+ 35.3%), which represents the main domestic market, even if the change in attendance registers a modest + 3.3%, demonstrating the fact that in the course over the years, the way of using the holiday has changed structurally and has become more frequent but of shorter duration. As for the other regions, significant performances in terms of changes in arrivals are recorded by Lombardy (+ 23.0%) which approaches Campania (+ 11.0%) and Lazio (+ 2.2%) from the podium of Italian regions of origin of Italian tourists.

Lombardy itself consolidates the first place in terms of presence (+ 19.2%) ahead of Campania (- 2.8%) and Lazio (+ 1.7%). Other positive signs come from Veneto both in terms of arrivals (+ 15.4%) and overnight stays (+ 18.4%) and from Abruzzo in terms of arrivals (+ 40.8%) and overnight stays (+33.3 %). On the other hand, a worrying decline is recorded from Emilia Romagna both in terms of arrivals (-5.5%) and presences (-8.8%), from Sicily, especially with arrivals (-13.3%) while the change in overnights is more contained (-3.6%).

Finally, there was an overall reduction in the number of overnight stays (in 2018 equal to 3.85 nights), which decreased on average by 0.34 nights per presence (in the case of the Apulian even by - 0.92 nights) except what concerns the main national tourist markets of Veneto (+0.12 nights) and Tuscany (+0.12 nights).

5.2.4. Foreign countries of origin

AREA GEO.	PROVENIENZA: ESTERO	Esercizi alberghieri		Esercizi extra alberghieri		TOTALE		Variazioni % dal 2010	
		Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
EU 27	Austria	16.802	64.072	9.782	50.254	26.584	114.326	50,9%	27,5%
	Belgio	33.193	127.651	16.882	64.587	50.075	192.238	226,1%	195,7%
	Bulgaria	3.560	11.449	1.270	3.738	4.830	15.187	304,2%	306,0%
	Cipro	209	477	50	138	259	615	-56,8%	-68,4%
	Danimarca	3.897	13.823	1.768	7.375	5.665	21.198	39,1%	55,9%
	Estonia	1.149	3.264	629	2.083	1.778	5.347	36,6%	66,9%
	Finlandia	1.550	4.455	847	2.719	2.397	7.174	73,2%	45,8%
	Francia	83.604	231.302	48.287	147.699	131.891	379.001	201,3%	133,0%
	Germania	93.353	451.156	53.864	321.130	147.217	772.286	67,0%	46,4%
	Grecia	7.409	13.744	873	2.149	8.282	15.893	10,3%	-21,5%
	Irlanda	9.254	32.692	3.615	12.091	12.869	44.783	200,8%	226,8%
	Lettonia	2.691	8.327	1.631	4.712	4.322	13.039	767,9%	938,1%
	Lituania	4.635	13.442	2.833	7.921	7.468	21.363	920,2%	786,8%
	Lussemburgo	2.358	10.755	1.432	6.559	3.790	17.314	80,2%	139,9%
	Malta	2.128	5.701	637	1.794	2.765	7.495	248,7%	234,3%
	Paesi Bassi	32.720	110.920	28.377	103.194	61.097	214.114	353,4%	299,0%
	Polonia	32.879	78.585	10.284	44.670	43.163	123.255	104,8%	107,6%
	Portogallo	3.648	10.163	1.168	3.535	4.816	13.698	137,8%	111,2%
	Regno Unito	55.482	196.952	26.084	97.675	81.566	294.627	211,4%	173,2%
	Repubblica Ceca	4.665	20.441	5.795	38.516	10.460	58.957	-12,4%	-34,5%
	Romania	12.211	38.663	5.251	17.091	17.462	55.754	186,6%	109,3%
	Slovacchia	3.624	8.820	928	5.743	4.552	14.563	53,4%	-9,7%
	Slovenia	5.775	13.008	1.956	7.088	7.731	20.096	171,4%	145,3%
ALTRI EU	Spagna	24.864	62.073	10.131	28.294	34.995	90.367	163,2%	94,4%
	Svezia	6.289	17.399	3.107	10.047	9.396	27.446	164,8%	84,8%
	Ungheria	6.002	19.961	2.834	11.315	8.836	31.276	234,8%	203,3%
	Croazia	3.725	8.650	324	1.125	4.049	9.775	117,0%	71,4%
	Islanda	480	1.277	158	777	638	2.054	-43,6%	-49,2%
	Norvegia	3.507	8.683	1.235	4.603	4.742	13.286	104,0%	97,2%
	Russia	16.345	52.373	5.429	20.262	21.774	72.635	105,0%	137,7%
	Svizzera (incluso Liechtenstein)	41.931	173.093	23.259	103.491	65.190	276.584	122,2%	105,7%
NORD AMERICA	Turchia	6.948	13.420	1.165	2.804	8.113	16.224	313,1%	186,9%
	Ucraina	4.086	11.465	1.248	4.952	5.334	16.417	295,1%	381,3%
	Altri Paesi Europei	12.514	34.513	3.170	13.180	15.684	47.693	-8,2%	-14,7%
	Canada	11.750	28.334	4.750	13.486	16.500	41.820	178,5%	172,7%
CENTRO/SUD AMERICA	Stati Uniti d'America	50.335	133.709	16.192	47.938	66.527	181.647	152,2%	126,5%
	Altri Paesi o territori Nord - Americani	8	52	8	42	16	94	-99,5%	-99,0%
	Argentina	8.030	18.062	2.532	6.270	10.562	24.332	296,5%	263,8%
	Brasile	12.470	29.379	3.705	10.868	16.175	40.247	289,1%	279,3%
	Messico	2.486	4.698	410	1.082	2.896	5.780	140,5%	117,5%
	Venezuela	683	2.268	224	1.099	907	3.367	26,1%	32,4%
ASIA	Altri Paesi Centro - Sud America	6.381	13.635	1.595	4.927	7.976	18.562	n.a	n.a
	Cina	4.073	7.266	1.110	2.108	5.183	9.374	116,5%	32,0%
	Corea del Sud	2.564	3.486	468	884	3.032	4.370	262,2%	190,2%
	Giappone	27.952	35.885	1.997	3.953	29.949	39.838	-1,5%	3,1%
	India	2.483	6.506	380	1.029	2.863	7.535	131,3%	81,6%
	Israele	7.459	15.398	1.418	3.520	8.877	18.918	315,8%	303,3%
	Altri Paesi Asia Occidentale	3.573	9.099	606	2.670	4.179	11.769	145,4%	80,3%
AFRICA	Altri Paesi dell'Asia	13.654	23.006	2.042	5.906	15.696	28.912	630,7%	356,1%
	Egitto	358	1.064	93	305	451	1.369	-0,4%	-34,6%
	Altri Paesi Africa Mediterranea	1.538	4.306	316	1.098	1.854	5.404	27,3%	19,6%
	Sud Africa	738	1.940	358	1.176	1.096	3.116	7,5%	-4,0%
OCEANIA	Altri Paesi dell'Africa	2.358	10.893	361	1.848	2.719	12.741	61,0%	113,6%
	Australia	13.161	34.407	9.240	26.958	22.401	61.365	407,5%	524,3%
	Nuova Zelanda	1.585	3.161	1.044	2.729	2.629	5.890	200,5%	97,8%
ALTRO	Altri Paesi o territori Oceania	214	803	16	33	230	836	n.a.	n.a.
	Non specificato/apolide	19	80	29	110	48	190	-98,3%	-98,9%
	TOTALE	717.359	2.260.206	325.197	1.293.350	1.042.556	3.553.556	127,1%	92,2%

Table 2- Origin of foreign tourists by country (arrivals and presences) in 2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

As already seen in the overall graphs on foreign arrivals and presences, Puglia has experienced a real explosion since 2010 both in terms of arrivals (+ 127.1%) and presences (+ 92.2%). This increase was fairly generalized by both European and non-European countries.

In absolute terms, we note the increases in France (+ 201.3% of arrivals and + 133.0% of presences), the United Kingdom (+ 211.4% of arrivals and + 173.2% of presences), Belgium (+ 226.1% of arrivals and + 195.7% of overnights) and the Netherlands (+ 353.4% of arrivals and + 299.0% of overnights) but in general, almost all European countries show growth in three figures except for Germany which, while remaining in first place for arrivals and above all for presences, marks "only" + 67.0% and + 46.4% respectively.

The performances in non-European countries are also excellent, with particular reference to the Americas where all countries show strong growth such as the United States which shows a strong increase in both arrivals (+ 152.2%) and presences (+ 126.5%) or like Canada (+ 178.5% of arrivals and + 172.7% of presences).

The only discordant note appears in the Asian market, where China and South Korea, while recording significant increases, remain very marginal in absolute terms and where Japan, which vice versa represented a primary market among non-European countries, marks a decrease in arrivals (- 1, 5%) and a slight increase in attendance (+ 3.1%).

Lastly, the Australian market is worthy of note, becoming the third extra-European market with a record growth of 407.5% in arrivals and 524.3% in presences.

5.2.5. The seasonality of tourist flows

Apulian tourism is strongly characterized by summer seasonality. The offer of over 800 km of coastline inevitably involves such a characterization, which produces various problems in economic terms with the reduction of the opportunities for amortization of investments, in terms of work with the need for massive employment of seasonal workers and terms of infrastructures. with the need to equip themselves with infrastructures capable of withstanding even the tenfold increase in presence in certain municipalities in the summer period.

It is for this reason that the Puglia Region, and its operating arm in the sector (Puglia Promotions), have always been trying to seasonally adjust Apulian tourism also in the wake of the new way of experiencing tourism, made up of a greater number of holiday periods. distributed throughout the year.

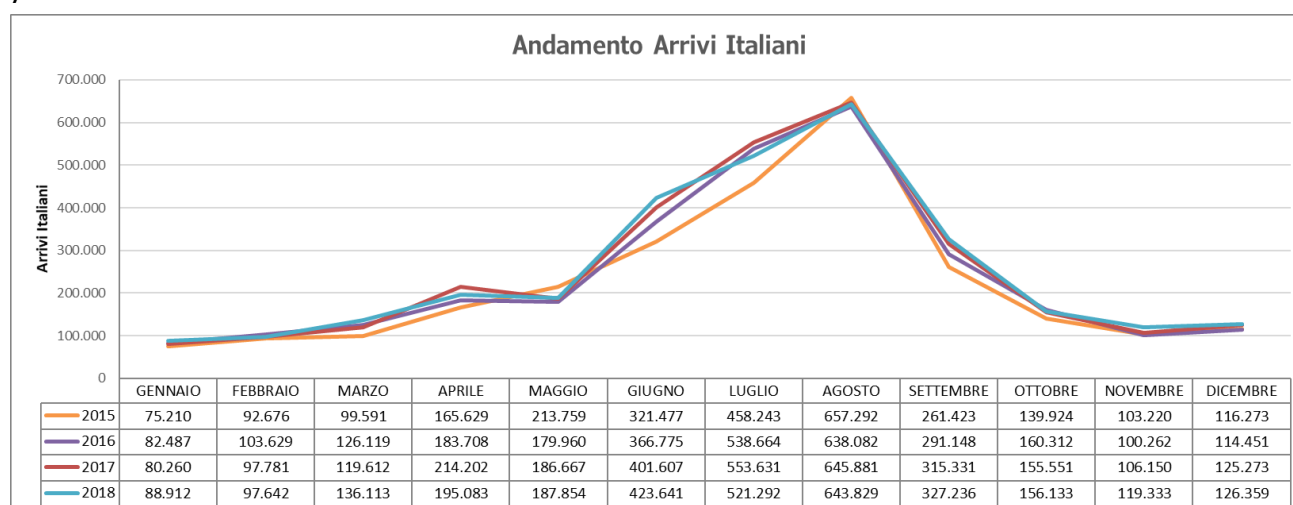


Figure 23- Monthly trend of Italian arrivals in the period 2015-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

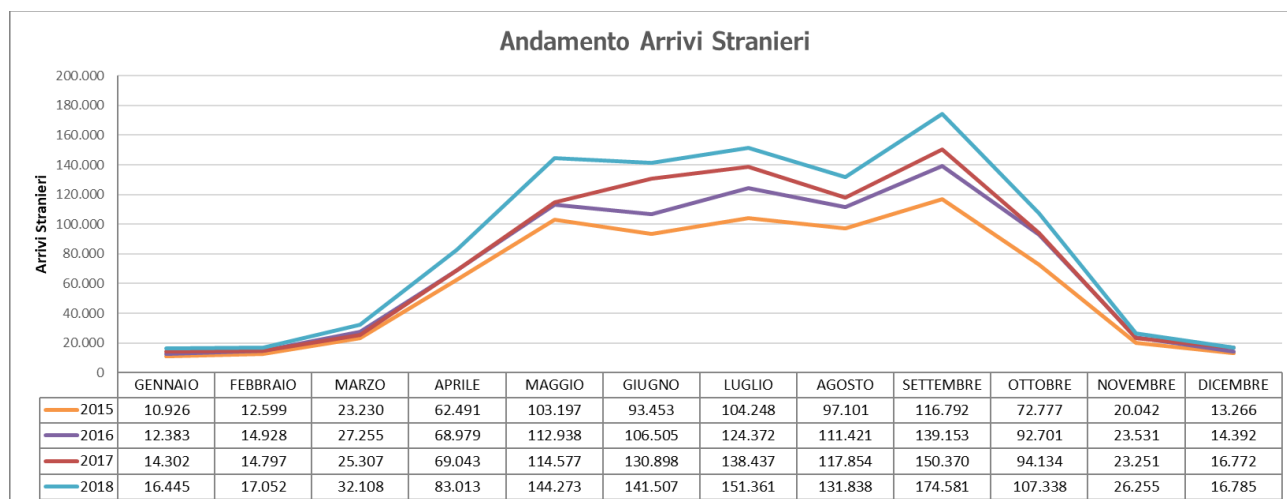


Figure 24- Monthly trend of arrivals of foreigners in the period 2015-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

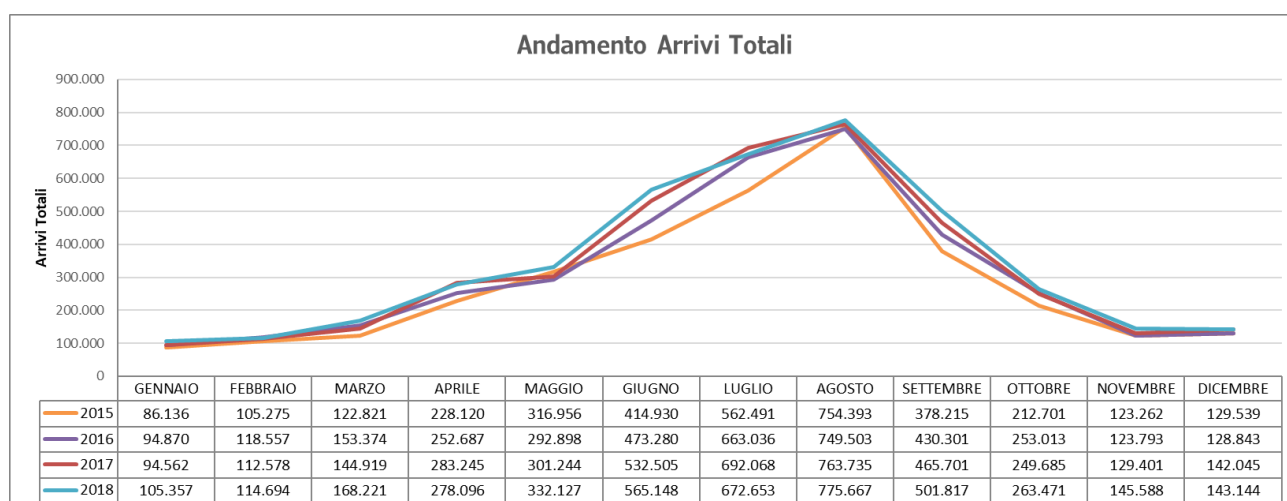


Figure 25- Monthly trend of TOTAL Arrivals in the period 2015-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

In this perspective, the previous graphs referring to the period 2015-2018 show how the distribution of Italian arrivals is strongly mono-season, with a peak in August, even if over the years it tends to rebalance itself more. Conversely, that of foreign arrivals is more balanced in the period from April to October with a peak content in September.

These considerations are confirmed by analyzing the presences in the same period, see the next three tables on the next page, where we observe that the peak of foreign presences is reached in July.

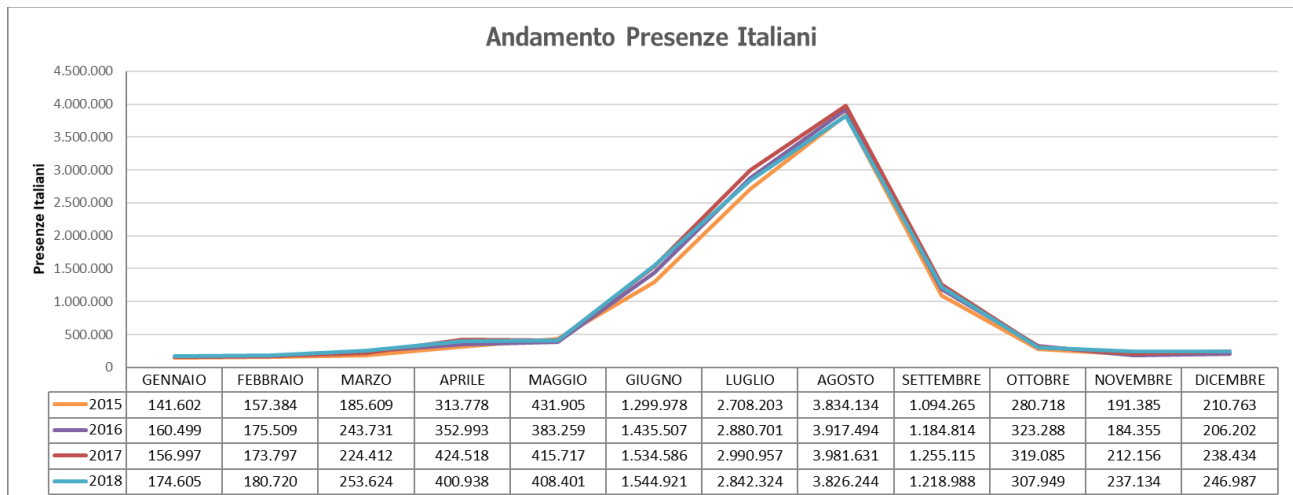


Figure 26- Monthly trend in the presence of Italians in the period 2015-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

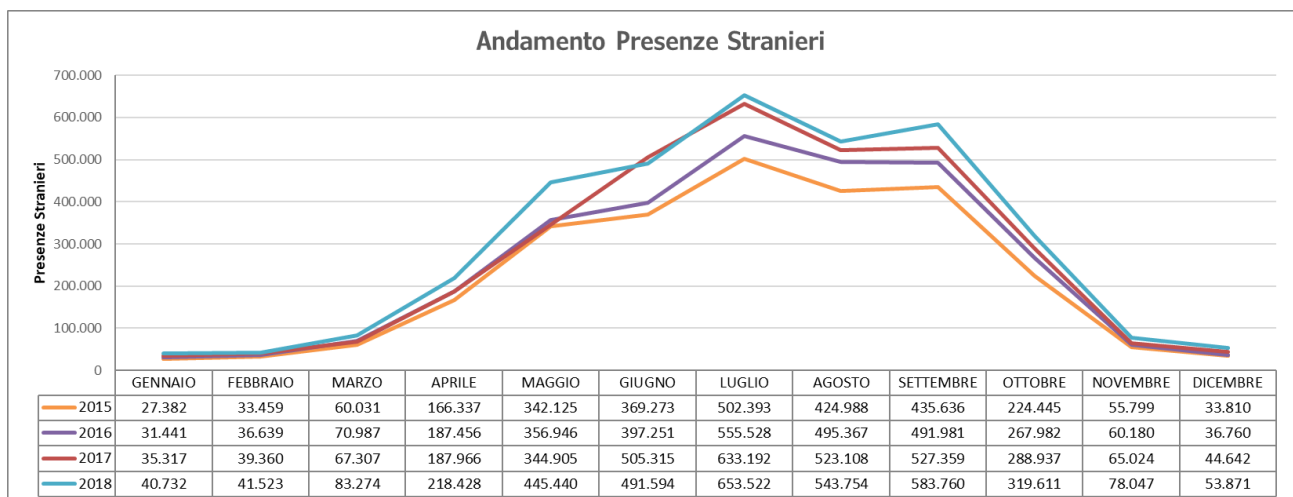


Figure 27- Monthly trend of Foreigners' Presences in the period 2015-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

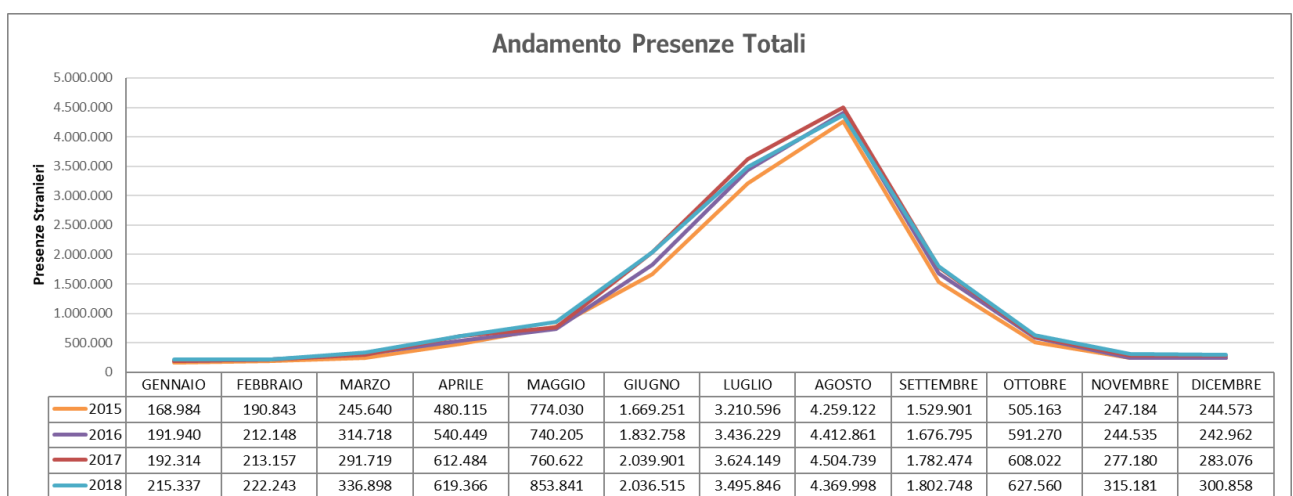


Figure 28- Monthly trend of TOTAL presences in the period 2015-2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

5.2.6. Hotel and non-hotel occupations

Tipo di esercizio ricettivo	2018					
	ITALIANI		STRANIERI		TOTALE	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
Esercizi alberghieri						
Alberghi 5 stelle lusso	36.836	76.574	45.268	161.905	82.104	238.479
Alberghi 5 stelle	26.113	87.346	21.660	66.345	47.773	153.691
Alberghi 4 stelle	1.274.246	3.804.963	460.002	1.455.415	1.734.248	5.260.378
Alberghi 3 stelle	623.727	1.963.677	153.638	408.219	777.365	2.371.896
Alberghi 2 stelle	33.965	82.781	9.329	21.317	43.294	104.098
Alberghi 1 stella	11.037	39.387	1.301	3.607	12.338	42.994
Residenze tur. alberghiere 4 stelle	105.969	698.636	17.280	102.684	123.249	801.320
Residenze tur. alberghiere 3 stelle	38.085	158.929	7.491	31.706	45.576	190.635
Residenze tur. alberghiere 2 stelle	3.407	21.527	1.390	9.008	4.797	30.535
Totale Esercizi alberghieri	2.153.385	6.933.820	717.359	2.260.206	2.870.744	9.194.026
Esercizi extra alberghieri						
Affittacamere	96.292	243.602	41.726	124.921	138.018	368.523
Alloggi agrituristic	80.418	285.289	52.253	196.060	132.671	481.349
Altri esercizi ricettivi	0	0	0	0	0	0
Bed & breakfast	220.243	562.259	118.638	319.824	338.881	882.083
Campeggi 4 stelle	70.637	546.542	14.800	104.231	85.437	650.773
Campeggi 3 stelle	118.238	986.067	30.304	206.696	148.542	1.192.763
Campeggi 2 stelle	20.800	158.072	6.692	35.335	27.492	193.407
Campeggi 1 stella	7.981	35.255	814	2.194	8.795	37.449
Case e appartamenti vacanza	129.621	838.893	48.478	219.278	178.099	1.058.171
Case per ferie	11.805	43.697	1.226	3.531	13.031	47.228
Ostelli della gioventù 3a Categoria	0	0	0	0	0	0
Ostelli della gioventù 2a Categoria	325	1.065	32	100	357	1.165
Ostelli della gioventù 1a Categoria	1.379	2.498	14	53	1.393	2.551
Villaggi turistici 4 stelle	30.347	259.764	3.707	22.565	34.054	282.329
Villaggi turistici 3 stelle	68.543	636.940	4.707	42.608	73.250	679.548
Villaggi turistici 2 stelle	13.413	109.072	1.806	15.954	15.219	125.026
Totale Esercizi extra alberghieri	870.042	4.709.015	325.197	1.293.350	1.195.239	6.002.365
TOTALI	3.023.427	11.642.835	1.042.556	3.553.556	4.065.983	15.196.391

Table 3- Distribution of tourist arrivals and presences by type of accommodation in 2018 (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

From Table 3 it can be deduced that in 2018 the hotels covered about 70% of both Italian and foreign arrivals, while they represent about 60% in terms of presence. In the context of hotel facilities, the main share is represented by 4-star hotels with a share of global overnights equal to 60.4% and overnights of 57.2%. This data is a clear sign of how modern tourism is evolving which requires an offer of quality services, and therefore also accommodation facilities because the "new" tourist does not want to give up the quality standards he is used to in his daily life.

The situation about non-hotel establishments appears to be more varied, where we recall that in methodological terms, the data recorded by the SPOT system of the Puglia Region discount a considerable share of arrivals and presences not entered by structures that operate in an undeclared manner or any case. not quite regularly. As for Italian tourists, in terms of arrivals, the main types are represented in order by B & Bs, holiday homes and apartments, 3 - star campsites, landlords and farmhouses. In terms of attendance, 3-star campsites rise to the top, followed by holiday homes and apartments, 3-star tourist villages, B & Bs and 4-star campsites. These differences in the rankings

between arrivals and presences are justifiable by the very nature of the underlying holidays: the villages, for the most part, offer holiday periods of 1 week, like holiday homes and apartments, as well as campers, tend usually to stay for periods of not less than a week to avoid having to repeat the assembly and disassembly operations of their equipment. Conversely, much more flexible are the B & Bs, Guest Houses and Agritourism where it is possible to stay for shorter periods and which are also less linked to the summer seasonality typical of the accommodation facilities indicated above.

The lesser dependence on summer seasonality can also explain the different distribution of occupancy of non-hotel accommodation facilities by foreign tourists. Arrivals are concentrated in B & Bs, Farmhouses, Holiday homes and apartments and Guest houses, while in terms of attendance after the B & Bs we find Holiday Homes and Apartments, 3 - star Campsites, Farmhouses and Guest Houses.

5.3. The tourist movement in the Apulian provinces

Turning to the examination of the tourist movement in the various Apulian provinces, we can note that the important growth that has occurred both in terms of total arrivals (+ 82.9%) and total presences (+ 77.8%) from 2010 to 2018 was not evenly distributed over the different territories.

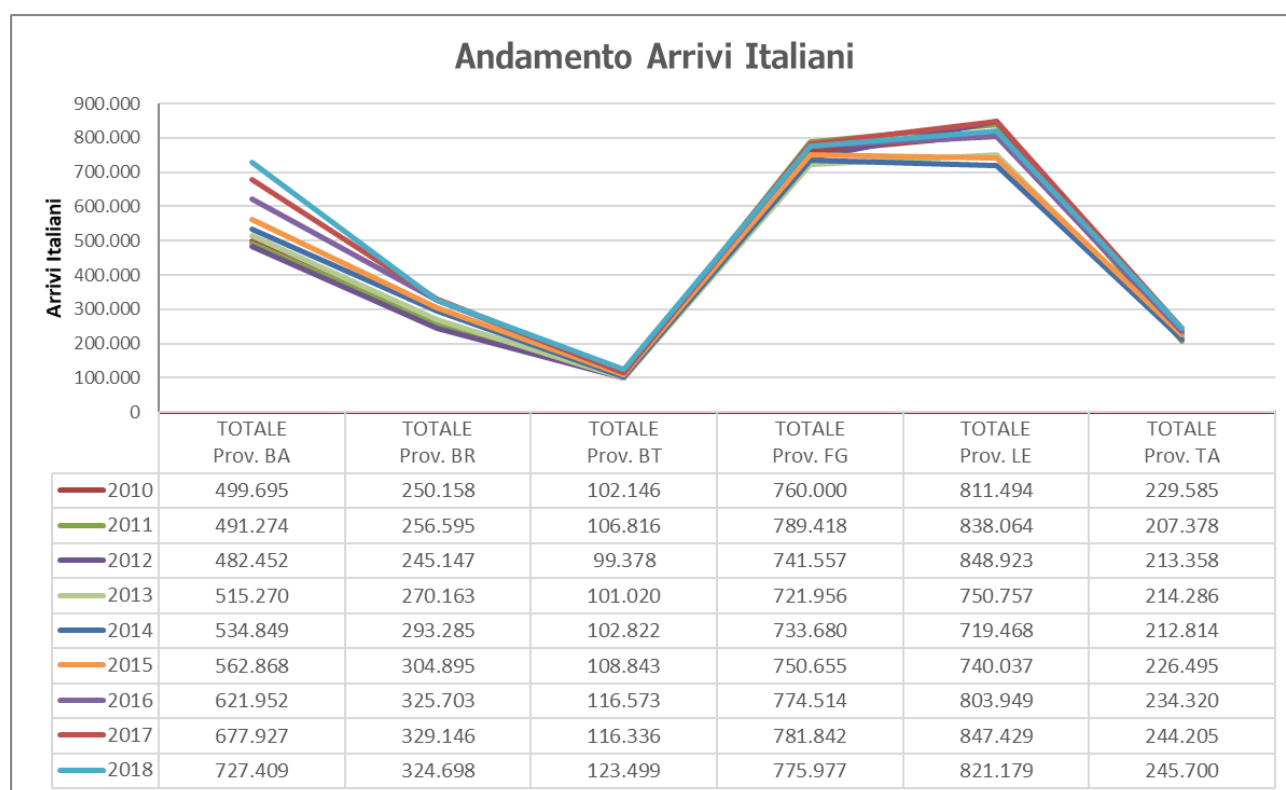


Figure 29- Trend of Italian arrivals in the period 2010-2018 in the Apulian provinces (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

As can be seen in Figure 29, for Italian arrivals in the period 2010-2018 the province of Bari marks a growth of 45.6% whereas the historical destinations of Apulian tourism, Gargano and Salento, grow only by 2.1% and respectively. 1.2%.

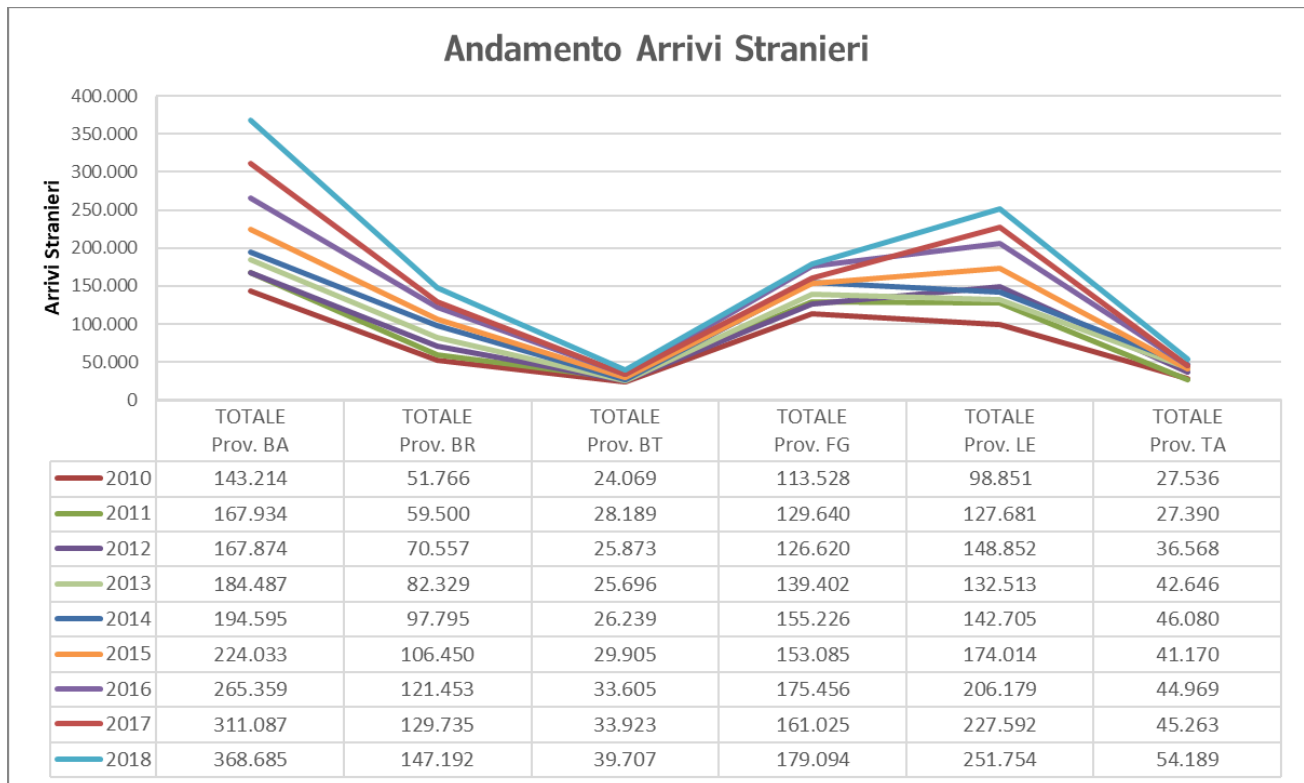


Figure 30- Trend of foreign arrivals in the period 2010-2018 in the Apulian provinces (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

The situation regarding foreign arrivals is different, which rewards the different territories more homogeneously, where + 184.3% of the province of Brindisi stands out, followed by that of Bari (+ 157.4%) and that of Lecce (+ 154.7%), while that of Foggia closes the ranking registering however a + 57.8%.

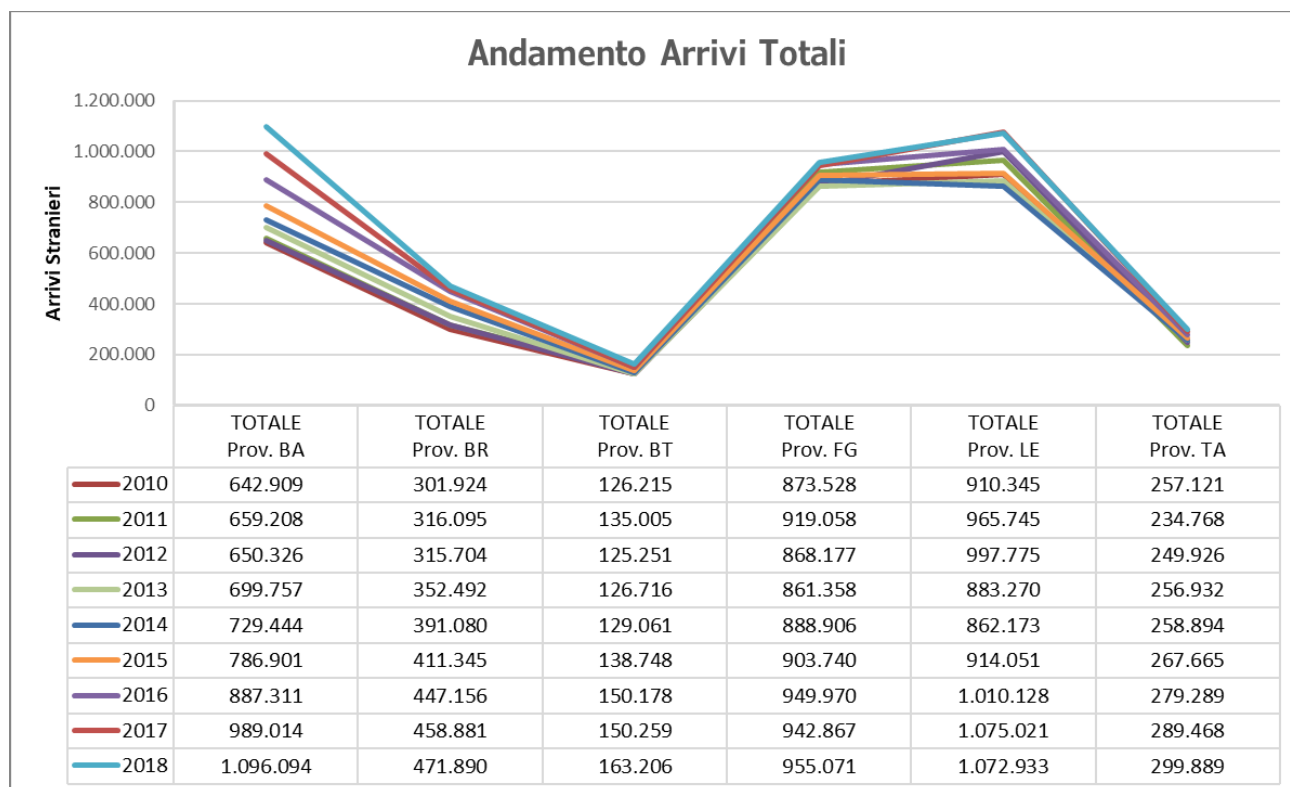


Figure 31- Trend of total arrivals in the period 2010-2018 in the Apulian provinces (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

Total arrivals record the leap of the province of Bari (+ 70.5%) which climbs two positions and ranks first in the region for the number of arrivals, overtaking the province of Lecce (+ 17.9%) and that of Foggia (+ 9.3%). The performance of the province of Brindisi was excellent (+ 56.3%) and that of the province of BAT was fair (+ 29.3%), while the province of Taranto was barely sufficient (+ 16.6%).

The significant differences that occurred in terms of arrivals between the various Apulian provinces are attenuated in terms of presence.

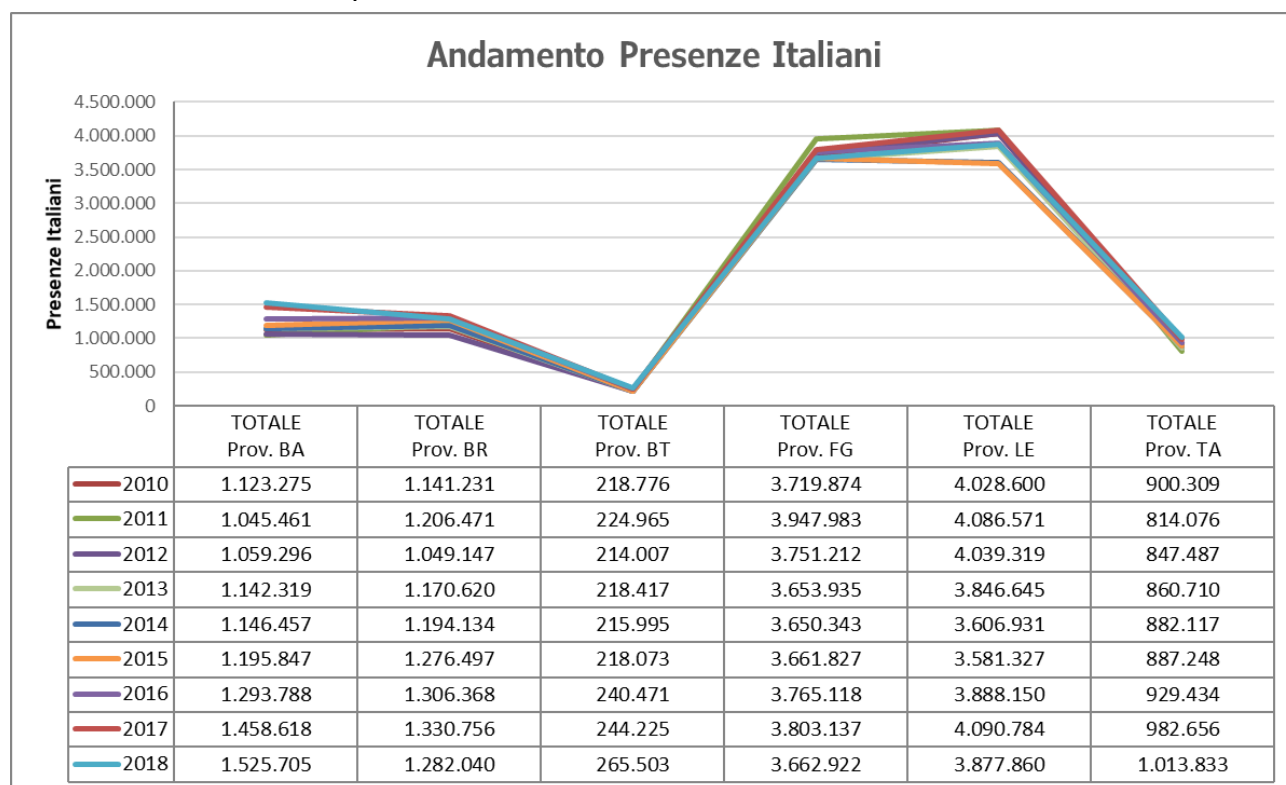


Figure 32- Trend in the presence of Italians in the period 2010-2018 in the Apulian provinces (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

As can be seen in Figure 32, if the province of Bari (+ 35.8% of the presence of Italians between 2010 and 2018) had grown to undermine the first two positions of the Italian arrivals, as regards the presence it manages to climb only one position against the province of Brindisi (+ 12.3%). The performance of the BAT province is very good (+ 21.4%) and that of the province of Taranto is also good (+ 12.6%), while the leading Apulian provinces, or Foggia, show a worrying decrease (-1.5 %) and that of Lecce (-3.7%).

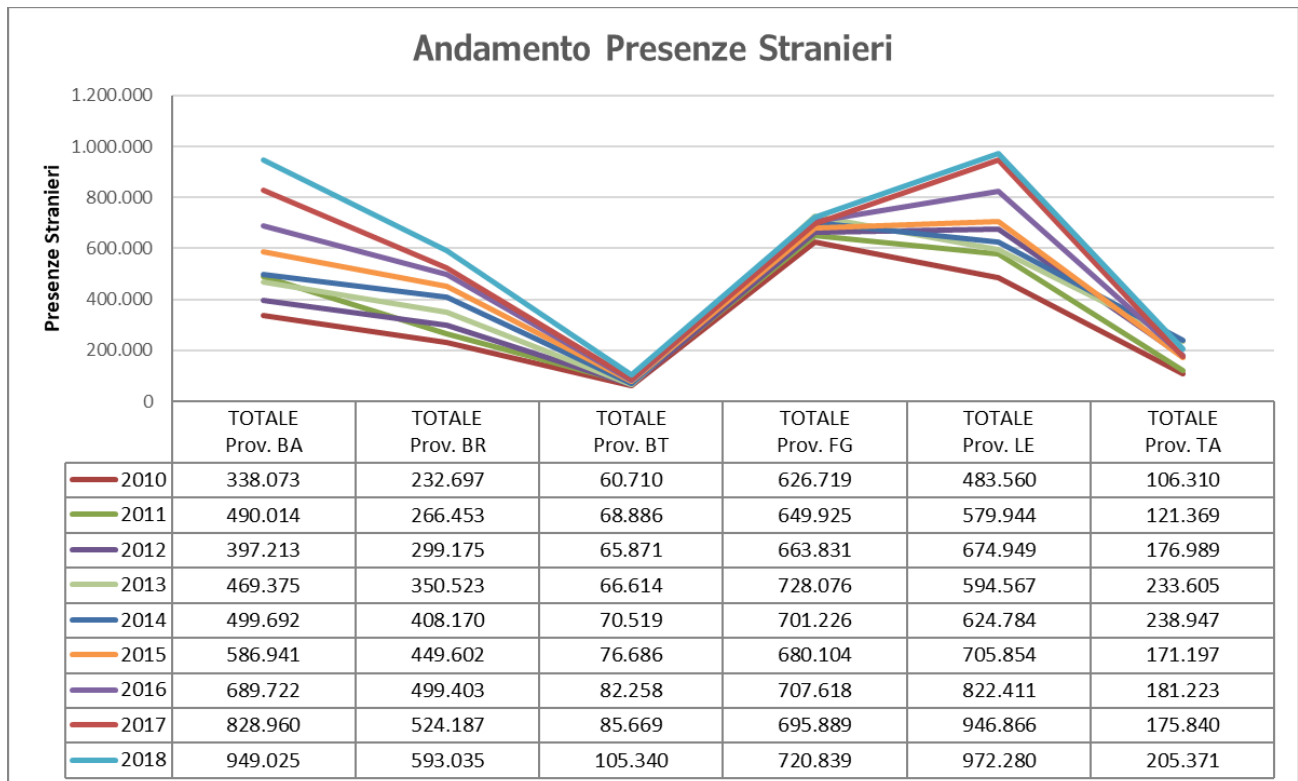


Figure 33- Trend in the presence of foreigners in the period 2010-2018 in the Apulian provinces (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

The situation of the presence of foreigners in the various Apulian territories in the period 2010-2018 is still different. The great leap of the province of Bari certainly stands out (+ 180.7%), but also that of the province of Brindisi (+ 154.9%); excellent results for the provinces of Lecce (+ 101.1%), Taranto (+ 93.2%) and BAT (73.5%). Once again, the result of the province of Foggia (+ 15.0%) appears very worrying, as it fails to fit into the wake of the significant growth of foreign tourism in Puglia.

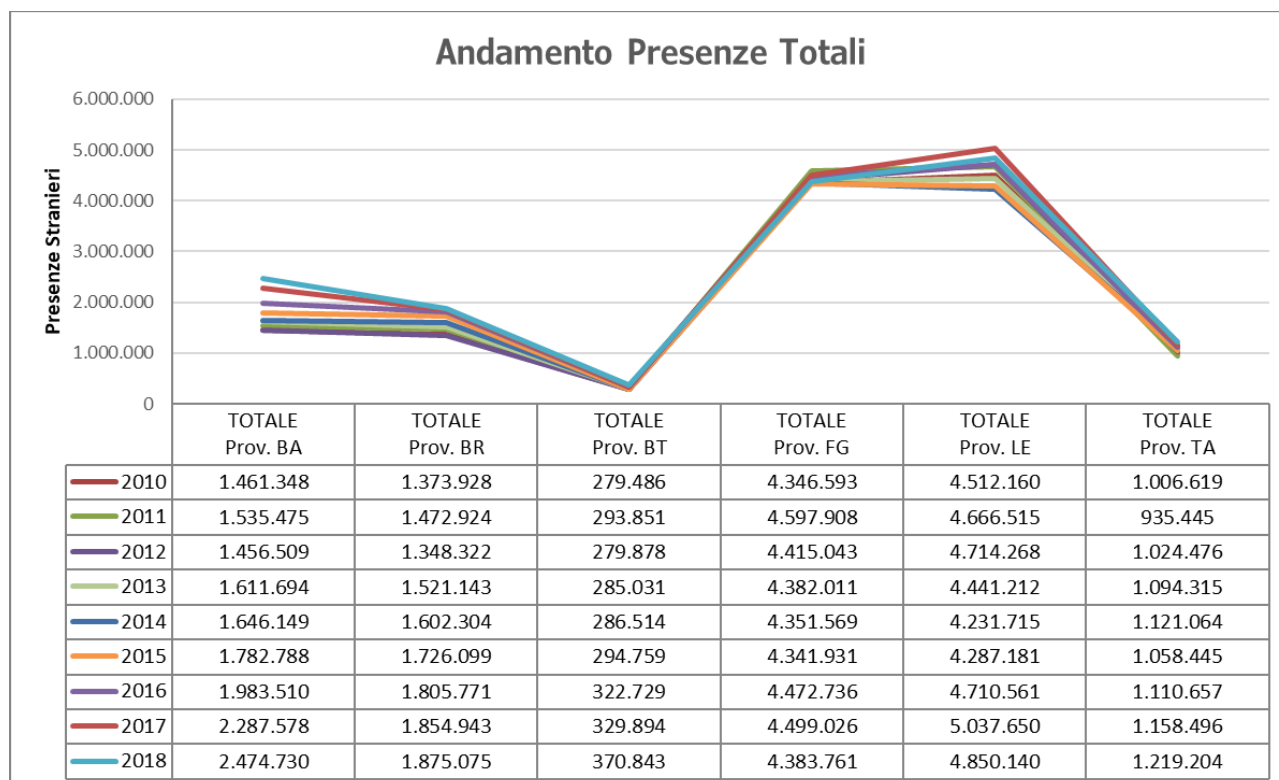


Figure 34- Trend of total presences in the period 2010-2018 in the Apulian provinces (our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

In terms of global presences, we can speak of a Puglia that moves at different speeds: the province of Bari (+ 69.3%) that runs, those of Brindisi (+ 36.5%), of BAT (+32.7 %) and Taranto (+ 21.1%) which are growing fast, that of Lecce (+ 7.5%) which is growing slowly and that of Foggia (+ 0.9%) practically stopped.

5.4. Regional tourism products

The regional endowment of cultural and natural resources and attractors constitutes the indispensable basis for the definition of an intervention strategy (product, image and communication policies) aimed at strengthening tourism competitiveness in the markets.

Puglia is a land that lends itself to strengthening its vocation as a multi-product tourist destination and this is due to the wealth of elements of interest and attractiveness and its geographical location that makes it a "bridge" between Western Europe, the Balkans and the southern Mediterranean.

Compared to Italy, Puglia counts about 7% of the population, 6% of the territory, 10% of the coasts but also four Unesco sites, some of the most beautiful villages in Italy and also archaeological sites, rock settlements, parks and nature reserves, religious attractions of global importance, cultural events of artistic importance, etc. In addition to the sea, therefore, the visitor can find valid opportunities for cultural, naturalistic, religious and food and wine tourism. Below we briefly recall the features that characterize the Apulian heritage by macro-categories corresponding to the main tourist products.

5.4.1. Natural resources

The first important environmental and tourist resource of Puglia is the sea. Puglia has about 860 km of coastline washed by the Adriatic Sea and the Ionian Sea where 30 touristically relevant seaside resorts are located. The Apulian coasts have an exceptional variety: they range from coasts with wide

sandy expanses to high and rocky ones that end with cliffs characterized by the presence of caves. The value of the "sea" resource is confirmed by the ranking drawn up each year by Legambiente and TCI. Puglia in 2018 ranks 6th among the regions for the number of blue flags assigned which in 2018 reached 14 (Peschici, Rodi Garganico, Zapponeta, Margherita di Savoia, Polignano a Mare, Fasano, Ostuni, Carovigno, Castro, Otranto, Melendugno, Salve, Castellaneta, Ginosa), doubled since 2009 when they were only 7.

For the first time in 2010 an Apulian locality (Marina di Rodi Garganico) obtained the Blue Flag Approdi Turistici, while in 2019 the recognition reached 6 locations (Porto Turistico Rodi Garganico, Marina del Gargano Manfredonia, Cala Ponte Marina Polignano a Mare, Brindisi Marina, San Foca Melendugno Tourist Port, Marina di Leuca Tourist Port).

Another strong point of the Apulian territory is **the protected natural areas** that extend in total for 282 thousand hectares, of which 3/4 represented by the 2 national parks (Gargano and Alta Murgia) in addition to 11 regional parks, 3 marine areas protected, 17 state reserves, 7 regional reserves. The provinces with the highest percentage of the territory subject to protection are those of Foggia and Bari.

Natural areas are flanked by distinctive local elements of the rural landscape. Among the main architectural symbols of the landed bourgeoisie, there are **the numerous farms** that arise (about 150) in the countryside between the provinces of Bari, Brindisi and Taranto and range from the simplest architectures to those elegant as urban buildings, sometimes fortified by surrounding walls and sentry boxes, surrounded by extensive forests of oaks and scrubs. Other typical elements of the ancient system of rural settlements are the towers, the small houses and villas of the coastal strip, the lines of dry stone walls that subdivide the agricultural territory and the great historical crossing and transhumance routes.

5.4.2. Historical cultural resources

- architectural heritage. The distinctive artistic elements of the region are the cathedral churches, the castles (including Castel del Monte, a Unesco world heritage site), the watchtowers, the noble palaces, the villages (including 9 belonging to the Club of the most beautiful villages in 'Italia and 11 to the Associazione Borghi Autentici), historic theatres and squares. Some historical places have become over time an important destination for pilgrims who stop, for example, in Monte San Michele, San Giovanni Rotondo or along the ancient route known as Via Francigena del Sud.

Among **the UNESCO sites**, in addition to Castel del Monte, the Trulli of Alberobello has been registered, which with their extraordinary uniqueness has acquired great notoriety and attracted tourists at an international level and the Micaelico Sanctuary of Monte Sant'Angelo. In addition to the historical places, there are numerous sites of cultural interest, largely archaeological areas and parks, followed by monuments, museums, galleries, art galleries and libraries.

5.4.3. Food and wine resources and typicality

The food and wine products are an expression of the culture of the territory, custodians of traditions that have their roots in distant times and the means through which the customs and habits of a population are handed down from generation to generation. **The products of the food and wine chain have been considered for some time as elements capable of characterizing the tourist offer of a territory and in many cases represent one of the strengths of local hospitality systems, as well as of the entire country.** They can be configured as intangible traditions which, however, are substantiated

in the definition of a product that is "tested" by the customer. The main feature of most food and wine products is that they can be transported and consumed in different places than the production areas.

Thus these products end up constituting not only essential components of a tourist offer but also tools for promoting a territory. The consumption of food and wine products can specialize individual tourism products, characterizing a specific segment (that of food and wine tourism) or be complementary to other types of tourism. The designations of origin (DOC and PDO) and indications of origin (IGT and PGI) have an important consistency in Puglia and represent useful means of enhancing not only the qualified productions but also the main identity elements. In the Register of Protected Designations of Origin and Protected Geographical Indications, there are 15 Apulian products (of which 12 are exclusively from the Apulian territory - 8 PDO and 4 PGI) and 226 products registered in the list of traditional agri-food products. In this context, a position of pre-eminence is held by wines and oil which represent Puglia productions of great importance within the agro-food sector and which have also been enhanced through the creation of wine routes (9) and oil (8). Among the wines, the region holds 4 DOCGs, 29 DOCs, and 6 IGTs (corresponding respectively to 6, 9 and 5% of the national total).

Other forms of promotion of the territory and protection of regional biodiversity are carried out by associations such as Slow Food, which has established the principals linked to products of particular quality linked to the memory and identity of territory and considered at risk of extinction. To date, 13 garrisons have been established in Puglia.

5.4.4. Sports resources and Wellness

Another resource that attracts a type of tourism, still very niche, but rapidly expanding, is sports tourism, and in particular cycle tourism, which is part of a concept of slow tourism. The strength of cycle tourism lies in the fact that it is proposed as an experiential way of "vacationing", away from the mass routes and the masses of tourists and in search of smaller places where the landscapes are still not very contaminated and life is more authentic and attractive.

Other resources are also active, which attract sports tourism such as golf (5 fields), nautical charter and such as fishing tourism, but also trekking, and horseback riding in inland areas. In addition, in Puglia, there is a good offer of spa and wellness facilities, with 69 spas, geographically located in seaside destinations.

To increase the regional attractiveness and enhance the available offer, an appropriate integration must be ensured by seeking a joint enhancement of tourist attractions together with the environmental-cultural heritage and cultural and entertainment activities. In particular, tourism promotion must be increasingly correlated to actions connected with the various sectors, such as culture, the environment, agro-food, artisanal and industrial production, which can effectively contribute to affirming the tourism products of the Region and, through these, the Puglia brand.

5.5. The communication

Such a territory, with its many vocations, could not fail to have a centralized promotional and communication line, otherwise, it could never have established itself as a tourist destination in the national and international context.

In this context, the participation of Local Tourism Systems is also important. It is, therefore, necessary to build alliances: the private sector must increase its involvement and contribute economically to the development of tourism. The public-private formula is fundamental.

The promotion on the web and in the tourist portals of the target countries was the first step, as well as that of participating in trade fairs where there are foreign tour operators who could become partners.

The public-private collaboration represents a new frontier in the sector: perhaps it is the only possible way to destinations. If until now it was only conceivable at the local level, it is now necessary at all levels, that is, at the provincial and even regional level.

5.5.1. The regional strategy

The process of support for tourism development implemented in recent years by the Puglia Region has highlighted the increasing attention of the regional government towards a sector that can generate wide benefits in terms of diversification, innovation and relaunch of the local economy and activation of virtuous territorial circuits.

The primary objective of the regional tourism policy is the enhancement of the natural, cultural and landscape resources of the region to increase the tourist attractiveness of the Puglia destination. This objective, specified in Axis IV of the 2007-2013 ERDF Operational Program "Enhancement of natural and cultural resources for attractiveness and development", is pursued through the implementation of a strategy of "integration between systems" declined into operational objectives dedicated to the tourist economy, cultural heritage, cultural activities and the ecological network.

As regards the tourism economy, the operational choices of the Region are essentially oriented to:

- completion of the infrastructure network serving the tourism economy;
- strengthening the attractiveness of territorial contexts for tourists and visitors, with particular attention to the foreign component;
- implementation of marketing and promotion actions;
- strengthening the unified and integrated image of the diversified territorial heritage of Puglia, regional hospitality and the quality of the tourist offer;
- seasonal adjustment and diversification of the offer.

Tourism promotion is therefore part of the aforementioned lines of intervention and is placed in a perspective of continuity and consistency for the main guidelines highlighted in the Implementation Plan:

- the promotion of projects with a high social and economic return;
- the system of environmental and cultural resources for efficient management and orderly and sustainable use of the territorial heritage;
- the promotion of tourism products consistent with the regional reality and its territorial potential, also through the creation of local and product tourism systems characterized by thematic and territorial specializations;
- the full involvement of the productive fabric, the exploitation of district economies, the generation of new entrepreneurship, the formation of public-private partnerships;
- the inclusion of Puglia in the Mediterranean area and the improvement of the development opportunities of the Adriatic Euroregion.

In this context, the tourism promotion policies have been oriented over the years to the positioning of the destination about the main markets and targets, to the creation of the brand and its progressive affirmation which has not only taken place by shaping and feeding Puglia in the imagination over the years. collective (through the impulse of channels such as cinema, music, events, shows, etc.) but also by directing increasing sensitivity and attention to the trend of competing markets, the pricing policies of companies and the accessibility of the territory.

If this set of actions has allowed the Region to achieve important results in terms of flows and positioning on the markets, they now oblige it to think in a more articulated and in-depth way of promotional and marketing activities to strengthen the position acquired and at the same time identify with pragmatism the areas for improvement and growth of the destination.

Faced with the changing context conditions that see a proliferation of new destinations, growing competition between countries and uncertain prospects for the evolution of demand and the economy, the promotion strategy was characterized, on the one hand, by the consolidation of the results achieved in the past years, and on the other hand by a greater structuring of the presence on international markets through an approach based on the development of an integrated system of policies related to tourism, on the adoption of an approach more oriented to markets and demand according to the trends detected globally and locally, on the construction of a basket of regional tourism products, also integrated through the reorganization of the governance system. Furthermore, it is useful to qualify the tourist offer so that it can maintain adequate levels of service, even in the face of an increase in demand.

The development and management of the Puglia destination must therefore increasingly materialize in balancing the prospects of demand (perception, motivation for the trip, previous experiences) and the components of the offer (accessibility, attractive local resources, accommodation facilities, complementary activities, packages integrated tourism, support services), focusing on the maintenance/improvement of adequate qualitative standards of offer (rather than on a mere quantitative increase of attractors and flows) and sharing, also from a promotional point of view, experiences and knowledge of institutions, operators, citizens and tourists.

5.6. The actors of governance

The Puglia Region, in addition to designing the general strategy of tourism promotion policies, has other system governance tools available: infrastructure and transport policies, business incentives, the internationalization program of the various production chains, and environmental policies. and cultural heritage, cultural policies and international cooperation. The integration of these policies into an overall strategy of territorial marketing and sustainable development of the territory provides tourism promotion strategies with a coherent reference framework and a system of overall objectives for the development of the sector.

The Puglia Region, after having cut funds to tourist facilities, has opted to cut the provincial management of the strategy and promotion in the tourism sector, centralizing all the management of these activities in the only Puglia Promotions Agency. In this way there is a single body that outlines the strategic guidelines of tourism and transfers them to private structures, working together to achieve the objectives.

Puglia Promotions Agency has equipped itself with suitable staff for this type of activity and has decided to focus heavily on the web through the opening of themed tourist portals, but even before dividing the Apulian territory into tourist products, each with its own strong identity. With the birth of the Pugliapromotion Agency, the Puglia Region, therefore, has an operational tool at its disposal for the implementation of its territorial promotion and marketing strategies. This tool represents the union between the public and private sectors to compete in a large market.

6. Tourism in the territories of the Dauni Mountains and the Western Ionian Arch

6.1. Tourism in the Dauni Mountains

The Dauni Mountains area is made up of 30 municipalities, mainly located in the Daunian sub-Apennines, except the municipality of Lucera which is part of the geographical area of Capitanata. It is an internal area of the Puglia Region that suffers a profound crisis in terms of depopulation with progressive ageing of the resident population, reduction of agricultural activities with consequent problems also related to the maintenance of the territory, lack of essential services (health and education above all), insufficient road network, however, often characterized by a poor state of maintenance.

Even in this context, thanks to the Leader programming, the LAG Meridaunia was created (evolution of the previous LAGs of the Southern and Northern Dauni Mountains) which had the undoubted ability to coordinate the development of a territorial development strategy and intercept funding, national and regional, for the implementation of these strategies.

One of the turning points was identified in **the diversification of the farm through the creation and development of extra-agricultural activities**, the offer of services to the population and the integration between agriculture and tourism. The desired change in agriculture also produces effects on tourism since the multifunctionality of farms creates experiences of visitation in a tourist key (activities in the Masseria, the possibility of buying local products, quality food and wine). Tourism in Dauni Mountains is based on "rural resources" (primarily agriculture and food and wine, but also naturalistic areas, cultural, archaeological and artistic resources) and creates value through the combination, operated by a plurality of actors, of a set of resources of the local rural heritage. Some resources (eg: landscape quality, agricultural biodiversity, typical products) are produced and maintained with the fundamental contribution of farmers but are strictly connected to tourism.



Figure 35- Map of the Dauni Mountains

The tourist vocation is a potential not yet exploited, which requires planning, innovation and training. It is necessary to transform the tourist potential into an effective productive sector and to give systematicity to the historical-cultural offer, re-establishing the texture of relationships through the creation of networks, itineraries, and systems so that the entire territory of the Monti Dauni is configured as an offer integrated tourism.

The tourist offer of the Monti Dauni consists of the great heritage of historical, cultural and environmental resources, which can be enclosed in the definition "Puglia of excellence": the Monti Dauni can boast intact historic villages that have achieved numerous certifications (Authentic Villages, Villages more Belli d'Italia, Slow Cities, Orange Flags etc.), moreover, it is the area with the highest naturalistic value in the region, counting 5 SIC Areas, the highest peak in Puglia, Lake Occhito: a real park area for natural vocation. The territory has a quality agricultural tradition and historical, architectural and archaeological heritage of great value. About intangible assets, one can only start from the landscape, but also the fresh air, the sense of hospitality, all vehicles of pivotal emotions for the development of experiential tourism: more and more travel becomes an opportunity for growth

and experimentation and it is important to seek and enhance the so-called "WOW elements" in the tourist visit proposal, ie the elements of specific differentiation of the offer that generate amazement, satisfaction and enthusiasm in visitors.

For the Monti Dauni, the tourism sector also performs a "social" function as it involves and employs, in services complementary to tourism, the local population in the female (now scarcely employed) and youth groups more easily qualified (who, at the moment, leave the area upon reaching the age of majority due to lack of job opportunities), helping to "keep people in place" or to counteract depopulation. Furthermore, the development of tourism contributes to recovering and enhancing the historical, archaeological, housing and naturalistic heritage of the area by subtracting it from abandonment, helping to maintain territorial structures also through small-scale private investments (and therefore easily achievable), generates widespread wealth, therefore evenly distributed throughout the territory.

6.1.1. The offer, the cultural heritage

The archaeological resources certainly play a leading role in the characterization of the Area. The whole hilly area is scattered with archaeological remains from prehistoric and Roman times, both scattered in the countryside and concentrated in ancient settlements. In Lucera, the Daunian "capital", there is the **Roman Amphitheater** (from the 1st century BC, restored in 1932), the most extensive testimony of the Roman Empire in the land of Puglia and most likely in southern Italy. The whole area of Ascoli Satriano is very rich in resources, constituting a real attraction for fans of the sector. In the town we can be visited the **Archaeological Park of the Dauni, the Monumental Area of the Snake and the Site of Faragola**; a succession of residential settlements which starting from the 4th century BC see the overlapping of Daunian, Roman republican and imperial and medieval elements. Ascoli is worth a visit also and above all for its **gryphons of the trapezophoros** (support for ritual table), a complex of precious marbles from Aphrodisias di Caria in present-day Turkey, they constitute the evidence of the splendour of the people who came from Illyria in the north of Puglia settling there and calling it Daunia.

There are numerous intact centres from an urban and architectural point of view and which stand out for their respect for the environment: as many as 12 Municipalities have obtained the recognition of Authentic Villages, 6 have re-entered the ANCI circuit, the most beautiful villages in Italy, 7 have been awarded the "Orange Flags" of the Italian Touring Club; and one municipality has obtained the recognition of Slow City.

The system of walled villages certainly lends itself to the development of tour circuits as well as to hosting multi-localized events. The most evident testimonies of the feudal era are numerous castles (over 15), watchtowers and dozens of noble palaces. Some, are decidedly important, such as the Swabian-Angevin Fortress of Lucera (with the imposing towers of the King and the Queen) and used as seats of museums or institutions (such as that of Bovino, the seat of the Diocesan Museum), still others, totally abandoned. (like that of Dragonara in Casalnuovo Monterotaro). There is a need to re-evaluate some assets of great value, using them to attract specialized target audiences, and to contribute to the growth of the tourist offer, enhancing the territory from a tourist/educational point of view, also through recreational infrastructures and for the management of the environment.

Throughout the area, there is a large number of churches and sanctuaries rich in historical, artistic and architectural evidence of considerable interest. The presence of papal power in the area has always been very strong. The diocese of Lucera-Troia and the archdiocese of Foggia-Bovino are still among the most important in southern Italy. There are about 150 churches, some rural ones, and 3 cathedrals.

At least a dozen convents and as many sanctuaries. The main objects of art are attributed to religious power: wooden statues, crucifixes, vestments, canvases, medieval parchments, chalices, etc.

visible in the diocesan museums. Worthy of note is the Museum of the Treasure of the Cathedral of Troia, where among the preserved finds there are 3 Exultet: scrolls illustrated in parchment, made around the year one thousand of which there are only 32 records in the world.

There are many events linked to religious traditions and typical products. Among the historical re-enactments in costume are those of Lucera (the Tournament of the Keys), Bovino, Deliceto, Panni and San Marco La Catola. Almost all municipalities have a summer calendar full of artistic events. Among those of a musical nature, the now ten-year Accadia Blues Festival hosts world-class artists and animates the suggestive Rione Fossi. Also of note are the Bovino Independent Short Film Festival and the Troia Teatro Festival. Among the popular festivals with the highest ethnological significance are the "Fucacoste and Cocce Priatorje" in Orsara di Puglia - the traditional event in which the souls of the deceased visit their loved ones, warming up at the bonfires lit in their honour - which recalls about 35,000 visitors a year, and again the "Giostra della Jaletta" in San Marco la Catola, the Fires of Sant'Antonio Abate and those of San Giuseppe, the procession of Sant'Alberto in Pietramontercorvino and the entire Settimana Santa in Troia characterized by the procession with the chains.

It is worth noting, in terms of enhancement, the presence of two linguistic minorities: the Franco-Provençal one in Faeto and Celle di San Vito; the Albanian one in Casalvecchio di Puglia.

There are hiking trails and paths throughout the intervention area. To these are added royal sheep tracks such as the Pescasseroli-Candela ones; Lucera-Castel di Sangro, bridge of Bovino-Cerignola; Foggia-Castelluccio dei Sauri, which can be re-proposed as real "green ways". There are also several paths, including the one around Monte Cornacchia (which with its 1152 m asl is the highest peak in Puglia) dedicated to Pier Giorgio Frassati (the young Turin-born who loved nature and the mountains, beatified in 1990) and created in collaboration with the Italian Alpine Club of Foggia which can be easily covered on foot, by mountain bike or on horseback.

It also crosses the Monti Dauni, the Via Francigena: a bundle of paths that from Canterbury lead to Rome, and then continue in the direction of Jerusalem. Today the Vie Francigene therefore enter Puglia crossing the territories of Faeto, Celle San Vito and Castelluccio Valmaggiore, looking at Orsara di Puglia and reaching Troia and Lucera. It should also be noted the opportunity, which emerged from the consultation tables, to enhance the places of San Pio in Monti Dauni, tracing a religious path. The Saint of Pietrelcina, before arriving in San Giovanni Rotondo, lived in the Convent of the Capuchins of San Marco la Catola more than once: from 1905 to 1906, at the end of his high school studies and in 1918 (April-May) and it was in San Marco that he met Father Benedetto from S. Marco in Lamis who became his spiritual director until 1922.

The high landscape value of the territory and its particularly panoramic position (the "balcony of Puglia") should be considered an asset of the territory, albeit intangible. As an example, we cite the views offered by Lake Occhito, the Gorges of Accadia, a spectacular rocky spur immersed in the woods, from Monte Cornacchia (the highest point in Puglia) and Lake Pescara (the only lake nature of the Dauni Mountains classified in 2012 as "Italian Wonder") and in general the panorama offered by a walk in the most scenic villages. The area, therefore, is particularly suitable for outdoor tourism, as demonstrated by the experience of the Adventure Parks of the Dauni Mountains: visiting routes among the treetops, horseback riding and trekking. The park that is getting the most feedback, in terms of public, is the one located near Lake Pescara. Inaugurated in 2014, it presents routes for children, adults and the disabled, and has counted about 3,000 paying users in 2016 and almost 7,000 users of the picnic area, also generating induced positives in restaurants and proximity accommodation. However, at present, the process of development and enhancement for tourism purposes of the area from a naturalistic-environmental point of view is still at an initial level. The weak points are represented above all by the limited infrastructural and service system typical of an area of naturalistic value: a

guide-oriented offer, hiking (on foot, on horseback, by bicycle), naturalistic and environmental teaching, outdoor activities (orienteering, outdoor, survival, scout camps, etc.).

Among the strengths, it should be emphasized is the presence of a thermal plant, located in Castelnuovo della Daunia, which is characterized by a wealth of springs: sulphurous waters with beneficial properties, agreed with the ASL to treat disabilities of neurological, respiratory, and arterial origin. About 2000 paying visitors are registered at the thermal baths, although the Municipality of Castelnuovo does not have adequate accommodation.

6.1.2. The receptivity

The thirty municipalities of the Monti Dauni area represent only a small part of the accommodation capacity of the province of Foggia: the total of 1,857 beds is only 1.49% of the entire provincial accommodation capacity. As regards the accommodation offer, the offer of non-hotel structures and beds prevails, representing respectively 89.2% and 58.8% of the total. In absolute terms, according to official sources (Istat, 2018), there are 139 hospitality companies present throughout the area, for a total of about 1,857 beds. Analyzing the variation in the accommodation offer from 2010 to 2018, there is an overall increase in the number of beds (a percentage increase of 33%) in particular within non-hotel accommodation facilities, more suited to the needs of the territory in terms of management costs.

2018	Accadia	Alberona	Ascoli Satriano	Bicari	Bovino	Candela	Carlantino	Casalinovo	Monteverde di	Puglia	Castelluccio dei Sauri	Castelluccio Valmaggiore	Davina	Celenza Valfortore	Celle San Vito	Deliceto	Faeto	Lucera	Monteleone di Puglia	Motta Montecorvino	Orsara di Puglia	Panni	Pietramontecorvino	Rochetta Sant'Antonio	Roseto Valfortore	San Marco La Catola	Sant'Agata di Puglia	Troia	Volturra Appula	Volturino	TOTALE	
	Esercizi alberghieri																															
	Alberghi 5 stelle lusso																															
	Alberghi 5 stelle																															
	Alberghi 4 stelle																															
	Alberghi 3 stelle																															
	Alberghi 2 stelle																															
	Alberghi 1 stella																															
	Residenze tur. alberghiere 4 stelle																															
	Residenze tur. alberghiere 3 stelle																															
	Residenze tur. alberghiere 2 stelle																															
	Totale Esercizi alberghieri																															
	Esercizi extra alberghieri																															
	Affittacamere																															
	Alloggi agrituristici																															
	Altri esercizi ricettivi																															
	Bed & breakfast																															
	Campeggi 4 stelle																															
	Campeggi 3 stelle																															
	Campeggi 2 stelle																															
	Campeggi 1 stella																															
	Case e appartamenti vacanza																															
Case per ferie																																
Ostelli della gioventù 3a Categoria																																
Ostelli della gioventù 2a Categoria																																
Ostelli della gioventù 1a Categoria																																
Villaggi turistici 4 stelle																																
Villaggi turistici 3 stelle																																
Villaggi turistici 2 stelle																																
Totale Esercizi extra alberghieri																																
TOTALI																																
Posti letto Esercizi Alberghieri																																
Posti letto Esercizi Extra-alberghieri																																

Figure 36- Types of accommodation facilities in the Monti Dauni area (our elaboration on 2018 ISTAT data)

This increase is largely due to the opportunity offered by the tenders for the Mis. 313 shares 5 of the PSL of the LAG Meridaunia, 2007-2013, through which n. 38 accommodation facilities. The need to increase the receptivity of the territory is now widespread and perceived by the local community, which responded to the aforementioned call with great interest by presenting 110 questions. However,

the positive increase in receptivity is not sufficient to improve the receptivity index of the territory, so much so that the same DPS in its analysis notes that the Monti Dauni is among the inland areas with the lowest population/bed ratio.

A large number of unused houses in historic centres and scattered rural buildings represent a fundamental receptive resource, as they represent types of hospitality in line with the environment and can offer a good quality/price ratio to tourists.

From the analysis of the data, it emerges that the problem of accommodation is most felt in the 13 municipalities in the northern area of the territory which represent just one-fifth of all accommodation in the territory. Among other things, in the 2007-2013 programming, the requests for the start-up of landlord activities from this area were extremely small compared to the total.

Last but not least, it is emphasized the need to also provide structures with a larger accommodation capacity for outdoor tourism since the low receptive size of the operating establishments makes the school tourism segment and the organized groups segment practically inaccessible (CRAL, associations, schools, elderly, religious, etc.), which would represent a range entirely in line with the characteristics of the product. In this sense, the opportunity offered by public buildings, built by the Municipalities, but never used, also due to the absence of valid management plans, such as the Hostel located in Carlantino and the Spring Villages, already existing structures, but not used, is emphasized. partly vandalized but easily redeveloped, located in the municipalities of Castelnuovo della Daunia, Volturino, Volturara Appula, Roseto Valfortore, the latter consisting of ten apartments with 4 seats each, common areas (meeting room with kitchen and restaurant for 100 seats), sports facilities and a series of paths connected with the paths of the adjacent woods.

6.1.3. The question

From the point of view of demand, the territory of the Monti Dauni still has **a rather limited tourist demand in terms of overnight stays. This is mainly due to a lack of territory on the part of possible targets.** The Monti Dauni area is still unknown first of all to the local tourist and even more to those coming from other regions. According to the data of the Puglia Promotion Regional Agency, in recent years (2011-2018) the attendance has been between 45,000 and 60,000 per year. It should be noted that this data does not detect the excursion flows that affect the area, i.e. those linked to day trips without overnight stays in the area, which are generated by residents in nearby areas and by people who are staying or passing through neighbouring areas. These flows (hikers, Sunday tourists, participation in fairs and events, trips, etc.), although not detected by the official statistics, contribute significantly to animate the local economy and keep local services and commercial activities alive and could, with an adequate structuring action of the offer accompanied by an adequate promotion, transforming into overnight stays.

Prov.	Comune	2018					
		ITALIANI		STRANIERI		TOTALE	
		Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
FG	Alberona (FG)	344	977	46	60	390	1.037
FG	Ascoli Satriano (FG)	238	663	20	69	258	732
FG	Biccari (FG)	125	723	17	70	142	793
FG	Bovino (FG)	1.207	2.876	223	449	1.430	3.325
FG	Candela (FG)	947	2.031	101	212	1.048	2.243
FG	Castelluccio Valmaggiore						
FG	Celle San Vito						
FG	Deliceto (FG)	228	870	9	19	237	889
FG	Lucera (FG)	19.815	34.725	3.260	8.036	23.075	42.761
Fg	Motta Montecorvino						
FG	Orsara di Puglia (FG)	479	1.188	83	438	562	1.626
FG	Pietramontecorvino						
FG	Rocchetta Sant'Antonio						
FG	Roseto Valfortore (FG)	161	259	141	505	302	764
FG	Troia (FG)	446	1.107	97	224	543	1.331
	TOTALE Monti Dauni	23.990	45.419	3.997	10.082	27.987	55.501

*Table 4- Tourist flows in 2018 in the Monti Dauni area
(our elaboration on SPOT data - Tourist Observatory of the Puglia Region)*

6.1.4. Complementary services

The presence of complementary services is scarce: the only sector present, even very dynamic, is that of catering. The other services and "activities" offered in an organized form to the tourist (bicycle rental services, riding schools, nature guides, etc.) are very scarce and everything takes place in an impromptu form, without any "qualification-certification-recognition" process and there is no, at the moment, the synergy between the complementary system and the receptive system. During the consultation meetings organized by the LAG Meridaunia, a request emerged, made more and more often by visitors, to be able to rent alternative means of transport such as mountain bikes, jeeps or quads because of the nature (winding and sometimes rough) but also the great landscape value of the hill roads often immersed in the woods. There is also the need for visitors to be "guided" in this type of excursion, especially in the woods. Furthermore, at present the Leader Area does not yet represent an integrated offer: the cultural realities that can be used today are still unrelated to each other. **Up to now, there are no systematic tourist promotion activities in the entire area and even among private individuals, there is little evidence of integrated packages or offers of a naturalistic, cultural, sports-outdoor nature.** Even the school tourism sector, which although it would represent a segment of extreme interest for the area, was the object of sporadic and individual promotion actions only (the single didactic farm).

Another problem is that of the accessibility of the sites, intended both as signs towards the main historical/architectural/archaeological assets and as their opening. Very often the opening of the sites in the Municipalities of the Dauni Mountains is entrusted to volunteers from local associations who show great attention to the territory, but precisely because they are volunteers, they cannot guarantee continuity in the openings. The aforementioned lack of networks between operators is particularly suffered by visitors, who use the area and are forced to relate to a myriad of subjects (more accommodation facilities, various pro-locos for the service of guided tours, etc.) ending up discouraged and/or to visit the municipalities independently, but at the risk of finding the main attractions closed. Even the same accommodation facilities complain about the lack of a person who can coordinate and promote tourist flows in the area, being forced, at the moment, to improvise when the visitor asks

them for logistical information on the neighbouring municipalities or on the activities that can be carried out in the villages.

Most of the tourist activities are characterized by family management and the people who work there rarely have specific professionalism; the same remark applies to employees. This aspect of "improvisation" and lack of specific competence also emerges in trivial details. The workforce present in the Area is scarce - the situation is indeed characterized by a progressive abandonment by young people with the consequent increase in the age of the residents - and one of the "nodes" of local development in terms of tourism is the birth of new entrepreneurship both in the hospitality sector and in complementary activities. As for tourist guides, they usually have very specific knowledge (of their municipality), while a general knowledge of the Monti Dauni context is also lacking to provide the visitor with an overview. At the moment there are no significant consortiums or associations and there has not been a natural tendency towards aggregation/cooperation, both horizontal (between operators in the same sector) and vertical (between operators from different sectors); on the contrary, there is a tendency towards individualism/parochialism, the first among the operators, the second among the single Municipalities.

6.2. Tourism in the Western Ionian Arch



Figure 37- Map of the Western Ionian Arch

As can be seen from Figure 37, of the seven municipalities that are part of the Western Ionian Arch, four overlook the Ionian Sea while the remaining three are inland. The view of the Ionian Sea has given rise for several decades to the tourist development of coastal areas with the development of

structures of considerable size that sometimes gave rise to coastal municipal districts (Castellaneta Marina and Marina di Ginosa).

6.2.1. The tourist flows of the Western Ionian Arch

The examination of the tourism context reveals that several municipalities in this area are in contrast with the average trend of the province of Taranto in the 2015-2018 period. If the province records an increase in total arrivals (+ 12.0%) and even greater in total presences (+ 15.2%), the following table shows a decrease in the main tourist resorts of the area.

Prov.	Comune	2018						Variazioni % 2015-2018					
		ITALIANI		STRANIERI		TOTALE		ITALIANI		STRANIERI		TOTALE	
		Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
TA	Castellaneta (TA)	51.423	299.740	5.469	39.632	56.892	339.372	-6,6%	3,4%	-25,4%	-21,1%	-8,8%	-0,2%
TA	Ginosa (TA)	25.911	154.505	2.636	9.725	28.547	164.230	20,1%	3,6%	57,4%	-44,5%	22,8%	-1,4%
TA	Laterza (TA)	1.062	2.599	192	566	1.254	3.165	56,4%	19,2%	120,7%	142,9%	63,7%	31,1%
TA	Massafra (TA)	5.308	17.266	867	2.632	6.175	19.898	-34,1%	-29,3%	-26,0%	-37,7%	-33,1%	-30,5%
TA	Mottola (TA)	6.522	14.129	839	2.053	7.361	16.182	-1,3%	12,7%	-5,1%	-0,3%	-1,8%	10,9%
TA	Palagianello (TA)	630	1.769	189	503	819	2.272	1,3%	-0,5%	87,1%	84,9%	13,3%	10,8%
TA	Palagiano (TA)	2.746	9.620	185	812	2.931	10.432	66,3%	106,7%	54,2%	86,7%	65,5%	105,0%
TOTALE Arco Ionico Occidentale		93.602	499.628	10.377	55.923	103.979	555.551	-0,7%	3,1%	-8,8%	-25,4%	-1,5%	-0,7%
TOTALE Prov. TA		245.700	1.013.833	54.189	205.371	299.889	1.219.204	8,5%	14,3%	31,6%	20,0%	12,0%	15,2%
TOTALI REGIONE PUGLIA		3.018.462	11.627.863	1.040.621	3.545.890	4.059.083	15.173.753	12,1%	7,5%	42,8%	32,8%	18,6%	12,5%

Table 5- Tourist flows of the Western Ionian Arch in 2018
(our elaboration on SPOT data - Tourist Observatory of the Puglia Region)

As can be seen from Table 5, Castellaneta, which we remember as the largest tourist centre in the province of Taranto, shows a sharp decrease in terms of arrivals both in Italian (-6.6%) and foreign tourists (-25.4%), while for the number of presences the Italian ones grew slightly (+ 3.4%) but the foreign ones collapsed (-21.1%) in total contrast with the provincial average data and even more to the regional one. Similar behaviour is also recorded for Ginosa, while even worse is what is recorded for Massafra which sees a reduction in arrivals by a third and over 30% in presences. More positive data comes from the other municipalities, in particular from Laterza and Palagiano, which, however, given the modest amount in the absolute value of arrivals and presences, are unable to counterbalance the strong reductions recorded in the two most important tourist municipalities.

A survey carried out at the provincial level confirms that 'sea', 'rural tourism', and 'cultural tourism' are the core product guidelines of the provincial territory, first of all enhancing the territorial identities and the distinctive characteristics that contribute to making the tourist offer recognizable. provincial, beyond the specific definitions of each of them. Among the weaknesses, the relationship with the administrations, often uncertain and complex, is highlighted, which creates operational difficulties for businesses (especially seasonal ones) which instead ask for uniformity of clear opinions and regulations as well as integrated territorial policies.

The criticalities linked to infrastructures are also significant, in particular those of transport and mobility which inevitably penalize the tourist offer. By way of example, the great unfinished works are mentioned in this sense; the qualification of the provincial road network; the connections with the airports of Brindisi and Bari, expensive and limited; charter flights and the opening of civil flights of the Arlotta di Grottaglie; the railway connections inadequate compared to Bari and Lecce. These criticalities are also recorded in the nautical sector: the absolute lack of landings and the small number (only 855) of berths compared to approximately 3367 in the province of Lecce. Even in terms of intangible infrastructures, delays remain: coastal and rural areas are still very short of available bandwidth and the connectivity of tourist facilities in some areas remains difficult.

6.2.2. The receptivity

The analysis of the offer in terms of accommodation, according to ISTAT data of 2018, indicates that the area of interest has a global number of tourist beds equal to 11,122 units, 4.0% of the total number of beds present in the entire Puglia region, with a considerable increase compared to 2010 (+ 53.6%). 80.6% is made up of beds in hotels, with a particular concentration on Castellaneta (71.2% of the total of the area in question). Regarding non-hotel establishments, the greatest number of beds is offered in the municipalities of Ginosa (36.2% of the area) and Castellaneta (35.6% of the area).

2018	Castellaneta	Ginosa	Laterza	Massafra	Mottola	Palagianello	Palagiano	TOTALE
Esercizi alberghieri								
Alberghi 5 stelle lusso								0
Alberghi 5 stelle	4							4
Alberghi 4 stelle	10	4	1	1	3		1	20
Alberghi 3 stelle	2	2		1	1	1	1	8
Alberghi 2 stelle		1						1
Alberghi 1 stella								0
Residenze tur. alberghiere 4 stelle	2							2
Residenze tur. alberghiere 3 stelle								0
Residenze tur. alberghiere 2 stelle								0
Totale Esercizi alberghieri	18	7	1	2	4	1	2	35
Esercizi extra alberghieri								
Affittacamere	7	13	10	3	3	6	1	43
Alloggi agrituristic	5	6	2	2	6	2	1	24
Altri esercizi ricettivi								0
Bed & breakfast	23	17	13	11	6	3	4	77
Campeggi 4 stelle		1						1
Campeggi 3 stelle								0
Campeggi 2 stelle								0
Campeggi 1 stella								0
Case e appartamenti vacanza								0
Case per ferie								0
Ostelli della gioventù 3a Categoria								0
Ostelli della gioventù 2a Categoria								0
Ostelli della gioventù 1a Categoria								0
Villaggi turistici 4 stelle								0
Villaggi turistici 3 stelle								0
Villaggi turistici 2 stelle								0
Totale Esercizi extra alberghieri	35	37	25	16	15	11	6	145
TOTALI	53	44	26	18	19	12	8	180
Posti letto Esercizi Alberghieri	7.146	1.251	19	147	238	20	138	8.959
Posti letto Esercizi Extra-alberghieri	771	782	147	133	179	93	58	2.163

Table 6- Hotel and non-hotel accommodation 2018 (our elaboration on ISTAT data)

The analysis continues with a brief review of the accommodation structures born from processes of diversification of agricultural activity, towards alternative forms of tourism more linked to the provision of educational and social services (not classified among the ordinary types of accommodation according to the ISTAT categories). In this case, reference is made to educational farms, which in some cases also provide hospitality services and constitute a source of income for farmers and family members, as well as being more attractive to the area. According to sources of the Puglia Region

updated to 2017 (Guide to educational farms 2018 Puglia Region) there are n. 188 farms of which 17 in the Province of Taranto and 11 in the Western Jonico area (four in Castellaneta, three in Mottola and two in Ginosà and Laterza).

It is important to remember that the tourist offer of the area is particularly attractive by the food and wine heritage. It can significantly increase its tourist attractiveness because the area boasts a basket of typical traditional products that are recognizable.

6.2.3. The profile of the application

An interesting analysis was carried out about the results of surveys carried out during 2016-2017 by the LAG Places of the Myth and of the Gravine, aimed at studying the demand for "sustainable tourism", particularly attentive to the peculiarities of the territory.

The outcomes in question ascertained that:

- almost all tourists stay overnight in the area, and most of them stay more than 7 nights. Many of the tourists who come to this area stay in hotels and, therefore, prefer to stay overnight in more comfortable and luxurious environments than in B & Bs where not many people stay; instead, no one stays in residences and holiday homes etc. ;
- most of the tourists had never been to this territory;
- the guests chose the localities of the LAG area mainly for typical products, for food and wine and therefore for good food, good wine; for safety, tranquillity, the sea;
- tourists learn about the LAG territory mainly through websites, travel agencies and travel experiences of friends and relatives, while no promotion has taken place through books, films and social media;
- the tourist profile identifies most of the guests as couples and/or families, the percentage of tourists travelling without a company is small, recording a marginal percentage equal to 1.1% compared to the total number of visitors which is equal to 8, 1%;
- the preferred means of transport is the car because it is considered the most comfortable means of transport compared to other means of transport (plane and train).

The social and cultural profile of the guests of this LAG was significant, which is of a medium-high type. In most cases they turned out to be quite engaged in the social sector, careful buyers of organic products at zero km, and respectful of nature/environment as well as of the uses and customs of the place. Other interesting aspects to understand its profile are the following:

- the tourists who come to this area are half male and half female and mainly an average age between 30-49 years compared to the total, while few are those aged up to 29 years compared to the total;
- many have a university degree as their qualification, others have a high school diploma. Very few have a lower license diploma, therefore a target of tourists for the most part professionals.
- they are mainly Italian and come mainly from Lombardy, Tuscany, Emilia Romagna and Campania. Very few come from abroad.

The survey concluded with the administration of a questionnaire based on a rating scale from 1 to 10: tourists assigned a fairly high rating for food and cooking (9.4); the welcome (9.5); the landscape (9.3); wine (9.2); housing (9.3); reachability (9.0); on-site services (8.7); activities and things to do (8.5); and finally purchases and shopping (8.1), the latter scores better than the regional average.

To complete the analysis carried out, the results elaborated by the SPOT system of the tourism observatory of the Puglia Region carried out on the tourist movement detected in the municipalities of

the Western Ionian Arch are reported. The analysis shows the very strong prevalence of Italian arrivals compared to foreign ones with a difference of 15.6% from the regional average; a similar situation is found in overnights where the differential drops slightly to 13.3%. It is also interesting to observe the existing differences to the regional average of average days of stay which for the territory amount to 5.34 days compared to a regional average of 3.74, a clear indication of how the territory is much more linked to marine tourism than the rest of the Region.

Indicatori del movimento turistico dell'Arco Ionico Occidentale					
Comuni	Incidenza (%) su totale turisti - ARRIVI	Incidenza (%) su totale turisti - PRESENZE	Permanenza Media (gg) ITALIANI	Permanenza Media (gg) STRANIERI	Permanenza Media (gg) TOTALE
Castellaneta (TA)	90,4%	88,3%	5,83	7,25	5,97
Ginosa (TA)	90,8%	94,1%	5,96	3,69	5,75
Laterza (TA)	84,7%	82,1%	2,45	2,95	2,52
Massafra (TA)	86,0%	86,8%	3,25	3,04	3,22
Mottola (TA)	88,6%	87,3%	2,17	2,45	2,20
Palagianello (TA)	76,9%	77,9%	2,81	2,66	2,77
Palagiano (TA)	93,7%	92,2%	3,50	4,39	3,56
TOTALE Arco Ionico Occidentale	90,0%	89,9%	5,34	5,39	5,34
TOTALE Prov. Taranto	81,9%	83,2%	4,13	3,79	4,07
TOTALE REGIONE PUGLIA	74,4%	76,6%	3,85	3,41	3,74

*Table 7- Indicators of the tourist movement of the Western Ionian Arch
(our elaboration on SPOT data of the Tourist Observatories of the Puglia Region)*

Section A4. Analysis of the tourist attractions of the Apulian territory

7. Apulian cultural attractors

7.1. Definition of Attractor

The areas of attraction are geographical, territorial, economic and social areas characterized by the presence of cultural resources (museums, monuments, archaeological areas, architectural and landscape heritage) and natural resources (natural parks, protected areas and sites of naturalistic interest) of international strategic importance, national and/or inter-regional. The heritage of the areas of attraction can be made up of a single attraction or several attractive resources in conditions of territorial contiguity, cultural homogeneity, functional and managerial interrelation, such as to allow an integrated use and potential for governance, intervention and unitary promotion.

Attractors can drive the activation of a territorial development process based on the attraction of exogenous resources and the mobilization of endogenous resources.

Mobilization of endogenous resources:

- promotion of initiatives for the use and enhancement of heritage by resident citizens, determining phenomena of appropriation and social recognition of cultural and natural resources;
- promotion of entrepreneurial initiatives (and of the third sector) of subjects already localized and operating in the territory.

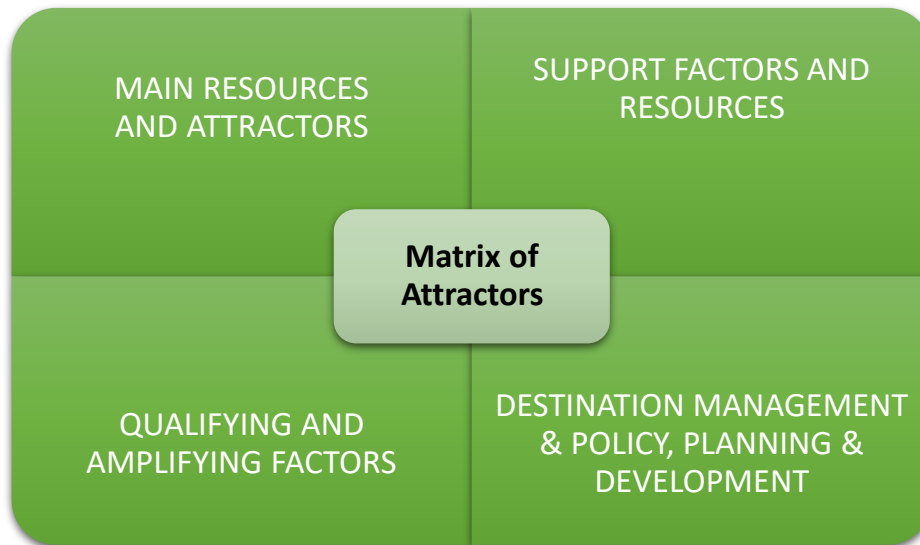
The attraction of endogenous resources:

- visitors, tourists, and businesses.

The term "attractor" has several facets that can be taken into consideration when talking about tourism. It can be identified as a source of motivation to move and, therefore, of strategic importance in the analysis of the tourism phenomenon. Here it seems appropriate to speak of a tourist "phenomenon" since we are referring to the pure exception, that is, "moving to another place other than the usual one for various reasons" (leisure or business, but also new hybrid formulas). It is precisely the reasons for moving that arouse the greatest attention since a calibrated marketing strategy can be built on them.

This strategy must leverage the creation of specialized and distinctive tourist-territorial skills, and the ability to convincingly propose new, sustainable tourism ideas consistent with the territorial identity, based on local attractors.

Croutch and Ritchie have developed a model with the intent of stimulating in the reader a clear intuitive vision of the conformation of the tourist product from an attractive point of view, therefore about the birth phase of the need in the mind of the consumer-traveller.



This model highlights the subdivision between the various attractors by identifying:

- **MAIN RESOURCES AND ATTRACTORS:** consisting of the fundamental reasons of attraction for the visitors themselves: the climate, the morphology, the culture, the history, the market, the activities, the events, the entertainment and the structure. These are essential and irreplaceable and more or less structured in Italian destinations;
- **SUPPORT FACTORS AND RESOURCES:** that is, the factors considered "surrounding" for the central tourist service, therefore the whole sphere connected to accessibility, that is fundamental infrastructures and transport facilities, often less present in the Italian system;
- **QUALIFYING AND AMPLIFYING FACTORS:** i.e. the factors relating to the most restricted and selective sector of attractors, namely the safety and beauty, the image, the branding reputation of the places and the quality/price ratio and again, the overall desirability of the observed tourist product ;
- **DESTINATION MANAGEMENT & POLICY, PLANNING AND DEVELOPMENT:** these are the last two sectors that can be integrated as they are closely interconnected. These concern the organizational system, the management of the destination, the hospitality philosophy and the management of local tourist attractions. In close connection, we find the analysis of customer satisfaction, the evaluation of results, competitive development, marketing, information and management which are the organizational beating heart that allows the central attractors (core resources) to transform themselves from simple attractions into profit-making centres for the entire local community.

As Flavio R. Albano observes, most of the factors observed so far depend precisely on the local culture, the organization of the territory and the attachment to the territory that the inhabitants have. A territory that chooses tourism as a driver of its development must, first of all, ensure the sustainability of the actions it will undertake and, at the same time, obtain, in the short term, the attraction of consistent flows of tourists and, in the medium-long term, the possibility of developing a new set of relationships and financial resources aimed at sustaining the competitive capacity of the territory over time for other areas that act as alternative tourist destinations.

It would be useful to start asking what territorial attractors are available, what is their level of conservation and integration with the service system, how these are “managed” by the community and how a competitive strategy could be developed and sustained. The first step in tourism development is to make contact with one's cultural heritage, identify it, make it clear, distinctive and defined, possibly proceed with its recovery (taking into consideration what Croutch and Ritchie explained) and, above all, remember that tourism exists in the collectivity, starts from the awareness of the host community that it must become such, convinced of wanting to follow a path of sustainable development while respecting collaboration and the community of intentions.

7.2. The Attractors in Puglia

For our analysis, we will consider only some of the main Apulian attractors that can be evaluated, especially in terms of space availability and organization and structure of services, to host the technological solution object of this project. For this reason, some types of attractions will not be taken into consideration, for example, cathedrals and Romanesque churches that are not structured to offer tourist services to visitors.

7.2.1. UNESCO sites

Let's start by saying that Puglia does not have any Great Cultural Attractor on its territory, in the sense that none of its attractors reaches a level of notoriety such as to determine consistent tourist flows connected to it. The most visited of the Apulian sites is that of Castel del Monte which reached almost 270,000 visits in 2019, placing just 26th in the Italian ranking of the most visited sites (the Colosseum was confirmed with a large detachment in first place with over 7, 5 million visitors), although an estimated 2,000,000 visitors (of which at least 85% are hikers) have visited Alberobello. The reasons for this situation are many and certainly the relative “youth” of a structured tourist approach by the various institutional levels and more generally a historical lack of awareness of the economic-social value that the naturalistic-cultural heritage can represent for the territories, with the consequent lack of functional services for the use of the site.

In this interpretation, it was only the progressive, albeit recent, affirmation of the identities of the different territories that led to processes of re-appropriation of cultural assets as essential symbols of such identities and triggered virtuous processes of recovery and enhancement of these assets, also to develop the regional tourism sector.

From an endowment point of view, Puglia has four sites recognized as World Heritage Sites by Unesco:

- Castel del Monte (Andria - BT)
- The trulli (Alberobello - BA)
- The Sanctuary of San Michele is included in the recognition of “The Lombards in Italy. Places of power” (Monte Sant'Angelo - FG)
- The Umbra Forest has been included in the recognition of “Ancient and primordial beech forests of the Carpathians and other regions of Europe” (Gargano National Park - FG)

Furthermore, other Apulian sites are on the “Provisional List” of Unesco sites:

- Salento and the “Lecce Baroque”
- Romanesque cathedrals in Puglia
- The Murge of Altamura
- Karst caves in prehistoric Puglia

7.2.2. Museums and archaeological areas

The main Apulian museum is the MARTA (National Archaeological Museum of Taranto), the only museum with a special autonomy institute (DPCM n. 171/2014). After a long phase of restructuring, in 2007 and then in 2013 the sections dedicated to the Hellenistic funerary culture and the Roman and medieval ages were opened to the public; after the institution of special autonomy, it was possible to complete the preparation of the upper floor, dedicated to the prehistory and protohistory of Puglia, to the city and to the necropolis of Taranto of the archaic and classical age, open to the public in July 2016.

Many museums and archaeological areas are owned by MIBACT and are managed by the Puglia Regional Museums Directorate:

- Province of Foggia:
 - The **National Archaeological Museum of Manfredonia**, housed inside the Swabian Castle, houses the most famous and significant archaeological finds of the Capitanata area and the Gargano area, including the Daunian steles.
 - **Archaeological Park of Siponto in Manfredonia**. The archaeological area of Siponto Park is of great importance as it witnesses the importance reached by the ancient Siponto in Roman times, after the establishment of the colony in 194 BC. wire mesh by the young Lombard artist Edoardo Tresoldi which recalls, in the forms, the last phase of the ancient early Christian basilica.
- Province of Barletta-Andria-Trani:
 - **Castel del Monte (Andria)**. Symbol of the harmonious blend of cultural elements from northern Europe, the Muslim world and classical antiquity, Castel del Monte, a unique masterpiece of medieval architecture, has been on the UNESCO World Heritage List since 1996.
 - **Antiquarium and Archaeological Park of Canne della Battaglia**. The site of Canne della Battaglia, whose memory is linked to the famous clash between the Romans and the Carthaginians in 216 BC, stands on a hill along the Lower Ofanto valley. The Antiquarium, located at the foot of the fortified citadel, and the Archaeological Park, with the remains of the ancient Daunian settlement and structures from the Roman, early Christian and medieval periods, now offer visitors an articulated and fascinating itinerary.
 - **Archaeological Museum - Canosa di Puglia**. Housed in a building dating back to the nineteenth century, Palazzo Sinesi, the building, was initially intended for the storage of finds from the urban area and the territory of Canosa and as a venue for temporary exhibitions, since 2015, with the establishment of the Polo Museale, it has become the seat of the National Archaeological Museum. The current exhibition, renewed in 2018, illustrates a cross-section of Canosian society between the Archaic and Hellenistic ages, one of the most important moments in the millenary history of the city, with a sign and didactic system in Italian and English.
 - The **Castle of Trani** is part of an imposing defensive system built by Frederick II of Swabia to protect the Kingdom of Sicily. It rises a short distance from the famous cathedral, strategically located in the centre of a bay, whose shallow waters have always been an excellent natural defence, both from the fury of the waves and from possible enemy attacks.
 - The **castle of Barletta** is the architectural result of a series of stratifications due to the succession of different dynasties in power, which took place from the 11th century to

the 18th century. Once a fortress for defensive purposes, surrounded by the sea that occupied the moat all around the castle and isolated it from potential enemy attacks, it is a strategic point in city life as well as an important urban milestone. It is home to the Municipal Library, the Civic Museum and a conference and exhibition hall. Among the preserved works, in addition to an alleged bust of Frederick II of Swabia in limestone, dating back to the 13th century, there is the Sarcophagus of the Apostles, a stone high relief, the first testimony of Christianity in Barletta, dating back to the period between the 3rd and 4th century.

- Province of Bari:
 - The **National Archaeological Museum of Altamura** was born from the desire to reunify the numerous archaeological discoveries of the whole territory, from Prehistory to the Middle Ages. The exhibition represents the settlement of the Alta Murgia and constitutes a synthesis of the Peucezi civilization up to the innermost territories, towards Basilicata and the Ionian arch.
 - The **Swabian Castle of Bari** is an imposing fortress dating back to the thirteenth century, now used as a museum; located on the edge of the historic centre, near the port area and the Cathedral, with its bulk it represents one of the most important and well-known monuments of the city.
 - The **National Gallery of Puglia "Girolamo e Rosaria Devanna " in Bitonto** houses a magnificent collection of works of art, which cover a period ranging from the sixteenth to the twentieth century. The collection is kept in the rooms of Palazzo Sylos Calò, an admirable example of the residential architecture of Bitonto in the 16th century.
 - The **National Archaeological Museum of Gioia del Colle**, located in the Norman-Swabian Castle, welcomes in its rooms the finds from the excavations of the ancient town of Monte Sannace. Today it presents itself with a completely renewed look, both as regards the exhibits on display and the didactic and illustrative apparatus.
 - The **National Jatta Museum in Ruvo di Puglia** is one of the very rare examples of a nineteenth-century private collection that has remained unchanged in its original museography concept. Inside it is possible to retrace the architectural forms, furnishings and ideas that presided over its realization during the nineteenth century.
- Province of Brindisi:
 - **"Giuseppe Andreassi" National Museum and Egnazia Archaeological Park.** The Museum, named after Giuseppe Andreassi, director of the museum and the archaeological area from 1976 to 1985 and Archaeologist Superintendent of Puglia from 1990 to 2009, is located outside the walls of ancient Gnathia, in the area of the Messapian necropolis. The exhibition traces the thirty centuries of history of the important settlement, from the Bronze Age to the Middle Ages.
- Province of Lecce:
 - The **Castle of Copertino**, a fortified building that stands out of its kind both for its monumental size and its structural typology, represents a significant example of Renaissance military architecture in Puglia.
 - **Roman amphitheatre of Lecce.** Located in the heart of Lecce, in Piazza S. Oronzo, the Roman Amphitheater testifies to the importance reached by the ancient Lupiae in the imperial era. Discovered at the beginning of the twentieth century, about a third of the

original building is visible today, with part of the arena and the cavea, while the remaining portion is hidden below the square and the facing buildings.

- Other important Apulian museums are:
 - The **MAT Museo dell'Alto Tavoliere** is the civic museum of the city of San Severo. Established in 1989 in the eighteenth-century Palazzo San Francesco, the current museum layout was inaugurated on 4 April 2009. The MAT contains one of the most important collections of grave goods from tombs from the Daunian era; among the most interesting objects on display, are the presence of stelae, grave markers and decorated objects that underline the prestige of the deceased (precious metal finds, ceramic artefacts of Hellenizing culture) is extremely significant.
 - The **De Nittis Municipal Art Gallery in Barletta**. The extraordinary collection of works by Giuseppe De Nittis, the result of the donation of his wife Léontine, collected in the prestigious "Palazzo della Marra" together constitute a Museum of Identity. Identity of the territory, with its local realities, but also the identity of a precise moment of renewal of the Arts in Italy and in Europe of which Giuseppe De Nittis was a real protagonist.
 - The **Mediterranean Citadel of Science in Bari** is a permanent structure, created to stimulate citizens' interest in science and technology. The fundamental objective is the dissemination of the technical-scientific culture, understood both as a culture of mathematical, physical and natural sciences and as a culture of derived technologies. Through the organization of cultural events, exhibitions and conferences of high scientific value, the Citadel brings science closer to the public.
 - The **Civic Archaeological Museum of Conversano**. Important architectural complex built in the 10th century, the Monastery of S. Benedetto preserves inside rich testimonies of art, a medieval cloister (11th-13th century) with a trapezoidal shape with sculpted capitals, mosaic decorations and convent structures of various kinds. Very particular is the history of this monastery, famous for its denomination of Monstrum Apuliae (Monster of Puglia), because between the thirteenth and nineteenth centuries. it was the seat of mitrate abbesses, powerful nuns who exercised true feudal and ecclesiastical jurisdiction over the territory. It houses the Civic Archaeological Museum, which exhibits the archaeological evidence of the city from prehistoric times to Late Antiquity.
 - The Pino **Pascali Municipal Museum of Contemporary Art in Polignano a Mare** . The Pino Pascali Foundation - Museum of Contemporary Art of Polignano a Mare is located in the building of the former Municipal Slaughterhouse, located near the southern promenade of the town. Born in 1998, it was inaugurated with a large anthological exhibition by Pino Pascali, curated by Achille Bonito Oliva and Pietro Marino, on the occasion of the thirtieth anniversary of his death, 1968. (Pino Pascali was born in Polignano in 1935 and is buried here).
 - The **Archaeological Park of Dauni and the Pasquale Rosario Archaeological Museum of Ascoli Satriano**. The archaeological area extends for several hectares and was established to protect and preserve what over the years had surfaced during the excavation campaigns. In the park, you can see the remains of a Daunian village, with houses and the necropolis. The Museum is located in the eighteenth-century Palazzo D'Autilia, it contains archaeological finds from the Iron Age that reach up to the Middle Ages you can find jugs with geometric decorations from the Daunian period and Greek ceramics of the V-III century. BC, bronze necklaces and fibulae. Of exceptional importance are the magnificent

gryphons (*Trapezophoros*) and other polychrome sculptures recovered at the Getty Museum in Malibu in 2008.

7.2.3. The naturalistic sites

For the premises of this chapter, we will consider only those naturalistic sites equipped with a visitor centre capable of hosting the technological solution object of our project.

- National Parks
 - Gargano National Park. the Gargano brings with it into the imagination of millions of Italians evocative names, of sun, white houses and holiday atmospheres, such as Peschici, Vieste, the Umbra Forest, and the Tremiti Islands, areas among the most characteristic of our country. Areas where you cook in the sun and dive into one of the most beautiful and clear seas in Italy. This part of Puglia is also one of the richest in different habitats and biodiversity. The reason goes back to the morphological conformation of the "spur of Italy" and its history. When, between the lagoons and the mainland, the Apennines began to emerge, the Gargano was not there yet, or rather it was only an island, separated from the continent. Only later would the promontory join the mainland forming the unmistakable "spur", but the "island" origin of the area has nevertheless marked the environmental evolution of the area, with its green heart, but also with a mosaic of coastal lakes, a series of islands opposite and a stone desert behind that could have formed only in isolated conditions. It is a rich and varied habitat, as it is difficult to find in Italy. The Park has 5 visitor centres, including Lesina specialized in the lagoon habitat.
 - The Alta Murgia National Park, established in 2004, is among the largest nationally with its 68,077 hectares included in the territories of the thirteen municipalities (Altamura, Andria, Bitonto, Cassano Murge, Corato, Gravina in Puglia, Grumo Appula, Minervino Murge, Poggiorsini, Ruvo di Puglia, Santeramo in Colle, Spinazzola, Toritto) belonging to the Provinces of Bari and BAT. The Site is characterized by the presence of two priority habitats: the "Grasslands on the calcareous substrate (*Festuca-Brometalia*) with wonderful flowering of Orchids" and the "Pseudo-steppe paths of grasses and annuals (*Thero -Brachypodietea*)". The Park territory is characterized by a suggestive succession of rocky ridges, sinkholes, rolling hills, sinkholes, karst cavities, steep escarpments, blades, extensive natural and cultivated pastures, oak and conifer woods, where the perennial action of nature mixes and coexists with the millenary man who built stone farms, sometimes fortified to defend himself from attack by marauders, equipped with fences and stables for flocks, cisterns, neviere, churches, mirrors and infinite networks of dry stone walls. The Park has a visitor centre in Ruvo di Puglia.
- Regional Parks
 - Coastal Dunes Regional Natural Park from Torre Canne to Torre San Leonardo. The Park with its numerous natural habitats, the extensive arable land, protagonists of projects for the protection of crops with biological methods, the centuries-old olive groves; the Via Traiana, the archaeological sites of historical-cultural importance, the historic farms and the underground oil mills, the lame, the rock settlements, the accommodation facilities and the production companies in Marchio del Parco, the inhabited centres: a complex area rich in values to be safeguarded and promoted, an area in which the Dune Costiere Regional Natural Park, one of the most interesting in Southern Italy,

plays a particularly important role in environmental protection and sustainable economic development. The Park has a visitor centre (Albergabici) in Montalbano (LE).

- Marine protected areas
 - Porto Cesareo Marine Protected Area. Porto Cesareo, thanks to its "natural harbour" overlooking the Isola Grande also known as the Isola dei Conigli, is one of the most beautiful places on the Salento coast. It is only 500 m from the coast and is covered by a thick pine forest of Pino d'Aleppo and acacias, planted by foresters about 40 years ago. The seabed has a characteristic sub-tropical environment with very particular animal associations typical of warm seas. The coralligenous, due to the presence of madrepores, is found at minimum depths and a very short distance from the coast. It has a visitor centre ("Pietro Parenzan" Museum of Marine Biology).
 - Torre Guaceto Marine Protected Area. This stretch of coast, six kilometres long, includes a landscape with strong Mediterranean characters that from the sea slides over the dunes, through the Mediterranean scrub and marshes, up to a centuries-old olive grove. Every shape and colour of the Park is desired and modelled by the sea. It has a visitor center (Al Gawsit) in Serranova di Carovigno.
- Other naturalistic sites
 - Natural Reserve of the Saline di Margherita di Savoia state. Of very ancient origins, Pliny the Elder also speaks of it, at the time of ancient Rome the salt that formed naturally was already collected, without any human intervention. In the phases of high tide, the seawater entered the low areas of the old Salpi lake and subsequently evaporated, depositing the salt which would then be collected. The ancient Salapia was so called precisely because it was located in the area where the salt was deposited. The industrial exploitation of the Salina began much later when the channels were dug to let water in from the sea and the tanks were built to evaporate the water and facilitate the deposit of salt. The Margherita di Savoia salt pans extend over a long strip that runs almost parallel to the coast of the Southern Adriatic for about 20 kilometres, extending inland for about 5 kilometres. The total area is about 4,500 hectares, of which 4,000 usable areas are covered by water, the latter divided into evaporating tanks (for an extension of 3,500 hectares) and salting tanks (500 hectares). The other 500 hectares of surface are made up of roads, embankments, stacking yards, workshops, offices, lodgings and anything else necessary for the full operation of the plants. It has a visitor centre and a small museum.

Section A5. Participatory and design activity report in co-design

Among the various activities in which the project is divided, macro activity A entitled "Analysis and understanding of the final user also through specific co-planning phases" is in turn divided into 5 activities.

This report refers to the WP A.5 activity "Definition of the representative model in co-design" which in turn is divided into:

- WP A.5.1 "Sharing of objectives and usable technologies" with the aim of "Sharing with End Users the objectives of the project and the technologies applicable for their pursuit"
- WP A.5.2 "Definition of the representative model in co-design" with the aim of "Defining together with the End Users the representative model of the territories of the Monti Dauni and the Ionian Area"

These activities followed the work phase relating to the collection and analytical study of information and bibliographic sources relating to the two territories subject to experimentation: the Monti Dauni area and the Ionian area of Taranto. In this phase, the places subject to in-depth documentary analysis were defined and the main material and intangible elements characterizing the territories under analysis were identified.

Once this work of analysis and system of knowledge has been completed, the framework that has defined the material and intangible heritage of the two territorial sectors (historical-archaeological heritage, monumental architectural evidence, landscape heritage, naturalistic heritage, traditions, intangible cultural heritage, eno-gastronomic heritage) was appropriately shared with the stakeholders of the territories in question and with the End Users identified in the design phase. The purpose of this activity was not merely to put aside the data collection work that had been carried out and the returned model developed for subsequent use through the project prototype. Instead, it was a real comparison with the aim on the one hand of enriching the picture that had been traced in the data collection phase with any other data that might have escaped the census, and on the other that of defining in a shared manner the methodology and structuring of the story of the value of the territory to be expressed through the project prototype. The user, therefore, has itself become the "co-developer" of the design experimentation, providing further stimuli for product innovation capable of enriching and better defining "from the inside" the main elements that are a direct expression of the expressed needs. An integral part of the activities was the organization of focus groups dedicated to integrating each of the research and study subtasks. The focus groups were the main tool through which feedback was expressed and collected between the results of the research group and the user promoting the project, according to the logic of participation and comparison promoted by the Living Labs. These focus groups were open to the various stakeholders (researchers, tour operators, administrators, and subjects from the world of protection) and organized in the form of working groups.

In this phase, in addition to the results of the research conducted on the various aspects characterizing the two territories chosen as the focus for the project experimentation, the final objectives of the project itself and the applicable technologies were also shared with the End Users; in co-design were also defined the representative models of the territories on which to set the contents and their story through prototype experimentation.

This sharing and co-planning activity saw some moments of a meeting which are summarized below:

- partnership meeting of 30.05.2019 at the headquarters of the Department of Humanities of the University of Foggia, extended to the Final User (presence of the contact person of the ARCHEOCLUB D'ITALIA headquarters of MASSAFRA);
- meeting of 01.06.2019 at Bovino in the presence of the Mayor of Bovino as pro-tempore President of the Union of Municipalities Monti Dauni;
- meeting on 09.09.2019 at SABAP-FG and BT in the presence of the referring official;
- meeting of 10.09.2019 at Bovino in the presence of the Mayor of Bovino as pro-tempore President of the Union of Municipalities Monti Dauni;
- skype call of 15.11.2019 with GREEN ROAD End Users and ARCHEOCLUB MASSAFRA and subsequent exchanges of project material by e-mail.
- meeting of 19.11.2019 at SABAP-FG and BT in the presence of the referring official;
- meeting of 19.11.2019 at Foggia in the presence of the Mayor of Sant'Agata di Puglia as pro-tempore President of the Union of Municipalities Monti Dauni;
- skype call of 16.01.2020 with GREEN ROAD End Users and ARCHEOCLUB MASSAFRA

These meetings were accompanied by a series of “informal” meetings held by the representatives of the OdR University of Foggia with various interlocutors representing the territory of the Monti Dauni area. Several meetings took place with Dr Luana Grasso, Councilor for Culture of the Municipality of Bovino, as well as the owner of the Mulino del Ponte, an ancient seventeenth-century water mill located along the Cervaro river close to the Roman Bridge which constitutes some of the elements of cultural interest that have been chosen as particularly representative of the territory. Il Mulino del Ponte was also chosen for the activity, conducted by the owner, of recovery and enhancement of the ancient cereal crops (e.g. the Senatore Cappelli type wheat) also through the production of flour through the still perfectly functioning mechanisms of the mill. water.

Other meetings took place with representatives of the restaurant world, in particular with Nicola Consiglio, owner of the Agriturismo “Piana delle Mandrie” and advocate of an enhancement of typical local products through a quality cuisine based on the recovery of traditional recipes.

A series of moments of sharing also took place with the representatives of the local headquarters of the Archeoclub d'Italia, which manages the Civic Museum of Bovino, and the local Pro Loco headquarters. In particular, several meetings were held with the president of the Archeoclub, Dr Nunzia Roccotelli.

This phase took place and ended with delay due to the difficulty of formalizing agreements with some of the end users due to their lack of collaboration (the Union of Municipalities of the Dauni Mountains meets the council a few times a year and the President rotates every six months between the various mayors of the associated municipalities, effectively causing a block of activities) or internal organizational changes (the Superintendence of Archeology, Fine Arts and Landscape for the provinces of BAT and Foggia was unable to stipulate the protocol of agreement envisaged for consideration by the team, because in the meantime, following the internal procedures of MIBACT, it no longer has the autonomy to enter into this type of agreement). We, therefore, opted for a memorandum of understanding for not onerous basis which is not subject to authorization by the Ministry.