



Polo
Arti Cultura Turismo
Regione Puglia



Consorzio
Regionale
per le Arti
e la Cultura





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EUROPEAN TERRITORIAL COOPERATION, MAINSTREAMING AND EU MACRO-REGIONAL STRATEGIES IN TOURISM AND CULTURE SECTORS SHARING GOOD PRACTICES FOR A BETTER GOVERNANCE

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Director of Department of Tourism, Economy of Culture
and Valorization of Territory



The Department is responsible:

- for all policies and activities in the field of **Tourism** and **Culture**
- for the development and execution of tourism **policy, strategies** and **action plans**.

Puglia365 is the regional strategic plan for **Tourism**.



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THE ACTIONS/INTERVENTIONS OF PUGLIA 365

PROGRAMMED RESOURCES TOTAL.

€ 130.969.480

of which, about € 59.000 are managed by **ARET**

PUGLIAPROMOZIONE (public agency), the rest by **TOURISM SECTION**

FINALIZED PROJECTS 790



Main objectives identified by **Puglia365**:

- to increase the competitiveness of Puglia as a tourist destination in Italy and abroad;
- to increase flows of national and international tourists;
- favor the tourist seasonal adjustment, with the aim of helping the Apulian territories organize themselves for all year round tourism.

PiiiLculturainPuglia is the Regional Strategic Plan of Culture (Puglia was the first Italian region to adopt this tool) dedicated to cultural activities, within which another strategy has been developed: **SMART-IN Puglia** (Sostegno Memoria Arti Resilienza Territorio Ingegno - Support Memory Arts Resilience Territory Talent).

The Strategic Plan of Culture intends to **protect, enhance** and **promote** the identity of a territory, and therefore its culture.





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THE ACTIONS/INTERVENTIONS OF PiiiLCULTURAINPUGLIA

PROGRAMMED RESOURCES TOTAL DURING THESE FIVE YEARS
MORE THAN **€ 621.566.000**

FINALIZED PROJECTS N. 4720



PiiiLculturainPuglia was created starting from 5 issues:

- **WORK** - because without employment there is no Economy of Culture
- **INNOVATION** - both of product and process
- **IDENTITY** - rooted, authentic, open, pluralistic
- **ENTERPRISE** - to move from volunteering to a new business culture
- **PRODUCT** - to build a cultural product of high quality





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European Territorial Cooperation Projects



The Department is currently a partner of:

- **17 PROJECTS**
and associated partners of 5 projects

belonging to

- **6 PROGRAMS**



Funds:

- Interreg Europe 2014/2020
- Interreg MED 2014/2020
- Interreg V-A Greece-Italy 2014/2020
- Interreg IPA CBC Italy-Albania-Montenegro 2014/2020
- Interreg V-A Italy-Croatia 2014/2020
- Eni CBC Mediterranean 2014/2020

**The projects are carried out in collaboration with
139 PARTNERS, including**

Ministries, Regions, local authorities, public
agencies, associations, NGOs,
cultural foundations, museums, LAGs,
universities, research bodies, private entities

located in 23 COUNTRIES
throughout Europe
and in the Mediterranean basin



Results

- CTE projects were launched in 2016 and will end in 2022.
They are funded for a total of € 19,685,447.83.

AREAS OF INTERVENTION

CTE projects are developed on 3 BROADER AREAS OF INTERVENTION:

1. SUSTAINABLE TOURISM AND TOURIST INNOVATION

OBJECTIVES: to support Tourism operators, encouraging initiatives to diversify the offer and to innovate the services, in the name of a more sustainable, accessible and inclusive Tourism.



AREAS OF INTERVENTION

2. ENHANCEMENT OF NATURAL AND CULTURAL HERITAGE

OBJECTIVES: To create new cultural itineraries to give visibility to lesser known, forgotten or submerged heritage, intervene on sites of significant historical and cultural interest and promote the use of spaces and contents in an innovative way.



AREAS OF INTERVENTION

3. SUPPORT FOR CULTURAL AND CREATIVE ENTERPRISES

OBJECTIVES: To guarantee spaces for the development of projects and the use of creative products and to support cultural operators, offering them the opportunity to participate in sector fairs, project events and study visits for the enhancement of skills and the exchange of good practices.



COMPANIES AND PROFESSIONALS INVOLVED

The management of project activities is entrusted to the regional staff, strengthened by the activation of:

- 4 SPECIFIC DUTIES ASSIGNMENTS;
- 1 DIRECTOR ASSIGNMENT

In support of the internal staff, the following have been involved:

- 29 COMPANIES – management companies, travel agencies, communication agencies and companies providing various technical services.
- 16 CONSULTANTS – dedicated technical assistance, support for specific actions and members of scientific committees.

SIGNED AGREEMENTS

Through cooperation agreements, all projects also actively involve

THE REGIONAL PUBLIC AGENCIES

Teatro Pubblico Pugliese, Pugliapromozione, Innovapuglia, Apulia Film Commission.

THE MUNICIPALITIES OF THE INTERVENTION AREAS

Vieste, Monte Sant'Angelo, Margherita di Savoia, Ruvo di Puglia, Molfetta, Bari, Putignano, Brindisi, Otranto, Minervino di Lecce, Ugento.

SIGNED AGREEMENTS

OTHER STRATEGIC BODIES

- Politecnico di Bari
- Università degli Studi di Bari
- Università degli Studi di Foggia
- Università del Salento
- Federparchi
- Tecnopolis
- ARPA

ACTIONS MADE IN FAVOR OF OPERATORS
CTE projects supported local operators of Tourism and Culture sectors, offering them the opportunity to participate in:

- **sector fairs**
- **project events**
- **study visit** for the exchange of good practices with operators from other European and cross-border regions
- **international artist residencies**
- **thematic workshops** for students and citizens

Thus far benefited from this opportunity:

- **287 SUBJECTS**
of which
- **117 OPERATORS**
- **4 ARTISTS**
- **166 STUDENTS E PRIVATE CITIZENS**