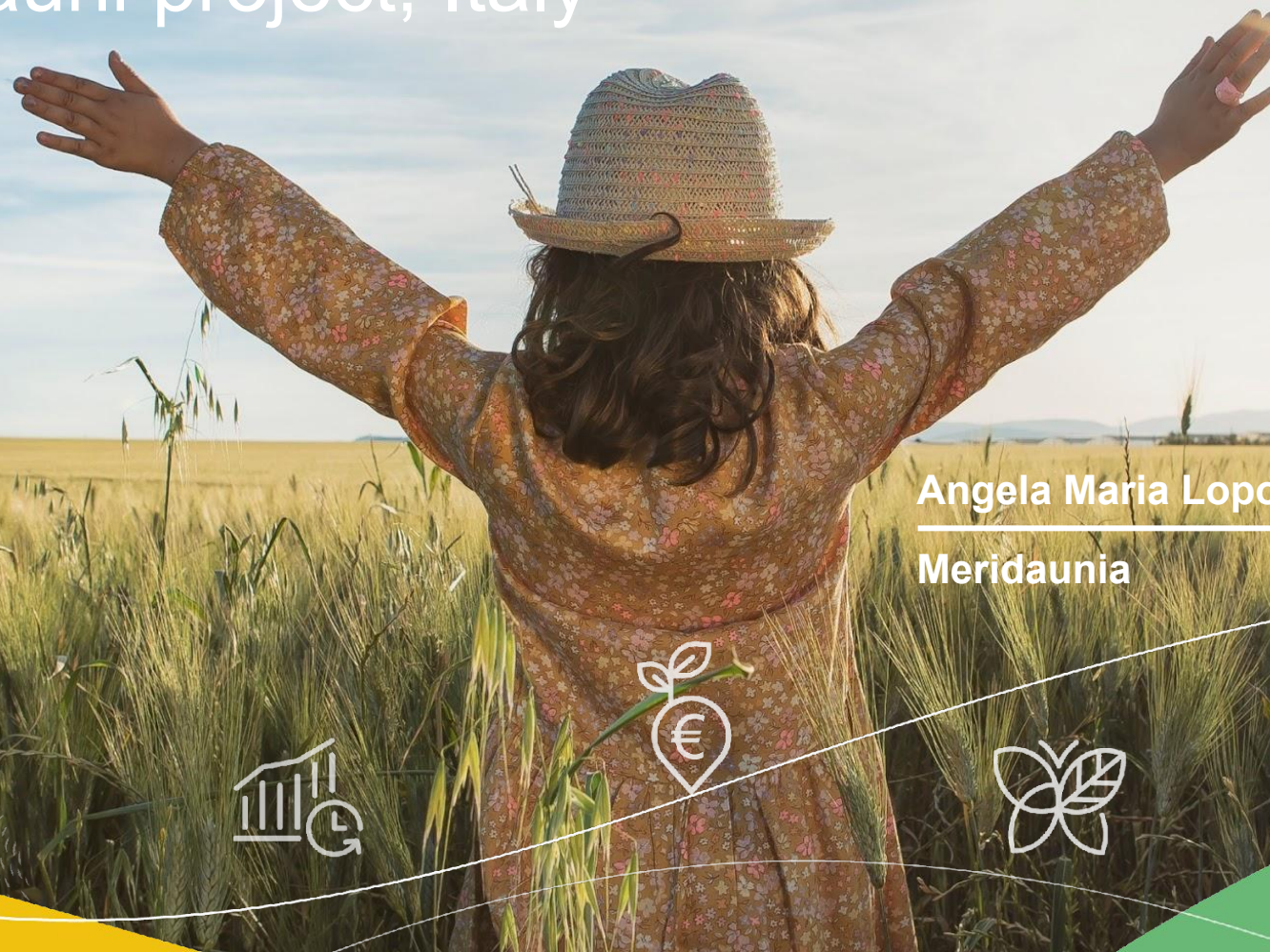


Rural tourism for competitiveness

Monti Dauni project, Italy



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Meridaunia



European
Commission

INTEGRATED TOURIST SERVICES OF MONTI DAUNI

Project AXIS VI of Puglia region "Protection of the environment and promotion of natural and cultural resources".
Action 6.8 "Interventions for the competitive repositioning of tourist destinations."

MONTI DAUNI LOCAL ACTION PLAN

PSR PUGLIA 2014 -2020
OP FESR 2014-2020

PROJECT: Integrated tourist services of Monti Dauni

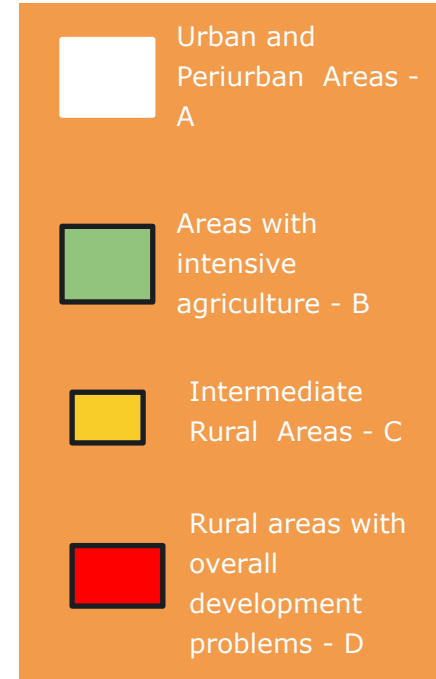
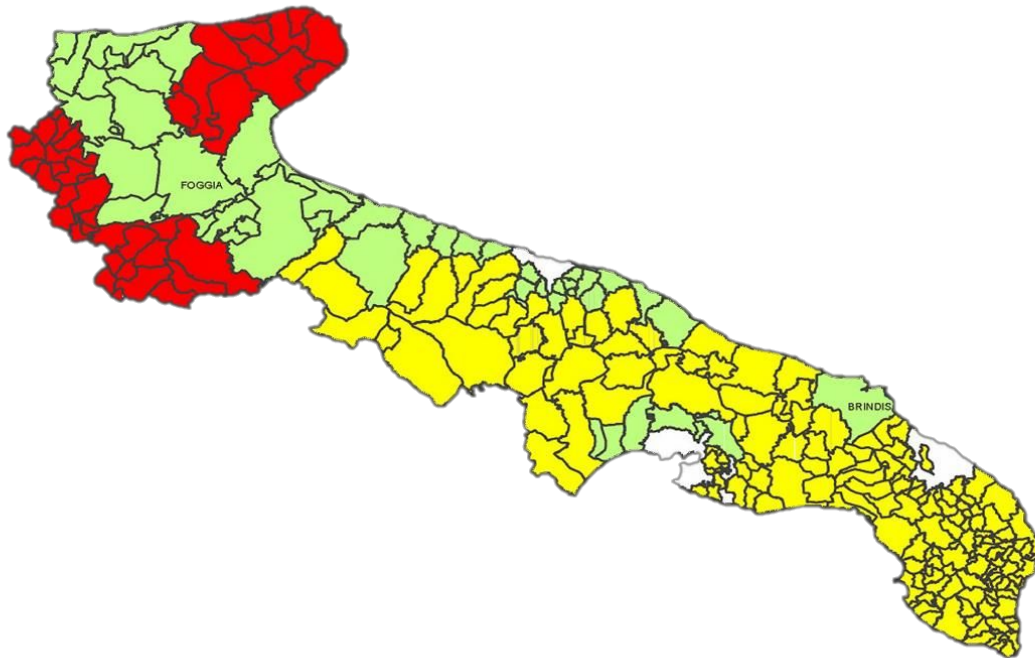


WHERE MONTI DAUNI ARE LOCATED

Monti Dauni are located in southern Italy, in the Puglia region. Monti Dauni are 30 municipalities located in the north-west of Puglia in the province of Foggia. Monti Dauni include 30 Municipalities, which extend for 2,286.56 km², on the borders with Molise, Campania and Basilicata.



RURAL AREAS



WEAKNESSES



WHAT MERIDAUNIA DOES

LOCAL DEVELOPMENT

Leader Activities Implementation (CLLD)

- Develop and implement the Monti Dauni Development Strategy
- Cooperation
- International cooperation

Extra Leader Activities Implementation

- Technical Assistance to Municipalities
- Business incubator
- Business desk
- Design desk
- European Projects

Monti Dauni Development Strategy

OBJECTIVE: Stopping the depopulation creating job opportunities



THEMATIC 1
Sustainable tourism



THEMATIC 2
**Development and innovation of supply chains
and local production systems**

INTERVENTIONS

INTERNAL AREAS

Discovery of productions linked to territorial agricultural vocations, aiming at quality agriculture

Adapt SCHOOL to local vocations by activating Agricultural and Tourism Specializations

Enhancing of wooded heritage

Services for the local population

LOCAL ACTION PLAN

Promoting typical crops and obtaining brands

Food and wine promotion

Favoring naturalistic tourism (cycling tourism, trekking, etc.)

Areas in support of soft tourism for the elderly

EXPERIENTIAL TOURISM IN MONTI DAUNI



The tourist offer of Monti Dauni is made up of the great heritage of historical, cultural and environmental resources, which can be included in the definition «PUGLIA OF EXCELLENCE».

INTEGRATED TOURISTIC SERVICES PROJECT

The overall objective of promoting an integrated system of tourist services was pursued through three interlinked projects funded by a different stream of EU funds:

ERDF, ERASMUS+ and Horizon.

The ERDF project was part of a multi-fund CLLD (supported also by EAFRD and ESF) that complements the work of other projects focusing on tourism promotion and agriculture diversification.

ACTION 6.8 "Interventions for the competitive repositioning of tourist destinations.

The general objective of the project is to qualify, aggregate and enhance the rural, environmental, cultural and experiential tourism offer of the Monti Dauni, enhance the competitive potential of the area by improving the awareness and reputation of the Monti Dauni brand, within the brand Puglia, developing a tourist economy attentive to the concept of "local tourist", through a cultural offer capable of experimenting with innovative and sustainable forms of valorisation and management of the historical-cultural and naturalistic-environmental heritage.



- integrated tourist services, through the coordination of the actors involved in the tourist offer and by professionalizing the reception services



- systematic actions to improve the awareness and reputation of the Monti Dauni brand, coherently and within the Puglia brand



- consolidate the tourism business systems of the Dauni Mountains through the integration of the sustainable and experiential tourism

ESCAPE2 PROJECT

ESCAPE2 project involves rural regions of Europe countries, territories with a lower level of productivity and employment but rich in landscapes and heritage, especially in the less visited areas of the south and east of Europe.

ESCAPE2 addresses specific needs detected in these areas: relatively scarce or non-existent experiences of rural tourism with integrated strategies and integrated development policy focused on tourism as a key element for economic growth, low level of awareness about the economic potentiality of rural areas and value tourism chains, lack of quality facility or service for tourists, lack of efficient marketing activities and integrated communication plan etc.

It responds by developing a High-Quality Rural Tourism Strategy



CULTURATI PROJECT

CULTURATI is a Horizon Europe. The principal objective of the project is to design, develop, evaluate and validate mainstream technologies for its ecosystem utilizing the Internet of Things, cloud and mobile technologies, sensors (people counters), and Artificial Intelligence.

CULTURATI delivers customized games and routes to the end-users with the help of its content in a database collectively produced by CCIs and citizens.

Thus, CULTURATI is also a content curator which will score its database for the necessary information based on the selection criteria of the end-users (preferences, needs, wants, etc.) retrieve the relevant data and share the findings in a logical, organized, and presentable way utilizing games and routes.

CULTURATI works with an algorithm to optimize the number of visitors in each location dynamically and proactively by respecting carrying capacities set for them by their managers. Utilizing state-of-the-art technologies (e.g. cloud and mobile technologies, Internet of Things (IoT), sensors-people counters, and Artificial Intelligence), CULTURATI aims to enhance the visitor experience by providing customized information, managing visitor flows on-site, and ensuring social distancing between them in case of a pandemic.



The use of different funds helped to enhance and complete the initial project, strengthening the digital component and enhancing capacity-building, international transfer, and peer-learning activities.

Accessing and managing different EU funds can be challenging, because doing so entails dealing with multiple agencies and their distinct reporting protocols and bureaucratic processes. This is even more difficult when the beneficiary is a rural area made of 30 different local authorities.

To overcome that, the role of Meridaunia, the local development agency, was key, because it worked extensively to bring together the different local authorities, Meridaunia listened to the local communities and made the territory more cohesive, perceiving it as a single entity, the Monti Dauni.

Moreover, to access the funding opportunities, Meridaunia conducted a thorough analysis of the territory, assessing the vulnerabilities as much as the potentialities, and communicating clearly to upper levels of government—in particular to the Regional Government—why it was necessary and worthy to invest in the area. Meridaunia has worked with local actors and developed relations with international networks.

This was necessary to access funds that required a consortium of international partners. Nurturing the multilevel governance system, allowed Meridaunia to build relationships that opened opportunities for internationalisation.

Thank you



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